

CPDPD Outreach Budget & Expenditures

Grower Liaisons														
January 2019 - December 2019														
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total Spent	Total Budget	Remaining
\$ 200.00	\$ 1,920.00	\$ 560.00	\$ 480.00	\$ 880.00	\$ 1,000.00	\$ 680.00	\$ 720.00	\$ 1,400.00	\$ 440.00	\$ 780.00	\$ 720.00	\$ 9,780.00	\$ 46,370.00	\$ 36,590.00
March 2019 - February 2020														
Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Total Spent	Total Budget	Remaining
\$ 8,500.12	\$ 7,450.52	\$ 5,626.10	\$ 3,925.62	\$ 5,831.06	\$ 6,329.58	\$ 5,447.65	\$ 6,249.72	\$ 5,854.46	\$ 4,935.00	\$ 7,103.60	\$ 2,863.17	\$ 70,116.60	\$ 68,133.33	\$ (1,983.27)
July 2019 - June 2020														
Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total Spent	Total Budget	Remaining
\$ 31,285.16	\$ 24,474.24	\$ 32,864.38	\$ 35,259.36	\$ 27,902.37	\$ 24,740.55	\$ 38,849.83	\$ 42,659.11	\$ 31,075.33	\$ 22,162.23	\$ 19,873.35	\$ 27,649.10	\$ 358,795.01	\$ 729,000.00	\$ 370,204.99
Totals												\$ 438,691.61	\$ 843,503.33	\$ 404,811.72

Grower Liaisons														
January 2020 - December 2020														
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total Spent	Total Budget	Remaining
\$ 1,240.00	\$ 400.00	\$ 320.00	\$ 640.00	\$ 740.00	\$ 360.00	\$ 140.00	\$ 440.00	\$ -	\$ -	\$ -	\$ -	\$ 4,280.00	\$ 46,370.00	\$ 42,090.00
July 2020 - June 2021														
Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total Spent	Total Budget	Remaining
\$ 19,364.25	\$ 19,771.53	\$ 19,736.30	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 58,872.08	\$ 729,000.00	\$ 670,127.92
Totals												\$ 63,152.08	\$ 775,370.00	\$ 712,217.92

Nuffer Smith Tucker (NST)														
October 2018 - September 2019														
Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total Spent	Total Budget	Remaining
\$ 74,423.98	\$ 61,980.41	\$ 47,364.41	\$ 52,934.23	\$ 66,966.75	\$ 76,199.11	\$ 78,811.63	\$ 122,586.47	\$ 69,327.22	\$ 77,544.42	\$ 73,057.93	\$ 88,991.42	\$ 890,187.98	\$ 975,850.00	\$ 85,662.02
Totals												\$ 890,187.98	\$ 975,850.00	\$ 85,662.02

Nuffer Smith Tucker (NST)														
October 2019 - September 2020														
Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total Spent	Total Budget	Remaining
\$ 134,476.02	\$ 59,721.94	\$ 50,346.53	\$ 74,993.11	\$ 65,078.71	\$ 62,442.56	\$ 76,065.41	\$ 48,486.33	\$ 85,224.15	\$ 37,705.07	\$ 28,959.98	\$ -	\$ 723,499.81	\$ 832,925.87	\$ 109,426.06
Totals												\$ 723,499.81	\$ 832,925.87	\$ 109,426.06

Budget Contract Amounts												
	1	2	3	4	5	6	7	8	9	10	11	12
	Imperial	Fresno	Kern	Riverside	S.Ventura	N.Ventura	N.Tulare	S.Tulare	SB/SL	San Bernardino	San Diego	Statewide
18/19	\$ 57,220.00	\$ 70,000.00	\$ 70,000.00	\$ 47,000.00	\$ 70,000.00	\$ 70,000.00	\$ 70,000.00	\$ 70,000.00	\$ 70,000.00	\$ 70,000.00	\$ 70,000.00	\$ 122,000.00
19/20	\$ 35,520.00	\$ 69,863.00	\$ 59,800.00	\$ 49,000.00	\$ 70,000.00	\$ 70,000.00	\$ 69,863.00	\$ 36,025.00	\$ 70,000.00	\$ 70,000.00	\$ 44,800.00	\$ 122,000.00
											\$ 137,200.00	\$ 766,871.00

