



Public Outreach Update

WAC / TAC Meeting
May 1, 2023

Outreach Campaign

Spring 2023

Advertising and Outreach:

- Digital & print ads
- Social media

Thank You...

- For replacing 1,000,000 square feet of turf with low-water use landscaping.
- For adding 95,000 gallons of rainwater harvesting capacity.
- For replacing 1,200 toilets with high-efficiency models.

**THANK
YOU!**

**for helping us get
through the drought
and for always being
water smart.**



Outreach Campaign

Summer 2023

Messages:

- **Sprinkler spruce up**
- **Irrigation scheduling tool**
- **Water smart gardens maintenance manual**
- **Water smart plant labels**

Advertising and Outreach:

- **Streaming platforms**
- **Digital & print ads**
- **Radio**
- **Social media**

Follow us on social media



Saving_Water_Partnership



SonomaMarinSavingWaterPartnership



SMSWPartnership



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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