



# Public Outreach Update

WAC TAC Meeting – November 6, 2023

# Outreach Campaign

## Summer 2023

### Messages:

June - Sprinkler spruce up

July - Irrigation scheduling tool

August - Maintenance manual

September - Water smart plant labels

### Advertising and Outreach:

- Streaming platforms
- Digital & print ads
- Social media



# Outreach Campaign

## Winter 2023

### Partnership Website and Social Media

- Regular website and social media posts featuring seasonally appropriate water saving tips will continue through fall and winter
- Highlights Partnership programs
  - Flora Fridays
  - Water Smart Plant Label program
  - Garden Sense program
  - Irrigation scheduling tool
  - Water Smart Gardens Maintenance Manual
  - Water Smart Plant Picker tool



# Outreach Campaign

## Nuestra Tierra Program Hosted by Hugo Mata

- One-hour radio show on environmental topics to the Spanish-language audience in Sonoma County.
- Topics included the Partnership's Irrigation Scheduling Tool, and the Water Smart Gardens Maintenance Manual.
- Listen to the recording at [SonomaWater.org/espanol](http://SonomaWater.org/espanol)



## Fiesta de Independencia Luther Burbank Center for the Arts Sunday, September 10



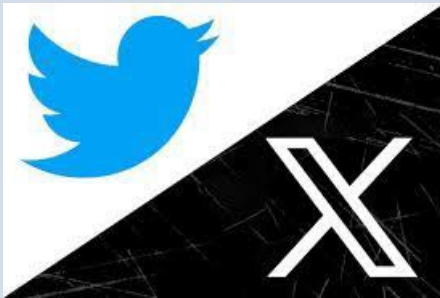
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