

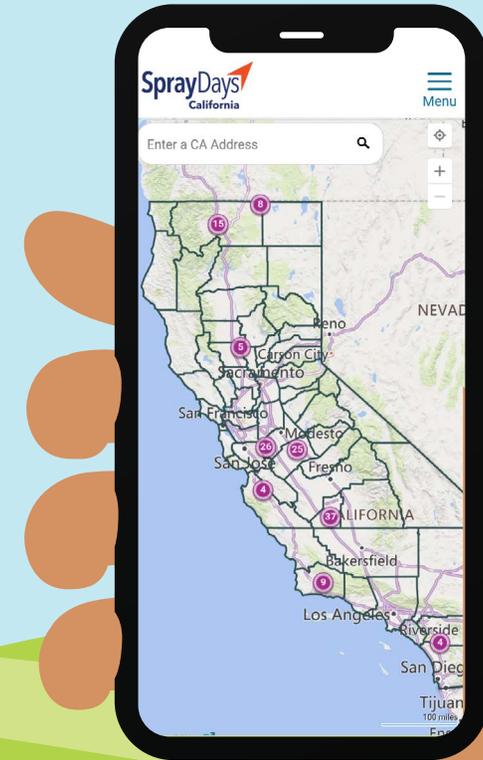


California Department of Pesticide Regulation (DPR)

SprayDays California: First Annual Status Update

March 10, 2026

Reporting Period: March 24–December 31, 2025



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Table of Contents

<u>Executive Summary</u>	4		
<u>1. Program Overview</u>	6		
1.1 <u>Background</u>	6		
1.2 <u>Purpose</u>	7		
1.3 <u>How SprayDays Works</u>	8		
<u>2. Website and Notification Metrics</u>	11		
2.1 <u>Website Use</u>	11		
2.2 <u>Sign-Ups and Notifications</u>	13		
2.3 <u>System Reliability and IT Performance</u>	16		
<u>3. Outreach and Engagement</u>	17		
3.1 <u>Overview</u>	17		
3.2 <u>Learning from Outreach and Engagement</u>	18		
3.3 <u>Paid and Earned Media</u>	19		
<u>4. Feedback Received on the System</u>	22		
4.1. <u>Summary of Common Feedback</u>	22		
		4.2 <u>Anonymous User Survey</u>	23
		<u>5. Implemented Changes and Enhancements</u>	24
		5.1 <u>Expanded Language Access</u>	24
		5.2 <u>Improved Map Display Indicators</u>	24
		5.3 <u>Enhanced Address Support</u>	24
		5.4 <u>Map-Based Sign-Up Option</u>	25
		5.5 <u>Improved FAQ Wording and Search</u>	25
		5.6 <u>General Usability Refinements</u>	25
		<u>6. Budget and Funding</u>	26
		6.1 <u>Overview of Funding Allocation and Expenditures</u>	26
		6.2 <u>Use of Funds by Major Category</u>	27
		<u>7. 2026 Outlook</u>	28
		<u>8. Public Comment</u>	29
		<u>Appendix</u>	30

Executive Summary

SprayDays California (SprayDays) is the first statewide pesticide notification system of its kind in the nation. The California Department of Pesticide Regulation (DPR) developed SprayDays to provide the public with improved access to information about the intended use of California restricted material pesticides in production agriculture. The system advances DPR's broader priorities and reflects its values of accountability, collaboration, continuous improvement, and integrity by expanding access to timely and transparent pesticide use information.

SprayDays was shaped by community input and reflects the broad interest in greater public access to pesticide use information prior to applications. Development began in 2020 and was funded by the 2021–22 State Budget. DPR designed and built the system through a multi-year process that included focus groups, public meetings and feedback, county pilot programs, an independent evaluation, and beta testing. DPR finalized regulations to support the implementation of SprayDays in 2024, and the system launched statewide on March 24, 2025.

One-time funding supported system development, launch, and first-year operations. DPR will continue to support the system with remaining one-time funds through June 2026. Governor Newsom's Proposed State Budget, released January 10, 2026, includes a Budget Change Proposal

for long-term financial support for the SprayDays system.

In the first nine months of system implementation, DPR confirmed that the system functions as intended, improved accessibility, and tested outreach approaches. This report serves as the first annual status update and establishes a baseline for understanding how people use SprayDays. It also documents early improvements to system efficiency and performance.

During the reporting period ending December 31, 2025, thousands of Californians used SprayDays to view planned pesticide applications and, in many cases, signed up for notifications linked to locations important to them. More than 28,000 users visited the SprayDays website, generating close to 90,000 page views. Approximately 3,700 individual users opted to receive direct notifications by text message and/or email, resulting in more than 4,300 location subscriptions and nearly 96,000 notifications sent in 2025. SprayDays maintained 99.9% system uptime throughout the reporting period, with only twelve hours of total downtime, ensuring consistent public access to pesticide application information and notifications statewide.

Website and system usage data show that the interactive map is the primary way people access SprayDays and that most users who sign up choose to receive notifications for a single location. Supporting resources on the SprayDays website, such as community health tips and answers to frequently asked questions, provide additional context and guidance. Based on early user feedback, DPR made targeted updates to improve access and usability. These updates included clearer map indicators, a map-based sign-up option for people with unincorporated addresses, improved language access, and expanded context to address common user questions.

Outreach observations, based on a multi-channel awareness strategy that included dozens of in-person and virtual engagements as well as targeted advertising, revealed that people are significantly more likely to use SprayDays when engagement provides hands-on support. Workshop-style sessions with community-based organizations produced the most meaningful engagement by answering real-time questions and providing direct assistance with sign-ups.

Pursuant to Title 3 of the California Code of Regulations, section 6434, DPR will publish annual status updates on system performance, process of providing information to the public, feedback received, and system changes until the department issues a final report in February 2028, three years after the regulations took effect. DPR will present each annual status update to the California State Board of Food and Agriculture and DPR's Environmental Justice Advisory Committee for feedback and will accept public comment for a minimum of 30 days following publication.

This first Annual Status Update highlights key metrics, system improvements, outreach efforts, general feedback, and budget stewardship during the initial year of implementation. The accompanying appendix provides additional data and in-depth details.

In 2026, DPR will focus on maintaining stable operations, continuing usability and accessibility improvements, and expanding community engagement. DPR will review performance data, input collected from the State Board of Food and Agriculture and DPR's Environmental Justice Advisory Committee, and public feedback on SprayDays to evaluate and prioritize resources for any ongoing or future website and notification system improvements.

DPR remains committed to providing clear, timely, and reliable information and to strengthening how Californians access and understand SprayDays.

1. Program Overview

SprayDays California is the first statewide pesticide application notification system. SprayDays helps people stay informed about the use of California restricted material pesticides used in production agriculture, which require special permits and stricter oversight. Building on California's existing restricted materials permitting program, the system provides details on where a restricted material pesticide application may occur (in a one by one-square-mile section), when it is scheduled, which pesticide will be used, and how it will be applied.

1.1 Background

SprayDays grew out of community conversations in Kern County, where residents asked for advance notice about nearby pesticide use. DPR engaged with local stakeholders on the building blocks for a pesticide notification system beginning in 2020. That same year, community members identified a pesticide notification system as a priority in the Kern County AB 617 Community Emissions Reduction Plan, a community-driven effort to reduce air pollution and improve public health in communities with high environmental burdens.

The California State Legislature provided four years of funding in the 2021–22 State Budget for DPR to develop and implement a statewide

Figure 1A. SprayDays California Timeline



pesticide application notification system. Between 2021 and 2022, DPR conducted four focus groups and eight public meetings to gather input from community members, growers, advocates, and local partners. In 2022, DPR partnered with four counties to pilot key system features and test how the notification process could work in real-world settings. The UC Davis Center for Regional Change independently evaluated these pilot projects and provided recommendations for DPR to consider when developing the statewide system. DPR continued refining the system through beta testing in 2023 and proposed regulations to support the notification system in Fall 2023. Final regulations to support SprayDays implementation were approved in December 2024 and became effective on February 24, 2025. DPR launched SprayDays California for statewide public use on March 24, 2025.

