

Delta Mosquito & Vector Control District *Aedes aegypti* Survey and Opinion Research Findings



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May 12, 2021

Survey Objectives

- Evaluate **support, desires and priorities** of property owners regarding current and potential services provided by the Delta Mosquito & Vector Control District
- Gauge the **level of support** for a local funding measure to maintain or improve year-round control of invasive mosquito, *Aedes aegypti* and other mosquitoes and vector-borne diseases

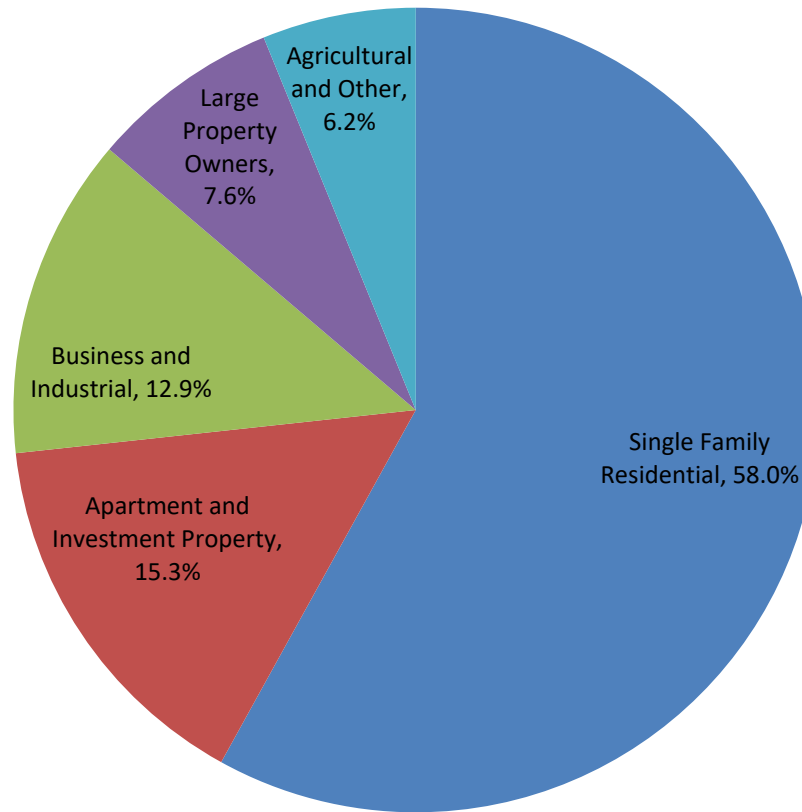
Scope of Work – Survey Methodology

- The survey tested 2 proposed annual rates, representing 2 service levels:
 - \$8.24 per single family home, with tiered rates for other types of property
 - \$12.50 per single family home, with tiered rates for other types of property
- Survey mailed to about 16,000 property owners using randomized, stratified samples
- Surveys mailed on February 23rd and returned up to April 16, 2021
- 1,972 respondents = 12.4% return rate and margin of error of $\pm 2.17\%$
- Results include all types of property owners, and are adjusted to reflect weighted ballot features of a benefit assessment

Benefit Assessment Overview

- Decided by all property owners in a mailed ballot proceeding, including business, apartment, and other property owners
- All returned ballots are counted
- Requires weighted majority of returned ballots
- Assessments are based on type of property, size, and dwelling units (this is not a flat-rate parcel tax)
- Most common local funding option for Mosquito and Vector Control Districts in California

