

## SprayDays California: SIX-MONTH PROGRESS UPDATE

**Reporting Period: March 24, 2025 – September 24, 2025**

The California Department of Pesticide Regulation (DPR) launched **SprayDays California** on March 24, 2025, as the nation's first statewide pesticide notification system. The system provides the public with real-time information on California restricted material pesticide use in production agriculture.

This progress update gathers system usage metrics, developments and enhancements, and public outreach efforts in the first six months of the system's implementation.

The metrics that follow are up to date as of **September 24, 2025**.



### System Use Metrics

SprayDays California functions as a website ([cdpr.ca.gov/SprayDays](https://cdpr.ca.gov/SprayDays)) providing Californians with advance notice of intended restricted material pesticide applications. The site features an interactive map, informational resources, and a sign-up option for direct notifications by text, email, or both. This update highlights system use since launch, including the number of email and mobile phone subscriptions, website visits, map activity, notifications sent, and county participation.



### Sign-ups

Signing up for email or text message notifications through SprayDays California is optional. When someone chooses to sign up, they create an account by entering a valid postal address or selecting a one-square-mile section on the map to receive notifications for that location. At sign-up, users choose one location, but once their account is created, they can add up to ten locations. They also select how they'd like to receive notifications—by email, mobile phone, or both—and can update their contact preferences at any time.

**Figure 1: Sign-ups**

**3,762**

Total Notification Sign-Ups (Text and Email Contacts)

**3,374**

Total Unique Locations for Notifications

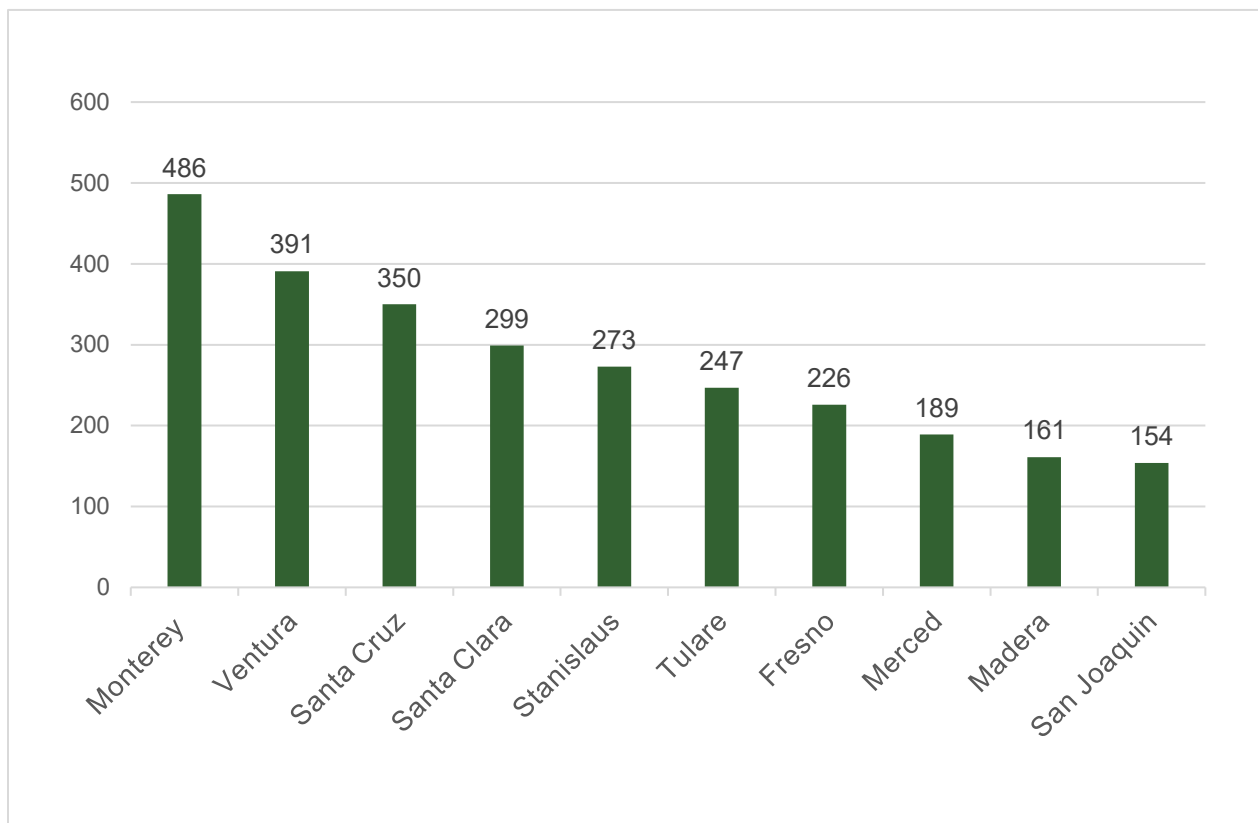
**4,331**

Total Locations in the System (Including Duplicates)