1.2. Purpose

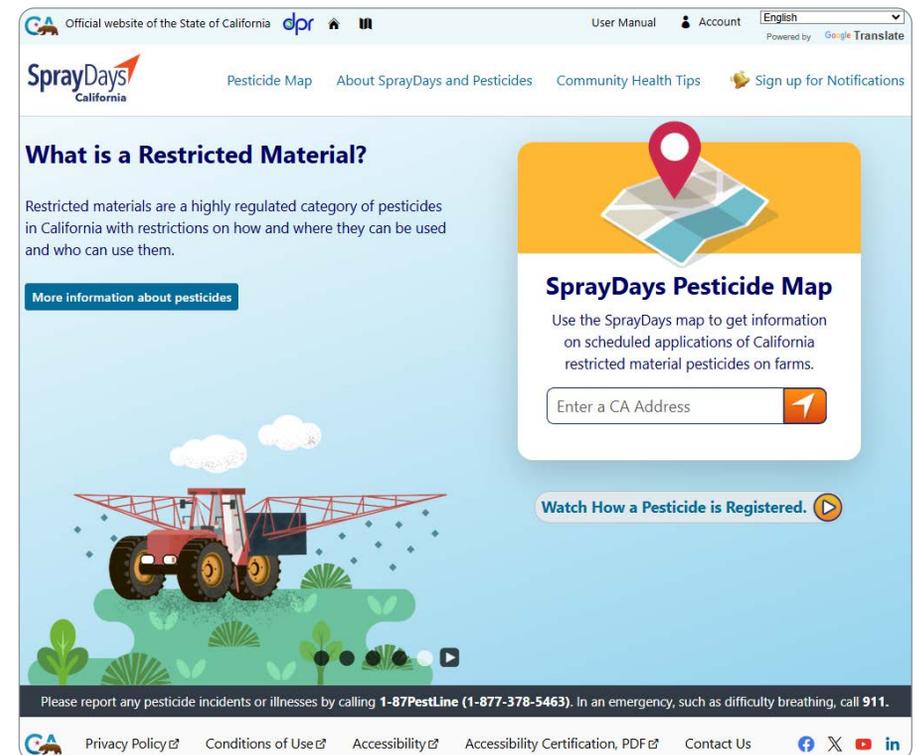
SprayDays helps people stay informed about California restricted material pesticide applications that may occur near where they live, work, or go to school. By providing advance notice of planned applications of restricted material pesticides used in production agriculture statewide, the system supports transparency, awareness, and informed decision-making for the public.

In addition to notifications, SprayDays provides information about pesticide regulation and safety in California. The website offers context about how pesticides are regulated, details about specific restricted materials, tips for community members and workers, and answers to frequently asked questions about SprayDays notifications and related

regulatory topics. These resources help people better understand what the information means and how it complements California’s broader pesticide regulatory system.

SprayDays does not change pesticide use requirements or enforcement decisions. Instead, it strengthens California’s pesticide regulatory system by increasing transparency and improving how information is shared with the public. Complementing the state’s pesticide regulation and enforcement, SprayDays advances DPR’s mission to protect human

Figure 1B. SprayDays Website Homepage



health and the environment while increasing accessibility to pesticide use information in a consistent, accessible, and reliable manner across the state.

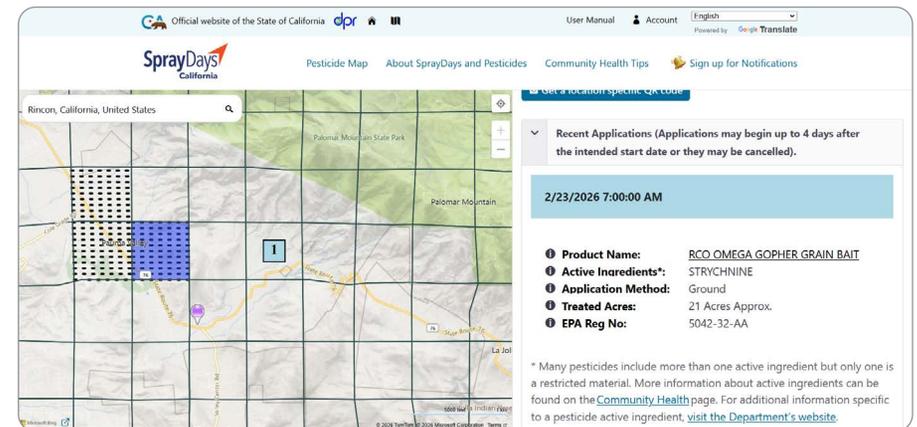
1.3 How SprayDays Works

SprayDays provides information about scheduled California restricted material pesticide applications in production agriculture through a public website featuring an interactive map, as well as optional email and text message notifications. Notifications appear on the website map and are sent to subscribed users 48 hours before planned soil fumigant applications and 24 hours before other planned restricted material pesticide applications.

The website works on desktop and mobile devices, and both the website and notifications are available in multiple languages. Anyone can explore the online interactive map to view recent and scheduled restricted material pesticide applications. Users can sign up for free email and text notifications by entering a valid California address or selecting a one-square-mile section on a map. Each user account may subscribe to receive notifications for up to ten locations. A notification is sent whenever an application is scheduled within the corresponding one-square-mile section or in surrounding adjacent sections.

The website also provides additional resources, including answers to frequently asked questions, information about how pesticides are regulated in California, safety tips for community members, and step-by-step guides to help users navigate the site and manage their account preferences.

Figure 1C. SprayDays Pesticide Map Webpage (detail)



Information Displayed to the Public

SprayDays displays specific information about restricted material pesticide applications, including the intended application date and time, the application location within a one-square-mile section, and application details such as pesticide product name and active ingredients, application method, treated acreage, and U.S. EPA registration number. This information appears on the SprayDays website when a notice is submitted by a grower or applicator and remains visible for four days after the intended application start time.

Integration with California's Pesticide Permitting Process

SprayDays builds on California's existing restricted material permitting process. Growers and pesticide applicators must be licensed by DPR and hold a county-issued permit for the agricultural use of restricted material pesticides before applying these pesticides, and they must

submit a Notice of Intent (NOI) to their local County Agricultural Commissioner (CAC) for review and approval. NOIs include standardized location information from Public Land Survey System (PLSS)-based County-Meridian-Township-Range-Section data providing location information in a one square mile “section” resolution. Regulations supporting SprayDays require these NOIs to be submitted electronically through CalAgPermits, the county’s web-based pesticide permitting system, or through compatible third-party tools. The regulation requires information from CalAgPermits to be submitted electronically to DPR to populate the SprayDays website and notification system with all the application details.

Figure 1D. Example of SprayDays Email Notification

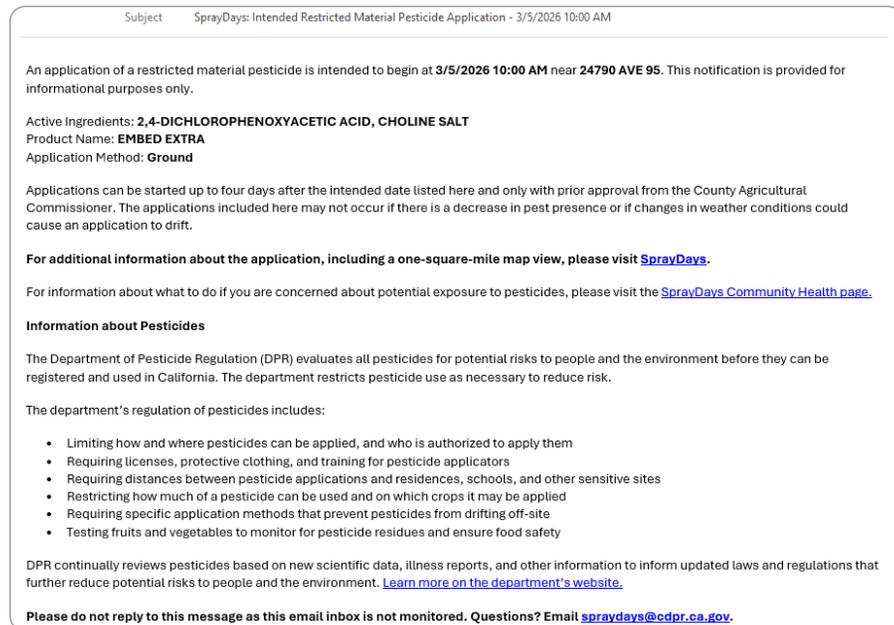
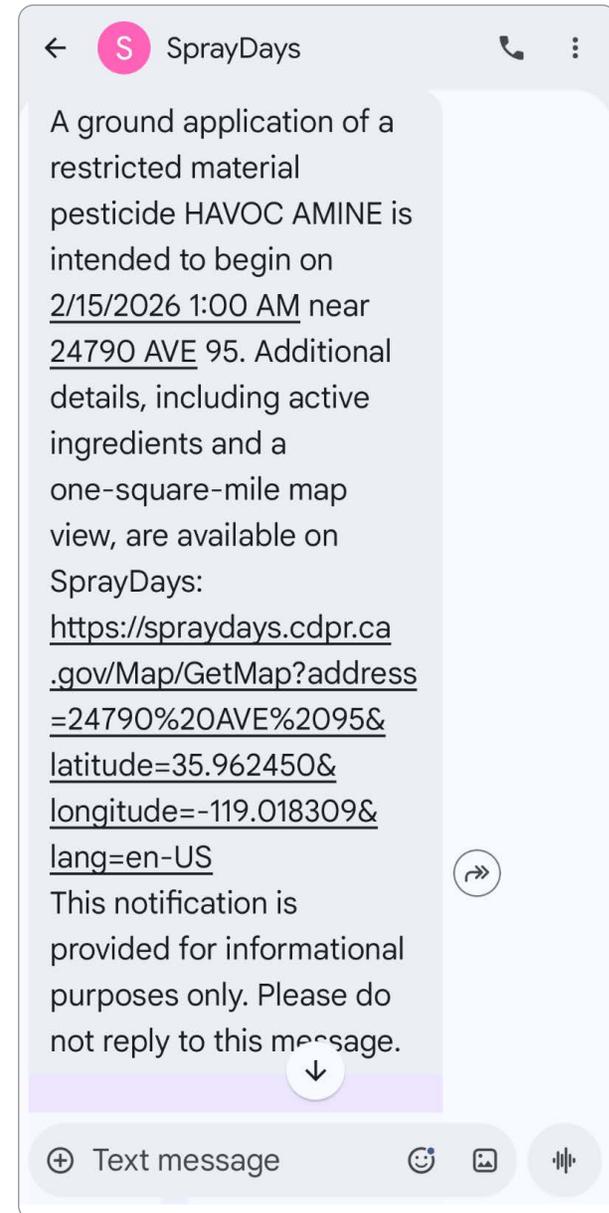


