

Public Outreach Update

July 7, 2025 TAC Meeting
Agenda Item 5b

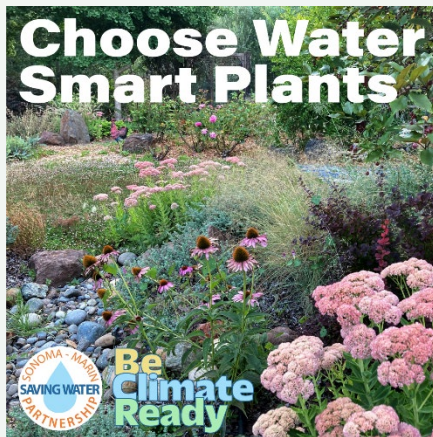
TAC Meeting – July 7, 2025



Outreach Campaign

Summer Campaign

June Social Media Posts



Facebook Reach: 4,488
Instagram Reach: 1,127
Total link clicks: 125
Nextdoor: 5,273



Facebook Reach: 2,925
Instagram Reach: 2,385
Total link clicks: 107
Nextdoor: 3,367
Youtube views: 189



Facebook Reach: 3,982
Instagram Reach: 2,627
Total link clicks: 144
Nextdoor: 3,618
Youtube views: 1,637



Posted on 6/25

Overall:

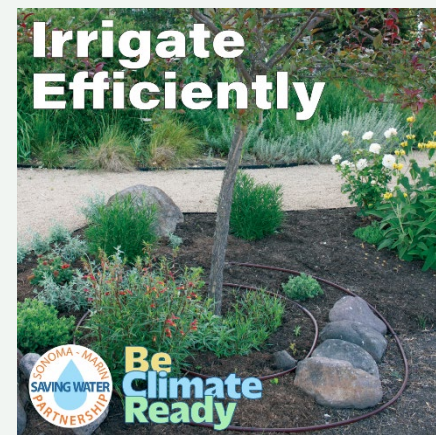
- Facebook Reach increased
- Gained 19 followers on Instagram
- Climate-Ready Webpage views: 376

Outreach Campaign

Summer Campaign

July Social Media Posts

- Irrigation scheduling tool
- Weather-based irrigation controller rebates
- Efficient irrigation equipment rebates
- Residential water use assessments



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

Climate-Ready Landscapes



www.savingwaterpartnership.org

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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