

Public Outreach Update

TAC Meeting December 5, 2022

Outreach Campaign

October through December

Messages:

- Turn off irrigation
- Load up to save
- Rainwater harvesting
- Fix your flush

Advertising and outreach:

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



DROUGHT IS HERE SAVE WATER

Weekly Water Supply Levels

LAKE SONOMA

Average October storage
2013-2022:
178,779 acre-feet
73%

Current Storage:
99,122 acre-feet
40.5%

Total Water Supply Capacity:

245,000 acre-feet

LAKE MENDOCINO

Average October storage 2013-2022: 43,010 acre-feet 77.3%

> Current Storage: 37,106 acre-feet 66.7%

Target Water Supply Curve: 55,664 acre-feet

Levels as of November 23, 2022



www.SonomaWater.org





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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