#### **CPDPD Outreach Budget & Expenditures**

								<b>Grower Liaison</b>	s						
							Januar	y 2019 - Decemi	ber 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															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)
							Ju	ly 2019 - June 2	020						
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

													Grov	wer Liaisons												
												January	/ 202	20 - Decemb	er 2	020										
Jan		Feb		Mar		Apr		May		Jun		Jul		Aug		Sep	Oct	Nov		Dec	Tota	Spent	Total	Budget	Remai	ning
\$ \$ 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																										
												Jul	y 20	20 - June 20	21											
Jul		Aug		Sept		Oct		Nov		Dec		Jan		Feb		Mar	Apr	May		Jun	Tota	Spent	Total	Budget	Remai	ning
\$ 19,364.25	\$ 1	19,771.53	\$	19,736.30	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$ -	\$ -	\$	-	\$ 58	,872.08	\$ 729	,000.00	\$ 670,1	27.92
																			Т	otals	\$ 63	,152.08	\$ 775	,370.00	\$ 712,2	17.92

						Nuffe	er Smith Tucker	(NST)						
						Octobei	r 2018 - Septeml	ber 2019						
Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total Spent	Total Budget	Remaining
A =4 400 00	\$ 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
\$ 74,423.98	\$ 01,360.41	7 77,304.41	7 32,334.23	7 00,300.73	7 ,0,133.11	Ψ /0,011.00	Ψ 122,500	7	T	Ψ . 0,00.1.50	7 00/00-11-1	7 000,000	+ 0.0,000.00	7 00/00-00-

						Nuffe	er Smith Tucker	(NST)						
						Octobei	r 2019 - Septeml	per 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 Contr	ract Amounts						
	1	2	3		4	5	6	7	8	9	10	11	12	
	Imperial	Fresno	Ker	1	Riverside	S.Ventura	N.Ventura	N.Tulare	S.Tulare	SB/SL	San Bernadino	San Diego	Statewide	Totals
18/19	\$ 57,220.00	\$ 70,000.00	\$ 70,0	0.00	\$ 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	\$856,220.00
19/20	\$ 35,520.00	\$ 69,863.00	\$ 59,8	0.00	\$ 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	\$766,871.00
												\$ 137,200.00		
	Imperial (1/1/1	18 - 12/31/19)					San Diego (3/	1/19 - 2/29/20)		-				
- 5/	0.54	D. d /8 6	T.1.			E1/	0.86	B 1 / 2	Tarada	-				

	Imperial (1/1	/18 - 1	12/31/19)				San Diego (3/	1/19	- 2/29/20)	
FY	# Months	Bud	get/Month	Totals		FY	# Months	Buc	lget/Month	Totals
18/19	6	\$	4,768.33	\$ 28,610.00		18/19	4	\$	5,833.33	\$ 23,333.33
19/20	6	\$	2,960.00	\$ 17,760.00		19/20	8	\$	5,600.00	\$ 44,800.00
		В	udget/Yr	\$ 46,370.00	.'			В	ludget/Yr	\$ 68,133.33

														<b>Grower Liai</b> :	on	ıs (FY 19)													
														1/1/19 - 1	2/	31/20													
		1		2		3		4		5		6		7		8		9		10		11		12					
County		Jan		Feb		Mar		Apr		May		Jun		Jul		Aug		Sep		Oct		Nov		Dec	Total Sp		Total Budget	R	Remaining
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	0.00	\$ 46,370.00	\$	36,590.00
														7/1/19 -	6/3	30/20													
		1		2		3		4		5		6		7		8		9		10		11		12					
County		Jul		Aug		Sept		Oct		Nov		Dec		Jan		Feb		Mar		Apr		May		Jun	Total Sp	ent	Total Budget	R	Remaining
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	0.00	\$ 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	0.00	\$ 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	0.00	\$ 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	8.89	\$ 70,000.00	\$	6,561.11
San Bernadino	\$	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	0.00	\$ 70,000.00	\$	52,050.00
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	0.69	\$ 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	\$ 358,79	.01	\$ 729,000.00	\$	370,204.99
														3/1/19 -	2/2	29/20													
		1		2		3		4		5		6		7		8		9		10		11		12					
County		Mar		Apr		May		Jun		Jul		Aug		Sep		Oct		Nov		Dec		Jan		Feb	Total Sp	ent	Total Budget	R	Remaining
San Diego	Ś	8,500.12	Ś	7,450.52	Ś	5,626.10	Ś	3.925.62	Ś	5,831.06	Ś	6,329.58	Ś	5,447.65	Ś	6,249,72	Ś	5,854,46	Ś	4,935.00	Ś	7.103.60	Ś	2,863.17	\$ 70,110	.60	\$ 68,133.33	Ś	(1,983.27

						Budget Contra	ct Amounts						
	1	2	3	4	5	6	7	8	9	10	11	12	
#	Agtegrity	Tecolote	Judy-Steward	Washburn	Sandra	Cressida	Teri	Erin	Cressida	Sandra	Jason	Rancho	
	Imperial	Fresno	Kern	Riverside	S.Ventura	N.Ventura	N.Tulare	S.Tulare	SB/SL	San Bernadino	San Diego	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	\$ 70,000.00	\$ 70,000,00	\$ 44,800,00	\$ 122,000,00	\$768,371,00

		- 2/29/20)	/1/19	San Diego (3,			12/31/20)	1/20 - 1	Imperial (1/1	
	Totals	dget/Month	Bud	# Months	FY	otals	get/Month	Bud	# Months	FY
33	23,333.33	\$ 5,833.33	\$	4	18/19	8,400.00	\$ 3,066.67	\$	6	18/19
57	29,866.67	\$ 3,733.33	\$	8	19/20	7,760.00	\$ 2,960.00	\$	6	19/20
00	53,200.00	\$ Judget/Yr	Е			6,160.00	\$ udget/Yr	В		

