

An aerial photograph of a stream flowing through a dense forest. The water is clear and turbulent, with white foam from rapids. The surrounding trees are lush green, and some fallen logs are visible in the water.

# Public Outreach Update

TAC Meeting –September 9, 2024

# Outreach Campaign

## Summer 2024

### September messages:

- Rainwater rebates
- Graywater rebates
- Water Smart Gardens Maintenance Manual
- QWEL Program

### Advertising and Outreach:

- Digital & print ads
- Social media



# Social Media Campaign Results

## Boosted Social Media Posts:

- Average reach: 2,863 views per post
- Increased Facebook and Instagram followers
- Post with highest interactions on Facebook: Climate-Ready Landscape
  - 6,237 users reached
  - 118 interactions
  - 34 link clicks



# Outreach Campaign

## Summer 2024

### Sonoma County Fair

- 633 in-person visitor interactions
- Earned media in The Santa Rosa Press Democrat
- <https://www.pressdemocrat.com/article/lifestyle/garden-consultations-sonoma-county/>
- Over 50 new sign-ups for the Garden Sense Program
- 546 unique page views during the 10-day run.
- Event website at [www.savingwaterpartnership.org/fair](http://www.savingwaterpartnership.org/fair)



# Outreach Campaign

## Summer 2024

### Fiesta de Independencia

- Luther Burbank Center
- Sunday, September 15 from 1-7pm
- Music, dance, food, and fun activities for families.
- <https://lutherburbankcenter.org/event/fiesta-de-independencia-24/>



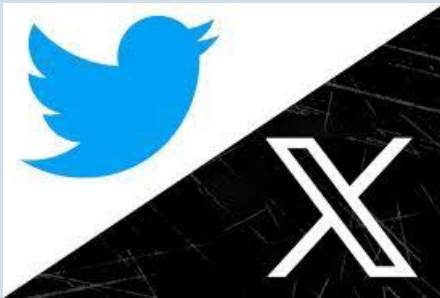
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Marin Municipal Water District · North Marin Water District · City of Petaluma · City of Rohnert Park  
City of Santa Rosa · City of Sonoma · Sonoma Water · Valley of the Moon Water District · Town of Windsor

[www.savingwaterpartnership.org](http://www.savingwaterpartnership.org)