

Public Outreach Update

October 6, 2025 TAC Meeting
Agenda Item 6b

TAC Meeting – October 6, 2025



Outreach Campaign

Summer Social Media Campaign

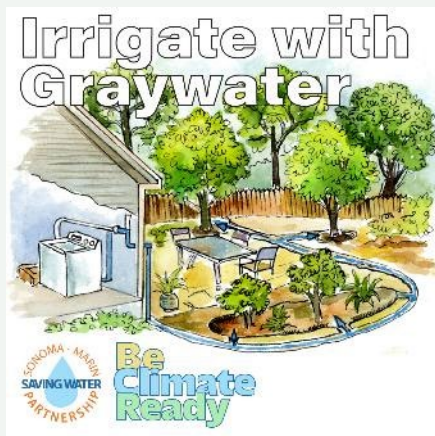
September Social Media Posts:



Facebook Reach: 2,468
Instagram Reach: 1,979
Total link clicks: 83
Nextdoor: 3,671
Youtube views: 145



Facebook Reach: 3,511
Instagram Reach: 1,723
Total link clicks: 91
Nextdoor: 3,355



Facebook Reach: 2,321
Instagram Reach: 1,610
Total link clicks: 56
Nextdoor: 3,804



Facebook Reach: 2,225
Instagram Reach: 906
Total link clicks: 54
Nextdoor: 2,608

Outreach Campaign

Fall Social Media Campaign

Social Posts:

- New NFT education and outreach toolkit and website (www.nonfunctionalturfca.com)
- Seasonal reminders to adjust irrigation timing to reflect fall weather and arriving rains
- Planting season for CA natives and other low water use plants
- Rainwater catchment



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



SonomaMarinSavingWaterPartnership



Sonoma-Marin Saving Water Partnership



Paul Piazza
Water Use Efficiency Manager
paul.piazza@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