

Outreach Agreements & Budgets

Grower Liaison Expenditures	Agreement Budget	Expenditures	Remaining Balance	Percentage Expended
FY21-22 (Prior Year)	\$663,824	\$336,610	\$327,214	50%
FY22-23 (Current)	\$671,799	\$110,720	\$561,079	16%
NST Expenditures	Agreement Budget	Expenditures	Remaining Balance	Percentage Expended
FY21-22 (Prior Year)	\$880,780	\$444,587	\$436,192	50%
FY22-23 (Current)	\$807,955	\$113,883	\$674,071	14%
OEHHA Expenditures	Agreement Budget	Expenditures	Remaining Balance	Percentage Expended
FY21-22 (Prior Year)	\$971,785	\$372,887	\$598,898	38%
FY22-23 (Current)	\$660,089	\$0	\$660,089	0%
Overall Outreach Expenditures	Total Budget	Expended	Remaining Balance	Percentage Expended
FY21-22 (Prior Year)	\$2,516,389	\$1,181,674	\$1,334,715	47%
FY22-23 (Current)	\$2,139,843	\$244,603	\$1,895,239	11%

Outreach Update

November 2, 2022



CITRUS PEST & DISEASE
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Recent Outreach Activities

Homeowner Outreach Activities

What to Expect Video

- Newly developed “What to Expect” video targeted toward homeowners to educate them on CPDPD activities
 - Surveying, sampling and treatment
 - Virtual public meeting
- New video more accurately represents what the current protocols look like in residential areas.



Community Events and Homeowner Engagement

- Goleta Lemon Festival
- Historic Citrus Park Festival
- Targeted Homeowner Outreach
 - Coordinating with Grower Liaisons on opportunities for homeowner outreach in areas experiencing recent ACP detections or population spikes.
 - Deploying social media ads in targeted zip codes as a way to reach residents in areas with survey or treatment refusals.

Elected Official Outreach Activities

Events and Conferences

- League of California Cities
- California State Association of Counties conference
- Arroyo Grande Festival
 - Coordinated with San Luis Obispo County Agricultural Commissioner's office on outreach materials.



Deskside Briefings and Meetings

- Monrovia, Arcadia and Duarte Town Council meeting presentation
- Ventura County Public Information Office staff briefing



SAVE VENTURA COUNTY'S CITRUS
Asian Citrus Psyllid & Huanglongbing



SAVE MONROVIA, ARCADIA, DUARTE CITRUS
Asian Citrus Psyllid & Huanglongbing

Industry Outreach Activities

Grower Liaisons and Connecting with Industry Members

- Grower Liaison Outreach Meeting
 - Assisted in meeting with CPDPD and Grower Liaisons on SOP development
- CAPCA Annual Conference
- CYVCV Outreach and Coordination

Virtual Packinghouse Meeting

- Coordinated virtual packinghouse meeting to communicate regulatory processes
 - Presentations from CPDPD, California Citrus Mutual, Ventura County Ag Commissioner
 - 24 attendees





Science Advisory Panel Facilitation

- Citrus Pest and Disease Prevention Committee SAP Recommendations Workshop:
 - Pre-survey development and review of all recommendations prior to meeting.
 - Coordination with CPDPD on meeting details.
 - Meeting facilitation preparation.
 - Work plan preparation.

Current and Upcoming Activities

- California State Association of Counties Conference
- City of Chino staff briefing
- Elected official curated content distribution
- Mountain Mandarin Festival
- PSA Digital and Broadcast Distribution
- CaliforniaCitrusThreat.org refresh
- PSA Digital and Broadcast Distribution
- San Diego County Farm Bureau 8th annual Farm & Nursery Expo
- Latino Farmer Conference
- CCN Pro study guide development
- FY 2021-2022 Annual Report
- Citrus Insider Fruit for Thought Newsletter
- Nursery tree tag development
- Field crew supervisor Spanish language trainings for ACP scouting

Thank You



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