



Board Agenda Item 32.1

DATE: October 21, 2025

TO: Board of Supervisors

SUBMITTED BY: Paul Nerland, County Administrative Officer

SUBJECT: Community Outreach Expenditure

RECOMMENDED ACTION(S):

Approve and authorize the Fresno County Administrative Officer to expend funds in support of the upcoming Traffic Safety Campaign, “Don’t Drink and Drive/Die, Don’t Text and Drive/Die, and Don’t Speed and Drive/Die” Community Public Service Announcements to go on the Univision, ScreenVision, Meta/Google, and Outfront Platforms, up to \$25,000.

Approval of the recommended action will authorize the County Administrative Officer (CAO) to expend funds up to \$25,000 in support of the upcoming Traffic Safety Campaign (Campaign): “Don’t Drink and Drive/Die, Don’t Text and Drive/Die, and Don’t Speed and Drive/Die” Community Public Service Announcements to go on the Univision, ScreenVision, Meta/Google, and Outfront Platforms. This item is countywide.

ALTERNATIVE ACTION(S):

Your Board can choose to not authorize the CAO to expend funds in support of the upcoming Campaign.

FISCAL IMPACT:

There is no increase in Net County Cost associated with the recommended action. Approval of the recommended action will authorize District 5 to expend funds in support of the Campaign, up to \$25,000. Sufficient appropriations are included in District 5, Board of Supervisors Org, 01100105 FY 2025-26 Adopted Budget, for the Campaign expenditures.

DISCUSSION:

Approval of the recommended action will authorize the CAO to expend up to \$25,000, in support of the upcoming Campaign: “Don’t Drink and Drive/Die, Don’t Text and Drive/Die, and Don’t Speed and Drive/Die” Community Public Service Announcements to go on the Univision, ScreenVision, Meta/Google, and Outfront Platforms. The goal of the Traffic Safety Campaign is to raise awareness about the dangers of driving while under the influence, texting, and speeding. The campaign will start on the week before Thanksgiving and will run until New Year’s weekend.

From Thanksgiving week to New Year’s Day, the California Highway Patrol (CHP) Fresno Area Office and other law enforcement agencies investigate numerous fatal collisions in the area. The top reasons for the Fresno County fatalities during the holiday season include driving while under the influence, texting, distracted driving, or speeding. The Traffic Safety Campaign will target men in their teens, 20’s, and 50’s, to raise awareness of the dangers of driving while under the influence, texting, and speeding. The Campaign’s effort is to reduce the number of fatal collisions during the holiday season compared to previous years.

The CAO's communications will coordinate the Campaign, graphic fliers, GIFs and video PSAs in English and Spanish will appear on countywide billboards, social media, TV and movie screens. Vendors include Outfront (rural and City of Fresno billboards), Univision (Spanish-language TV and digital), ScreenVision (cinema and lobby screens), and Google and Meta (boosting on social media).

ATTACHMENTS INCLUDED AND/OR ON FILE:

Attachment A

CAO ANALYST:

George Uc