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2026 Summer Campaign

Less Lawn, More...

- 16 weekly social media posts focused on outdoor landscape transformations and non-functional turf outreach
- 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

**LESS LAWN
MORE SAVINGS**

Find rebates at:
SavingWaterPartnership.org/Rebates/

**LESS LAWN
MORE REBATES**

Find rebates at:
SavingWaterPartnership.org/Rebates/

**LESS LAWN
MORE OPPORTUNITY**

Find rebates at:
SavingWaterPartnership.org/Rebates/

**LESS LAWN
MORE POSSIBILITIES**

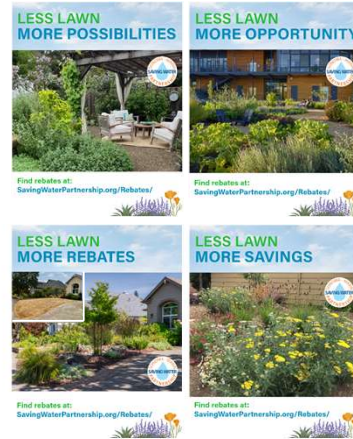
Find rebates at:
SavingWaterPartnership.org/Rebates/

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2026 Summer Campaign

June Social Media stats

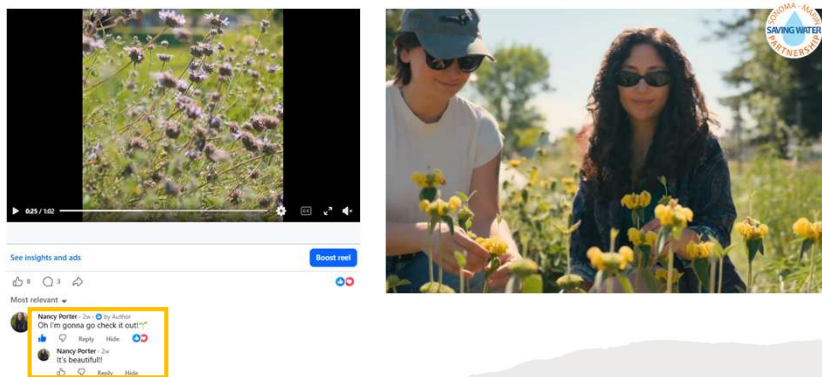
- NextDoor
 - 67,322 views
 - 179 interactions
- Facebook
 - 2,839 views
 - 42 interactions
- Instagram
 - 2,226 views
 - 82 interactions



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2026 Summer Campaign

- **87** new YouTube subscribers
- *Less Lawn, More Inspiration:*
- <https://www.youtube.com/@sonoma-marin-saving-water>



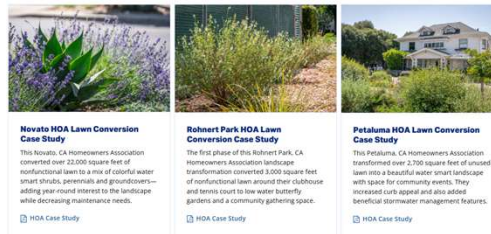
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2026 Summer Campaign

Case Studies

- 3 HOA Nonfunctional Turf Conversion Case Studies:
North Marin Water District, City of Rohnert Park, City of Petaluma
- 2 Public Property Case studies coming in August!

Lawn Conversion Case Studies

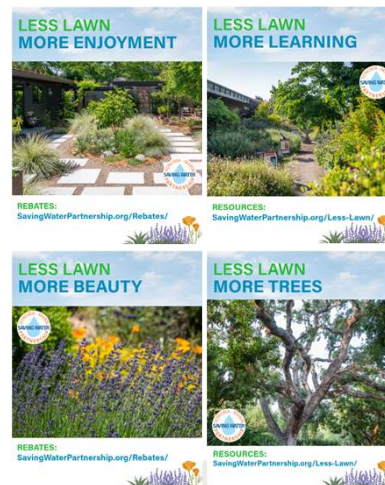


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2026 Summer Campaign

August Social Posts:

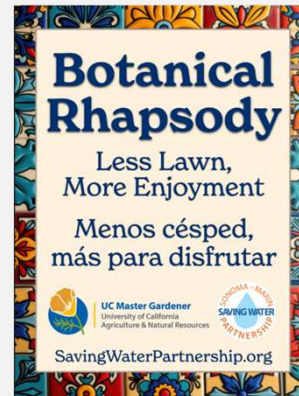
- Less Lawn, More...
- Lawn conversion video testimonials
 - Rebates and Public Property
 - Nonfunctional turf conversion best practices



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Outreach Campaign Sonoma County Fair

- **August 7 - 16, 2026**
- **Floral Fandango, A Global Celebration!**
- Landscape exhibit in Hall of Flowers Courtyard Annex
- Collaboration with UC Master Gardeners of Sonoma County
- Garden features permeable hardscaping and a design focused on gathering—less lawn and more space to relax, connect, and enjoy the setting
- Main patio with potted succulents, decorative wall-sconce pots, along with in-ground low-water use perennials
- MGs onsite noon-4pm daily



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Outreach Campaign Partnership Resources



Irrigation Scheduling Tool



Water Smart Plant Picker Database



DIY Energy & Water Saving Toolkit



Water Smart Gardens Maintenance Manual



Regional and Local Program Lookup Tool



Water Smart Plant Label Nurseries



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Like, follow and share on social media platforms



Saving_Water_Partnership



SonomaMarinSavingWaterPartnership



Sonoma-Marin-Saving-Water



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

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