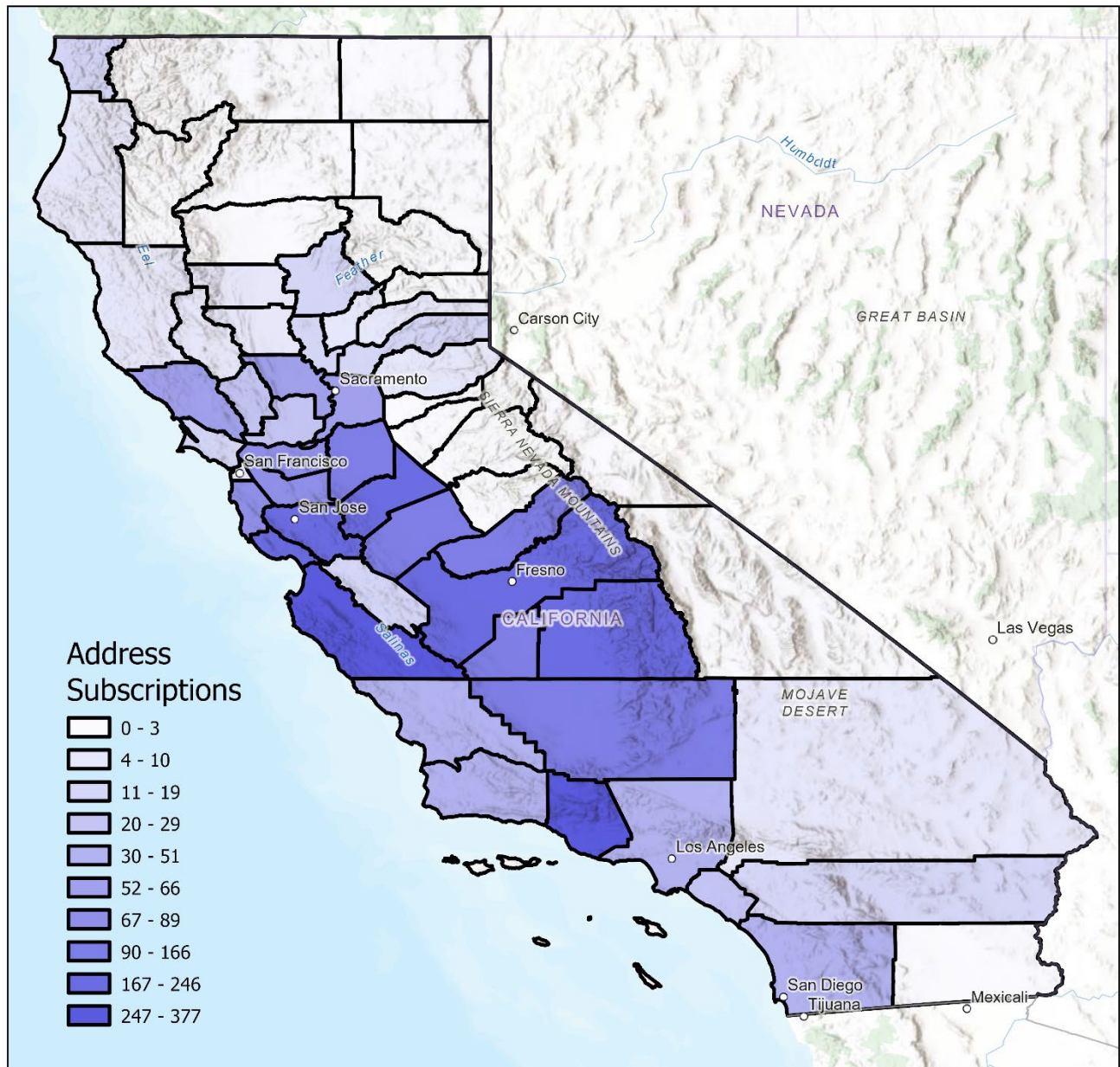
**~1.15**

Average Number of Locations per Sign-Up

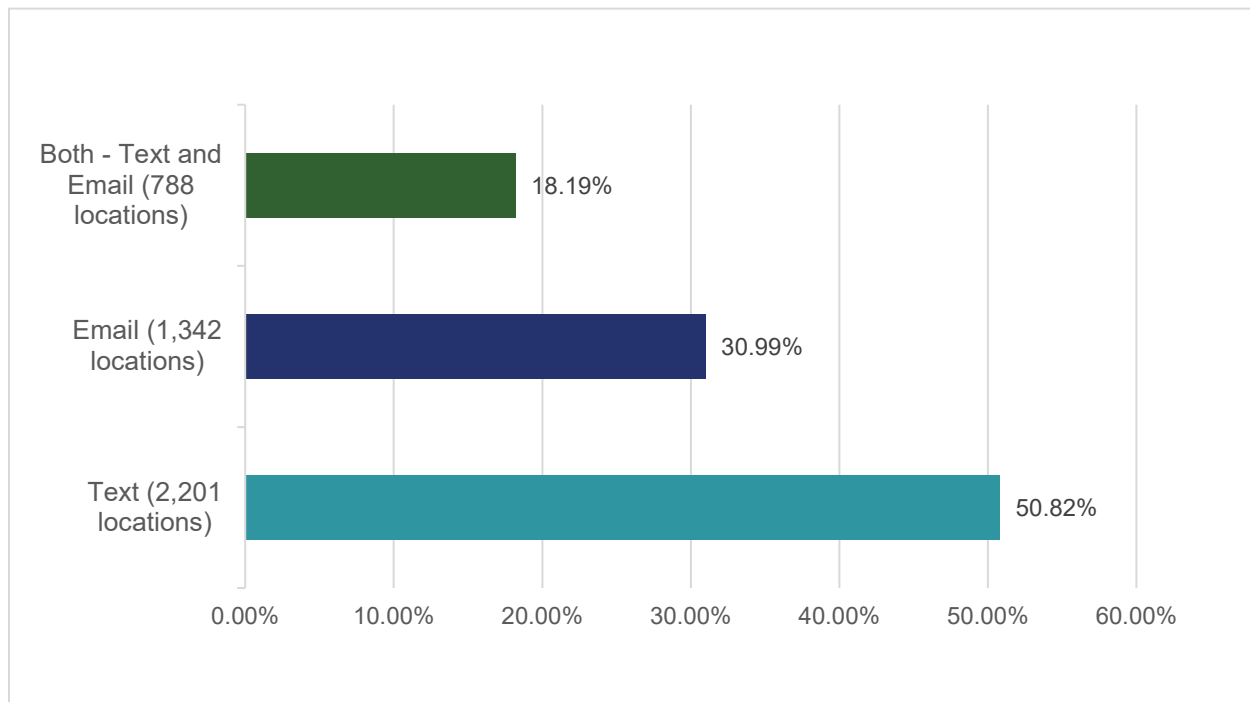
**Figure 2: Notification Sign-Ups (Top Counties)**



