



# MMCD Open House Orientation

February 26, 2025





**FEBRUARY 26, 2025**  
**10:15 AM – 12:30 PM**  
(arrive by 9:45 AM)

**THANK**  
**YOU**



# Open House Map:

1

## Current Reality Station

- What are your overall observations / key insights?
- What questions do you have?

2

## Desired Future Station

- What resonates most with you?
- What questions do you have?

3

## Strategic Plan Station

- What resonates most with you?
- What questions do you have?

4

## Check-Out Station

- I LIKE...
- I WISH...
- I WONDER...

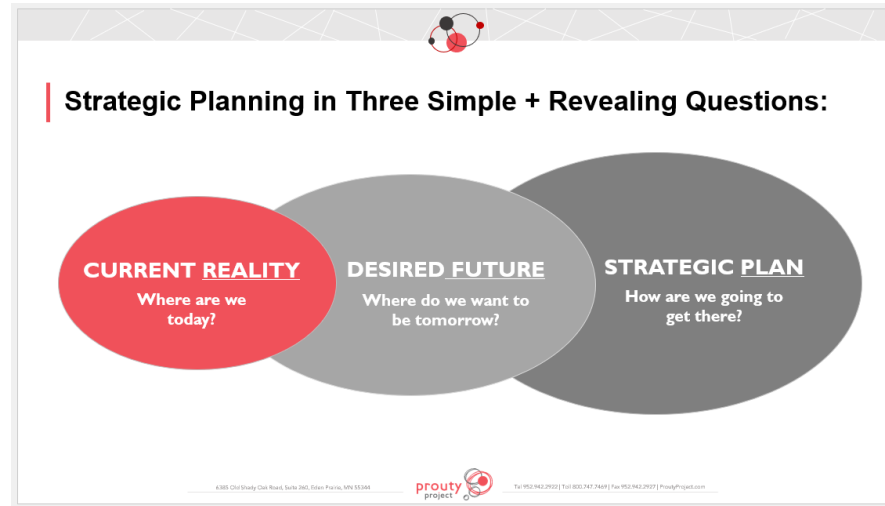
Waiting Area / Snacks

Welcome / Check-In + Overview Station

# Station Layout:



**Welcome  
Station**  
(Helper: Adrienne)



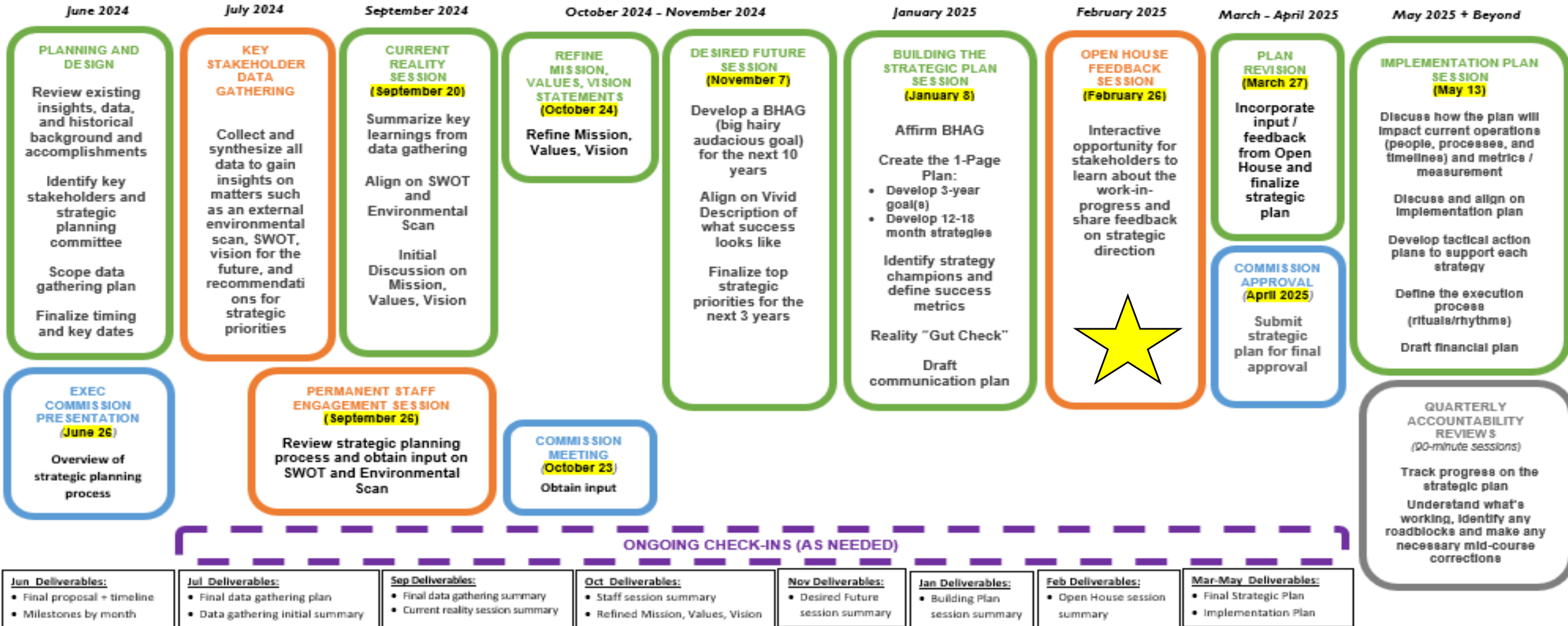
- Welcome + Orientation to SP Approach / Open House Layout
- Instructions on How to Give Feedback / Input



