
SprayDays California: First Annual Status Update Appendix

Reporting Period: March 24 – December 31, 2025

Table of Contents

Appendix Overview.....	2
Introduction.....	2
How to Use This Appendix.....	2
Data Coverage and Reporting Period.....	2
Data Sources and Collection Methods.....	3
Interpreting County-Level Metrics	3
Technical Notes and Definitions	3
Definitions (defined term).....	4
Appendix A. Statewide Summary Metrics	7
Total website views	8
Total website users.....	8
Statewide average number of locations per verified registered user	9
Total statewide SprayDays notifications delivered to registered users	9
Statewide average number of notifications received	9
Appendix B. County-Level Metrics.....	10
Total in-state website views by county.....	12
Total number of notices of intent (NOIs) submitted to DPR by county	16
Appendix C. Language and Accessibility Metrics	19
Device type distribution	21
Address type sign-up preferences.....	21

Appendix Overview

Introduction

This appendix provides detailed supporting data for the California Department of Pesticide Regulation's (DPR) First Annual Status Update of SprayDays California (SprayDays), the statewide pesticide notification system. It supplements the main report by offering additional context and county-level detail for readers who want to explore the data.

The main report presents high-level findings, program context, and statewide metrics. This appendix expands on those summaries with complete statewide distributions, county-level metrics for all 58 California counties, and reference information explaining how DPR collected and interpreted the data.

All data in this appendix are aggregated and reflect system performance and use only. The appendix contains no personal information, consistent with DPR's privacy policies. The appendix should be read in conjunction with the main report sections it supports.

DPR provides this appendix to support transparency and public understanding of SprayDays California during its first calendar year of statewide operation. The metrics establish a baseline for future annual reporting as the program continues to grow.

How to Use This Appendix

Readers can use this appendix to:

- Review statewide summary tables and charts that support the Annual Status Update.
- Find county-specific metrics using standardized tables presented in alphabetical order.

Understand data sources, seasonal considerations, and limitations that affect how to interpret the metrics.

Data Coverage and Reporting Period

All data in this appendix reflect SprayDays California system activity from **March 24, 2025, through December 31, 2025**. This period follows the system's statewide public launch and captures its initial calendar year of public use.

Data Sources and Collection Methods

DPR derives the metrics in this appendix from two primary sources:

- Google Analytics, which provides aggregated information on website use, including page views, device type, language use, and general traffic patterns.
- Internal SprayDays system databases, which support notification delivery, user sign-ups, and location data.

The metrics describe system performance and use, including website access and notification delivery. DPR presents all data in aggregated form by state and/or county to support transparency and public understanding of how the public uses the system.

Interpreting County-Level Metrics

County-level metrics reflect patterns of public participation and system use during the reporting period. Differences among counties may reflect population size, agricultural activity, seasonal application patterns, outreach activities, and public awareness. The main report provides statewide trends and broader context.

Technical Notes and Definitions

Technical Notes:

- Interpret all metrics within the context of the **system's initial implementation period and seasonal variability and agricultural patterns**. Pesticide application activity, notification volume, and public engagement vary throughout the year based on crop cycles and regional practices. As a result, system use is not evenly distributed across months, and activity increases during peak application seasons in different regions of the state.
- While SprayDays California functions statewide across all 58 California counties, **not all counties will have data for every metric**. Some counties did not have restricted material pesticide use in production agriculture during the reporting period. In other counties, users did not access the website or sign up for notifications.
- Web access location data rely on IP-address geolocation and represent DPR's best estimate of where users access the website. **IP-based geolocation is not always precise**. VPN use, proxy servers, and shared networks (such as public Wi-Fi) can affect apparent location. As a result, some users may appear to access the site from outside California even when they are in state. Interpret these data as approximations rather than exact user locations.

Definitions (defined term)

- **California restricted materials:** DPR designates pesticides that can impair public health or pose hazards to the environment as “restricted materials.” California restricted materials include and expand on the federal restricted use pesticides. The law requires that this designation be made by regulation. DPR designates restricted materials based on active ingredient(s), concentration, container size, or use patterns on the labeling.
 - Title 3, CCR section 6400 designates certain pesticides as “restricted materials.” Restricted materials may be defined as:
 - Any pesticide labeled as a “restricted use pesticide” pursuant to section 3 of the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA) (Title 7, United States Code, section 136a);
 - Any pesticide used under an “emergency exemption” issued pursuant to section 18 of FIFRA (Title 7, United States Code, section 136p);
 - Pesticides formulated as a dust, labeled to permit outdoor use, and packaged in containers of more than 25 pounds [3 CCR section 6400(c) notes exceptions];
 - Pesticide products containing active ingredients listed in 3 CCR section 6800(a) (potential to pollute ground water), when labeled for agricultural, outdoor institutional, or outdoor industrial uses; or
 - Pesticides listed in 3 CCR section 6400(e).

