



March 3, 2025 TAC Meeting  
Agenda Item 6b

# Public Outreach Update

## TAC Meeting – March 3, 2025

A collage of three photographs. The left photo shows a gravel path through a lush garden with various plants and a hummingbird feeder. The middle photo shows a rainwater harvesting system with two large brown barrels connected to a downspout on a red house. The right photo shows a garden scene with green plants and a utility pole in the background.

**Create your  
climate-ready landscape.**

[LEARN MORE](#)

# Outreach Campaign

## Winter /Spring 2025

### Dye Tab Challenge

February 3<sup>rd</sup> – March 31<sup>st</sup>

- Test toilets for leaks and submit results for eligibility to win one of five \$25 gift cards
- [www.savingwaterpartnership.org/challenge/](http://www.savingwaterpartnership.org/challenge/)

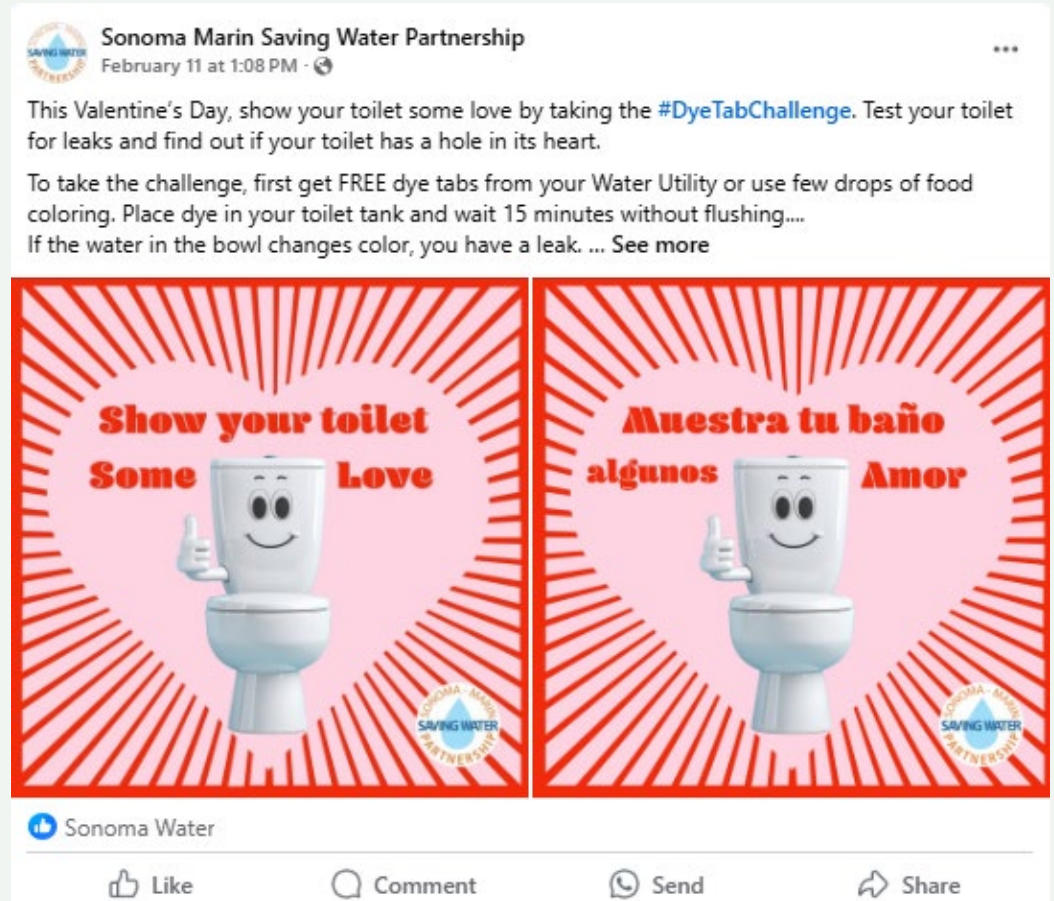


# Outreach Campaign

## Winter /Spring 2025

### Social Media

- Flora Friday posts
- Water Smart Plant Label Program
- February in the Garden Upcoming Events
- Dye Tab Challenge



# Outreach Campaign

## Winter /Spring 2025

### Social Media

Nextdoor:





- Average impressions per post: 24,510
- Average interactions (likes/comments) per post: 16



# Outreach Campaign

## Winter /Spring 2025

### Social Media - Reels vs. Static Posts

Title	Status	Reach ⓘ	Likes and reactions	Comments ⓘ	Shares ⓘ	Link clicks ⓘ
 It's time for the #DyeTabChallenge. Test your ... Reel · saving_water_partnership	Boost	306	3	0	2	--
 Take the Dye Tab Challenge! Video · Sonoma Marin Saving Water Partne...	Boost	50	2	0	3	2
 Is your toilet running? A leaky toilet is no jok... Photo · Sonoma Marin Saving Water Partne...	Boost	34	0	0	0	1
 Is your toilet running? A leaky toilet is no jok... Photo · saving_water_partnership	Boost	22	2	0	0	--

# Dye Tab Challenge Reel



[https://www.instagram.com/saving\\_water\\_partnership/](https://www.instagram.com/saving_water_partnership/)

# 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



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

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