Figure 1E. Example of SprayDays Text Notification

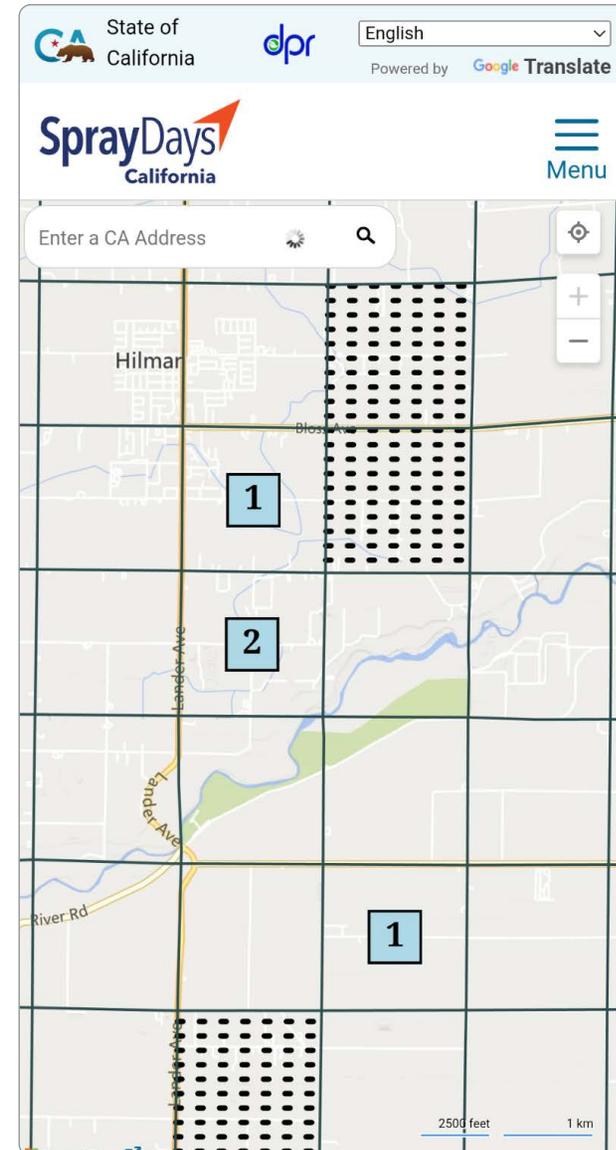


Privacy and Data Protection

The public can view information about intended pesticide applications anonymously on the SprayDays website without creating an account or providing contact information. SprayDays users may choose to provide an email address and/or mobile phone number to receive notifications about intended restricted material applications, as authorized by regulation. Users may unsubscribe from notifications at any time and may delete their SprayDays account whenever they choose. If a user unsubscribes but does not delete their account, DPR automatically deletes the account after 12 months.

DPR protects user privacy and strictly controls how it collects, uses, stores, and discloses personal information. DPR does not share personal information with third parties, except as required by law, and all personal information is handled in accordance with state privacy protections, including the Information Practices Act, the Public Records Act, and related Government Code provisions.

Figure 1F. View of SprayDays Pesticide Map Webpage on Mobile Phone (detail)



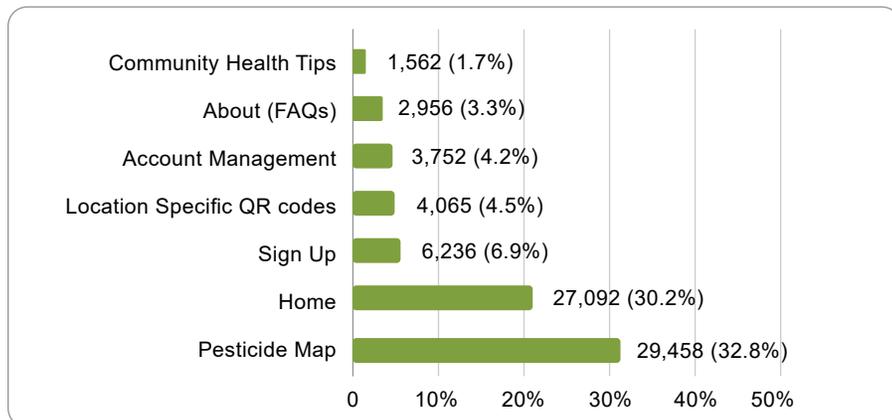
2. Website and Notification Metrics

The reporting period represents the first nine months of statewide implementation for SprayDays California. From launch on March 24, 2025, through December 31, 2025, the system provided notification in advance of restricted material pesticide use in all 58 California counties. This section provides an early snapshot of how people are accessing and using SprayDays. Additional details are available in the appendix of this report.

2.1 Website Use

Website analytics show that more visitors use SprayDays to view the pesticide map than to sign up for notifications. Supporting webpages,

Figure 2A. Total Website Page Views (Main Pages)



Key website metrics from the reporting period include:



28,019 unique users

Individual users counted once, even if they visited multiple times



89,679 total page views

Averaging about 3.2 pages per user



29,458 map page views

Accounting for about one-third of all site traffic



1 minute and 46 seconds

average time spent on the map page

such as the FAQ and User Manual pages, help users understand and navigate the system.

Top Counties for Website Use and Views

The top counties for website use and views include both major agricultural regions and large population centers. This pattern shows that interest in SprayDays extends beyond farming communities and that several factors, such as topical interest and news media coverage, help drive statewide traffic to the webpage.

Figure 2B. Total Website Users (Top Counties)

