

Less Lawn More Enjoyment



Public Outreach Update
WAC/TAC Meeting – November 2, 2026

2026 Summer Campaign Wrap Up

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



2026 Summer Campaign Wrap Up

Social Media Stats: June 1 – Sept. 30:

- **Nextdoor**
 - Impressions: 200,500
 - Interactions: 780
- **Facebook and Instagram**
 - Views: 64,700
 - Interactions: 1,306
- **YouTube**
 - Views: 50,500
 - Subscribers: 251



Less Lawn, More Value
7.5K views



Less Lawn, More
Enjoyment
10K views



Less Lawn, More
Flowers
10K views



Less Lawn, More
Community
11K views

2026 Summer Campaign Wrap Up

[Landing Page](#) with Before and After Photos,
Testimonials, Resources and **5 Case Studies**



Novato HOA Lawn Conversion Case Study

This Novato, CA Homeowners Association converted over 22,000 square feet of nonfunctional lawn to a mix of colorful water smart shrubs, perennials and groundcovers—adding year-round interest to the landscape while decreasing maintenance needs.

[HOA Case Study](#)



Rohnert Park HOA Lawn Conversion Case Study

The first phase of this Rohnert Park, CA Homeowners Association landscape transformation converted 3,000 square feet of nonfunctional lawn around their clubhouse and tennis court to low water butterfly gardens and a community gathering space.

[HOA Case Study](#)



Petaluma HOA Lawn Conversion Case Study

This Petaluma, CA Homeowners Association transformed over 2,700 square feet of unused lawn into a beautiful water smart landscape with space for community events. They increased curb appeal and also added beneficial stormwater management features.

[HOA Case Study](#)



Petaluma Library Lawn Conversion Case Study

8,100 square feet of nonfunctional lawn behind the Petaluma Library was converted into a vibrant, water smart demonstration garden that also grows food, habitat and community.

[Library Case Study](#)



Petaluma Park Lawn Conversion Case Study

This public park turned over 12,000 square feet of thirsty nonfunctional lawn into a colorful, drought tolerant landscape with stormwater capture—saving water and mitigating flooding issues.

[Public Park Case Study](#)

2026 Fall Campaign

October - November Social Posts:

- Rebates, lawn conversion, water smart programs, ready for rain
- Multi-image carousels, stills, and video reels



2026 Fall Quarterly E-News

- **6,579** Subscribers
- **60%** Open Rate
- **219** Unique Clicks
- Promoting Lawn Conversion Rebates, Eco-Friendly Garden Tour – Call for Gardens, and Partner Events



Nonfunctional Turf Event

Save the Date!

Thursday, January 28, 2027,

Petaluma Community Center

- Targeting commercial and HOA property managers, board members and decision makers
- Opportunity to share case studies and success stories, promote rebates, connect with resources
- Survey link to gather event planning input from decision makers of Commercial/HOA properties:

<https://www.savingwaterpartnership.org/nonfunctional-turf-event-survey/>

COMPLIANCE TIMELINE

January 1, 2027

Public properties owned or managed by local governments

January 1, 2028

Commercial, industrial, and institutional properties

January 1, 2029

Common areas managed by homeowner associations, common interest developments, and community service organizations

January 1, 2031

Public properties in Disadvantaged Communities, contingent upon available state financial assistance

NonFunctionalTurfCA.org



www.savingwaterpartnership.org



2027 Eco-Friendly Garden Tour

Call for Gardens

- The 17th annual tour is scheduled for **Saturday, May 8**
- A total of 16 gardens have registered so far.



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



www.savingwaterpartnership.org



Like, follow and share on social media platforms



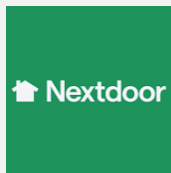
Saving_Water_Partnership



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

www.savingwaterpartnership.org