							G	rower Liais	ons	(EV 20)									
							Ť	1/1/20 - 1											
	1	2	3	4	5	6		7	Ė	8	9	10	11	12					
County	Jan	Feb	Mar	Apr	May	Jun		Jul		Aug	Sep	Oct	Nov	Dec	Total	Spent	Total Budg	et	Remaining
Imperial	\$ 1,240.00	\$ 400.00	\$ 320.00	\$ 640.00	\$ 740.00	\$ 360.00	\$	140.00	\$	440.00	\$ -	\$ -	\$ -	\$ -	\$ 4,	280.00	\$ 36,160.0	00 \$	\$ 31,880.00
								7/1/20 - 6	5/30	0/21									
	1	2	3	4	5	6		7		8	9	10	11	12					
County	Jul	Aug	Sept	Oct	Nov	Dec		Jan		Feb	Mar	Apr	May	Jun	Total	Spent	Total Budg	et	Remaining
Fresno	\$ 1,075.00	\$ 950.00	\$	\$	\$ -	\$	\$	-	\$	-	\$ -	\$ -	\$ -	\$ -	\$ 2,	025.00	\$ 69,863.0	00 9	\$ 67,838.00
Kern	\$ 3,727.50	\$ 3,281.25	\$ 3,963.75	\$ -	\$ -	\$ -	\$	-	\$	-	\$ -	\$ -	\$ -	\$ -	\$ 10,	972.50	\$ 59,800.0	00 9	\$ 48,827.50
Riverside	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$	-	\$	-	\$ -	\$ -	\$ -	\$ -	\$	-	\$ -		<b>.</b>
S.Ventura	\$ 4,725.00	\$ 4,350.00	\$ 4,475.00	\$ -	\$ -	\$ -	\$	-	\$	-	\$ -	\$ -	\$ -	\$ -	\$ 13,	550.00	\$ 70,000.0	00 9	\$ 56,450.00
N.Ventura	\$ 775.00	\$ 1,950.00	\$ -	\$ -	\$ -	\$ -	\$	-	\$	-	\$ -	\$ -	\$ -	\$ -	\$ 2,	725.00	\$ 70,000.0	00 5	\$ 67,275.00
N.Tulare	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$	-	\$	-	\$ -	\$ -	\$ -	\$ -	\$	-	\$ 69,863.0	00 9	\$ 69,863.00
S.Tulare	\$ 1,987.50	\$ 1,837.50	\$ -	\$ -	\$ -	\$ -	\$	-	\$	-	\$ -	\$ -	\$ -	\$ -	\$ 3,	825.00	\$ 37,525.0	00 5	\$ 33,700.00
SB/SL	\$ 1,650.00	\$ 1,125.00	\$ -	\$ -	\$ -	\$ -	\$	-	\$	-	\$ -	\$ -	\$ -	\$ -	\$ 2,	775.00	\$ 70,000.0	00 5	\$ 67,225.00
San Bernadino	\$ 5,424.25	\$ 6,277.78	\$ 5,537.55	\$ -	\$ -	\$ -	\$		\$		\$ -	\$ -	\$ -	\$ -	\$ 17,	239.58	\$ 70,000.0	00 9	\$ 52,760.42
Statewide	\$ -	\$ -	\$ 5,760.00	\$ -		\$ -	\$	-	\$	-	\$ -	\$ -	\$ -	\$ -	\$ 5,	760.00	\$ 122,000.0	00 5	\$ 116,240.00
Totals	\$ 19,364.25	\$ 19,771.53	\$ 19,736.30	\$ -	\$ -	\$ -	\$	-	\$	-	\$ -	\$	\$ -	\$ -	\$ 58,	872.08	\$ 639,051.0	00 5	\$ 580,178.92
								3/1/19 - 2	2/29	9/20									
	1	2	3	4	5	6		7		8	9	10	11	12					
County	Mar	Apr	May	Jun	Jul	Aug		Sep		Oct	Nov	Dec	Jan	Feb	Total	Spent	Total Budg	et	Remaining
San Diego	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$	-	\$	-	\$	\$ -	\$ -	\$ -	\$	-	\$ -	9	÷ -



### **CPDPP OUTREACH REPORT**



# 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



ewing: Spanish .

Es importante estar atentos a los síntomas del psílido asiático de los cítricos (ACP, siglas en inglés) y la enfermedad Huanglongbing (HLB). La HLB no es dañina para los seres humanos ni los animales, pero es letal para los árboles cítricos. Chequea con frecuencia los árboles cítricos de tu patio en busca de señales del ACP y HLB y visita nuestro sitio web para aprender más sobre cómo puedes hacer tu parte para salvar los cítricos de California. https://californiacitrusthreat.org/spanish/



1,333 People Reached

56 Engagements Boost Again

#### 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



This month's Citrus Hero award goes to the Riverside County Agricultural Commissioner's office for sharing vital program information and for co-hosting a meeting with local growers following the first-ever find of a Clas-positive psyllid in a California commercial grove. This partnership will help protect residential citrus trees and the state's \$3.4 billion citrus industry. Thank you, Commissioner Ruben Arroyo and your team for all of your efforts!





### **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 multilanguage utility bill inserts for the City of Redlands.
- Leveraging photos and testimonials from local officials demonstrating their personal interest in protecting their backyard citrus.