The list of California restricted materials can be found in English and Spanish on DPR’s website here: https://www.cdpr.ca.gov/volume_3_append_b.pdf. (Reference: 3 CCR section 6400; FAC section 14004.5)

- **CalAgPermits:** CalAgPermits is a county-managed, statewide web-based system for pesticide permitting and use reporting in California. It is approved by the California Department of Pesticide Regulation (DPR) for submission of Notices of Intent (NOIs) and meets the requirements of 3 CCR section 6434. The system is operated by county agricultural commissioners (CACs) and serves growers, pest control applicators, and regulators across all counties. While DPR does not own or operate CalAgPermits, regulatory requirements outline that counties provide data from this system to DPR, which is then used to populate SprayDays.

- **County Agricultural Commissioner (CAC):** Each California county has an Agricultural Commissioner appointed by the county board of supervisors. CACs work closely with the California Department of Food and Agriculture (CDFA) and the California Department of Pesticide Regulation (DPR) on a range of activities, including the enforcement of pesticide use laws and regulations at the local level. CACs and their staff (inspectors and biologists) carry out most pesticide field enforcement. DPR provides oversight to guide consistent enforcement across the state. More about CACs can be found on DPR's website here: https://www.cdpr.ca.gov/examples_cac_roles.pdf
- **California Department of Pesticide Regulation (DPR):** The California Department of Pesticide Regulation (DPR) evaluates all pesticides for risks to people and the environment before they can be used in California. DPR continuously evaluates pesticides to protect people and the environment and develops and enforces measures to reduce pesticide risks to people and the environment, including restrictions on how and where pesticides are applied, and who can apply them. More about the Department can be found on DPR's website here: <https://www.cdpr.ca.gov/>.
- **Notice of Intent (NOI):** A Notice of Intent (NOI) for pesticides is a formal document that must be submitted to the County Agricultural Commissioner (CAC) before applying restricted materials in agriculture. It includes details such as the pesticide product name, application method, and the intended date and time of application. The State's restricted material permitting process requires anyone who applies restricted material pesticides (growers or pesticide applicators) to hold a license and an annual permit to apply restricted materials. Prior to the application of a restricted material, the grower or pesticide applicator must submit a NOI to their CAC for review and approval. The NOI must be approved by the CAC before the application can take place.
- **Production Agriculture:** Agricultural activity directly related to the cultivation and harvesting of agricultural crops and other agricultural commodities. These activities primarily include production of unprocessed commodities from farms, ranches, orchards, and nurseries, but also extend to livestock, poultry, and fish production.

SprayDays shares information on California restricted material pesticides used specifically for the production of agricultural commodities.

- **Registered User:** A registered user is someone who has signed up for an account on the SprayDays website to receive text and/or email messages with information in advance of scheduled California restricted material pesticide applications in production agriculture. Registered users enter a valid postal address or select a one-by-one square mile section, provide a phone number and/or email, and verify their contact information to receive notifications.
- **Website User:** The number of unduplicated individual users who visited the SprayDays website over the course of the period from March 24th, 2025, to December 31st, 2025. The presence of cookies in those browsers determines whether they have visited the site before. Ideally, each browser is counted as a unique User only once in the given time period.
- **Webpage Visit:** A visit, or session, represents the full timespan that a Website User spends on a particular webpage, starting when the first webpage of the SprayDays site is loaded in the browser and ending when the Website User either leaves the website, closes their browser, or the session times out after 15 minutes of inactivity.
- **Contact Information:** For questions related to the data, please contact SprayDays Program Staff at SprayDays@cdpr.ca.gov.

Appendix A. Statewide Summary Metrics

This section provides statewide totals and distributions for the first calendar year of SprayDays California.

