



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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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