

Public Outreach Update

May 4, 2026 WAC TAC Meeting
Agenda Item 7b

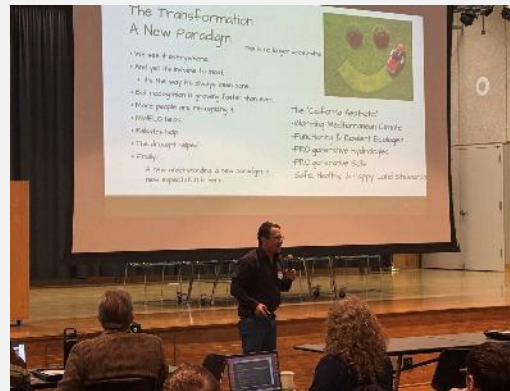
WAC / TAC Meeting – May 4, 2026



Russian River Friendly Landscape Symposium

Non-Functional Turf Outreach

- February 11, Finley Center
- 85+ attendees
- Information booths – CLCA, Hunter Industries, Devil Mountain Nursery, OWOW, Daily Acts, MGs
- 82% rated the event very good to excellent
- 100% found the content helpful
- 100% would attend a similar event again



2026 Dye Tab Challenge

- February 1 through March 31
- 6 weekly posts
- **23,700** impressions on **Nextdoor**
- 50 Challenge Entries
 - Petaluma – 24
 - Santa Rosa – 20
 - Marin Water – 3
 - Cloverdale – 1
 - Rohnert Park – 1
 - Cotati – 1



Fix-a-Leak Week 2026

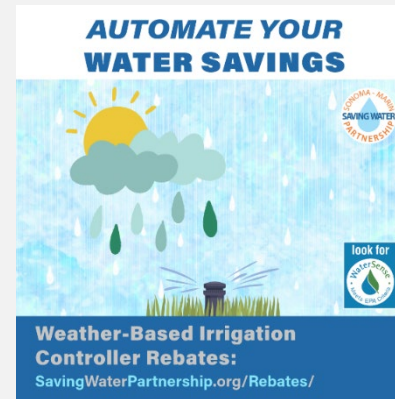


- Daily social media posts featuring tips and facts about leaks
- Partnership website banner with a dedicated subpage
- In coordination with Dye Tab Challenge
- **27,946** impressions on **Nextdoor**



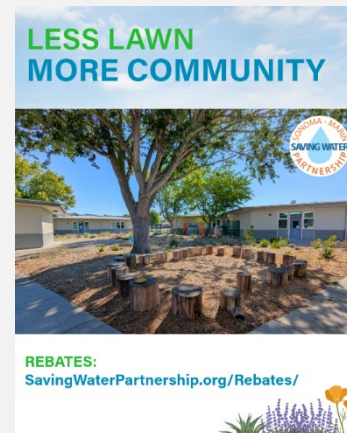
2026 Spring Rebates Campaign

- Promote USBR WEEG Grant Rebates
- 12 posts:
 - Turf Removal, Irrigation Controllers, Toilets, Clothes Washers, etc.
- Social media toolkit in English and Spanish

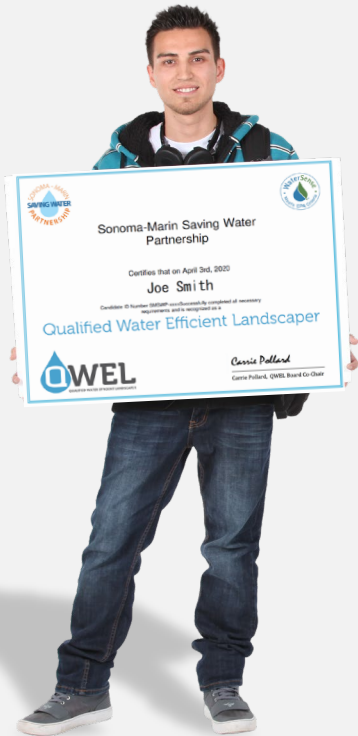


2026 Summer Campaign

- Less Lawn, More...
- 16 weekly social media posts focused on outdoor landscape transformations and non-functional turf
- Before and After Photos, Testimonials and Case Studies
- Social media toolkit with weekly post graphics and text in English and Spanish
- Short form videos formatted for Instagram Reels and longer format for YouTube



Qualified Water Efficient Landscaper



- Partnership Trainings
 - March 4, 11, 18 & 25th
Marin Art and Garden Center
 - 32/38 students certified
- QWEL Rainwater Catchment Training
 - April 21, 22 & 23rd
Santa Rosa
 - 18/19 students certified



Eco-Friendly Garden Tour

- Saturday, May 9, from 10 am to 4 pm
- 25 gardens participating
- Events:
 - Plant and Seed Sales
 - Workshops
 - Mini-Tours
 - Bike Tour (Marin County Bike Coalition)
 - Partner Information Tables
- Free, registration required



www.savingwaterpartnership.org/eco-friendly-garden-tour/registration/



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



Like, follow and share on social media platforms



Saving_Water_Partnership



SonomaMarinSavingWaterPartnership

nextdoor 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