Metrics included:

1. Total website views
2. Total website views by main webpages
3. Total website users
4. Average time spent by website visitors by webpage
5. Total in-state website views
6. Total in-state website users
7. Total out-of-state website views
8. Total out-of-state website users
9. Total verified registered users signed up for notifications
10. Total active subscribed locations
11. Number of unique subscribed locations
12. Percentage of verified registered users who have never received a notification
13. Statewide average number of locations per verified registered user
14. Total number of Notices of Intent (NOIs) submitted by growers or pesticide applicators through CalAgPermits to DPR
15. Total statewide SprayDays notifications delivered through email or text to registered users
16. Statewide average number of notifications received per user that receives notifications
17. Top SprayDays website user traffic sources

METRIC	DATA
Total website views	89,679
Total website views by main webpages	<p>Homepage: 27,092 (29.4%)</p> <p>Sign-up page: 6,236 (6.8%)</p> <p>Map Section QR codes: 4,065 (4.4%)</p> <p>Account Management page: 3,752 (4.1%)</p> <p>About (FAQs) page: 2,956 (3.2%)</p> <p>Community Health Tips page: 1,562 (1.7%)</p>
Total website users	28,019
Average time spent by website visitors by webpage	<p>Homepage: 26 seconds</p> <p>Sign-up page: 2 minutes and 13 seconds</p> <p>Map Section QR codes: 25 seconds</p> <p>Account Management page: 48 seconds</p> <p>About (FAQs) page: 1 minute and 20 seconds</p> <p>Community Health Tips page: 1 minute and 30 seconds</p>
Total in-state website views	79,650
Total in-state website users	26,333
Total out-of-state website views	8,632
Total out-of-state website users	4,283
Total verified registered users signed up for notifications	3,735

Total active subscribed locations	Total subscribed locations: 4,309 Address subscription: 4,245 (98.5%) Section subscription: 64 (1.5%)
Unique subscribed locations	3,443
Percentage of verified registered users who have never received a notification	48.4%
Statewide average number of locations per verified registered user	1.15
Total number of Notices of Intent (NOIs) submitted by growers or pesticide applicators through CalAgPermits to DPR	55,420
Total statewide SprayDays notifications delivered through email or text to registered users	95,969
Statewide average number of notifications received per registered user that receives notifications	49.8
Top SprayDays website user traffic sources with data rounded to the nearest hundred	<ol style="list-style-type: none"> 1. Direct SprayDays link: 12,300 2. Google Search: 3,800 3. Mercurynews.com: 900 4. Facebook.com: 400 5. Bing: 300 6. Monterey County Weekly Newsletter: 200 7. Abc30.com: 200 8. Santacruzsentinel.com: 100

Appendix B. County-Level Metrics

This section presents detailed SprayDays California metrics for each of California's 58 counties.

- Counties are listed in alphabetical order.
- Counties not listed for a given metric have a value of zero.

Technical Notes:

- DPR does not track the geolocation of where user sign-ups occurred. Instead, the subscribed location provided during registration is used as a proxy measure. Most registered users sign up with a single address that is likely to reflect a nearby location. In some cases, users may select a map section rather than a specific address. This data should be interpreted as an approximation rather than an exact representation of user locations.
- NOIs are submitted for specific applications intended to start on a certain date and time. Although an NOI may be submitted, California restricted material applications may not occur for a variety of reasons, including a decrease in the pest presence, changes in weather conditions that may cause an application to drift, or if the application is not approved by the county agricultural commissioner. To determine the actual restricted material pesticides used, please check DPR's Pesticide Use Reports, which can be found on DPR's website here: <https://www.cdpr.ca.gov/pesticide-use-in-california/pesticide-use-reporting/>.

Metrics included:

1. Total in-state website users by county
2. Total in-state website views by county
3. Total active subscribed locations (Estimated user sign-up locations)
4. Total statewide SprayDays notifications delivered through email or text to registered users by county
5. Total number of notices of intent (NOIs) submitted through CalAgPermits to DPR by county

**Total in-state
website users
by county**

County	Total In-State Website Users
Alameda County	517
Alpine County	0
Amador County	5
Butte County	155
Calaveras County	35
Colusa County	40
Contra Costa County	391
Del Norte County	114
El Dorado County	75
Fresno County	1,020
Glenn County	56
Humboldt County	74
Imperial County	84
Inyo County	17
Kern County	667
Kings County	240
Lake County	70
Lassen County	11
Los Angeles County	3,558
Madera County	246
Marin County	60
Mariposa County	18
Mendocino County	33
Merced County	476
Modoc County	2
Mono County	2
Monterey County	1,410
Napa County	85
Nevada County	34
Orange County	545
Placer County	239
Plumas County	68
Riverside County	312
Sacramento County	2,255
San Benito County	50
San Bernardino County	282
San Diego County	618