**Figure 3: Address Subscriptions by County (Heatmap)**



**Figure 4: Notification Contact Preferences**



**Figure 5: Email Domain Types Subscribed for Notifications**

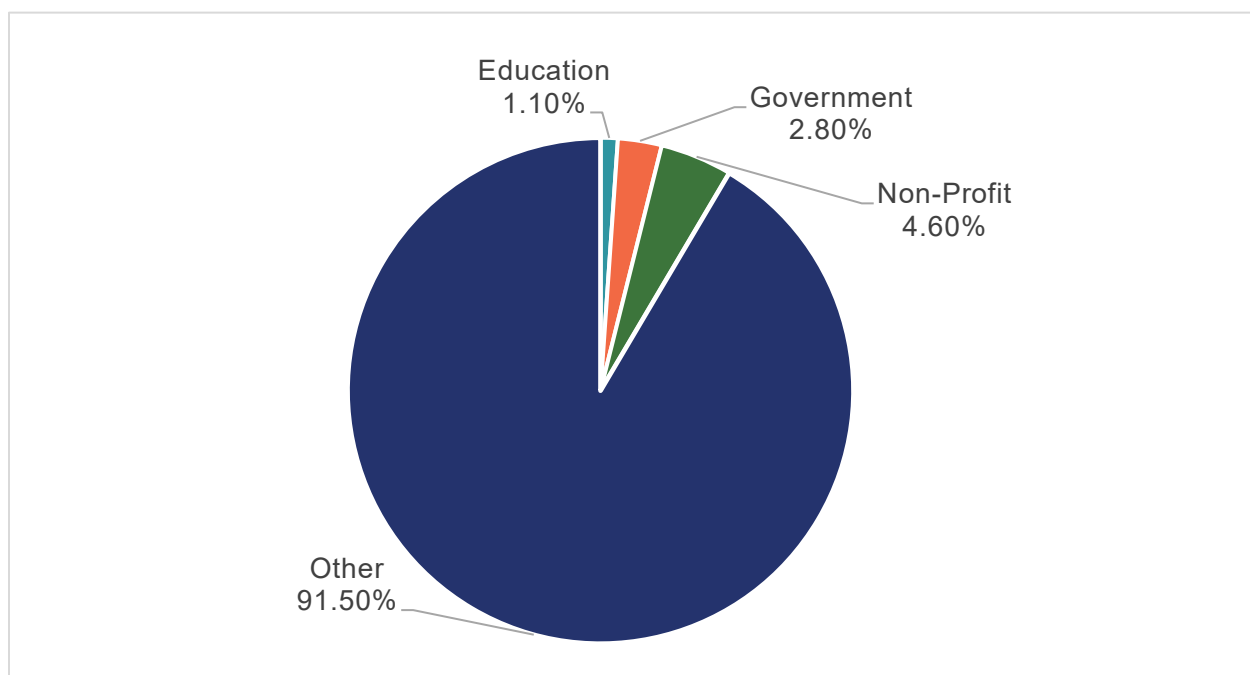


Figure 6: Website Use Metrics

**72,938**

Total Views (All Pages)