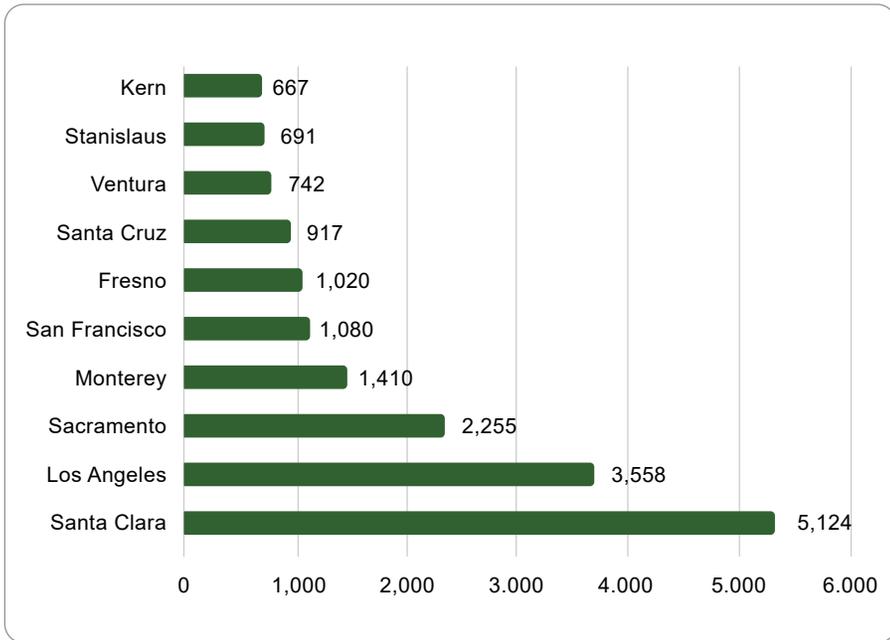
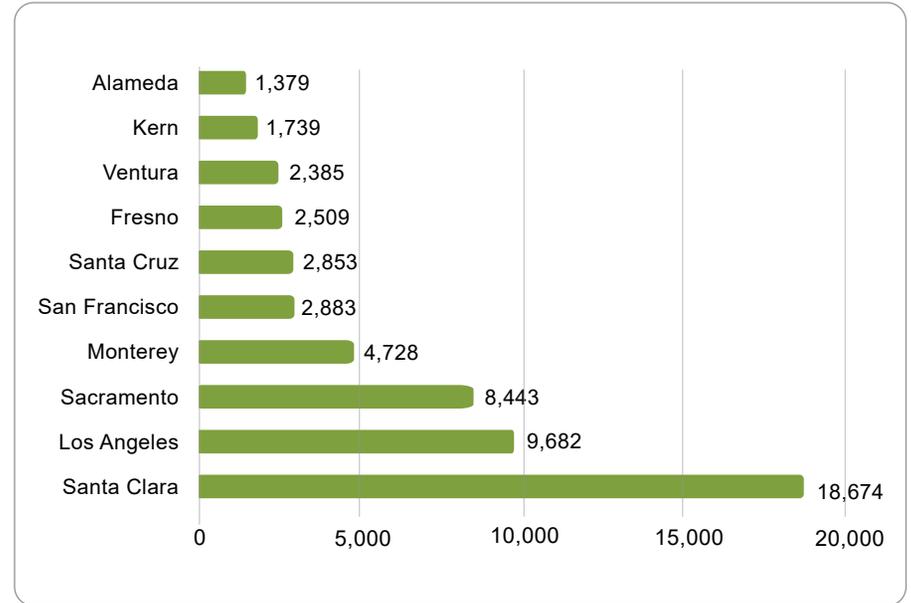


Figure 2C. Total Website Views (Top Counties)



User Engagement by Webpage in Minutes

Entry pages, including the homepage and QR code pages, average about 25 seconds, showing users move quickly to their intended task. The pesticide map page, the primary destination for timely information, averages 1 minute and 46 seconds.

Users spend more time completing the sign-up process. The sign-up page averages 2 minutes and 13 seconds, reflecting the average time needed to enter a location and set notification preferences. The FAQs and Community Health tips informational pages average about 1 minute and 30 seconds.

2.2 Sign-Ups and Notifications

SprayDays allows users to sign up for notifications by entering a valid California address or selecting a one-square-mile map section. Users select a language preference, verify an email address or mobile phone number, or both, and may subsequently subscribe up to ten locations.

During the reporting period:



4,327 email and mobile phone contacts were registered and verified

Text message notifications accounted for the majority of contact preferences, with email notifications also widely used. Some users opted for both forms of contact.



3,735 user accounts were created and verified

More than 90% of users that initiated registration completed account verification, indicating a very high completion rate.



4,309 locations were subscribed for notifications

Including duplicate locations selected by multiple users. Specific street addresses account for approximately 98.5% of all locations in the system.



1.15 locations per each user

Indicating that most users monitor a single location. This pattern highlights SprayDays' role in supporting neighborhood-level awareness.



3,443 unique locations were subscribed for notifications

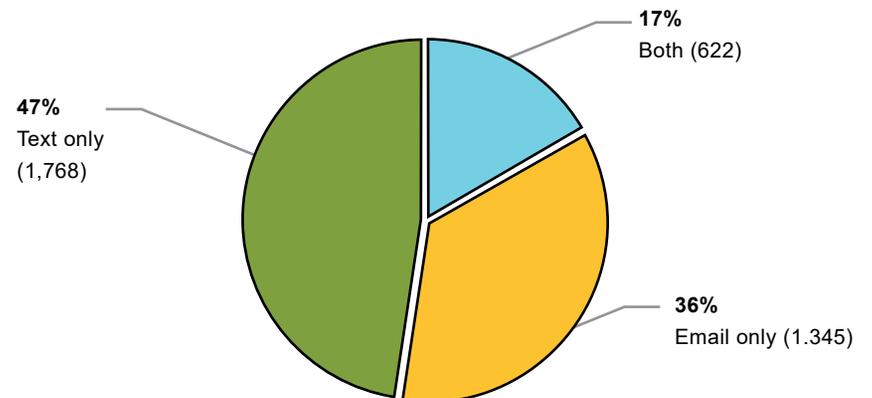
Including both addresses and map sections, after excluding duplicates.



95,969 total notifications

were delivered statewide across 49 counties.

Figure 2D. Notification Contact Preferences of Verified Users



Top Counties for Sign-Ups

SprayDays attracted user subscriptions in 49 of California's 58 counties, demonstrating statewide interest in pesticide application notifications. Sign-ups are concentrated in counties with higher levels of production agriculture and restricted material pesticide use. The top 10 counties for user sign-ups are primarily located along the Central Coast and in the Central Valley.

Figure 2E. Notification Sign-Ups (Top Counties)

