

Public Outreach Update

WAC / TAC Meeting – August 4, 2025



Outreach Campaign

Summer Campaign

July Social Media Posts: Smart Irrigation Month



Facebook Reach: 3,515
Instagram Reach: 5,259
Total link clicks: 114
Nextdoor: 3,190



Facebook Reach: 2,946
Instagram Reach: 2,418
Total link clicks: 104
Nextdoor: 2,663
Youtube views: 55



Facebook Reach: 5,745
Instagram Reach: 2,554
Total link clicks: 87
Nextdoor: 2,492
Youtube views: 512



Outreach Campaign

Summer Campaign

August Social Posts:

- Water Smart Landscape Design Templates
- Garden Sense Program
- Water Smart Maintenance Manual
- Water Smart Plant Label Program



Outreach Campaign

Sonoma County Fair

- Raingarden Exhibit
- Fair theme is Hot Dogs and Cool Cats
- August 1st – 10th
- Located in Hall of Flowers Courtyard Annex
- Collaboration with U.C. Master Gardeners of Sonoma County



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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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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