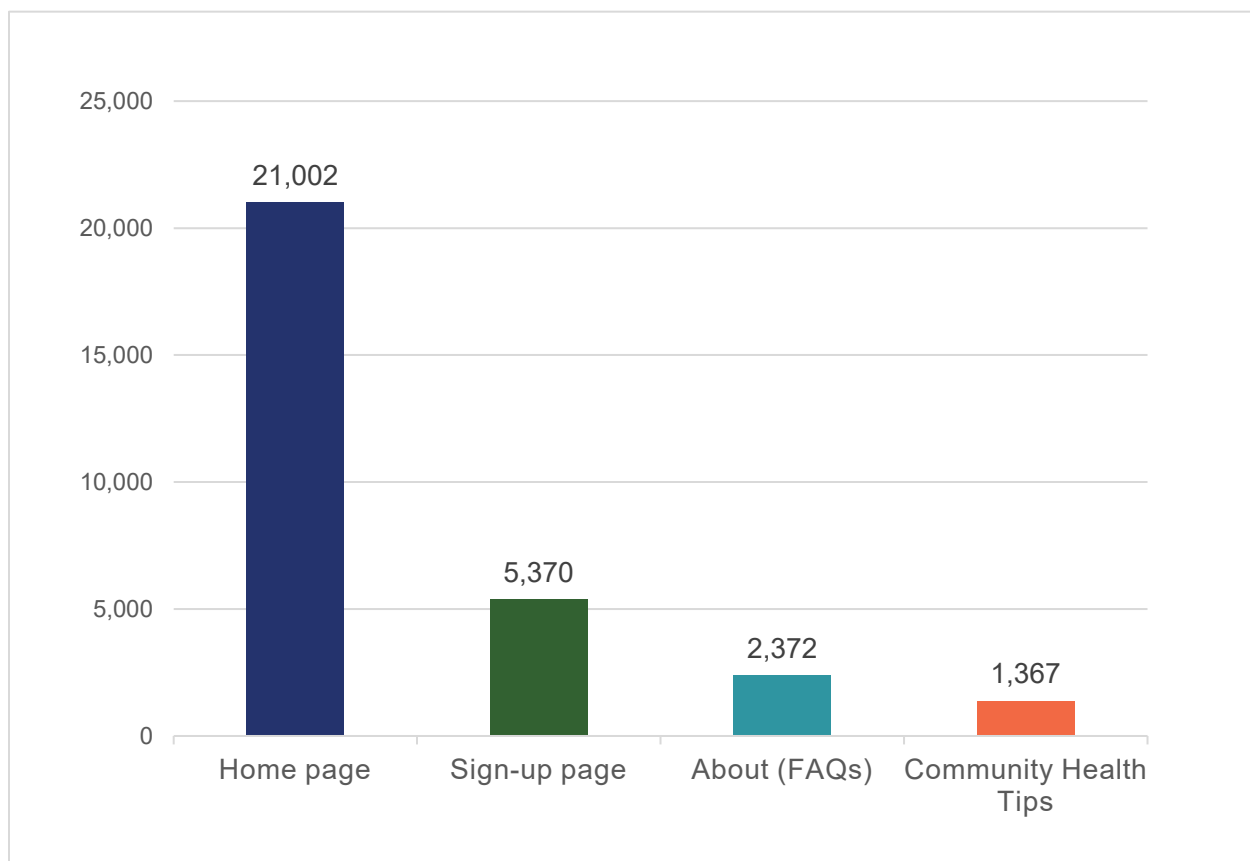
**18,954**

Unique Visitors

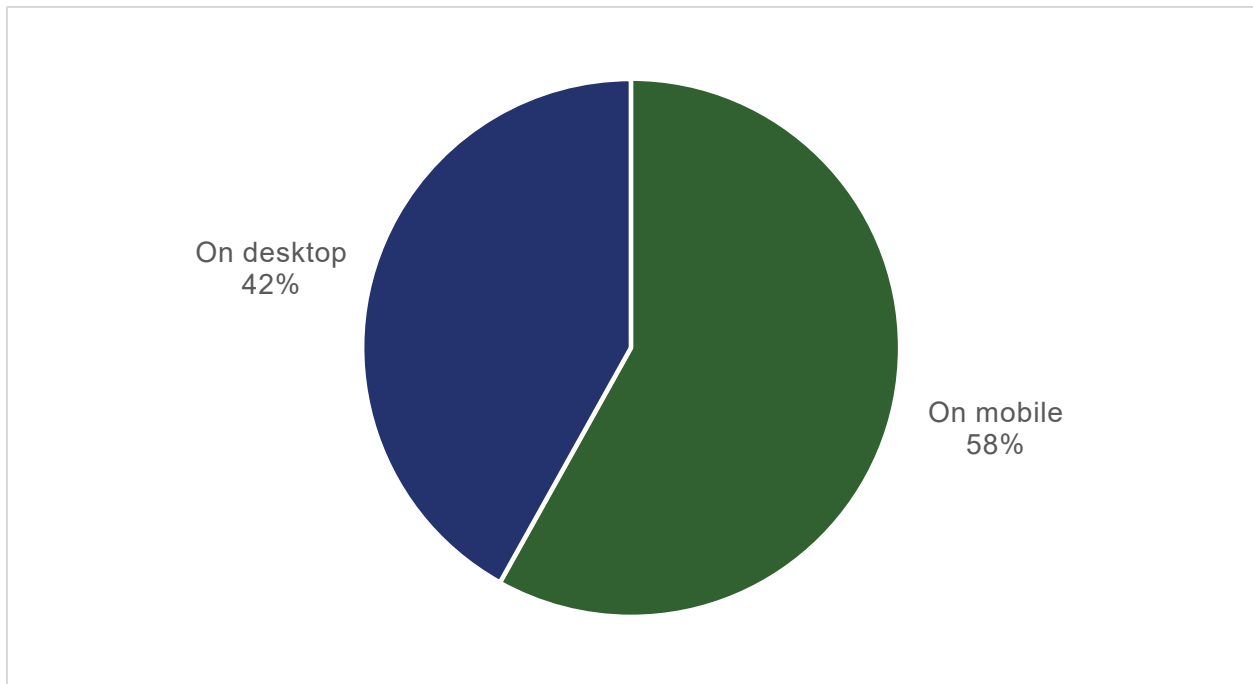
**24,499**

Pesticide Map Page Views  
(Average Time Spent: **1 minute 49 seconds**)