Imperial (1/1/18 - 12/31/19)			
FY	# Months	Budget/Month	Totals
18/19	6	\$ 4,768.33	\$ 28,610.00
19/20	6	\$ 2,960.00	\$ 17,760.00
		Budget/Yr	\$ 46,370.00

San Diego (3/1/19 - 2/29/20)			
FY	# Months	Budget/Month	Totals
18/19	4	\$ 5,833.33	\$ 23,333.33
19/20	8	\$ 5,600.00	\$ 44,800.00
		Budget/Yr	\$ 68,133.33

Grower Liaisons (FY 19)															
1/1/19 - 12/31/20															
County	1	2	3	4	5	6	7	8	9	10	11	12	Total Spent	Total Budget	Remaining
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			
Imperial	\$ 200.00	\$ 1,920.00	\$ 560.00	\$ 480.00	\$ 880.00	\$ 1,000.00	\$ 680.00	\$ 720.00	\$ 1,400.00	\$ 440.00	\$ 780.00	\$ 720.00	\$ 9,780.00	\$ 46,370.00	\$ 36,590.00
7/1/19 - 6/30/20															
County	1	2	3	4	5	6	7	8	9	10	11	12	Total Spent	Total Budget	Remaining
	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun			
Fresno	\$ 1,425.00	\$ -	\$ 1,125.00	\$ 850.00	\$ 1,525.00	\$ 725.00	\$ 2,545.00	\$ 1,175.00	\$ 1,550.00	\$ 1,000.00	\$ 1,025.00	\$ 525.00	\$ 13,470.00	\$ 70,000.00	\$ 56,530.00
Kern	\$ 6,221.25	\$ 5,197.50	\$ 3,832.50	\$ 4,305.00	\$ 2,546.25	\$ 5,583.61	\$ 2,913.75	\$ 6,391.67	\$ 3,596.25	\$ 2,966.25	\$ 2,913.75	\$ 3,307.50	\$ 49,775.28	\$ 70,000.00	\$ 20,224.72
N.Tulare	\$ -	\$ -	\$ 2,100.00	\$ 2,075.00	\$ 1,325.00	\$ 1,475.00	\$ 2,400.00	\$ 2,825.00	\$ 2,000.00	\$ 1,025.00	\$ 1,275.00	\$ 1,100.00	\$ 17,600.00	\$ 70,000.00	\$ 52,400.00
N.Ventura	\$ 1,200.00	\$ -	\$ 2,975.00	\$ 2,625.00	\$ 2,175.00	\$ 1,500.00	\$ 2,075.00	\$ 2,350.00	\$ 3,225.00	\$ 925.00		\$ 1,925.00	\$ 20,975.00	\$ 70,000.00	\$ 49,025.00
Riverside	\$ 1,750.00	\$ 2,000.00	\$ 1,400.00	\$ 1,950.00	\$ 1,350.00	\$ 1,000.00	\$ 2,250.00	\$ 2,250.00					\$ 13,950.00	\$ 47,000.00	\$ 33,050.00
S.Tulare	\$ 2,793.75	\$ 2,962.50	\$ 3,150.00	\$ 4,012.00	\$ 3,075.00	\$ 1,350.00	\$ 1,837.50	\$ 2,325.00	\$ 2,268.75	\$ 2,006.25	\$ 1,631.25	\$ 4,068.75	\$ 31,480.75	\$ 70,000.00	\$ 38,519.25
S.Ventura	\$ 5,475.00	\$ 6,034.56	\$ 5,482.42	\$ 6,232.24	\$ 6,265.36	\$ 4,800.00	\$ 5,831.93	\$ 4,992.38	\$ 4,350.00	\$ 4,275.00	\$ 4,475.00	\$ 5,225.00	\$ 63,438.89	\$ 70,000.00	\$ 6,561.11
San Bernardino	\$ 5,494.82	\$ 4,604.68	\$ 4,999.46	\$ 5,335.12	\$ 4,540.76	\$ 3,351.78	\$ 8,696.65	\$ 6,576.00	\$ 4,649.20	\$ 4,514.73	\$ 4,128.35	\$ 4,922.85	\$ 61,814.40	\$ 70,000.00	\$ 8,185.60
SB/SL	\$ 2,150.00	\$ 550.00	\$ 1,125.00	\$ 1,700.00	\$ 1,750.00	\$ 1,100.00	\$ 2,050.00	\$ 2,475.00	\$ 1,900.00	\$ 650.00			\$ 2,500.00	\$ 17,950.00	\$ 70,000.00
Statewide	\$ 4,775.34	\$ 3,125.00	\$ 6,675.00	\$ 6,175.00	\$ 3,350.00	\$ 3,855.16	\$ 8,250.00	\$ 11,299.06	\$ 7,536.13	\$ 4,800.00	\$ 4,425.00	\$ 4,075.00	\$ 68,340.69	\$ 122,000.00	\$ 53,659.31
Totals	\$ 31,285.16	\$ 24,474.24	\$ 32,864.38	\$ 35,259.36	\$ 27,902.37	\$ 24,740.55	\$ 38,849.83	\$ 42,659.11	\$ 31,075.33	\$ 22,162.23	\$ 19,873.35	\$ 27,649.10	\$ 358,795.01	\$ 729,000.00	\$ 370,204.99
3/1/19 - 2/29/20															
County	1	2	3	4	5	6	7	8	9	10	11	12	Total Spent	Total Budget	Remaining
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb			
San Diego	\$ 8,500.12	\$ 7,450.52	\$ 5,626.10	\$ 3,925.62	\$ 5,831.06	\$ 6,329.58	\$ 5,447.65	\$ 6,249.72	\$ 5,854.46	\$ 4,935.00	\$ 7,103.60	\$ 2,863.17	\$ 70,116.60	\$ 68,133.33	\$ (1,983.27)