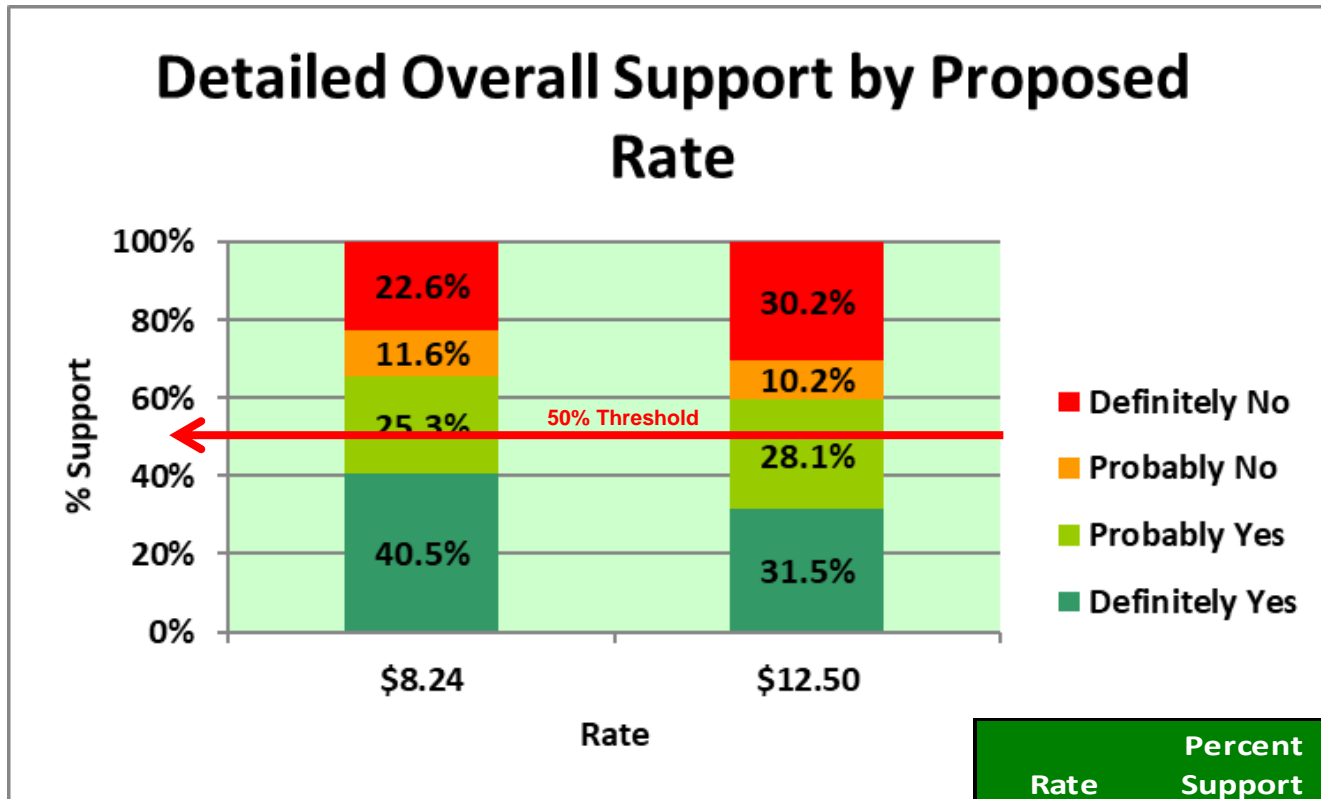
Weighted Assessment “Votes” by Property Type



Overall Support by Property Type

Property Type	Percent of Vote	Weighted Support
Single Family Residential	58.0%	73.7%
Apartment and Investment Property	15.3%	35.7%
Business and Industrial	12.9%	51.7%
Large Property Owners	7.6%	25.8%
Agricultural and Other	6.2%	60.8%