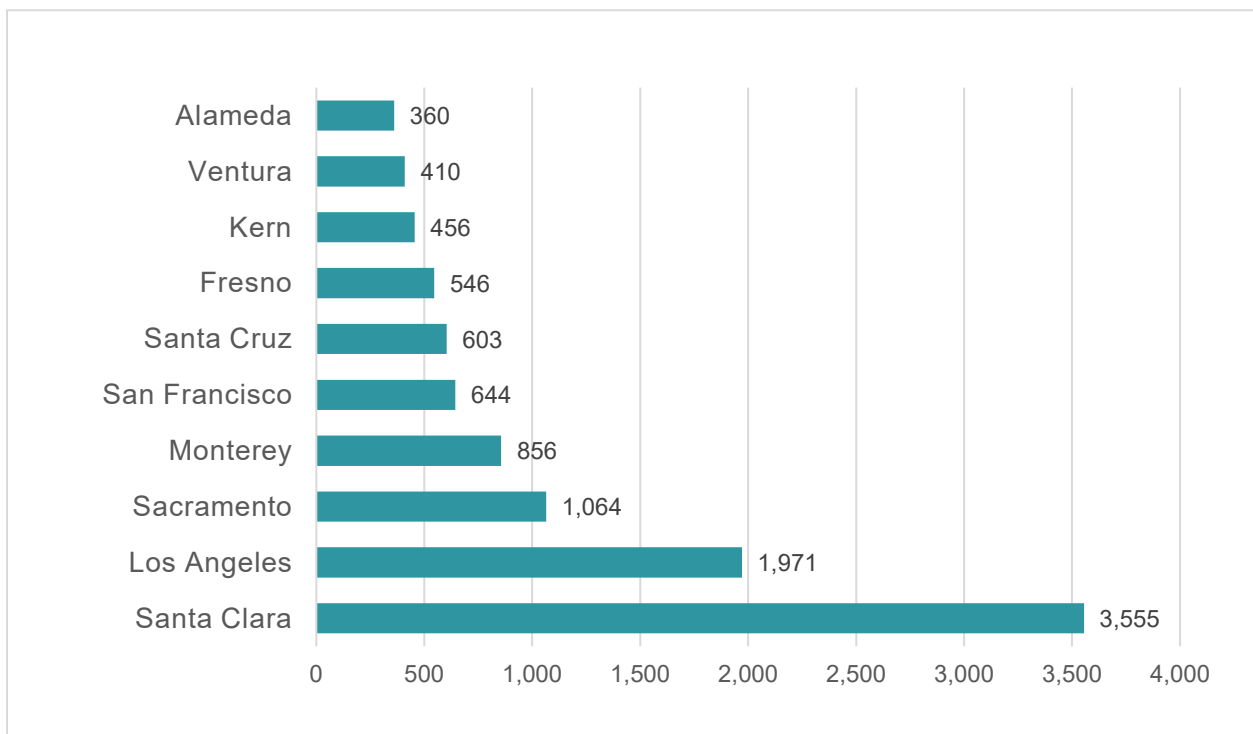
Figure 7: Other Website Pages (Views)



**Figure 8: Device Used to View Website**



**Figure 9: Website Views (Top Counties)**





## Notices of Intent (NOIs) and Notifications

The following highlights incoming Notices of Intent (NOIs) received in the system and outgoing notification messages sent to subscribed users.

- **Notice of Intent (NOI):** A Notice of Intent is a required part of the restricted material permitting process that growers and applicators are required to submit to their County Agricultural Commissioner (CAC) for approval before applying a restricted material pesticide. SprayDays California populates the interactive map on its website with information from NOIs.
- **Notification:** A notification is the message sent to a user through the contact method (or methods) they provide. SprayDays delivers notifications by email and/or text when a restricted material pesticide application is intended in the one-square-mile section linked to the user's address or selected location, as well as in any bordering sections. Notifications are sent 24 to 48 hours before the scheduled application, depending on the type of pesticide.

