



# Public Outreach Update

TAC Meeting –September 11, 2023

# Outreach Campaign

## September 2023

### Messages:

- Water-smart plant labels highlight low water use plants, helping you create a water-smart landscape

### Advertising and Outreach:

- Streaming platforms
- Digital & print ads
- Social media



# Outreach Campaign

## September 2023

**Nuestra Tierra Program**  
**Hosted by Hugo Mata**



- One-hour radio show that serves as a resource hub on environmental topics to the Spanish-language audience in Sonoma County.
- Highlights services and resources available from multiple agencies, including the Partnership.
- Topics this summer included the Partnership's Irrigation Scheduling Tool, and the Water Smart Gardens Maintenance Manual.
- Listen to the recording at [SonomaWater.org/espanol](https://SonomaWater.org/espanol)

# Outreach Campaign


## September 2023

**Fiesta de Independencia**  
**Luther Burbank Center**  
**for the Arts**  
**Sunday, September 10**  
**1:00-7:00 pm**

REDWOOD CREDIT UNION PRESENTS

### 14TH ANNUAL FIESTA DE INDEPENDENCIA



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FOR ALL THAT YOU LOVE.

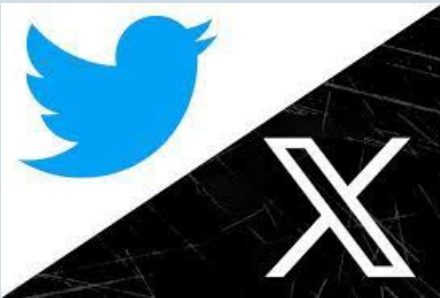
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California American Water- Larkfield · City of Cloverdale · City of Cotati · City of Healdsburg  
Marin Municipal Water District · North Marin Water District · City of Petaluma · City of Rohnert Park  
City of Santa Rosa · City of Sonoma · Sonoma Water · Valley of the Moon Water District · Town of Windsor

[www.savingwaterpartnership.org](http://www.savingwaterpartnership.org)