San Francisco County	1,080
San Joaquin County	560
San Luis Obispo County	255
San Mateo County	190
Santa Barbara County	310
Santa Clara County	5,124
Santa Cruz County	917
Shasta County	89
Sierra County	0
Siskiyou County	66
Solano County	121
Sonoma County	234
Stanislaus County	691
Sutter County	131
Tehama County	24
Trinity County	2
Tulare County	520
Tuolumne County	35
Unknown	1,130
Ventura County	742
Yolo County	200
Yuba County	48
Total	26,333

Total in-state website views by county

County	Total In-State Website Views
Alameda County	1,379
Alpine County	0
Amador County	15
Butte County	530
Calaveras County	76
Colusa County	93
Contra Costa County	1,340
Del Norte County	327
El Dorado County	154
Fresno County	2,509
Glenn County	137
Humboldt County	219
Imperial County	220

SprayDays California – First Annual Status Update Appendices

Inyo County	47
Kern County	1,739
Kings County	496
Lake County	136
Lassen County	44
Los Angeles County	9,682
Madera County	556
Marin County	203
Mariposa County	54
Mendocino County	92
Merced County	1,003
Modoc County	4
Mono County	2
Monterey County	4,728
Napa County	313
Nevada County	101
Orange County	1,247
Placer County	530
Plumas County	139
Riverside County	747
Sacramento County	8,443
San Benito County	160
San Bernardino County	517
San Diego County	1,443
San Francisco County	2,883
San Joaquin County	1,153
San Luis Obispo County	1,105
San Mateo County	524
Santa Barbara County	935
Santa Clara County	18,674
Santa Cruz County	2,853
Shasta County	253
Sierra County	0
Siskiyou County	170
Solano County	394
Sonoma County	712
Stanislaus County	2,531
Sutter County	447
Tehama County	58
Trinity County	10

Tulare County	1,285
Tuolumne County	65
Ventura County	2,385
Yolo County	617
Yuba County	147
Undisclosed California location	3,024
Total	79,650

Total active subscribed locations (Estimated user sign-up locations)

Counties	Total Active Subscribed Locations
Alameda County	138
Alpine County	0
Amador County	0
Butte County	18
Calaveras County	6
Colusa County	11
Contra Costa County	94
Del Norte County	25
El Dorado County	7
Fresno County	487
Glenn County	15
Humboldt County	10
Imperial County	5
Inyo County	2
Kern County	141
Kings County	18
Lake County	6
Lassen County	0
Los Angeles County	79
Madera County	36
Marin County	25
Mariposa County	0
Mendocino County	8
Merced County	218
Modoc County	0
Mono County	0
Monterey County	519
Napa County	70

SprayDays California – First Annual Status Update Appendices

Nevada County	8
Orange County	26
Placer County	23
Plumas County	0
Riverside County	21
Sacramento County	111
San Benito County	7
San Bernardino County	14
San Diego County	82
San Francisco County	9
San Joaquin County	244
San Luis Obispo County	66
San Mateo County	96
Santa Barbara County	70
Santa Clara County	336
Santa Cruz County	267
Shasta County	2
Sierra County	0
Siskiyou County	2
Solano County	31
Sonoma County	56
Stanislaus County	160
Sutter County	25
Tehama County	5
Trinity County	0
Tulare County	225
Tuolumne County	1
Ventura County	398
Yolo County	83
Yuba County	3
Total	4,309

Total statewide SprayDays notifications delivered through email or text to

County	Total Notifications Delivered
Alameda County	34
Butte County	266
Colusa County	342
Contra Costa County	476
Del Norte County	3,637

registered users
by county

Fresno County	764
Glenn County	250
Humboldt County	6
Imperial County	50
Kern County	541
Kings County	300
Los Angeles County	9
Madera County	77
Merced County	1,137
Monterey County	56,266
Orange County	4
Riverside County	11
Sacramento County	235
San Benito County	392
San Bernardino County	1
San Diego County	687
San Joaquin County	1,281
San Luis Obispo County	806
San Mateo County	619
Santa Barbara County	1,980
Santa Clara County	100
Santa Cruz County	18,174
Shasta County	4
Siskiyou County	30
Solano County	41
Sonoma County	84
Stanislaus County	2,313
Sutter County	203
Tehama County	41
Tulare County	746
Ventura County	3,642
Yolo County	188
Yuba County	232
Total	95,969