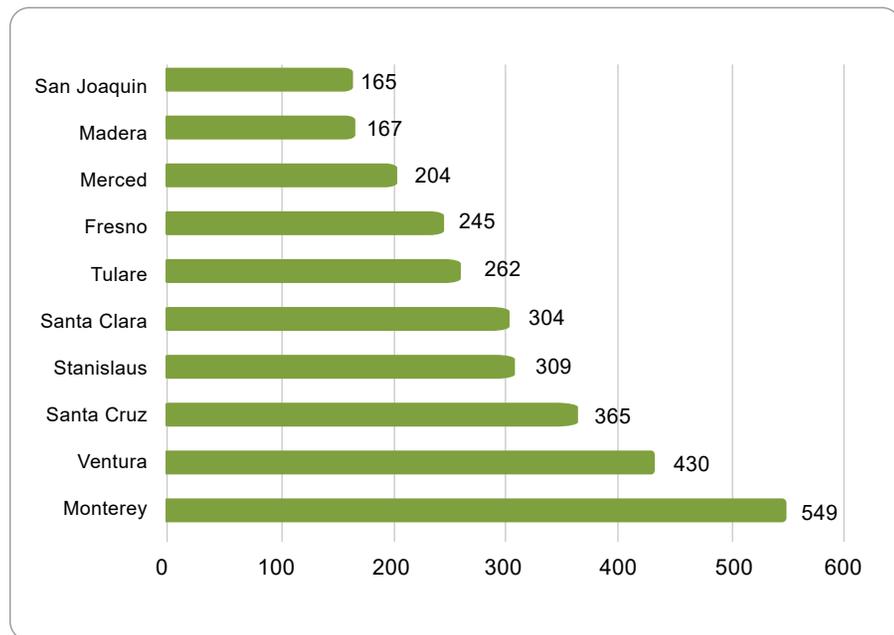


Figure 2F. Address Subscriptions by County

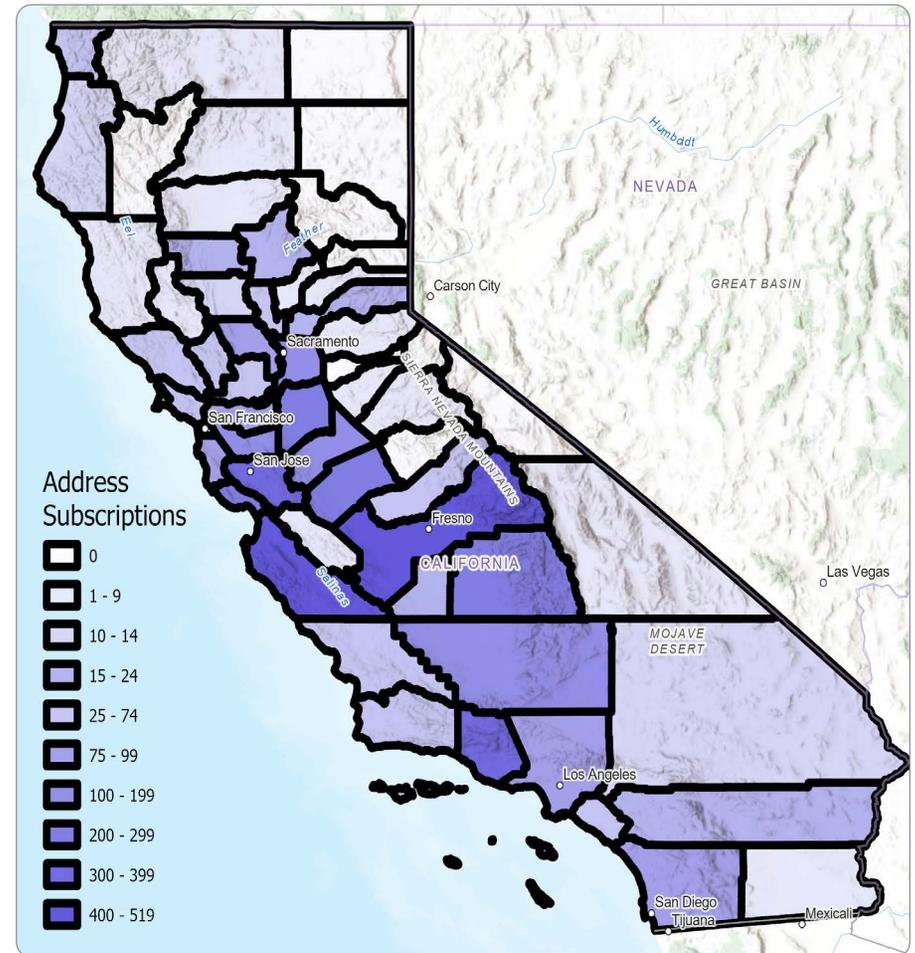
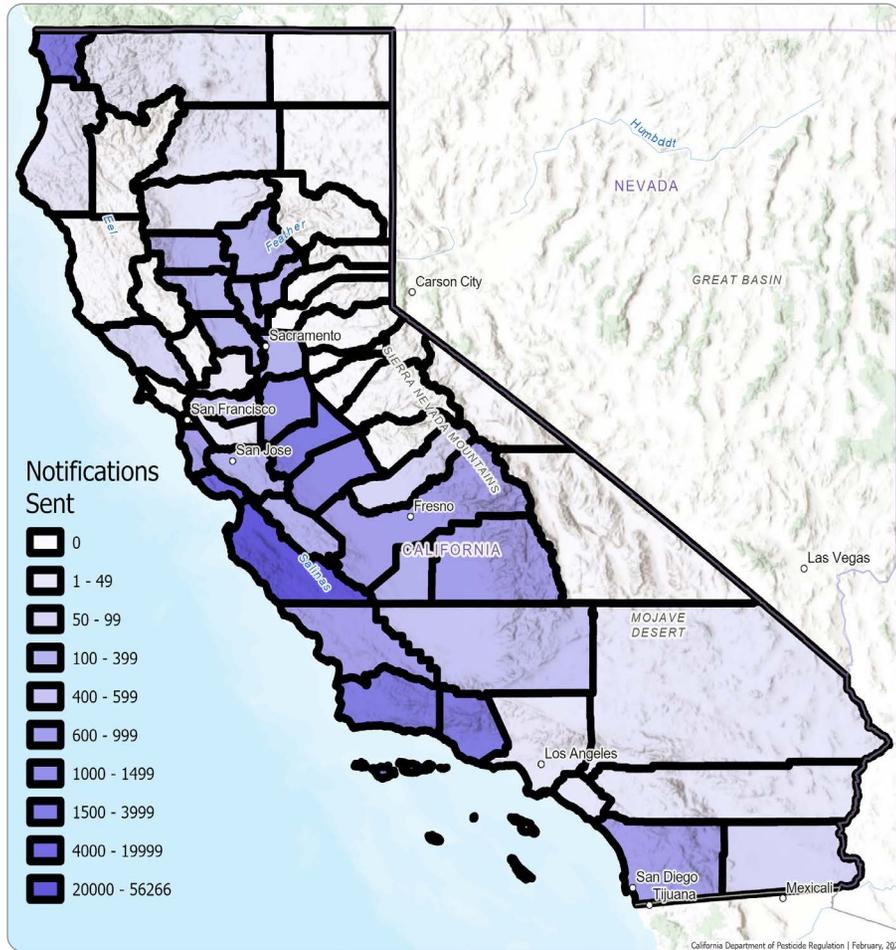


Figure 2G. Notifications Delivered to Users by County

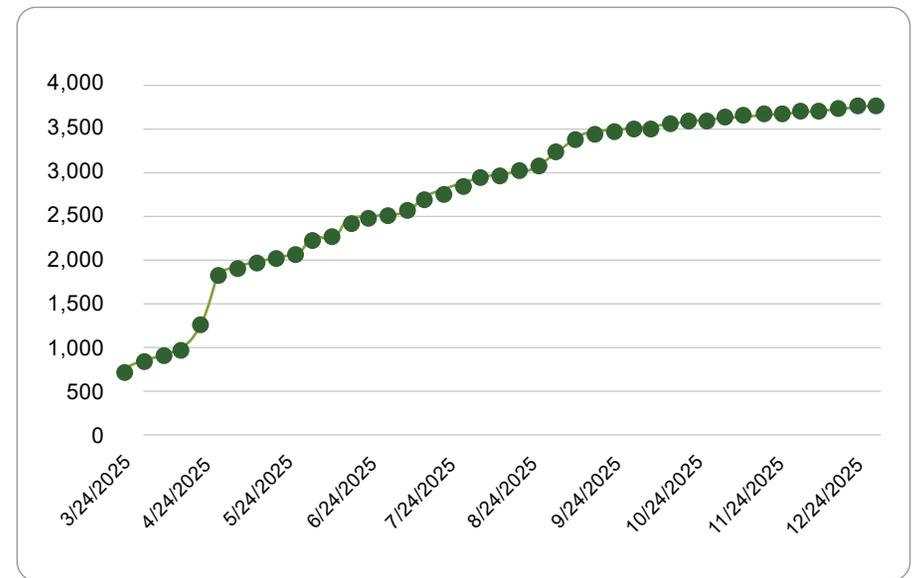


Sign-ups Over Time

When SprayDays launched, user sign-ups surged due to coordinated launch engagement and an initial wave of media coverage across the state. Sign-ups also rose following in-person outreach at community

events, such as county fairs, particularly during the summer months and early fall when engagement opportunities were more frequent. Toward the end of the year, sign-up rates declined modestly as fewer outreach events were conducted. During the reporting period, advertising also played an important role in supporting overall awareness-building efforts.

Figure 2H. Sign-ups Over Time (Cumulative)



Sign-ups by Language

Most users sign up for SprayDays notifications in English. About 96 percent of subscriptions use English, while Spanish accounts for about 4 percent. All other languages combined represent less than 1 percent of subscriptions. Both the SprayDays website and notifications are available in multiple languages. While the website is available through

Google Translate in a wide array of languages, email and text message notifications have been translated and are available to users in:

- Arabic
- Western Armenian
- Simplified Chinese
- Traditional Chinese
- Farsi
- Hindi
- Hmong
- Japanese
- Khmer
- Korean
- Punjabi
- Russian
- Spanish
- Tagalog
- Vietnamese

While English remains the primary language used on the site, outreach efforts show that many users initially prefer engaging with materials and asking questions in Spanish or other languages. To support broader access, SprayDays developed targeted outreach materials in Spanish, Hmong, Punjabi, and Tagalog, some of the common languages in California's agricultural regions.

2.3 System Reliability and IT Performance

SprayDays California maintained high system reliability throughout the reporting period, delivering consistent public access to pesticide notification information with minimal disruption. The platform experienced only a couple of service interruptions, totaling approximately twelve hours of downtime for the entire calendar year.

This performance reflects an overall system uptime of 99.9%, underscoring the stability of SprayDays as a public-facing information tool. DPR's IT teams proactively monitored system performance, addressed technical issues quickly, and maintained system availability to support users statewide.

3. Outreach and Engagement

During its first year of statewide availability, DPR conducted multilingual outreach, education, and awareness efforts to introduce SprayDays California and help the public understand how to use the system and the information it provides. DPR additionally conducted targeted outreach to growers in advance of the implementation of the regulations that supported SprayDays to provide information on the requirement for electronic submission of NOIs. These efforts combined in-person and virtual engagement, collaborations with community-based organizations and local partners, educational materials, including video tutorials, advertising, and earned media coverage.

Figure 3A. SprayDays Informational Handout (Flyer and Fact sheet)



3.1 Overview

A range of outreach activities supported early awareness and use of SprayDays, particularly in regions where advance notice of restricted material pesticide use is most relevant for people who live, work, or attend school near agricultural production areas.

Webinars with Growers and Community Groups

In the lead-up to and shortly after launch, DPR collaborated with both agricultural growers and community-based organizations to keep stakeholders informed. DPR hosted informational webinars that explained how SprayDays works, what to expect, and how application information appears in the system. DPR also shared plain-language information about the regulatory requirements that support SprayDays, including what information must be submitted, when it is required, and how it is shared with the public.

