



Legislation and Communications Committee

External Affairs Activities

Item 7a

October 7, 2024

Report on Activities from External Affairs

Subject

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Purpose

To provide management announcements and highlights for External Affairs

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Fall multi-media, multi-lingual campaign to promote turf replacement program and rebates for residential and commercial properties

- Align with member agencies' fall outreach campaigns
- Take advantage of the fall planting season
- Promote higher CII rebates, including those made possible by state and federal grants



Media buy will total less than half of our typical spend for advertising this time of year

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