Total number
of notices of
intent (NOIs)

County	Fumigation	Applications*	Sum Total
Alameda County	1	23	24
Amador County	0	13	13

**submitted
through
CalAgPermits
to DPR by
county**

Butte County	117	2,563	2,680
Colusa County	1	3,061	3,062
Contra Costa County	3	133	136
Del Norte County	271	426	697
El Dorado County	0	4	4
Fresno County	816	2,030	2,846
Glenn County	72	2,619	2,691
Humboldt County	6	7	13
Imperial County	92	2,236	2,328
Inyo County	0	2	2
Kern County	452	856	1,308
Kings County	44	936	980
Lassen County	5	176	181
Los Angeles County	14	139	153
Madera County	39	397	436
Merced County	395	1,345	1,740
Modoc County	7	512	519
Mono County	0	5	5
Monterey County	2,045	13,507	15,552
Napa County	1	2	3
Orange County	16	9	25
Placer County	12	201	213
Plumas County	0	18	18
Riverside County	130	508	638
Sacramento County	0	308	308
San Benito County	61	440	501
San Bernardino County	0	24	24
San Diego County	110	416	526
San Joaquin County	259	2,260	2,519
San Luis Obispo County	287	159	446
San Mateo County	39	25	64
Santa Barbara County	1,378	660	2,038
Santa Clara County	13	129	142
Santa Cruz County	702	163	865
Shasta County	8	170	178
Siskiyou County	189	542	731
Solano County	17	194	211

SprayDays California – First Annual Status Update Appendices

Sonoma County	2	42	44
Stanislaus County	231	1,970	2,201
Sutter County	27	2,502	2,529
Tehama County	186	142	328
Tulare County	171	1,266	1,437
Ventura County	1,300	765	2,065
Yolo County	26	592	618
Yuba County	38	1,221	1,259
State Totals	9,583	45,718	55,301

* NOIs that are submitted are grouped based on their application method. Restricted material fumigations require 48-hour notice and other applications method categories (aircraft, ground, and other) require 24-hour notice. These categories are labeled as "Fumigation" and "Applications" within this appendix.

Appendix C. Language and Accessibility Metrics

This section summarizes patterns related to language access and device use.

Technical Note:

The SprayDays California website is available in English and Spanish. Additional languages are provided through the integrated Google Translate feature, which offers automated translation for user convenience.

Metrics included

1. Number of verified phone and email contacts
 2. Number of user registration attempts
 3. Verification completion rate
 4. Website language use
 5. Notification language preferences
 6. Device type distribution
 7. Address type sign-up preferences
- Number of verified phone (SMS) and email contacts:
 - Phone (SMS): **2,382**
 - Email: **1,945**
 - Total: **4,327**
 - Number of user registration attempts: **4,100**
 - Verification completion rate: **91.9% (3,735)**

Website language use

Language	Total Users
English	25,947
Spanish	1,893
Traditional Chinese	61
French	8
Portuguese	6
German	5
Russian	5
Vietnamese	5
Arabic	4
Japanese	4
Hebrew	3
Korean	3
Punjabi	3
Armenian	2
Bulgarian	2
Croatian	2
Polish	2
Romanian	2
Thai	2
Bengali	1
Central Khmer	1
Dutch	1
Greek	1
Hindi	1
Italian	1
Lao	1
Nepali	1
Swedish	1

Notification language preferences

Described here is the cumulative total of selected languages for notifications entered into the SprayDays system since its launch, including notification language preferences that are no longer active or subscribed.

Language	Total
English	4,426
Spanish	185
Arabic	2
Hmong	2
Russian	2
Traditional Chinese	2
Hindi	1
Punjabi	1
Tagalog	1
Western Armenian	1

Device type distribution

Device Type	Total
Mobile Phone	16,807
Desktop	10,537
Tablet	712
Smart TV	4

Address type sign-up preferences

- Subscribed addresses: **4,245 (98.5%)**
- Subscribed map sections: **64 (1.5%)**