Community Outreach and Events

DPR formally launched SprayDays California with a public event on March 24, 2025, in Shafter, Kern County. The event brought together community members, county leaders, community-based organizations,

and news media to introduce the system. More than 200 people attended.

Throughout the year, DPR conducted extensive in-person and virtual outreach across the state. Externally contracted SprayDays brand ambassadors hosted booths and live demonstrations at various county fairs, including interactive participation in Monterey (Salinas Valley), San Joaquin, Merced, Kings, Stanislaus, Ventura, Madera, and Tulare counties. DPR staff also led or participated in dozens of additional community and stakeholder engagements such as meetings, briefings, presentations, and demonstrations, often in collaboration with regional community-based organizations. Outreach also included tabling at local public-health-focused events, offering live demonstrations and step-by-step assistance with signing up for notifications.

Figure 3B. SprayDays booth at the 2025 Kings Fair (Kings County).



Both in-person and virtual engagements allowed DPR staff and contractors to answer questions, explain notification and map features, and gather direct feedback from community members, partners, and stakeholders. These activities focused on helping the public understand how SprayDays works and the information it provides.

To support broader access, DPR developed and distributed multilingual outreach and educational materials in English, Spanish, Hmong, Punjabi, and Tagalog. Materials included flyers, general information sheets, step-by-step guides for using the SprayDays map and sign-up features, informational resources tailored for growers and applicators, and even bandanas with QR codes linking to the website. DPR provided these materials at public events, through community partners, via email communications, and during other DPR outreach efforts in agricultural regions.

3.2 Learning from Outreach and Engagement

Outreach and engagement activities helped introduce SprayDays California to potential users and supported greater participation, particularly in areas where DPR conducted in-person engagement.

Early outreach conducted in-person, especially when collaborating with community partners, was one of the most effective ways to support understanding and use of the system. These settings allowed DPR staff to answer questions in real time and provide hands-on assistance, such as helping users create accounts and confirm locations and notification preferences on their mobile phones. This direct support significantly

increased successful sign-ups and system use.

DPR encountered agricultural communities that face language barriers, limited access to internet, or low digital literacy, among other challenges, which reduced the effectiveness of both traditional statewide messaging and digital-only outreach. Many users requested step-by-step support to sign up and use the system effectively. Large public events and remote formats raised awareness but did not consistently convert interest into participation because they limit opportunities for individualized, real-time help.

One of the strongest potential engagement opportunities to expand is localized, co-hosted workshops using simple, repeatable materials and a train-the-trainer approach. Supporting community partners and local leaders to lead or co-lead sessions at schools, clinics, community centers, and local meeting places can help scale meaningful outreach.

On the digital side, continued efforts to simplify sign up and reduce technical barriers can further improve access to SprayDays information and resources and increase participation across communities.

3.3 Paid and Earned Media

In 2025, DPR worked with an external marketing contractor based in Fresno County to implement a multi-channel paid advertising strategy aimed at raising awareness of SprayDays California and reaching communities across the state. The effort emphasized multilingual outreach, primarily in English and Spanish. Based on stakeholder

remarks, local radio and out-of-home advertising in communities were particularly well-received. In addition to paid efforts, DPR pursued earned media coverage by engaging news outlets early in the campaign to amplify awareness.

Paid Media

DPR's external marketing contractor secured multilingual advertising throughout the reporting period that included the following:

- **Web Display Ads:** DPR placed banner and square-format ads on a range of websites, primarily across news and entertainment sites, to maximize visibility and reach diverse audiences statewide.
- **Video and Social Media Ads:** DPR produced 30-second and 15-second [animated video ads](#) with voiceover narration. DPR distributed these ads on META social media platforms (Instagram and Facebook) and YouTube to improve targeting efforts and reach additional audiences statewide.
- **Radio Ads:** DPR aired radio spots in multiple lengths on both traditional radio and digital streaming platforms, with a focus on reaching agricultural regions and rural communities during peak morning and afternoon hours. Platforms included iHeartMedia broadcast radio and streaming audio, Spanish News Network (TTWN), and KMJ-AM Fresno Ag Network.
- **Out-of-Home Ads:** To reach people in everyday settings, DPR placed out-of-home ads in community locations. Each ad included a QR code that links directly to the SprayDays website. Formats included food

truck wraps, in-store posters, and digital point-of-sale screens. DPR placed ads on lunch trucks along routes that provide access to the public in areas where traditional media is often unavailable. Out-of-Home ads ran in Fresno, Kern, Tulare, Monterey, Merced, Stanislaus, Kings, and Imperial counties.

Figure 3C. Instagram Video Ad

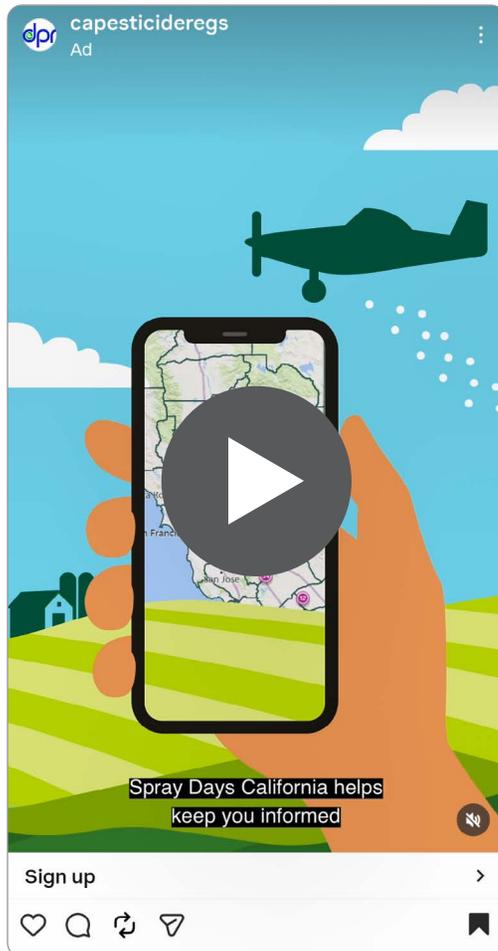


Figure 3D. Example of Out-of-Home Ad (storefront)



Figure 3E. Example of Out-of-Home Ad (food truck)



- **Spanish-Language Television Ads:** Through a media partnership with Univision affiliates in the Central Valley, DPR aired 30-second television ads in key markets, including Fresno–Visalia, Sacramento–Stockton–Modesto, and Bakersfield.
- **Asian-Language Television Ads:** DPR translated video ads and aired them in Hmong, Punjabi, and Tagalog through Crossings TV to reach additional language communities across agricultural regions.

Earned Media

DPR earned broad media coverage for SprayDays California, helping extend awareness beyond paid campaigns and reach audiences through news outlets. SprayDays California appeared in more than 100 outlets during the reporting period. Coverage and mentions included national, statewide, and regional outlets such as The New York Times, Mercury News, The Californian, Fresno Bee, and Sacramento Bee. Broadcast coverage included various local affiliate stations of ABC, CBS, NBC, and FOX, and NPR affiliates including CapRadio, KAZU, and KVPR, as well as stations affiliated with Spanish-language networks Telemundo and Univision.

Figure 3F. Example of local TV news coverage (ABC 30 News - KFSN-TV Fresno)



4. Feedback Received on the System

DPR received comments and feedback on areas for system improvements. The following is a summarized overview of areas that were addressed during the reporting period or have been identified for improvements. DPR evaluates and prioritizes these requests based on available resources and technical feasibility.

4.1. Summary of Common Feedback

- **Sign-Up and Notification Options and Language Access:** Users requested additional ways to sign up and receive notifications, including text-to-sign-up functionality and the option to receive notifications by phone call or voice message in addition to email and text. Users also asked for expanded language access, including notifications and instructions in Indigenous languages and non-written languages such as Mixteco.
- **Address Recognition:** Some users experienced difficulty signing up with certain street addresses, particularly in rural and unincorporated areas where addresses were not consistently recognized in official databases.
- **Labeling of Canceled, Duplicate, and Completed Applications:** Users asked to label or remove canceled and duplicate Notices of Intent (NOIs), as well as indicate when a planned pesticide application has been completed.
- **Map Visual Indicators:** Users reported misunderstandings about map data and requested a better way to find and view recent applications in the system.
- **Exact Location Information:** Users requested exact or more specific location information for scheduled applications.
- **Larger-Area Notifications:** Some users asked for the ability to subscribe to notifications for larger geographic areas, such as state parks or entire counties, using a single notification subscription or QR code.
- **Additional Information and FAQs:** Users asked for additional explanations of notification details, terminology, system functions, and regulations.
- **Earlier Advance Notice:** Some users asked for notifications earlier than the current 24- to 48-hour advance notice window.
- **Notifications for All Pesticide Applications:** Users requested that SprayDays expand to include advance information for all pesticide use, not only restricted materials.

