

Public Outreach Update

WAC-TAC Meeting – May 5, 2025

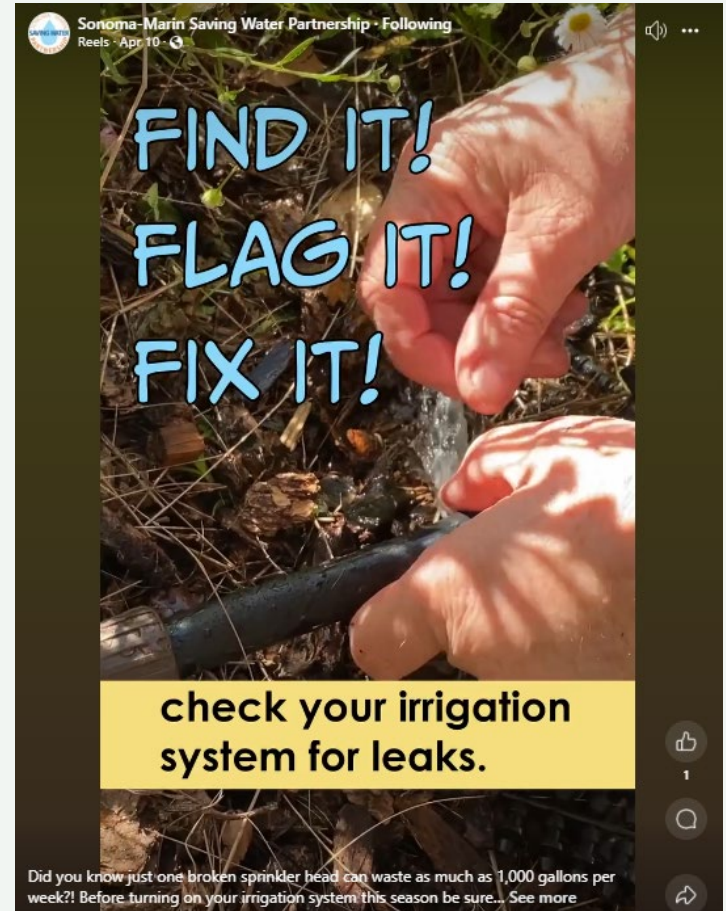


Outreach Campaign

Spring 2025

Social Media

- Flora Friday posts
- Pre-summer irrigation checks
- Install water saving fixtures
- Dye Tab Challenge
- Eco-Friendly Garden Tour



Outreach Campaign

Spring 2025

Dye Tab Challenge Results

- 419 page views
- 49 entries
- 13 found a leak
- 8 requested toilet replacement info
- 7 SR customers wanted repair parts
- 15 requested info on saving water



Outreach Campaign

Spring 2025

E-News

- Over **6,100** subscribers
- Average **59%** open rate (high for industry)
- Next Newsletter ~June 15th



Outreach Campaign

Spring 2025

- Celebrating 15 years!!
- 19 gardens participating
- Events
- Educational Tables
- Free, registration required



15th ANNUAL

Eco-Friendly Garden Tour

Saturday, May 10, 2025

This annual, self-guided garden tour promotes sustainable landscaping practices by showcasing native gardens throughout Sonoma and Marin counties.

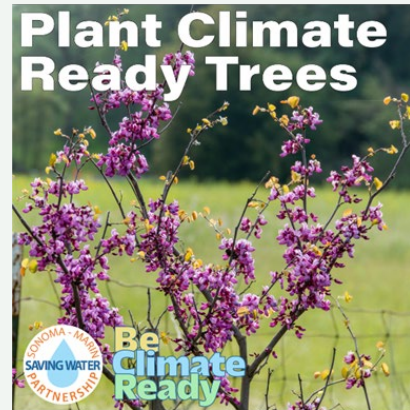
Registration is required, however there is no charge to attend.
Please visit www.SavingWaterPartnership.org



Outreach Campaign

Summer Campaign

- June – September
- Climate Ready Landscaping
- Weekly social media posts in English and Spanish
- Short videos formatted for Instagram Reels and YouTube Shorts



Outreach Campaign

Partnership Resources

The Sonoma-Marín Saving Water Partnership website has many resources to help save water, including:

- Irrigation Scheduling Tool
- Water Smart Plant Picker
- DIY Toolkit
- Water Smart Gardens Maintenance Manual
- Regional and Local Program Lookup Tool
- Water Smart Plant Label Nurseries



www.savingwaterpartnership.org

Like, follow and share on social media platforms



Saving_Water_Partnership



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Sonoma-Marin-Saving-Water-Partnership



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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