

Winter WaterSmart Campaign



December 19, 2019
Board of Public Utilities

Claire Nordlie, Sustainability Coordinator



OUR FUTURE IN EVERY DRÖP

Winter WaterSmart Campaign

- Multi-media campaign
- December 2019 through March 2020

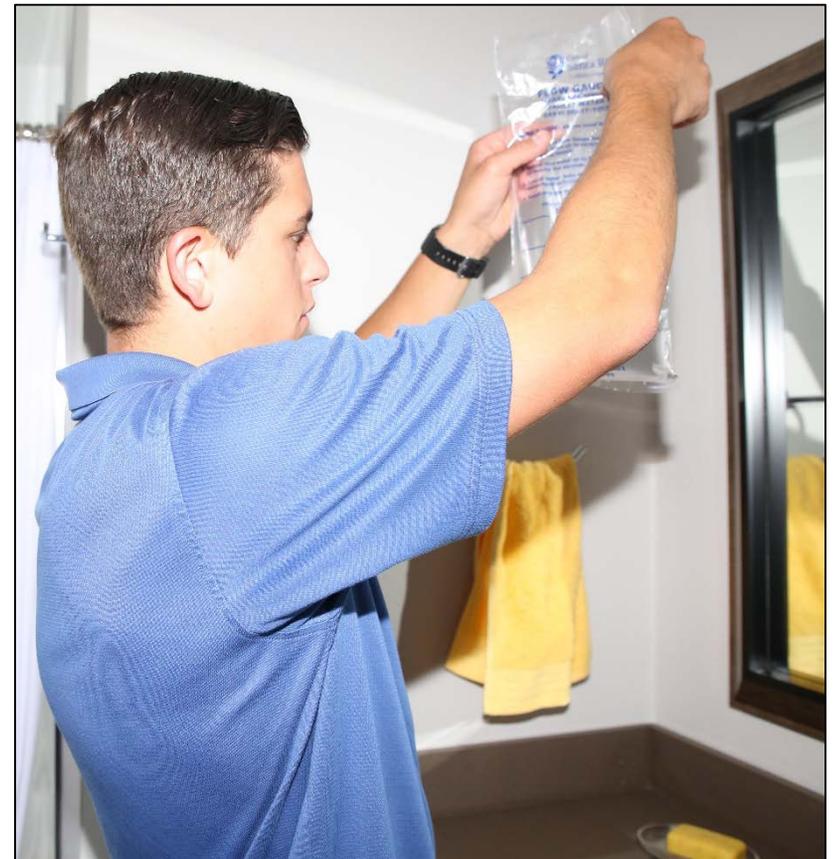
Target Audience

- Santa Rosa Water residential customers
- Regional Partners – Cotati, Rohnert Park, Sebastopol, and Sonoma County
- English and Spanish language



