



Legislation and Communications Committee

External Affairs Activities

Item 7a

April 7, 2025

Report on Activities from External Affairs

Subject

Report on Activities from External Affairs

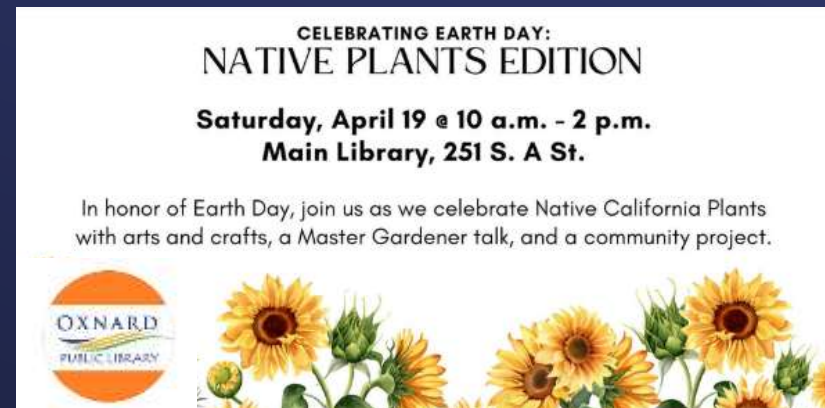
Purpose

To provide management announcements and highlights for External Affairs

Community Outreach

Legislation & Communications
Committee

External Affairs Activities

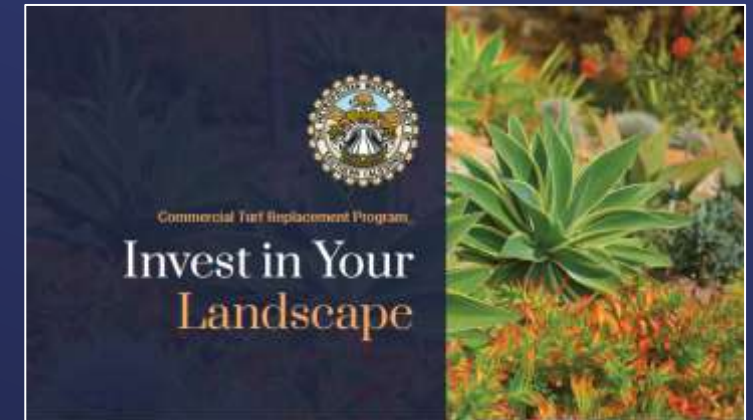
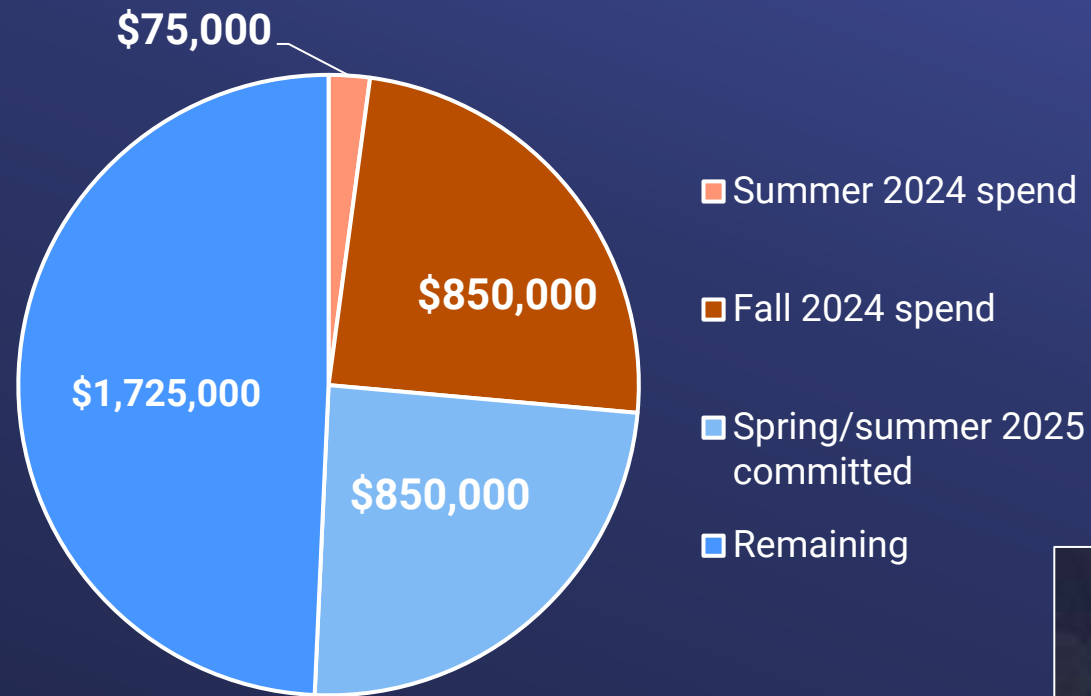


Legislation and Communication
Committee

Conservation Advertising Spend.

Fiscal Year 2024-2025

Budget Expenditures



Conservation Campaign_
**Spring &
Summer
2025**
Media Plan.
Fiscal Year 2024-2025

Multimedia, Multilingual & Community-based Messaging for California Friendly Landscapes

Audio

Broadcast, traffic and
weather, Dodgers radio
News segments, podcast
and streaming audio

Digital

Emphasis on reaching
commercial, industrial and
institutional sector
customers

Outdoor

Digital billboards and
transit shelters in high
visibility locations, in-
language

Print

Community newspapers and ethnic
grocery stores in-language

Experiential

Interactive California native plant
exhibit featured at community events



