

County Plan #	Objective Title	Objective	Target
#254	Bilingual Notifications	By June 2023, the Agricultural Commissioner will be able to send bilingual notifications to reach 20% of growers in the county.	20% of growers

**Measurement**

Number of growers subscribed to text-notification program.

**Collection Method**

After sending out text messages to contact list of growers, track number of subscribers.

**Data**

Example of text message:

Message

Santa Cruz County Agricultural Commissioner Let your voice be heard, participate in the state pesticide notification workshops November 7, 9, 10. For more info, go to: <https://content.govdelivery.com/accounts/CADPR/bulletins/334b346>

Text STOP to end

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Time

Nov 2, 2022. 1:10 PM, PDT

Message

Santa Cruz County Agricultural Commissioner Deje que se escuche su voz, participe en los talleres estatales sobre notificacion de pesticidas los dias 7, 9 y 10 de noviembre. Para mas informacion, visite <https://content.govdelivery.com/accounts/CADPR/bulletins/334b346>

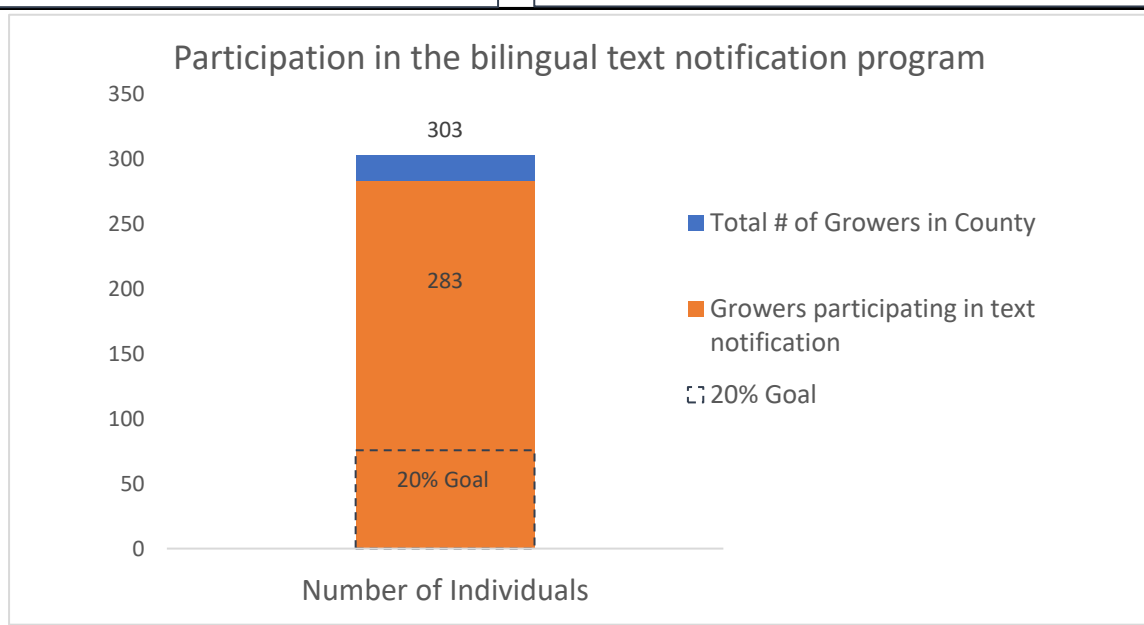
Text STOP to end

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Time

Nov 2, 2022. 1:10 PM, PDT

Data:



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