Figure 10: Notices of Intent (NOIs) Received and Notification Messages Sent

**41,292**

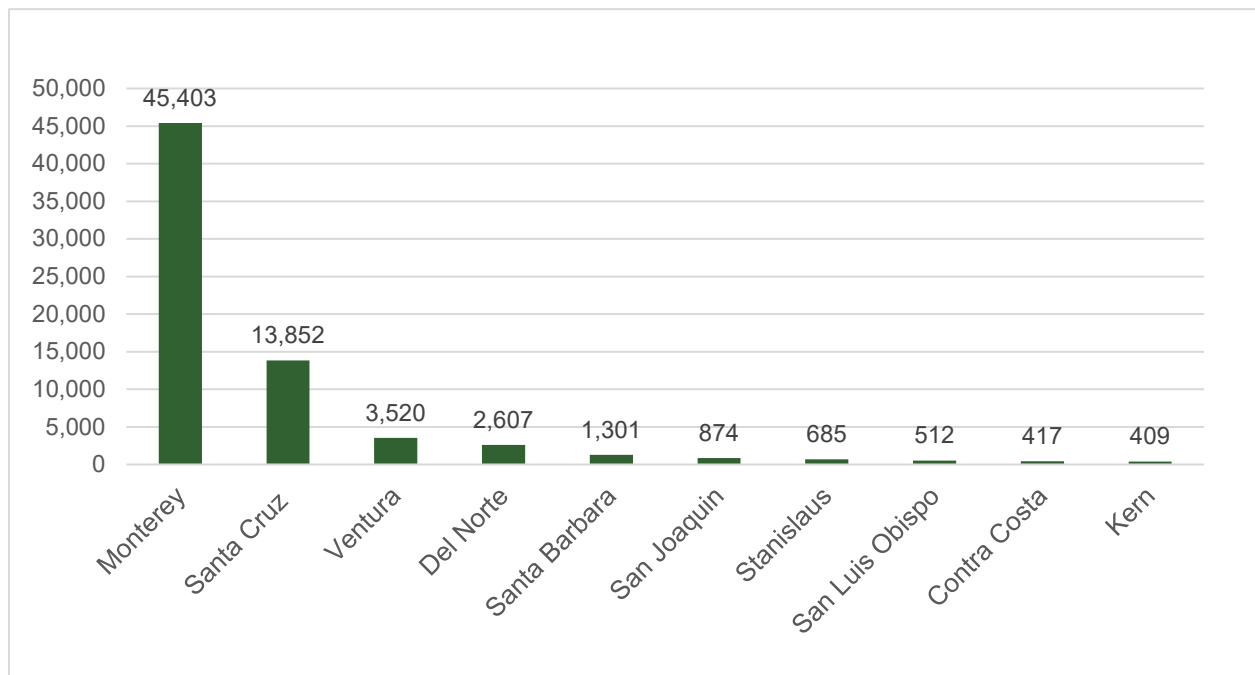
Total NOIs Mapped in SprayDays

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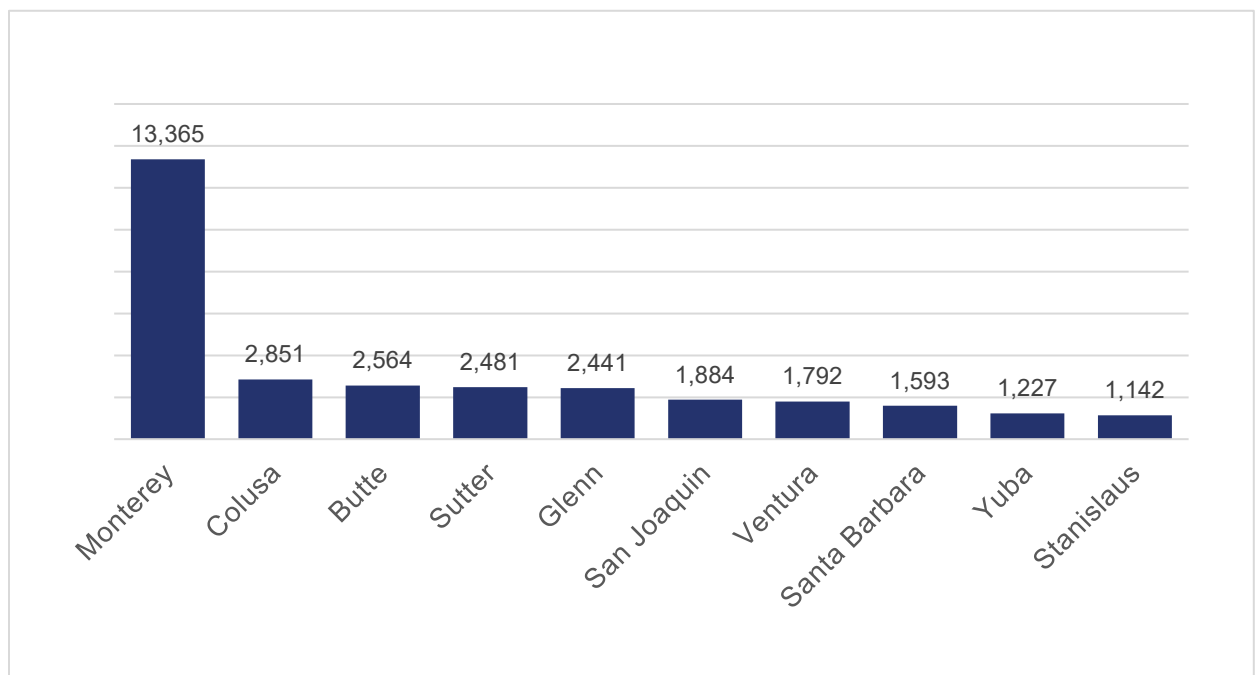
**73,257**

Total Notification Messages Sent to Subscribed Users  
(Texts and Emails)