- **Timing and Notification Precision:** Some users requested more precise and reliable scheduled application dates and time windows to better support personal planning.
- **Street-Level Map Detail:** Users asked for additional details in the interactive map, including improved labeling of street names and landmarks.
- **Health Information and Exposure Guidance:** Users requested expanded information about potential pesticide-related health concerns, including additional steps to take in case of exposure.
- **Access to Historical Application Information:** Some users requested the ability to view pesticide application information beyond the current four-day display window.
- **Weather-Related Information:** Users suggested adding weather-related information, particularly wind direction.
- **Continued Usability Improvements:** Users asked for continued improvements to navigation and instructions.
- **Mobile App Version:** Some users suggested creating a dedicated mobile app for SprayDays California to improve ease of use on smartphones.

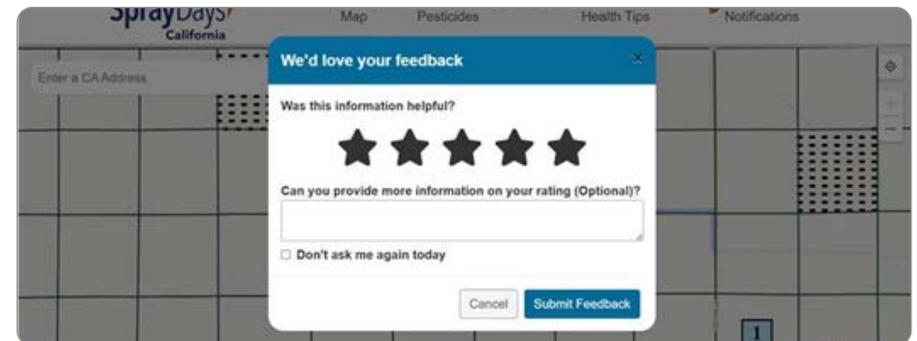
4.2 Anonymous User Survey

Anonymous user feedback was collected through an optional pop-up on the SprayDays map page that prompted users to rate the helpfulness of SprayDays information on a one-to-five-star scale and provide brief

comments. During the reporting period, 242 users submitted ratings, and 111 shared written comments, for an average rating of 3.4 out of 5 stars.

Overall, users appreciated receiving advance notice of pesticide applications and described SprayDays as helpful, important, and a meaningful first step in providing improved access to pesticide use information. Many reported that notifications helped them take simple precautions, such as closing windows, avoiding certain areas, and protecting pets. At the same time, users also provided feedback on the effectiveness of the system, which is reflected in the previous section.

Figure 4A. Map Page Pop-Up Survey



5. Implemented Changes and Enhancements

During the first year of operation, DPR continued to refine the user experience and functionality of SprayDays California based on feedback received at outreach events, direct user inquiries, stakeholder and partner engagement, media coverage, a dedicated email inbox, anonymous surveys, and internal observations. These updates focused on improving clarity, accessibility, and ease of use for a statewide audience.

5.1 Expanded Language Access

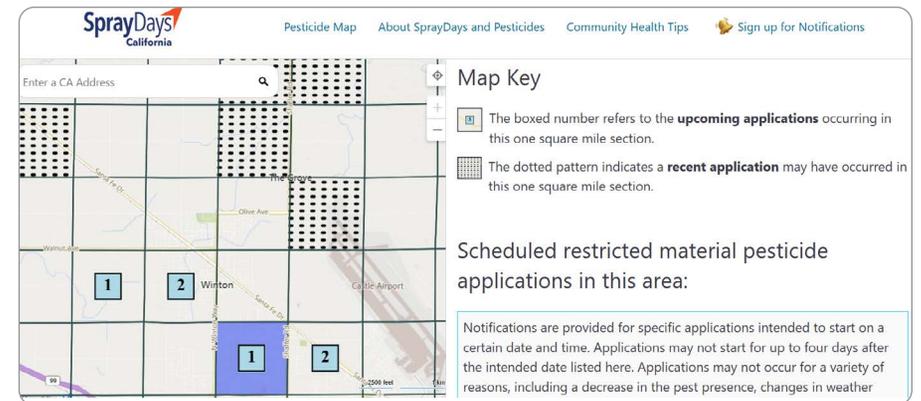
SprayDays notification messages were initially designed in English and Spanish. Prior to statewide launch, DPR expanded notification support to 14 additional languages, including Arabic, Western Armenian, Simplified Chinese, Traditional Chinese, Farsi, Hindi, Hmong, Japanese, Khmer, Korean, Punjabi, Russian, Tagalog, and Vietnamese. This list includes the most commonly spoken languages in California and several widely used in agricultural communities. This expansion improved access for users and supports broader statewide participation.

5.2 Improved Map Display Indicators

Early user feedback indicated that some map features were unclear.

DPR updated the map display to make application information easier to understand at a glance. The map now uses clearer visual indicators, including a boxed number to show the number of upcoming planned applications and a dotted pattern to indicate recent applications that may have occurred within the past four days. A map key appears in the pesticide application details window to help users interpret these features.

Figure 5A. SprayDays Map Indicators (detail)



5.3 Enhanced Address Support

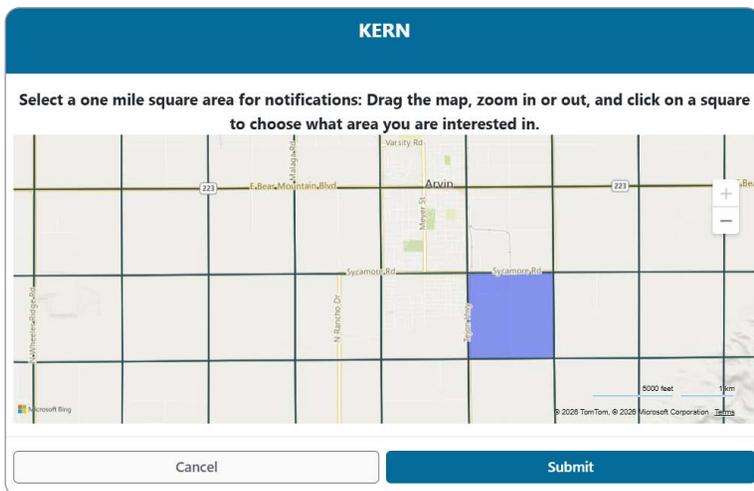
Some users experienced difficulty signing up with certain street addresses during early use of the system, particularly in rural areas

of California. DPR implemented software updates to improve address recognition, provide clearer guidance during sign-up, and verify addresses more reliably. These improvements reduced errors and enhanced the overall sign-up experience.

5.4 Map-Based Sign-Up Option

At launch, users could sign up for notifications only by entering a valid California street address, which created barriers for many people in unincorporated areas where addresses were not recognized in official records such as U.S. Postal Service data or commonly used address databases. DPR added a new map-based sign-up option that allows users to select a one-square-mile section as an alternative to using a valid address. This feature improves access for rural users and for people who do not have a single fixed location.

Figure 5B. Selecting a Map Section during Sign-up (detail)



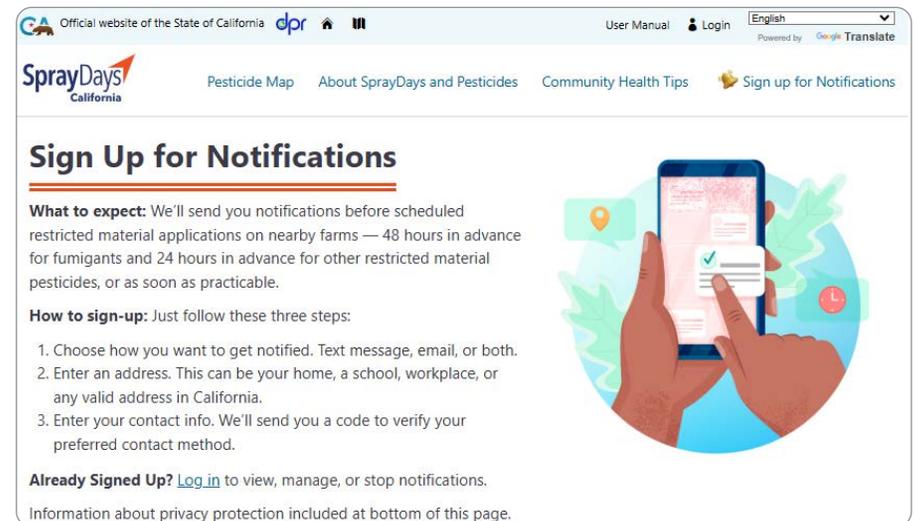
5.5 Improved FAQ Wording and Search

Following launch, DPR received recurring questions about common topics, such as how to interpret specific notification information. To address this, DPR updated the Frequently Asked Questions section on the SprayDays website with additional answers, clearer wording, and improved search and navigation functionality. This section is updated periodically as new questions emerge.