Key Messages

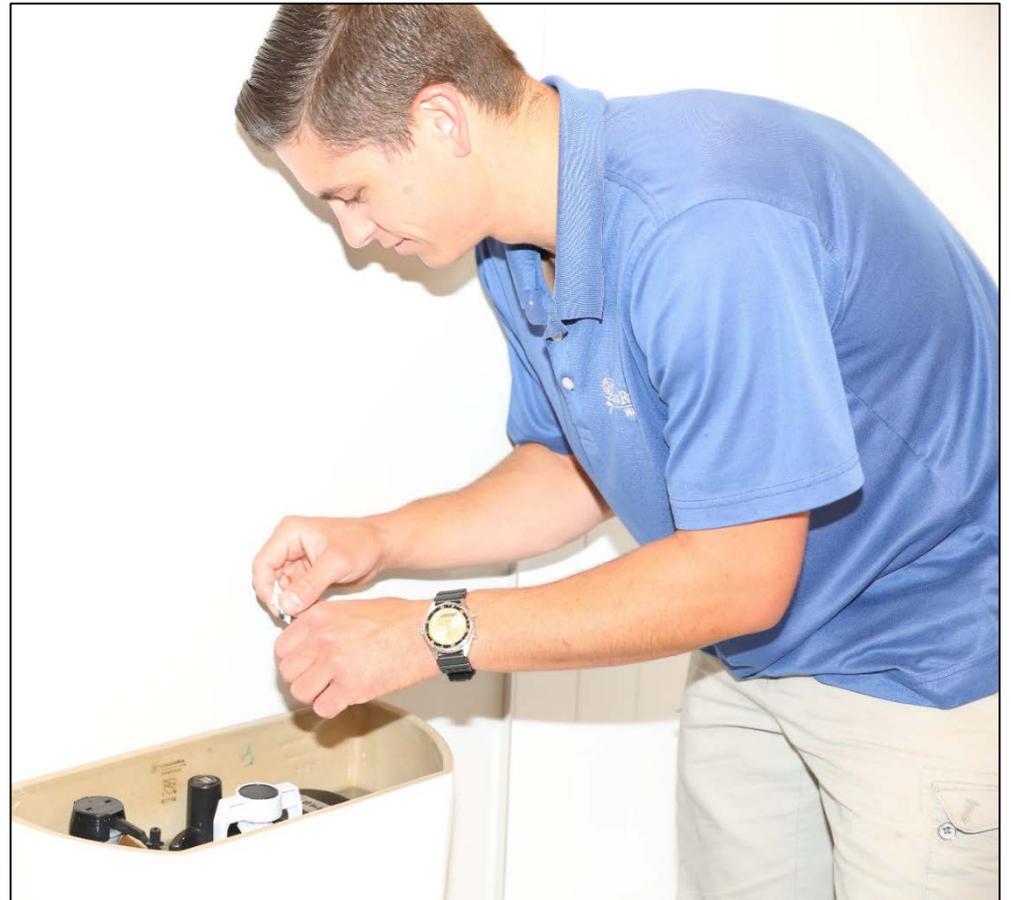
1. Schedule a WaterSmart Check-up
2. Find and fix leaks
3. Replace inefficient fixtures



