

SPECIAL MEETING OF THE BOARD OF TRUSTEES
OF THE ALAMEDA COUNTY MOSQUITO ABATEMENT DISTRICT

STRATEGIC PLANNING WORKSHOP

DECEMBER 9TH, 2020

TIME: 4:00 P.M.
PLACE: Teleconference Only, **see below**
TRUSTEES: Wendi Poulson President, City of Alameda
P. Robert Beatty, Vice-President, City of Berkeley
Betsy Cooley, Secretary, City of Emeryville
Cathy Roache, County-at-Large
Peggy McQuaid, City of Albany
Shawn Kumagai, City of Dublin
George Young, City of Fremont
Elisa Márquez, City of Hayward
James N. Doggett, City of Livermore
Eric Hentschke, City of Newark
Jan O. Washburn, City of Oakland
Andrew Mingst, City of Piedmont
Julie Testa, City of Pleasanton
Victor Aguilar, City of San Leandro
Subru Bhat, City of Union City

1. Call to order.
2. Roll call.
3. President Poulson invites any member of the public to speak at this time on any issue relevant to the District. (Each individual is limited to three minutes).
4. ACMAD Strategic Planning Workshop
 - a. Trustee and staff group assignments
 - b. 2021-2024 ACMAD draft strategic goals
5. Adjournment.

WORKSHOP SPECIAL MEETING

Workshop items are non-action items. Although the Trustees may discuss or direct staff to follow up on these items, no formal action will be taken. Any formal action will be placed on the agenda at a subsequent meeting as an action item.

RESIDENTS ATTENDING THE MEETING MAY SPEAK ON ANY AGENDA ITEM AT THEIR REQUEST.

Please Note: Board Meetings are accessible to people with disabilities and others who need assistance. Individuals who need special assistance or a disability-related modification or accommodation (including auxiliary aids or services) to observe and/or participate in this meeting and access meeting-related materials should contact Ryan Clausnitzer at least 48 hours before the meeting at 510-783-7744 or acmad@mosquitoes.org.

IMPORANT NOTICE REGARDING COVID-19 AND TELECONFERENCED MEETINGS:

Based on the mandates by the Governor in Executive Order 33-20 and the County Public Health Officer to shelter in place and the guidance from the CDC, to minimize the spread of the coronavirus, please note the following changes to the District's ordinary meeting procedures:

- The District offices are not open to the public at this time.
- The meeting will be conducted via teleconference using Zoom. (See Executive Order 29-20)
- All members of the public seeking to observe and/or to address the local legislative body may participate in the meeting telephonically or otherwise electronically in the manner described below.

HOW TO OBSERVE THE MEETING:

Telephone: Listen to the meeting live by calling Zoom at **(669) 900-6833**

Enter the **Meeting ID#** 816 4633 7913 followed by the pound (#) key.

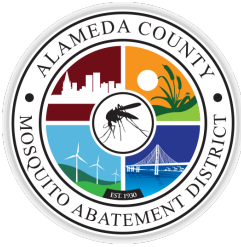
Computer: Watch the live streaming of the meeting from a computer by navigating to <https://us02web.zoom.us/j/82947645996>

Mobile: Log in through the Zoom mobile app on a smartphone and enter **Meeting ID#** 829 4764 5996

HOW TO SUBMIT PUBLIC COMMENTS:

Before the Meeting: Please email your comments to acmad@mosquitoes.org, write "Public Comment" in the subject line. In the body of the email, include the agenda item number and title, as well as your comments. If you would like your comment to be read aloud at the meeting (not to exceed three minutes at staff's cadence), prominently write "Read Aloud at Meeting" at the top of the email. All comments received before 12:00 PM the day of the meeting will be included as an agenda supplement on the District's website under the relevant meeting date and provided to the Trustees at the meeting. Comments received after this time will be treated as contemporaneous comments.

Contemporaneous Comments: During the meeting, the Board President or designee will announce the opportunity to make public comments and identify the cut off time for submission. Please email your comments to acmad@mosquitoes.org, write "Public Comment" in the subject line. In the body of the email, include the agenda item number and title, as well as your comments. Once the public comment period is closed, all comments timely received will be read aloud at the meeting (not to exceed three minutes at staff's cadence). Comments received after the close of the public comment period will be added to the record after the meeting.



