

BACKGROUND:

On September 22, 2024, AB 1511 was signed into law as Gov. Code, § 65054 – 65054.3. It requires state agencies and departments that expend funds on marketing, advertising, or outreach shall, no later than July 1, 2025, develop a plan for increasing expenditures directed to ethnic and community media outlets serving priority populations. From September 1, 2026, through January 1, 2029, state agencies and departments must annually report on the previous fiscal year’s progress in implementing the plan. These reports must be posted on their own websites using the report template developed by DGS. The reporting provisions become inoperative on July 1, 2028.

State agencies and departments that expend funds on marketing, advertising, or outreach efforts are required to develop a plan, no later than July 1, 2025, for increasing expenditures directed to ethnic media outlets and community media outlets serving specified populations to improve outreach to and engagement of members of populations served by those outlets. See the Appendix for definitions of relevant terms that were included in AB 1511.

REPORTING PERIOD:

This report outlines the efforts and expenditures of the below named agency to engage with diverse, ethnic and community media outlets in compliance with AB 1511. It highlights progress made in increasing outreach to priority populations and fostering inclusive communication strategies.

Section 1: IDENTIFY YOUR AGENCY OR DEPARTMENT

State Agency/Department Name	Report Submission Date
California Department of Transportation (Caltrans)	9/1/26

Section 2: DOES YOUR AGENCY OR DEPARTMENT CURRENTLY EXPEND FUNDS ON MARKETING, ADVERTISING OR OUTREACH

☒ YES

☐ NO

If your answer to this question is NO, then note N/A for questions 3, 4, and 5.

Section 3: BRIEFLY DESCRIBE HOW YOUR AGENCY OR DEPARTMENT CURRENTLY EXPENDS FUNDS ON MARKETING, ADVERTISING, OR OUTREACH, INCLUDING OVERALL BUDGET CATEGORIES FOR EXPENDITURES, AS APPLICABLE.

Narrative Section:

- Caltrans expended \$3.5 million in funds on marketing, advertising and outreach in the 2025-2026 fiscal year on the following:
- A. Highway Safety Education: The public education campaign spent approximately \$3.1 million in general fund dollars to target Hispanic non-English speakers, African Americans, LGBTQ+ and Asian American Pacific Islander (AAPI) non-English speaker legislation priority populations.
 - B. District Outreach (Project specific): Districts spent approximately \$107,811 in the past fiscal year on primarily project-based outreach, including construction, environmental and planning process through local media and social media in targeted populations.
 - C. Human Resources division: Human Resources conducts regular outreach to the legislation priority populations for hiring events using internal resources and staff.
 - D. Stormwater Pollution Public Education Campaign: The statewide environmental outreach program spent \$153,193 to reach Hispanic non-English speakers, African American, LGBTQ+ and AAPI residents through radio, print digital media during selected timeframes throughout the year.

Section 4: DESCRIBE HOW YOUR AGENCY OR DEPARTMENT HAS INCREASED EXPENDITURES DIRECTED TO ETHNIC MEDIA OUTLETS AND COMMUNITY MEDIA OUTLETS SERVING THE POPULATIONS IDENTIFIED IN PARAGRAPH (2) OF SUBDIVISION (a) OF SECTION 65054 TO IMPROVE OUTREACH AND ENGAGEMENT OF MEMBERS OF POPULATIONS SERVED BY THOSE OUTLETS, PARTICULARLY WHEN THE TARGET AUDIENCE FOR THE CAMPAIGN ALIGNS WITH THE POPULATIONS SERVED BY SUCH MEDIA OUTLETS.

Narrative section:

See attachment.

Section 5: PUBLISH FORM

State agencies and departments are required to publish this form on their own agency's website no later than September 1st of each year.

Section 6: DEFINITIONS AND INSTRUCTIONS

In accordance with Assembly Bill 1511 (State Government: diverse, ethnic, and community media), state agencies and departments that allocate funds for marketing, advertising, or outreach are required to develop a plan to increase the portion of the expenditures that are directed to ethnic or community media outlets. Additionally, they must annually report their progress in enhancing outreach to and investments in ethnic and community media outlets that serve priority populations, including small business as defined in Government Code Section 65054.

