



# Public Outreach Update

## WAC TAC Meeting – August 7, 2023



# Outreach Campaign

## August 2023

### Messages:

- Water smart gardens maintenance manual
- Water smart plant labels

### Advertising and Outreach:

- Streaming platforms
- Digital & print ads
- Social media







# Eco-Friendly Garden Tour

## May 13, 2023

- 17 gardens throughout Sonoma and Marin counties.
- Over 3,700 attendees (2,700 in 2019).

- Partnerships included the California Native Plant Society (CNPS), Zero Waste Sonoma, UC Master Gardeners and Garden Sense.
- Over 20 garden hosts interested in participating in 2024.





# 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.”**



# North Bay Zero Waste Week

## July 23-30, 2023

### Rainwater Harvesting Tour Healdsburg, July 29

- Daily Acts, the Partnership, and the City of Healdsburg highlighted ways you can reduce water waste by turning your yard into a drought-resilient landscape.
- The Tour featured rainwater catchment systems, graywater systems, and low-water-use plant gardens for 27 participants.





# North Bay Zero Waste Week

## Fix-it-Clinic and Reuse Fair Rohnert Park, July 29

- Promoted the Partnership's DIY Toolkit for water saving devices and newly added irrigation leak repair parts.
- Distributed buckets for water capture and reuse
- Event turn out of roughly +100 people



# Sonoma County Fair

## August 3-13, 2023

### Jurassic Jubilee:

- The Partnership and Master Gardeners collaborated on a sustainable landscape exhibit called *The Pathway to Sustainability*.
- Highlights include efficient irrigation, choosing water-smart plants, soil health, rainwater capture, and beneficial habitat.
- Lawn-centric landscapes should go the way of the dinosaurs – extinct.
- [Savingwaterpartnership.org/fair/](https://Savingwaterpartnership.org/fair/)



## Follow us on social media



Saving\_Water\_Partnership



SonomaMarinSavingWaterPartnership



SMSWPartnership





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

Andrea Rodriguez  
Communications Manager  
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](http://www.savingwaterpartnership.org)