

Public Outreach Update

November 3, 2025 WAC TAC Meeting
Agenda Item 13b

WAC-TAC Meeting – November 3, 2025



Outreach Campaign

2025 Summer Campaign Wrap-Up

- 16 weekly posts focused on Climate Ready Landscaping

Social Media Stats: June 1 – Sept 30:

- Facebook and Instagram:
 - Views: 105,400
 - Reach: 75,600
 - Link Clicks: 1,285
- Nextdoor:
 - Total post impressions: 52,252
- YouTube Shorts:
 - Total views: 3,264



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

Nonfunctional Turf (NFT) Toolkit

- Website and forward-facing resources can be found at:
<https://nonfunctionalturfca.org/>
- Sector-specific outreach toolkit is available to Partnership agencies at:
<https://calwep.org/nft/>



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



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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