



## UC Master Gardener Program of Sonoma County 2022 Impact Report

### OUR VISION

The UC Master Gardener Program of Sonoma County (UCMGSC) volunteers provide science-based information relevant to community needs in Sonoma County. Our vision is to cultivate environmental stewardship one garden at a time. We educate homeowners on sustainable landscaping practices to help:

- Incorporate sustainable gardening practices.
- Cope with drought and improve water conservation.
- Adopt best practices in pest management.

### EXPANDING OUR REACH

UCMGSC celebrated 40 years of local service in 2022. To commemorate this milestone achievement, we hosted a public lecture event featuring Dr. Matt Ritter, an esteemed author, editor, and botany professor. More than 200 people enjoyed Dr. Ritter's informative presentation, "California's Native Plants and Urban Forests."

Our milestone anniversary inspired us to expand our outreach to new audiences. As we left behind the severe pandemic restrictions, we expanded our video, website and social media offerings. We connect one on one with community members via our Information Desk, our presence at local Farmer's Markets, workshops, and lectures and with home visits through our nationally recognized Garden Sense program.

In 2022, we added new workshops, public lectures, and events. We expanded an exciting series of videos



on food gardening and native plants for use in Sonoma County. Increasingly, our offerings are multilingual.

We added new demonstration gardens to show best practices in sustainable landscaping. UCMGSC focuses on food security; we partner with several community gardens where we host workshops.

### CONTACT

**Mimi Enright**  
Program Manager,  
UC Master Gardener  
Program of Sonoma County

menright@ucanr.edu  
(707) 565-2880

***"The Master Gardeners were informative, engaged, and knowledgeable. I learned so much about California vegetation, drought-tolerant plants, irrigation systems and more."***

**- Garden Sense client**



**\$561,203** annual value of hours

**18,738** hours donated

**250** active volunteers



## UC Master Gardener Program of Sonoma County 2022 Impact Report

### LOCAL PARTNERSHIPS

We deliver programs rooted in evidence-based research that address environmental challenges facing us such as climate change, drought, and fire:

- We developed a coalition with local partners to deliver content on sustainable defensible space to prepare for future wildfires. Ninety percent of previous workshop participants said the workshops increased their knowledge about fire preparedness and defensible space. Eighty-nine percent indicated that if they hadn't made changes already, they planned to.
- Through our 10-year partnership with Sonoma Water to conserve water in the home landscape, we have reached over 1,500 community members with one-on-one visits to advise on lawn removal, irrigation conversion and low water use plant selection. Post-visit surveys since the program's inception indicate that we have saved over 58 million gallons of water.
- In partnership with the City of Santa Rosa, we developed a project, Climate Forward Trees, to develop a palette of tree species to plant now that will thrive in the anticipated future warmer climate.

### BUILDING COMMUNITY

We build community by delivering and sharing information in an equitable and inclusive manner.

- In Santa Rosa, we began planning restoration work on the Children's Garden at the County's Los Guilicos campus. The site was severely damaged by the 2020 Glass Fire. Through our efforts, we are designing Los Guilicos to be a "gardening hub" where Sonoma County residents can gather to participate in our educational programs with a focus on engaging more young people, including collaboration with school programs.
- We partnered to develop the exciting new community demonstration gardens at Petaluma Bounty, a non-profit focused on healthy food access for all community members.
- We partner with the Sonoma County Library system to present lectures and staff information tables.

### By the Numbers - 2022

#### Volunteers & Volunteer Hours

- Active Master Gardeners: **250**
- Volunteer hours: **18,738**
- Value of volunteer hours: (\$29.95/hour): **\$561,203**
- All-time volunteer hours: **463,966**
- All-time value of volunteer hours: **\$13,895,782**

#### Social Media & Newspapers

- Web page visitors:
  - Users: **107,436**
  - Pageviews: **193,544**
- YouTube views: **32,447**
- Facebook followers: **4,601**
- Instagram followers: **1,705**
- "Advice to Grow By" columns in local newspapers:
  - *The Santa Rosa Press Democrat*: **28**
  - *La Prensa Sonoma*: **4**

**58 million** gallons of water saved

**90 percent** of participants increased their knowledge of fire preparedness and defensible space