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acmad@mosquitoes.org

2021-2024 Strategic Planning Workshop Trustee & Staff Groups:

Board of Trustees

President

Wendi Poulson

Alameda

Vice-President

Robert Beatty

Berkeley

Secretary

Betsy Cooley

Emeryville

Cathy Roache

County at Large

Peggy McQuaid

Albany

Shawn Kumagai

Dublin

George Young

Fremont

Elisa Márquez

Hayward

James N. Doggett

Livermore

Jan O. Washburn

Oakland

Eric Hentschke

Newark

Andrew Mingst

Piedmont

Julie Testa

Pleasanton

Victor Aguilar

San Leandro

Subru Bhat

Union City

Ryan Clausnitzer

General Manager

Staff Groups

Operations

Joseph Huston

Tom McMahon (r)

Ben Rusmiser

Jeremy Sette (s)

Nick Appice

Erick Gaona

Sarah Lawton

Neil Campbell

John Busam

Laboratory

Eric Haas-Stapleton

Dereje Alemayehu

Miguel Barretto (r)

Equipment/ IT

Robert Ferdan

Mark Weiland (r)

Finance/Administration

Ryan Clausnitzer

Michelle Robles (r)

Regulatory/Education/Outreach

Erika Castillo

Judi Pierce (r)

Trustee Groups

Group #1

Robert Beatty (c)

Peggy McQuaid

Betsy Cooley

Group #2

Jan O. Washburn (c)

Andrew Mingst

Wendi Poulson

Group #3

Elisa Márquez (c)

Eric Hentschke

Julie Testa

Group #4

Subru Bhat (c)

Cathy Roache

George Young

Group #5

Victor Aguilar (c)

Shawn Kumagai

James N. Doggett

Trustee Groups will rotate between Staff Groups every 10 minutes

(r) recorder assigned to each group

(c) strategic planning committee member

(s) strategic plan coordinator

Operations Strategic Goals

2021-2023

2021

- Research and improve cemetery source reduction efforts and treatments

2022

- Update source reduction maps
- Provide an allocation of time for operational research projects and professional development
- Evaluate a catch basin hotspot extra layer in mapvision and improve color-coding

2023

- Increase number of fully certified pilots and deploy more ops missions

Lab goals

2021

- Improve the process for delivering larvicide to urns
- Improve 3D printed EVS traps
- Ensure all field staff can identify invasive *Aedes* mosquitoes

2022

- Assess pesticide deposition by WALs
- Support Regulatory Affairs in locating cryptic ditches

2023

- Improve adult mosquito identification processes
- Improve approaches for trapping *Aedes dorsalis*
- Develop a simple and rapid assay that discriminates *Aedes* species

ACMAD Facility & Equipment Goals

2021

- Create a Community Emergency Response Team (CERT) forum from county affiliates to establish their involvement with our Invasive Aedes Response Plan.
- Obtain quotes and coordinate the recoating of the covered parking structures, pest shed, wash rack, and shop exterior.
- Reconfigure parking lines with updated spaces.

2022

- Digitize fleet and building preventive maintenance processes
- Improve the physical facilities of the aquaculture program.

2023

- Improve production in the aquaculture program.
- Repair or replace front gate

IT Goals

2021

- Replace tech room computers with VDI (Virtual Desktop Interface) or chrome-based devices.
- Begin 3-year infrastructure upgrade. Network, routers, cable, switches, firewall.
- Build Parcel Inspection Plan (PIP) for *Aedes aegypti* response
- Develop a dashboard to analyze field staff workloads

2022

- Rebuild SharePoint sites to include BI analytics
- Revisit District phone contract
- Full HR software audit
- Deep dive data analytics for OPS & lab
- New method for Drone information digestion, and analysis
- Research and deploy cloud storage and software for lab modeling projects.

2023

- Revisit alarm contract
- Research new technology to replace Apple iPads
- Begin work on predictive mosquito modeling
- Fully automated drone information capture

Financial Strategic Goals

2021

- Improve the credit card process to include updated technology that includes time-saving methods for employees and increased review options by management.
- Improve financial visuals and projections to accompany the annual Comprehensive Annual Financial Report (CAFR).

2022

- Convert annual budgets to multi-year with formatting changes to improve readability.
- Evaluate Accounting Associate job description and duties.

2023

- Make progress in funding the Repair and Replace account along with other reserve categories.
- Analyze future liabilities to determine when the district should withdraw from section 115 fund.

Outreach, Education, & Regulatory Strategic Goals

2021

- Create new partnerships with organizations within Alameda County that have established community connections
- Build relationships with Homeowners Associations (HOA) near marsh communities
- Connect with city code enforcement departments regarding our aerial pool surveillance program to ensure consistent messaging to property owners
- Establish relationships with new state, county, and local officials

2022

- Evaluate public perception of District services
- Provide school age children with mosquito prevention messaging
- Develop a dashboard to analyze field staff workloads
- Develop a dashboard to display financial information

2023

- Establish mosquito control as a stakeholder in Alameda County development
- Develop new relationships with schools (principals, teachers, PTAs, etc.)
- Hone outreach efforts to incorporate an equity lens into community outreach