**Figure 11: Notification Messages Sent (Top Counties)**

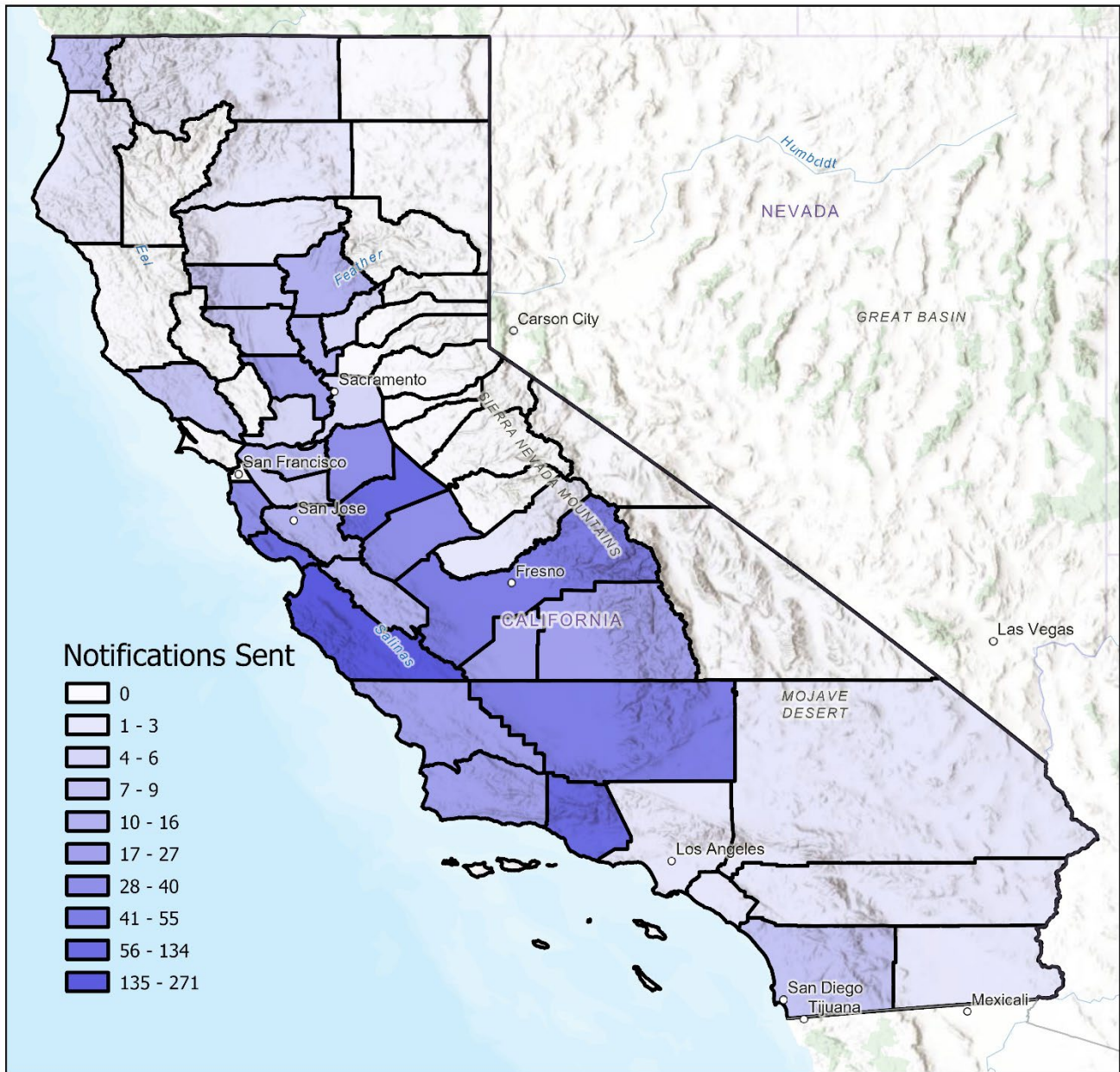


**Figure 12: Notices of Intent (NOIs) Received (Top Counties)**





**Figure 13: Notification Messages Sent by County (Heatmap)**





## System Feedback and Updates

Since launch, DPR has tracked both feedback from the public and internal observations to refine SprayDays California. Feedback has come through engagement and the dedicated inbox ([SprayDays@cdpr.ca.gov](mailto:SprayDays@cdpr.ca.gov)). People have asked questions about website navigation, the sign-up process, and notification content, and some community members have shared personal experiences of living near pesticide applications.

SprayDays California is designed to evaluate its effectiveness through annual feedback, including from DPR's Environmental Justice Advisory Committee, the State Board of Food and Agriculture, and the public, and release an annual status report leading up to a three-year review of system.

In the first six months, DPR enhanced the pesticide map, simplified the sign-up process, expanded FAQs and resources, and improved overall system performance. These updates reflect a continuing commitment to strengthen SprayDays and make this first-of-its-kind system easier to use.



## Added User Experience Features

- **Scheduled Application Icon:** Bold section numbers on the map now make upcoming pesticide applications easier to see.
- **Recent Application Indicator:** A dotted pattern shows recent applications scheduled within the allotted four-day window, helping users quickly spot areas where applications may still be underway.
- **Address Confirmation Screen:** Added to reduce entry mistakes and ensure notifications are for the correct location.
- **Section-Based Sign-Up:** Users can now sign up by selecting a map section instead of entering an address, making the system accessible to users in unincorporated areas.

- **FAQ Search Bar:** Upgraded with keyword search for easier navigation of the About webpage.
- **Expanded FAQs:** New answers explain how to use notification information, define production agriculture, identify restricted materials criteria, access pest management resources, understand grower responsibilities, and learn about applications near schools.
- **Multilingual Fact Sheets:** Added to the Community Health Tips section, including DPR fact sheets in English and Spanish, plus links to resources from the National Pesticide Information Center (NPIC).
- **Multilingual User Guides:** Now available in Hmong, Punjabi, and Tagalog.
- **Multilingual Incident Reporting Guides:** Added in Punjabi, Hmong, Chinese, and Korean to inform about reporting pesticide incidents.
- **Accessibility Updates:** Revised text and formatting across the site to use plain language and meet additional accessibility standards.

### Technology Performance and Stability

- Upgraded the system backend to reduce lag and downtime on the map.
- Improved search filters for ZIP codes and counties.
- Updated address verification to better serve rural areas.
- Increased stability during peak traffic to ensure consistent performance.



### Public Engagement and Outreach

Outreach efforts for SprayDays California aim to raise awareness about the system, strengthen connections with agricultural communities, and help the public better understand how California regulates pesticide use.

Since launch, DPR has rolled out a broad advertising campaign across multiple languages, regions, and media platforms, and provided information to media and engaged communities directly through meetings, presentations, and public events.