# STRATEGIC PLANNING PROCESS OVERVIEW

## Metropolitan Mosquito Control District

**KEY:**  
 Strategic Planning Committee  
 Data Gathering Stakeholders (Commission, Staff, Technical Advisory Board, etc.)  
 Commission  
 Ongoing Support



<b>Jun Deliverables:</b> <ul style="list-style-type: none"> <li>Final proposal + timeline</li> <li>Milestones by month</li> </ul>	<b>Jul Deliverables:</b> <ul style="list-style-type: none"> <li>Final data gathering plan</li> <li>Data gathering initial summary</li> </ul>	<b>Sep Deliverables:</b> <ul style="list-style-type: none"> <li>Final data gathering summary</li> <li>Current reality session summary</li> </ul>	<b>Oct Deliverables:</b> <ul style="list-style-type: none"> <li>Staff session summary</li> <li>Refined Mission, Values, Vision</li> </ul>	<b>Nov Deliverables:</b> <ul style="list-style-type: none"> <li>Desired Future session summary</li> </ul>	<b>Jan Deliverables:</b> <ul style="list-style-type: none"> <li>Building Plan session summary</li> </ul>	<b>Feb Deliverables:</b> <ul style="list-style-type: none"> <li>Open House session summary</li> </ul>	<b>Mar-May Deliverables:</b> <ul style="list-style-type: none"> <li>Final Strategic Plan</li> <li>Implementation Plan</li> </ul>
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**PHASE 1:** Planning & Design  
**PHASE 2:** Data Gathering  
**PHASE 3:** Strategic Planning & Feedback Sessions  
**PHASE 4:** Plan Revision + Approval  
**PHASE 5:** Implementation Plan + Quarterly Reviews



# Station Layout:

**Current Reality  
Station**  
(Helpers: Mark, Luke, Joe)

SWOT Analysis

<b>S</b> INTERNAL STRENGTHS		<b>W</b> INTERNAL WEAKNESSES	
<b>O</b> EXTERNAL OPPORTUNITIES		<b>T</b> EXTERNAL THREATS	

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- What are your overall observations / key insights?
- What questions do you have?