An Ethnic media outlet is an entity that provides a substantial amount of ethnic media content through broadcast, print, or digital means, including television, radio, or online outlets on a daily, weekly, or other regular interval, and that has continuously produced that content for at least one year.

A Community media outlet is a nonprofit organization, small business, or microbusiness, as defined in paragraphs (1) and (2) of subdivision (d) of Government Code Section 14837, in which at least one-half of the content is originally produced community news and cultural content of specific interest to a community, city, neighborhood, or region in the state through broadcast, print, or digital means, including television, radio, or online outlets on a daily, weekly, or other regular interval, and that has continuously produced that content for at least one year.

A. Implementation Progress Plan

By July 1, 2025, any state agency or department that allocates funds for marketing, advertising, or outreach must develop a plan to show proportional expenditures directed toward ethnic and community media outlets. This plan should aim to enhance outreach and engagement with the populations specified in AB 1511, paragraph (2) of subdivision (a) of Section 65054, particularly when the campaign's target audience aligns with the communities served by these media outlets.

B. Publish Form

State agencies or departments are required to publish a report on their agency's/Department's website no later than September 1st of each year. This program will be inoperative on July 1, 2028, and as of January 1, 2029, is repealed.

Appendix

Government Code section 65054 provides, in relevant part:

For the purposes of this article, the following definitions apply:

(a) (1) "Ethnic media" means any organization that produces news or culturally relevant media that serves ethnic, racial, or cultural communities residing in California, including priority populations, racial and linguistic minorities, immigrant communities, indigenous groups, and other historically underserved and underrepresented groups.

(2) For purposes of paragraph (1), "priority populations" for purposes of this article, mean members of underserved, disadvantaged, and hard-to-reach communities, including, but not limited to, people who are any of the following:

(A) Asian American.

(B) Black or African American.

(C) Immigrants or refugees.

(D) Native American or members of Tribal communities.

(E) Latinx.

(F) LGBTQ+.

(G) Limited English proficiency (LEP).

(H) Middle Eastern or North African.

(I) Native Hawaiian or Pacific Islander.

(J) People with disabilities.

(K) Religious minorities.

(L) Low-income communities.

(b) "Ethnic media outlet" means an entity that provides a substantial amount of ethnic media content through broadcast, print, or digital means, including television, radio, or online outlets on a daily, weekly, or other regular interval, and that has continuously produced that content for at least one year.

(c) "Community media outlet" means a nonprofit organization, small business, or microbusiness, as defined in paragraphs (1) and (2) of subdivision (d) of Section 14837, in which at least one-half of the content is originally produced community news and cultural content of specific interest to a community, city, neighborhood, or region in the state through broadcast, print, or digital means, including television, radio, or online outlets on a daily, weekly, or other regular interval, and that has continuously produced that content for at least one year.

ATTACHMENT – DIVERSE, ETHNIC AND COMMUNITY MEDIA REPORT TEMPLATE

SECTION 4

Describe how your agency or department has increased expenditures directed to ethnic media outlets and community media outlets serving the populations identified in paragraph (2) of subdivision (a) of Government Code Section 65054 to improve outreach to and engagement of members of populations served by those outlets, particularly when the target audience for the campaign aligns with populations served by such media outlets. Research and develop a list of the media outlets.

Caltrans established a baseline of funds used for advertising, outreach and marketing for FY 2024-2025 of \$3.17 million. Following the development of the baseline, the department increased expenditures to targeted populations in FY 2025-2026 through its operational budget with ongoing outreach and the following activities:

