



# Public Outreach Update

TAC Meeting  
June 5, 2023

# 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
- Social media



# Eco-Friendly Garden Tour

- **17 gardens throughout Sonoma and Marin counties**
- **Over 3,700 attendees**  
(2,700 in 2019)
- **Partnerships included**
  - California Native Plant Society (CNPS)
  - Zero Waste Sonoma
  - UC Master Gardeners
  - Garden Sense
- **Over 20 garden hosts interested in participating next year**



# Eco-Friendly Garden Tour

## Comments from attendees and garden hosts:

**“I wanted to tell you that the gardens I visited were so worthwhile to see and thank you for the opportunity! This is a wonderful service to the public, very helpful and educational. Seemed very well attended too.”**

**“One highlight was having several people mention they had been to my yard in 2019 and were returning to tell me they’d been inspired to sheet-mulch their own yards too!”**



**“This was just a wonderful experience. I don't know why I ever worried about it. In fact, I loved it so much I would like to do it again next year.”**

**“Sonoma County residents are finally accepting the value of native plants to save water and create habitat.”**

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City of Santa Rosa · City of Sonoma · Sonoma Water · Valley of the Moon Water District · Town of Windsor

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