

**STRATEGIC PLAN
WORKSHOP
APRIL 11, 2017**



CALENDAR

January-2017						
SUN	MON	TUES	WED	THUR	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

February-2017						
SUN	MON	TUES	WED	THUR	FRI	SAT
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26	27	28				

March-2017						
SUN	MON	TUES	WED	THUR	FRI	SAT
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April-2017						
SUN	MON	TUES	WED	THUR	FRI	SAT
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23	24	25	26	27	28	29
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May-2017						
SUN	MON	TUES	WED	THUR	FRI	SAT
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June-2017						
SUN	MON	TUES	WED	THUR	FRI	SAT
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July-2017						
SUN	MON	TUES	WED	THUR	FRI	SAT
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30	31					

August-2017						
SUN	MON	TUES	WED	THUR	FRI	SAT
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September-2017						
SUN	MON	TUES	WED	THUR	FRI	SAT
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October-2017						
SUN	MON	TUES	WED	THUR	FRI	SAT
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November-2017						
SUN	MON	TUES	WED	THUR	FRI	SAT
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December-2017						
SUN	MON	TUES	WED	THUR	FRI	SAT
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10	11	12	13	14	15	16
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24	25	26	27	28	29	30
31						

 Holidays

 Meetings

 Conferences

AGENDA

FLORIDA KEYS MOSQUITO CONTROL DISTRICT STRATEGIC PLAN WORKSHOP

**APRIL 11, 2017 10:30 A.M.
FKMCD MARATHON OFFICE
503 107TH ST., MARATHON, FL**

- 1. INVOCATION AND SALUTE TO FLAG**
- 2. ROLL CALL**
- 3. APPROVAL OF AGENDA**
- 4. PURPOSE OF THE WORKSHOP: Chairman Goodman announces the purpose of this workshop is to discuss the 3-year Strategic Plan. Pg. 4-12**
- 5. MEETING ADJOURNED**

2017-2020



Strategic Plan



DISTRICT BOARD OF COMMISSIONERS

District 1: Jill Cranney-Gage, Vice Chairman

District 2: Phil Goodman, Chairman

District 3: Brandon Pinder, Secretary-Treasurer

District 4: Stan Zuba, MD, Board Member

District 5: Tom McDonald, Board Member

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FLORIDA KEYS MOSQUITO CONTROL DISTRICT

2017-2020 STRATEGIC PLAN

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DEFINITIONS

Mission Statement: Identifies the organization's purpose and value to the community it serves. All activities within the District should be related to supporting the Mission Statement.

District Overview: Entails a review of the District's strengths, weaknesses, opportunities and threats/concerns which may affect the District's abilities to provide services and/or require changes or modifications to services.

Priority Areas: Identifies policies, practices or events that may impact the District's ability to provide services, or require modifications or changes to service delivery. These areas can play a key role in governance, management and operational planning and community outreach.

Strategy: Gives a specific direction to accomplish the Objective.

Objective: Identifies approaches or methods to address specific strategic issues. This may include short, long term, focused or broad-brushed approaches.

Goals: Specific actions, timeframes necessary for the completion of the goals. It is expected that periodic progress reports will be submitted by those responsible for the completing the goals.

MISSION STATEMENT

The District's Mission Statement was created at a District-wide event attended by District staff and community leaders, on March 12-13, 2012.

“To become more operationally efficient and environmentally sensitive while protecting the public from health threats and nuisance issues that could impact the local economy.”

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DISTRICT OVERVIEW

The District’s strengths, weaknesses, potential opportunities or threats/concerns (SWOT) may affect the District’s abilities to provide services and/or require changes or modifications to services.

The following items could have an impact on the future success of the District:

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Quality, experienced staff • Involved in mosquito control on State and national levels • New technology implementation for both ground and aerial control methods • Scientific staff for new product/material testing • Innovative ideas • Good customer response time • Science-based decision making • Transparent to the public • Good relationships with external partners (City, County, USFWS, FWCC, etc...) 	<ul style="list-style-type: none"> • Housing costs and lack of affordable housing units, particularly for entry-level positions • High cost of current domestic mosquito control methods • Limited physical space for growth • Difficulty in effective communication of complex subject matter to public • Aging vehicle and aircraft fleet
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • UAVs and emerging technologies • New mosquito control products • Mapping and database system availability • Collaboration with other districts and vendors 	<ul style="list-style-type: none"> • Expanding areas of restricted adulticide use • Invasive species, particularly <i>Aedes albopictus</i>. • Lower Keys facilities • Geography • Increased resistance to adulticides throughout Florida • New tropical disease introductions • Sea level rise • Rising healthcare costs • Behavioral difficulties in control of domestic mosquitoes

PRIORITY AREAS

This section identifies policies, practices or events that may impact the District's ability to provide services, or require modifications or changes to service delivery. These areas can play a key role in governance, management and operational planning and community outreach.

1. Pesticide Resistance
2. Domestic Mosquito Control Practices
3. Invasive Species Control
4. Lower Keys Operational Facility
5. Reduce Carbon Footprint
6. Public Awareness of Mosquito Control Practices
7. Operational Safety Practices
8. Use of Technology to Maximize Resources
9. Employee Retention and Health Initiatives
10. Capital Projects (Vehicles/Aircraft)

1. **PRIORITY AREA:** Pesticide Resistance

- **GOAL 1.1:** Understand the potential and causes of pesticide resistant populations of mosquitoes in Monroe County.
 - **STRATEGY:** Support and participate in local, regional and state-wide efforts to detect and monitor pesticide resistant populations of mosquitoes.
 - **OBJECTIVES:**
 - 1.1.1. By July 31st, 2017, have a plan in place for testing mosquito populations (salt marsh and domestic) from each inhabited island.
 - 1.1.2. By August 31st, 2017, have method of mapping all tested mosquito populations to maintain information of resistant populations.
- **GOAL 1.2:** Continuation of testing of newly available products for alternative adulticides to be used in areas of resistant mosquito populations.
 - **STRATEGY:** Attend state and national meetings as well as utilize current vendor contacts to find new adulticides and larvicide products for testing in Monroe County.
 - **OBJECTIVES:**
 - 1.2.1.

APPENDIX A: GOALS AND OBJECTIVE TIMELINES

GOALS AND OBJECTIVES	PERSON RESPONSIBLE	PRODUCT	DEADLINE	STATUS	
1. PRIORITY AREA: Pesticide Resistance					
GOAL 1.1	Understand the potential and causes of pesticide resistant populations of mosquitoes in Monroe County.				
1.1.1	Have a plan in place for testing mosquito populations (salt marsh and domestic) from each inhabited island.	Research Director	Project Proposal	7/31/2017	
1.1.2	Have method of mapping all tested mosquito populations to maintain information of resistant populations.	Research Director	Generation of Map and Proposal for Updates	8/31/2017	
GOAL 1.2	Continuation of testing of newly available products for alternative adulticides to be used in areas of resistant mosquito populations.				
1.2.1					