

Public Outreach Update

September 8, 2025 TAC Meeting
Agenda Item 4b

TAC Meeting – September 8, 2025



Outreach Campaign

Summer Social Media Campaign

August Social Media Posts: Smart Irrigation Month



Facebook Reach: 2,398
Instagram Reach: 1,872
Total link clicks: 96
Nextdoor: 3,321
Youtube views: 76



Facebook Reach: 3,019
Instagram Reach: 1,664
Total link clicks: 77
Nextdoor: 2,683



Facebook Reach: 3,225
Instagram Reach: 1,980
Total link clicks: 92
Nextdoor: 2,121



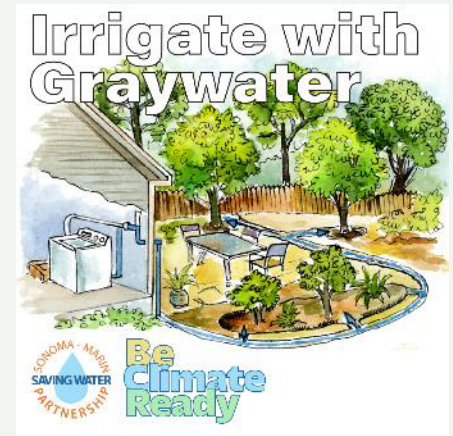
Facebook Reach: 4,267
Instagram Reach: 1,200
Total link clicks: 55
Nextdoor: 2,615

Outreach Campaign

Summer Social Media Campaign

September Social Posts:

- Rainwater Rebates
- Graywater Rebates
- Water Smart Maintenance Manual
- Hire a QWEL Pro



Outreach Campaign

Sonoma County Fair

- Master Gardeners' shifts – Noon to 4pm daily
- More than 700 direct interactions with fair goers
- Lots of positive feedback on helpful ideas for installing a rain garden



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



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Brian Lee

Water Use Efficiency Senior Programs Specialist

Brian.Lee@scwa.ca.gov

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