## Advertising

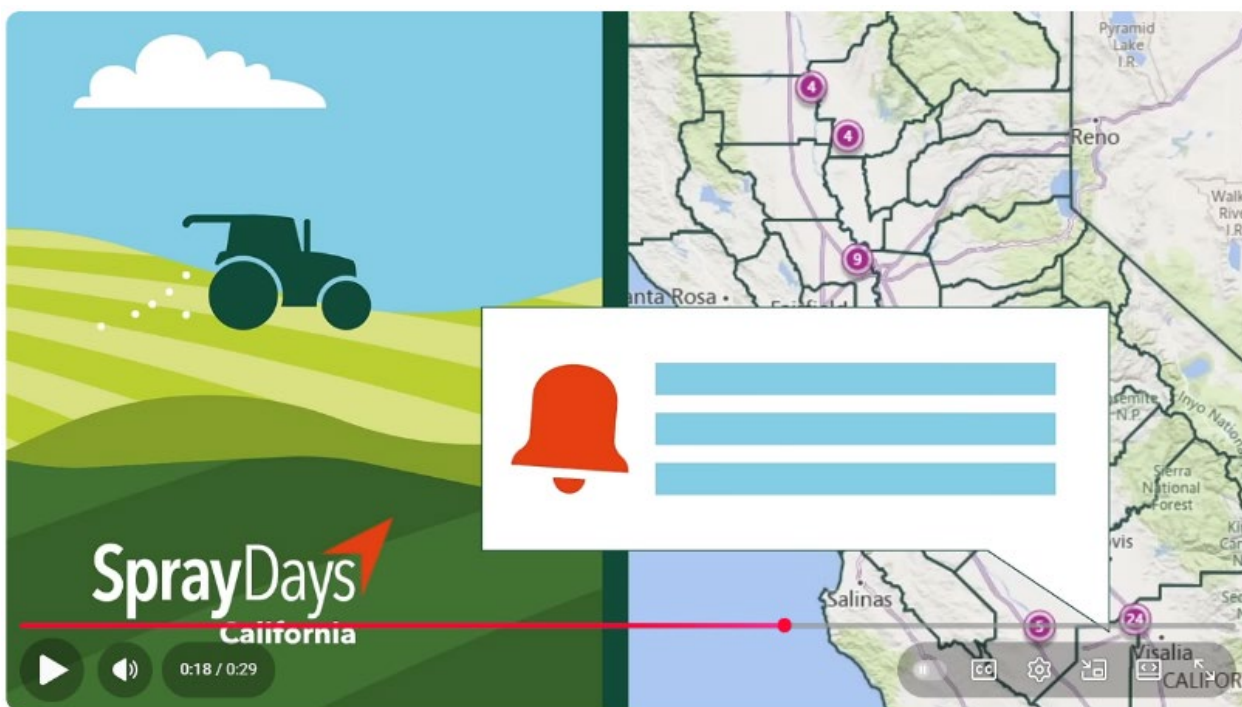
### Web Display Ads (English and Spanish)

- These ads were produced in different dimension sizes (including banners and square formats) and placed on a variety of websites across California to maximize visibility.
- Deployed March 25, 2025.



### Video Ads (English and Spanish)

- Animated ads featuring voiceover narration were developed in both 30-second and 15-second formats. These were distributed across social media platforms and YouTube.
- **Social Media (Facebook and Instagram):** Deployed June 9, 2025.
- **YouTube:** Deployed June 9, 2025.
- Sample 30-second ad: [watch the ad](#)





### Radio Ads (English and Spanish)

- Radio spots were produced in multiple lengths and aired both on traditional terrestrial radio and on digital streaming, with a focus on reaching agricultural communities across the state.
- **Platforms: iHeart Media Broadcast Radio, iHeart Streaming Audio, Spanish News Network (TTWN), KMJ-AM Fresno Ag Network**
- Deployed statewide May 19, 2025.

### Out-of-Home Ads (English and Spanish)

- To reach residents directly in their communities, out-of-home advertising has been rolled out in phases. Each ad includes a QR code linking directly to the SprayDays website.
- **Formats: Lunch truck wraps, in-store posters, and digital point-of-sale screens**
- To date, campaigns have been active in Fresno, Kern, Tulare, Monterey, Merced, Stanislaus, Kings, and Imperial counties.
- Deployed in limited runs starting on July 21, 2025.



### Spanish-Language Television Ads

- As part of a media partnership with Univision, 30-second television ads (same as the animated video ads) have aired across key markets: Fresno-Visalia, Sacramento-Stockton-Modesto, and Bakersfield.
- Deployed April 28, 2025.

### Asian-Language Television Ads

- Video ads were translated and aired in Hmong, Punjabi, and Tagalog through **Crossings TV**.
- Deployed July 1, 2025.

### Earned Media

- **News Stories:** SprayDays has been **featured or mentioned in 99 media stories to date**, including coverage in *The New York Times*, as well as statewide and regional outlets such as *Mercury News*, *The Californian*, *Fresno Bee*, and *Sacramento Bee*. Broadcast coverage included local affiliates of ABC, CBS, NBC, and FOX; NPR affiliates such as CapRadio, KAZU, and KVPR; and Spanish-language networks Telemundo and Univision.

### Press Releases:

- [Launch Announcement](#) (March 24, 2025)
- [New Features Announcement](#) (August 28, 2025)



### Public Outreach and Events

#### Launch Event (March 24, 2025, Shafter, CA)

SprayDays launched in Kern County with an event in Shafter. DPR Director Karen Morrison joined community members, county leaders, regional organizations, and media to celebrate the launch. More than 200 people were in attendance to learn about SprayDays. [watch a video of the kick-off](#)

- **County Fairs:** DPR hosted booths and demonstrations at **Salinas Valley Fair, San Joaquin County Fair, Merced County Fair, Kings Fair, Stanislaus County Fair, Ventura County Fair, Madera District Fair, and Tulare County Fair**. (8 total) [watch a video of our fair participation](#)

- **Community and Stakeholder Engagement:** DPR collaborated with community-based organizations and other stakeholders through meetings, briefings, demonstrations, and bilingual presentations (virtual and in-person) (18 total).
- **Outreach Materials Distributed**
  - Flyers and general info sheets in English, Spanish, Hmong, Punjabi, and Tagalog.
  - Informational resources for growers and applicators: [Info sheet in English](#) and [Info Sheet in Spanish](#)
  - A step-by-step guide for using the [new map and sign-up features](#)
  - Stickers and bandanas to draw attention and boost visibility