1. Caltrans and Office of Traffic Safety awarded a \$33 million contract for a three-year Highway Safety Education Campaign, which began in July 2025. These expenditures will be partially used to increase public education awareness with Hispanic, Asian American Pacific Islanders, African Americans and the LGBTQ+ communities through specific priority population television, radio, social media, cable television, radio interviews and urban area media buys. The Highway Safety Education Campaign provides for the organization and implementation of statewide media campaigns, public relations activities, and outreach and community engagement to promote the highway safety priority program and traffic safety challenge areas. Outreach and engagement services included awareness, interest, and support for highway safety programs, and other statewide traffic safety campaign messages.
2. District outreach for projects statewide will continue to be conducted for projects that impact communities as needed and include local priority populations and utilize available ethnic and community media and organizations that represent those legislation priority population communities.
3. Human Resources will continue its outreach statewide with a renewed focus on legislation priority populations and their relevant community media outlets and organizations.
4. A new \$8 million statewide Stormwater Public Education campaign will allocate funds toward statewide outreach in legislation priority populations and their related media and community outlets during the next three years.
5. In addition to multiple targeted social media and internet campaigns within legislation priority populations, Caltrans worked with the following community and ethnic media and organizations including, but not limited to:
6. Univision (Los Angeles and Sacramento)
7. Sing Tao Daily, Viet Bao Daily News
8. Crossings TV (Chinese and Vietnamese)
9. Asian Journal

10. Hmong Daily News
11. ETTV (Chinese)
12. Korean Herald Business, Korea Daily
13. Filipino Press, The Filipino Channel
14. Lazer Media
15. KJLH-FM (102.3 FM, African American)
16. KDAY-KDEY-FM (1580 AM, Minority-owned media group)
17. KDEE-FM (97.5 FM, urban adult public affairs radio)
18. Radio Bilingue
19. KBUE/KRQB-FM (EstrellaTV)
20. KVNR (1480 AM, Vietnamese News)
21. KMPC (1540 AM, Korean)
22. KAHZ-AM (1600AM, Chinese)
23. KSJX (1500 AM, Vietnamese)
24. KEST (1400 AM, Chinese)
25. KAZN (1300 AM, Chinese)
26. KJAY (1430 AM, Hmong)
27. KRCA-TV (Estrella)
28. KXLA, KSCZ (Vietnamese)
29. KTSF (Vietnamese, Chinese, Japanese, Tagalog)
30. Sky Link LA/SF (Chinese)
31. Los Angeles Sentinel
32. Observer News Group
33. San Diego Voice & Viewpoint
34. Black Voice News
35. California Black Media
36. California Black Power Network
37. La Opinion
38. Accuion Latina
39. El Tecolote
40. Latino Media Network
41. Remezcla
42. El Timpano
43. Outword Magazine
44. The Bay Area Reporter

Appendix. Definitions

Government Code section 65154 provides, in relevant part:

For the purposes of this article, the following definitions apply:

(a) (1) “Ethnic media” means any organization that produces news or culturally relevant media that serves ethnic, racial, or cultural communities residing in California, including priority populations, racial and linguistic minorities, immigrant communities, indigenous groups, and other historically underserved and underrepresented groups.

(2) For purposes of paragraph (1), “priority populations” for purposes of this article, mean members of underserved, disadvantaged, and hard-to-reach communities, including, but not limited to, people who are any of the following:

(A) Asian American.

(B) Black or African American.

(C) Immigrants or refugees.

(D) Native American or members of Tribal communities.

(E) Latinx.

(F) LGBTQ+.

(G) Limited English proficiency (LEP).

(H) Middle Eastern or North African.

(I) Native Hawaiian or Pacific Islander.

(J) People with disabilities.

(K) Religious minorities.

(L) Low-income communities.

(b) “Ethnic media outlet” means an entity that provides a substantial amount of ethnic media content through broadcast, print, or digital means, including television, radio, or online outlets on a daily, weekly, or other regular interval, and that has continuously produced that content for at least one year.

(c) “Community media outlet” means a nonprofit organization, small business, or microbusiness, as defined in paragraphs (1) and (2) of subdivision (d) of Section 14837, in which at least one-half of the content is originally produced community news and cultural content of specific interest to a community, city, neighborhood, or region in the state through broadcast, print, or digital means, including television, radio, or online outlets on a daily, weekly, or other regular interval, and that has continuously produced that content for at least one year.