Environmental Scan

Economic	Political / Regulatory	Social	Technological	Other

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## S

### INTERNAL STRENGTHS

- Knowledgeable, experienced, and innovative employees dedicated to a positive work culture.
- Strong local and national recognition, with support from the commission and community.
- A regional (Integrated Pest Management) IPM approach aligned with public health goals.
- Consistent funding, efficient use of resources and fiscally responsible.

## W

### INTERNAL WEAKNESSES

- Teams lack clear goals, decision-making authority, and role clarity.
- Ineffective communication across facilities, departments and staff levels.
- Absence of a unified strategic vision and prioritization for the district.
- Limited opportunities for staff development and advancement.
- Staff diversity does not reflect the community's diversity.
- Inconsistent service delivery across the district.

## O

### EXTERNAL OPPORTUNITIES

- Use new technology and research to enhance operational efficiency.
- Foster knowledge sharing and ongoing staff development. (e.g., legislative realm)
- Expand services, programs, and geographic reach.
- Build partnerships with other organizations and the community. (e.g., watershed districts, soil / water conservation).
- Legislative requests / dollars.
- Building infrastructure and capacity to support growth, increased complexity, and continued effectiveness (avoiding reality of inefficiency of many large state agencies)

## T

### EXTERNAL THREATS

- Loss of control methods such as helicopters could severely impact operations.
- Funding cuts and staffing disruptions could limit operations and growth opportunities.
- Regulatory changes or biological resistance may affect access to control materials.
- Climate change is leading to unpredictable weather, extending treatment seasons and introducing new disease vectors.
- Political changes may affect commission dynamics and public perception.



# Environmental Scan

*Factors (positive or negative) that may impact MMCD over the next 1-2 years – economic, social, political, technological, other.*

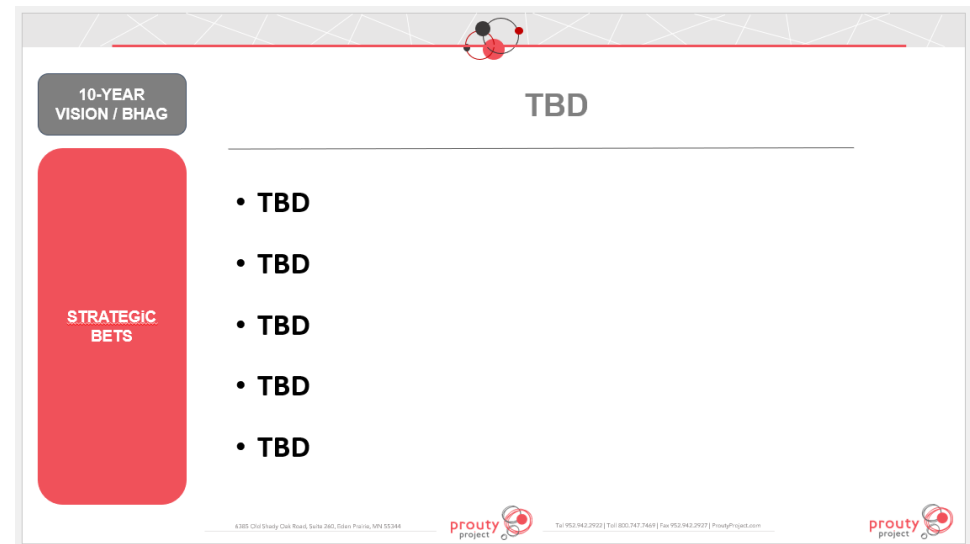
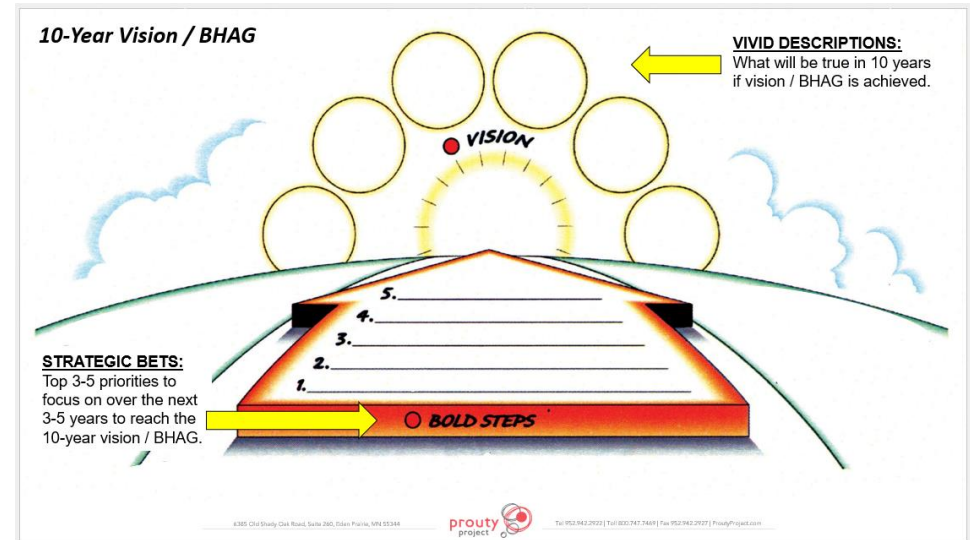
- Strong current support from the commission, TAB, and public, but this could change.
- Rapid advancements in drone technology, AI, and data management.
- Unpredictable weather patterns impact resource allocation and mosquito populations.