Budget Contract Amounts													
	1	2	3	4	5	6	7	8	9	10	11	12	
#	Agtegrity Imperial	Tecolote Fresno	Judy-Steward Kern	Washburn Riverside	Sandra S.Ventura	Cressida N.Ventura	Teri N.Tulare	Erin S.Tulare	Cressida SB/SL	Sandra San Bernardino	Jason San Diego	Stanhoe Statewide	Totals
20/21	\$ 35,520.00	\$ 69,863.00	\$ 59,800.00	\$ 49,000.00	\$ 70,000.00	\$ 70,000.00	\$ 69,863.00	\$ 37,525.00	\$ 0.00	\$ 70,000.00	\$ 44,800.00	\$ 122,000.00	\$768,371.00

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CPDPP OUTREACH REPORT

October 7, 2020

Homeowner Outreach Activities



TAMARIXIA MEDIA OUTREACH

- As a result of the media advisory that was distributed to Southern California broadcast stations, three placements were secured in major homeowner markets.
 - Including one live interview with Dr. David Morgan.



RANCHO CUCAMONGA OUTREACH

- Pitched local media outlets regarding the new HLB detections made in Rancho Cucamonga, which resulted in a quarantine expansion.
 - Secured an interview with Inland Valley Daily Bulletin
- Identifying hyperlocal outreach opportunities.
 - Doorhangers
 - Social media ads

INLAND VALLEY DAILY BULLETIN

NEWS • News

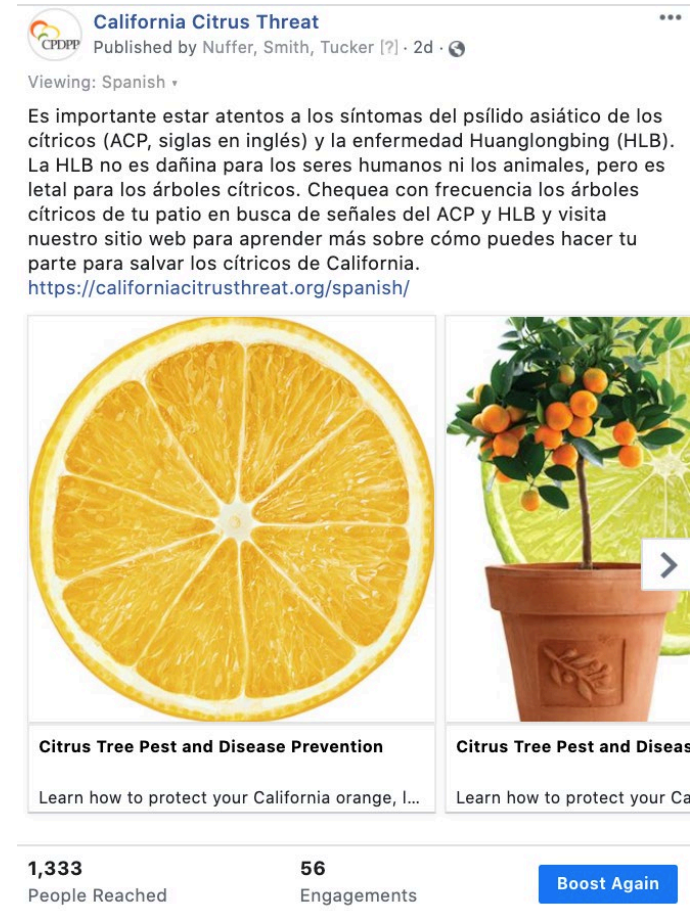
Citrus disease infects 5 trees in Rancho Cucamonga for first time

