

Public Outreach Update

TAC Meeting October 3, 2022

Outreach Campaign

August through October

Messages:

- Update drip systems
- Tree care during drought
- Graywater systems
- Rainwater harvesting
- Pick WaterSmart Plants



Advertising and outreach:

- Streaming
- Print and digital ads
- Videos
- Social media
- Radio







Fiesta de Independencia

On a soggy Sunday, September 18, the Sonoma-Marin Saving Water Partnership and Santa Rosa Water hosted Saving Water Pop-Ups at the LBC's 13th Annual Fiesta de Independencia to celebrate Latino Heritage Month and pass out water saving buckets and information.





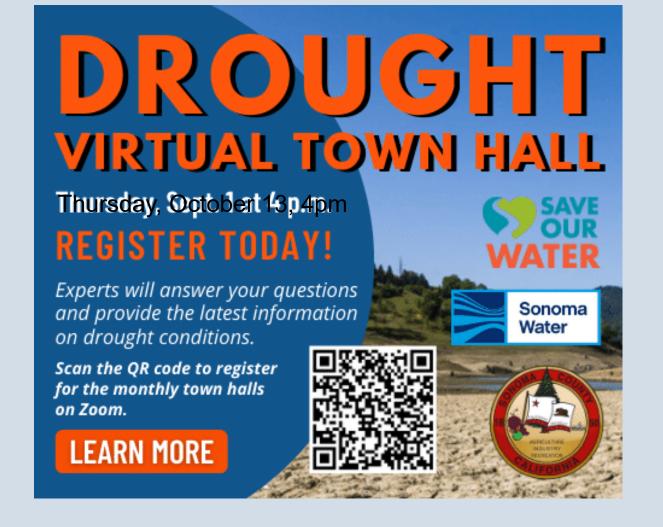
Saving Water Summer Pop-Ups

27 Pop-Up events have occurred to date.

Our final event is scheduled on October 25 at the Petaluma East Side Farmers Market.

Thanks to all the staff that made this a very successful campaign!





Drought Town Halls are scheduled the first Thursday of every month at 4 p.m. on dates: October 13 and November 3.



Paul Piazza
Water Use Efficiency Manager
Sonoma Water
Paul.Piazza@scwa.ca.gov

Andrea Rodriguez
Communications Manager
Sonoma Water
Andrea.Rodriguez@scwa.ca.gov

California American Water- Larkfield · City of Cloverdale · City of Cotati · City of Healdsburg · Marin Municipal Water District · North Marin Water District · City of Petaluma · City of Rohnert Park · City of Santa Rosa · City of Sonoma · Sonoma Water · Valley of the Moon Water District · Town of Windsor

www.savingwaterpartnership.org