5.6 General Usability Refinements

As SprayDays moved from launch into regular use, DPR received suggestions on how to make the website more user friendly. Additional refinements were made to improve navigation, clarify instructional text, and improve consistency across webpages.

Figure 5C. SprayDays Sign-up webpage (detail)



The background of the top section of the page features a photograph of the California State Capitol building, showing its iconic dome and classical architecture. The image is overlaid with a semi-transparent teal filter. The text '6. Budget and Funding' is positioned in the upper left corner of this section.

6. Budget and Funding

SprayDays California has been funded through a multi-year state appropriation, ending in June 2026, that enabled DPR to design, build, and launch a statewide pesticide notification system while continuing to improve its accessibility and reliability. Initial investments focused on creating a secure and functional platform, followed by support for operations, enhancements, and public outreach after the system's launch.

6.1 Overview of Funding Allocation and Expenditures

SprayDays California was established with a \$10 million one-time State General Fund appropriation included in the 2021–22 Budget to develop and implement a statewide restricted material pesticide application notification system. In 2023, as part of statewide budget actions addressing a projected deficit, the State reverted \$2.65 million to the General Fund. DPR proceeded with \$7.35 million in available one-time funding.

Before the public launch, DPR prioritized spending on the work required to design and deliver a reliable statewide system, including planning, development, information technology systems, testing, security, and implementation. On March 24, 2025, SprayDays became publicly available statewide. Since launch, spending has shifted toward ongoing

operations, system updates, and outreach.

As of this reporting period, DPR has committed or budgeted approximately \$5.43 million of the \$7.35 million allocation for system development and operations, accessibility enhancements, and statewide outreach. DPR delivered substantial efficiencies by building SprayDays in-house. That approach allowed DPR to focus additional fiscal and staffing resources directly on raising awareness and targeted accessibility enhancements while maintaining system reliability.

DPR plans to use a portion of the remaining balance of approximately \$1.92 million to support continued operations, incremental improvements, and sustainability through June 2026, the end of the authorized expenditure period. Any remaining funds will be reassigned to the general fund at the end of the fiscal year (FY 2025-26). This multi-year approach has enabled DPR to maintain system performance, respond to post-launch feedback, and make targeted improvements as public use grows.

Governor Newsom's Proposed State Budget release on January 10, 2026, included a Budget Change Proposal for long-term financial support for the SprayDays system.

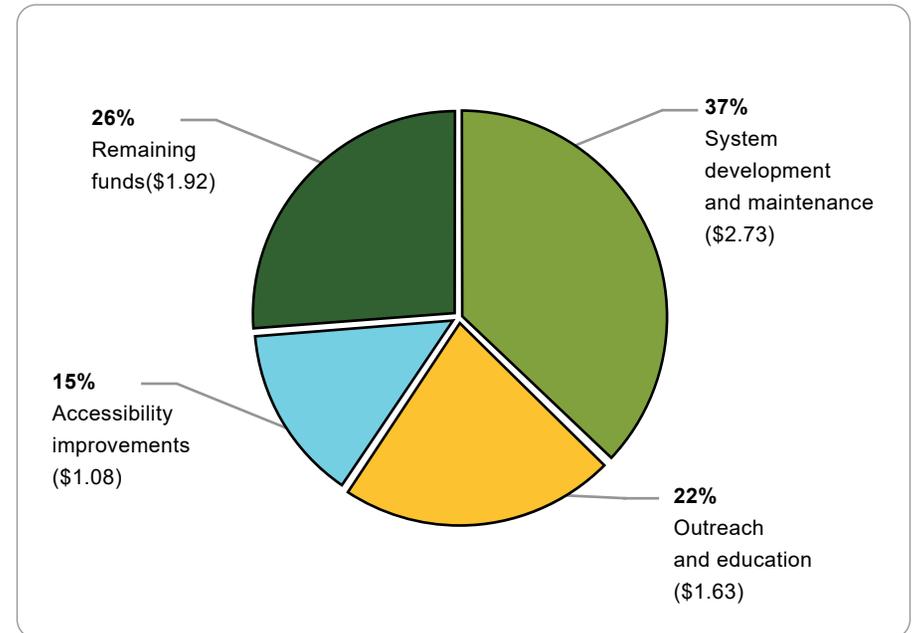
6.2 Use of Funds by Major Category

To date, DPR has directed program funding to three primary categories (rounded to the nearest ten thousand):

- System development and maintenance:** \$2.73 million (37% of total funds). DPR invested in the core capabilities needed to operate a secure and dependable statewide notification system including project staffing, integration with CalAgPermits pesticide permitting data, mapping services, cloud infrastructure, and privacy and security work required before launch.
- Outreach and education:** \$1.63 million (22% of total funds). Because DPR achieved significant cost savings through in-house system development, the department expanded awareness raising opportunities to help Californians learn about and use SprayDays. Activities include multilingual materials, participation in community events, and statewide advertising.
- Accessibility improvements:** \$1.08 million (15% of total funds). After launch, DPR continued to improve the system’s accessibility and usability. Updates include expanded language resources, section-based sign-up options for unincorporated and rural areas, map display enhancements, improvements to address verification and user experience, and ongoing exploration of additional ways to improve public access to SprayDays.

These investments help ensure SprayDays remains reliable, accessible, and responsive to public needs, while advancing DPR’s broader goals related to transparency, accessibility, and meaningful community engagement.

Figure 6A. Expenditures by Category (in millions of dollars).



7. 2026 Outlook



In 2026, DPR will continue evaluating opportunities to strengthen SprayDays California's accessibility, reliability, and public awareness.

DPR will maintain consistent public access to SprayDays while identifying targeted improvements to enhance user experience and system performance.

Planned areas of focus include:

- Improving map display functionality and overall usability
- Strengthening notification delivery and system reliability
- Enhancing user support resources
- Expanding equitable access to the system statewide

DPR will continue evaluating multilingual content and accessibility features. This includes supporting and expanding user guides and community health resources available on the SprayDays website, such as information on how to report pesticide incidents.

The department will also continue outreach efforts to help communities, partners, and stakeholders understand how SprayDays works and how to use the system. Building on the engagement strategies described

earlier in this report, DPR will place additional focus on regions and communities where participation has been lower but potential utility may be high, or where communities have requested additional information. The department will continue participating in public events and exploring engagement opportunities with community-based organizations, local and state government partners, and groups working on agricultural and public health-related topics.

DPR will also continue its statewide public awareness media campaign supporting SprayDays. The department's advertising effort is scheduled to continue through early fall 2026.

User feedback and public input collected since the system's launch, including comments to be received through this annual status update process, will inform DPR's evaluation of potential system enhancements. DPR will assess proposed improvements based on technical feasibility, operational considerations, and available resources.

Through these efforts, DPR aims to ensure SprayDays continues to provide reliable information and notifications ahead of restricted material pesticide use while meeting the needs of communities across California.

8. Public Comment

*DPR opened a public comment period on March 10, 2026, with the release of this Annual Status Update. The comment period will remain open through **Friday, May 1, 2026**.*

Public feedback plays an important role in DPR's ongoing evaluation of SprayDays California. Comments received during this period will help inform future system improvements and planning.

In alignment with regulatory requirements, DPR will also present the Annual Status Update and gather input from the California State Board of Food and Agriculture and DPR's Environmental Justice Advisory Committee.

How to Provide Comment

Members of the public may submit comments using the following methods:

- **Online:** Submit formal comments through SmartComment at: cdpr.commentinput.com (use the QR code below for quick access)



- **Email:** Comments may also be submitted by email to: spraydays@cdpr.ca.gov

After the comment period closes, DPR will post any related follow-up information or materials on its website.

Appendix

Additional details and supporting data tables for SprayDays California during this reporting period, as referenced throughout this Annual Status Update, are provided in the accompanying appendix, which includes:

- Data Sources and Collection Methods
- Technical Notes and Definitions
- Statewide Summary Metrics
- County-Level Metrics
- Language and Accessibility Metrics

Access the appendix at the following link: https://www.cdpr.ca.gov/wp-content/uploads/2026/03/spraydays_first_annual_status_update_appendix.pdf