Reaching Our Customers

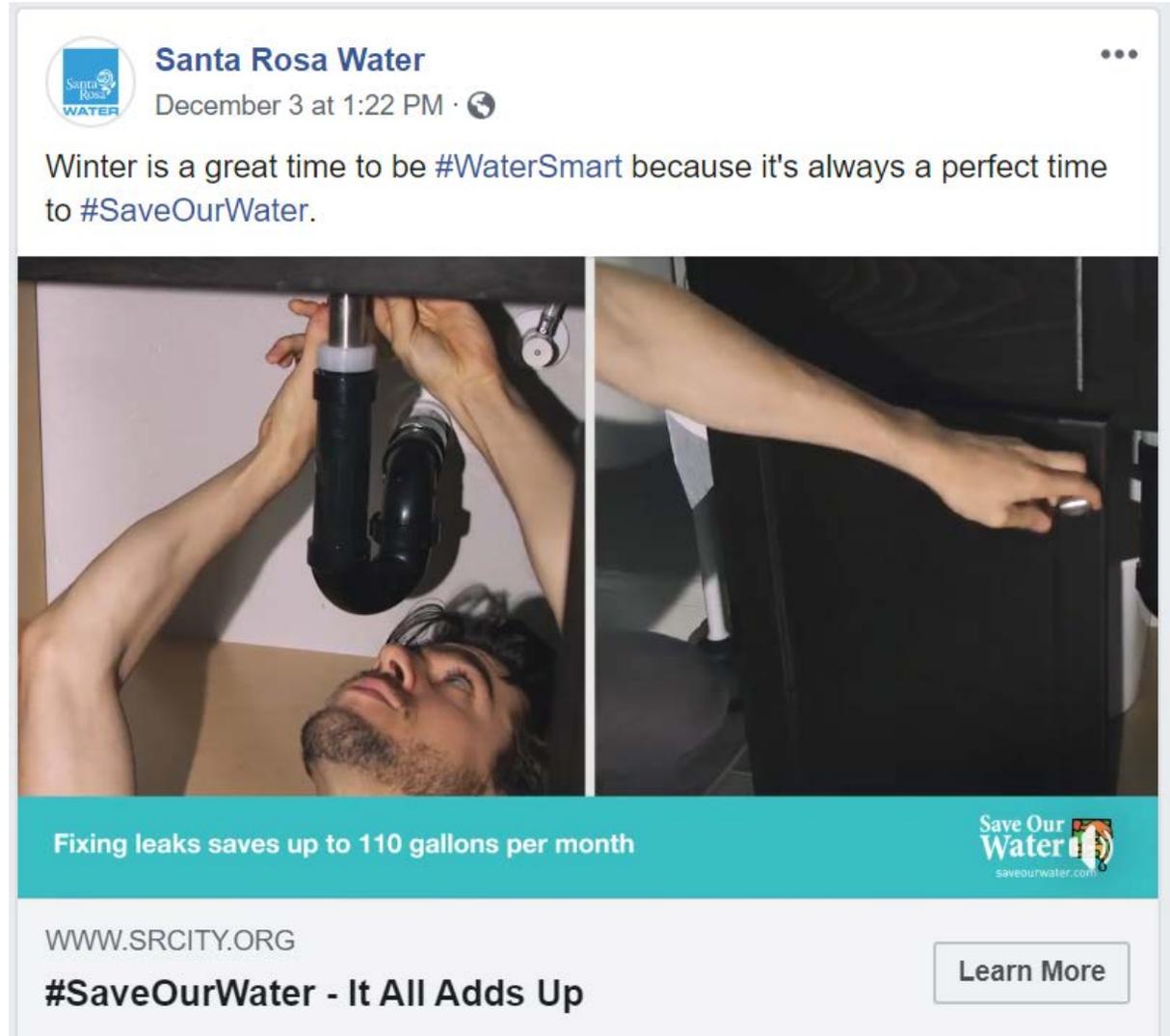
- Srcity.org/WaterSmart
- Social media
- Print media
- Radio
- Workshop

English & Spanish



Web and Social Media

- Srcity.org/Water Smart
- Weekly posts
- Videos, images, links to rebates
- Posted on Facebook and NextDoor



The image shows a Facebook post from Santa Rosa Water. The post includes a profile picture of Santa Rosa Water, the name 'Santa Rosa Water', and the date 'December 3 at 1:22 PM'. The text of the post reads: 'Winter is a great time to be #WaterSmart because it's always a perfect time to #SaveOurWater.' Below the text are two side-by-side images: the left one shows a person's hands working on a sink's P-trap, and the right one shows a hand turning a faucet handle. At the bottom of the post, there is a teal banner with the text 'Fixing leaks saves up to 110 gallons per month' and the 'Save Our Water' logo. Below the banner, the website 'WWW.SRCITY.ORG' and the hashtag '#SaveOurWater - It All Adds Up' are displayed, along with a 'Learn More' button.

Santa Rosa Water
December 3 at 1:22 PM · 🌐

Winter is a great time to be #WaterSmart because it's always a perfect time to #SaveOurWater.

Fixing leaks saves up to 110 gallons per month

Save Our Water
saveourwater.com

WWW.SRCITY.ORG
#SaveOurWater - It All Adds Up

Learn More

Print Media

- Three bill inserts on key messages
- Newsletters, media release



Schedule your **FREE WaterSmart check-up** today!

Our WaterSmart Technicians will review your water efficiency, check for leaks, and make recommendations to help you save.

FOR YOUR **FREE CHECK-UP**, CONTACT US BY PHONE OR ONLINE . . .

707.543.3985 | srcity.org/checkup



OUR FUTURE IN EVERY DRÖP



Free Indoor Workshop

- Tips, tools and resources for indoor water efficiency
 - Date: Tuesday, February 11, 2020
 - Time: 6:00 p.m.
 - Location: UFO Building
35 Stony Point Road
 - srcity.org/workshops



Stay Connected



facebook.com/SRWater



srcity.org/WaterSmart