

November 4, 2024 WAC TAC Meeting  
Agenda Item 12b



# Public Outreach Update

WAC-TAC Meeting – November 4, 2024

# Outreach Campaign

## Summer 2024

### Climate-Ready Social Media Campaign

June 1 – September 30

Number of people reached during the 4-mo. campaign:

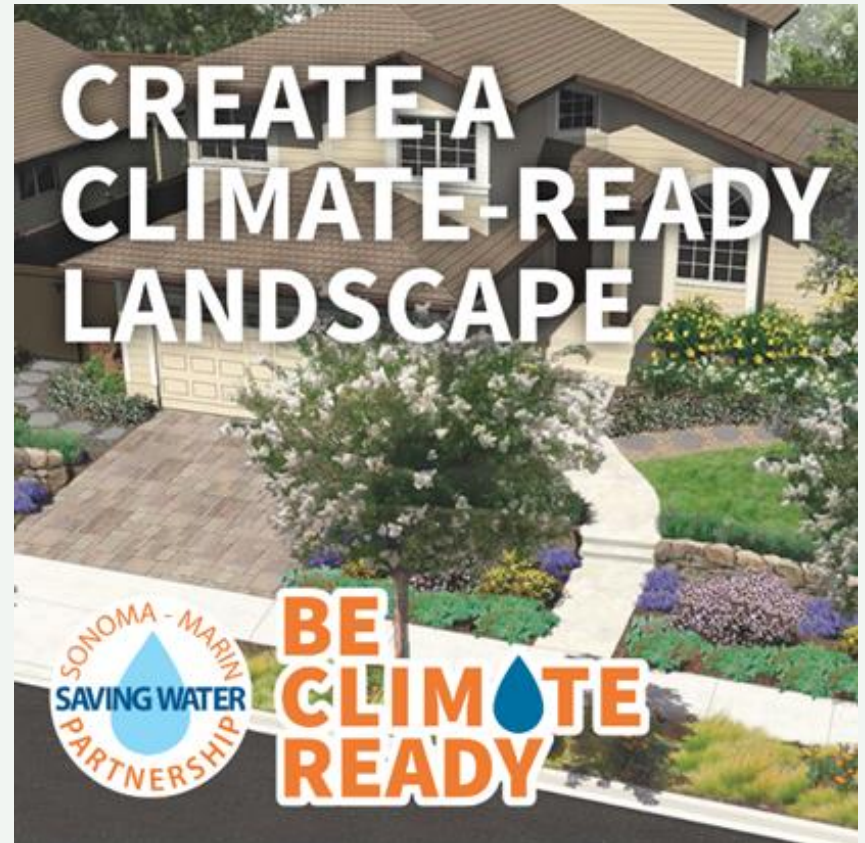
- Facebook: 28,000
- Instagram: 22,000
- Nextdoor: 353,670

Number of clicks on the Climate-Ready webpage link:

- 1,086

Number of Climate-Ready webpage views:

- 1,749



<https://www.savingwaterpartnership.org/climate-ready/>



# 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

## Fall 2024

### Tabling Events

#### Fiesta de Independencia

- 200+ contacts

#### Zero Waste Week's Fix-it-Fair

- 50+ contacts



# Outreach Campaign

## Fall 2024

### Social Media

#### Seasonal reminders:

- Reduce irrigation in fall then turn off when rains arrive
- Fall is planting season for natives
- Flora Fridays - plant of the week
- Check for leaks ahead of sewer-averaging months

 Sonoma Marin Saving Water Partnership  
October 25 at 10:01 AM · 🌐

Flora Friday!

California Flannelbush - *Fremontodendron* spp. & cvs.  
Fast-growing evergreen shrub with fuzzy, flannel-like leaves. Large golden yellow to orange blossoms that bloom in the spring. Best suited in full sun with well-drained soils.... [See more](#)



👍 2

👍 Like      💬 Comment



# Outreach Campaign

## Call for Gardens

### Eco-Friendly Garden Tour – May 2025

- Share your garden with our community and inspire others with your design ideas, plant recommendations, and eco-friendly practices.
- For more details or to express your interest in participating, please reach out via email - [savewater@scwa.ca.gov](mailto:savewater@scwa.ca.gov)



# Outreach Campaign

## Partnership Resources

The Sonoma-Marín Saving Water Partnership website has many resources to help save water, including:

- Irrigation Scheduling Tool
- Plant Picker
- DIY Toolkit
- Water Smart Gardens Maintenance Manual
- Regional and Local Program Lookup Tool



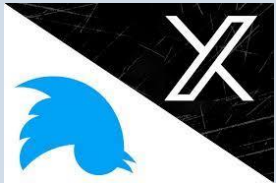
# Like, follow and share on social media platforms



Saving\_Water\_Partnership



SonomaMarinSavingWaterPartnership



SMSWPartnership



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