Quarantine in San Bernardino County expanded for backyard citrus fruit



UPCOMING MULTICULTURAL OUTREACH TACTICS

- Influencer partnerships – focus on home and gardening tips, proper tree care and benefits of citrus
- “Back to the basics” media campaigns
- Bilingual spokespeople identification and training
- In-language social media post development
- Identifying future paid media opportunities



IN-LANGUAGE CPDPP SPOKESPERSON TRAINING

- In coordination with CPDPD, we are going to begin working to identify approved spokespeople who can speak on behalf of the program in future media opportunities.
 - Spanish, Korean, Vietnamese
- Conduct in-language message and media training session

UPCOMING MEDIA OUTREACH

- Exploring Op-Ed
 - Focus on implications of the recent CLas-positive ACP and detections in Rancho Cucamonga.
- Highlight F1-K9 Unit capabilities and their role as an early detection tool.
 - Feature article
 - Exploring media kit development
- Master Gardener program coordination

Industry Outreach Activities



CITRUSINSIDER.ORG UPDATES

- Updates to CitrusInsider.org
 - Identifying resources to be translated into Spanish
 - Develop opportunities to house science/research-based news and other articles
- Program promotion
 - Develop monthly spotlights or profiles on CPDPD EPM1s or CPDPP partners and distribute to local farm bureaus and task forces to promote the program.
 - Q&A with an EPM and committee member to encourage growers to engage with the committee.

UPCOMING OUTREACH ACTIVITIES

- CAPCA Continuing Education Course
 - Use this opportunity to discuss regulatory mitigations and approved products for use against ACP.
 - Overview of regulatory activities
 - Recent regulatory changes
 - Implications to the industry
 - Approved products for ACP control
- Citrograph article
- CPDPP FY 19-20 Annual Report
 - Showcasing the program's ability to adapt to change due to COVID-19
 - Program advancements and wins
- New collateral
 - How to submit plant samples

OPPORTUNITIES TO CONNECT WITH GROWERS

- Opportunities for CPDPP to better connect with growers
 - Regulatory updates
 - Virtual grower meetings
- Information sharing via Citrus Insider
- Additional knowledge or outreach gaps?

Elected Official Outreach Activities

ELECTED OFFICIAL OUTREACH

- CDFA and Riverside County Agricultural Commissioner's office will present a virtual ACP/HLB update to City of Riverside mayor and council on October 27th.
- NST contacted San Bernardino County, City of Rancho Cucamonga and City of Upland officials to update them on the recent HLB finds and quarantine expansion.
 - Offered officials content to share via websites, newsletters, and social media platforms.

ELECTED OFFICIAL OUTREACH

- In coordination with the recent Tamarixia media outreach, NST is developing content around this topic that local officials can share with the community.
- Content will be sent to more than 1,200 city/county officials to include on websites, in newsletters and via social media posts.
- Monthly Citrus Hero Award
 - Riverside County Agricultural Commissioner's office



UPCOMING ACTIVITIES

- Hosting a virtual booth at the League of California Cities Annual Conference & Expo (October 7th-9th).
 - NST will follow up with 1,300 registered conferees to provide detailed program information
- Coordinating the distribution of 23,000 multi-language utility bill inserts for the City of Redlands.
- Leveraging photos and testimonials from local officials demonstrating their personal interest in protecting their backyard citrus.