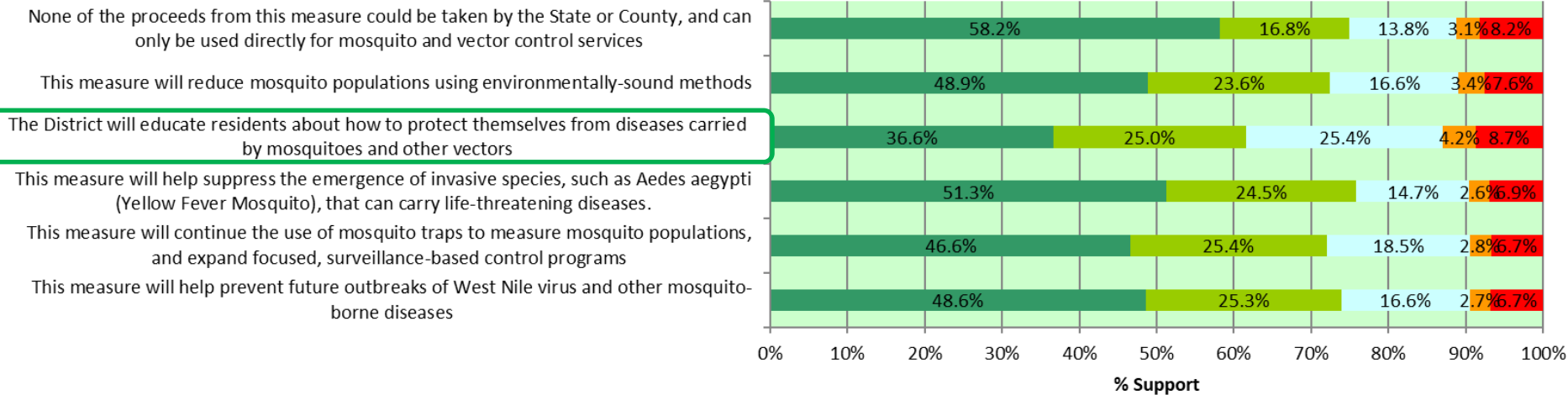
Overall Property Owner Support



Rate	Percent Support	Percent Oppose
\$8.24	65.9%	34.1%
\$12.50	59.6%	40.4%

Support by Projects and Issues

Detailed Support by Projects and Issues for All Respondents



■ Much More Likely
 ■ Somewhat More Likely
 ■ No Impact
 ■ Somewhat Less Likely
 ■ Much Less Likely

Summary of Findings

- Property owners in the District **support** a measure to continue both providing control of mosquitoes and to monitor and respond to public health issues.

- **Top Priorities are:**
 - To help suppress the emergence of invasive mosquito species, such as *Aedes aegypti* (Yellow Fever Mosquito), that carries life-threatening diseases

 - Ensuring none of the proceeds from this measure could be taken by the State or County, and can only be used directly for mosquito and vector control services

 - To help prevent future outbreaks of West Nile virus and other mosquito-borne diseases

Recommendations

- Proposed rate should be around \$12.50 per Single Family Home per year based on projects and operational needs
- Fiscal responsibility including all possible accountability and oversight provisions
- Emphasis on disease prevention including *Aedes aegypti*, West Nile virus, and other emerging mosquito-borne diseases
- **Implement an informational outreach approach and consider proceeding with a funding measure**

Next Steps: Community Engagement and Informational Outreach

- Work with local stakeholders, including elected officials, community leaders, senior community, and other stakeholders
 - Conduct targeted outreach to apartment, business, and large property owners
 - Work with local media and social media to reach community members
 - Address key issues and form a consistent message
 - **le.** All funds will be spent locally within the district to maintain or improve year-round control of mosquitoes and vector-borne diseases such as West Nile virus, St. Louis encephalitis, Western equine encephalitis, Dengue, Zika, etc.
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Most Effective Outreach Methods

- Clear and authentic messaging
 - Transparent budget
 - Local media, social media
 - Socially- distanced community interactions
 - Community Meetings
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Timeline Considerations

- Sufficient time for successful outreach
- Balloting mail date?
- Potential conflicts (e.g. local elections)
- High vacation season / Holidays
- Mosquito populations and activity
- Property Tax Bills / Income Tax Returns

Proposed Balloting Timeline for FY 2022-23

- Summer 2021 Resolution directing the mail of ballots
- **Fall 21** (*Spring 22*) **Mail ballots**
- + 45 days Close balloting period
- Winter 21 (*Spring 22*) Ballot tabulation
- Winter 21 (*Spring 22*) Resolution announcing ballot results & levy assessments for FY 2022-23
- August 2022 Submit assessment roll to Tulare
County Auditor
- December 2022 1st apportionment revenues received

Proposed Balloting Timeline for FY 2021-22

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- **June 9** **Board Meeting:** Resolution directing the mail of ballots + prelim ER

 - **June 18** **Mail ballots** (ballots must be out at least 45 days – Aug. 2nd)

 - **August 4** **Special Board Meeting/Public Hearing:** Close balloting period & order tabulation

 - **August 4-5** **Ballot tabulation**

 - **August 6** **Special Board Meeting:** Resolution announcing ballot results & levy assessments for FY 2021-22

 - **August 10** Deadline to Submit assessment roll to Tulare County Auditor

 - **December 2021** 1st apportionment revenues received
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*Proposed Balloting Timeline for FY 2021-22

- **May 26** **Special Board Meeting:** Resolution directing the mail of ballots + prelim ER
- **June 4** **Mail ballots** (ballots must be out at least 45 days – Aug. 2nd)
- **July 21** **Special Board Meeting/Public Hearing:** Close balloting period & order tabulation
- **July 22-27** **Ballot tabulation**
- **July 28** **Special Board Meeting:** Resolution announcing ballot results & levy assessments for FY 2021-22
- **August 10** Deadline to Submit assessment roll to Tulare County Auditor
- **December 2021** 1st apportionment revenues received