



## Public Outreach Update

TAC Meeting – June 6, 2024

1

## Outreach Campaign Summer 2024

### June messages:

- Water Smart Plant Label & Nurseries
- Choose Water Smart Plants
- Plant Climate Ready Trees
- Healthy Soil

### Advertising and Outreach:

- Digital & print ads
- Social media



2

## 2024 Eco-Friendly Garden Tour

- 26 gardens participated
- 3,900 people registered for the event
- Some gardens had over 350 visitors

### Partners included:

- California Native Plant Society
- Milo Bake Chapter
- Home Ground Habitats
- Sonoma Ecology Center
- Sonoma County Zero Waste
- Sonoma County Master Gardeners
- Garden Sense, Laguna Foundation and Dominican University
- Partners also tabled at sites including Marin Water and Santa Rosa Water



3

## 2024 Eco-Friendly Garden Tour

Events included: CNPS plant sale, Home Ground Habitats plant and seed sale, Zero Waste compost giveaway, Blue Barrel rainwater capture demo, Sonoma County Master Gardeners waterwise demo garden, and Dominic University seed sale



4

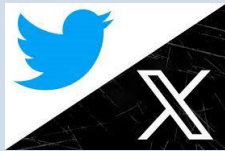
### Follow us on social media



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5



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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

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6