# Station Layout:

**Desired Future Station**  
(Helpers: Dan, Andrea, Casey)

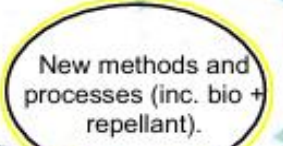
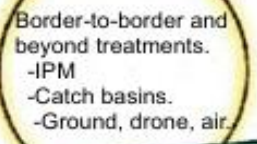
- What resonates most with you?
- What questions do you have?



# 10-YEAR VISION / BHAG

## VIVID DESCRIPTIONS:

What will be true in 10 years if vision / BHAG is achieved?



## STRATEGIC BETS:

What are the top 3-5 priorities to focus on over the next 3-5 years to reach the 10-year vision / BHAG?



**10-YEAR  
VISION / BHAG**

**STRATEGIC  
PRIORITIES  
“BETS”**

**We protect all people in the district from vectors and improve their time outdoors.**

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- **RESOURCES + CAPACITY:**  
Staff / People + Funding. Appropriate Allocation + Efficient Use
- **OUTREACH + COLLABORATION:**  
Including Partnerships
- **ENVIRONMENTAL SUSTAINABILITY / STEWARDSHIP:**  
Limit Non-Target Impacts and Conserve Natural Resources
- **BORDER-TO-BORDER INTEGRATED PEST MANAGEMENT (IPM):**  
New Methods, Processes, and Metrics



# Station Layout:

## Strategic Plan Station

**Resources + Capacity:** Arleen, Jennifer  
**Outreach + Collaboration:** Alex, Trevor  
**Environmental Stewardship:** Tim, Rosa  
**Border-to-Border IPM:** Dave, Jon, Scott

ONE PAGE STRATEGIC PLAN				
	PILLAR #1	PILLAR #2	PILLAR #3	PILLAR #4
	Goal 1 3 Years	Goal 2 3 Years	Goal 3 3 Years	Goal 4 3 Years
10 YEAR VISION	+	+	+	+
MISSION	Strategy 12-18 Months	Strategy 12-18 Months	Strategy 12-18 Months	Strategy 12-18 Months
CORP US LIFE				

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- What resonates most with you?
- What questions do you have?



Strategic Plan 2025 – 2027 | Year 1 (Q4: Oct-Dec 2025, Q1: Jan-Mar 2026, Q2: Apr-Jun 2026, Q3: Jul-Sep 2026)

10-YEAR VISION | BHAG:

**We protect all people in the district from vectors and improve their time outdoors.**

Potential Measurement: TBD

MISSION	RESOURCES + CAPACITY	OUTREACH + COLLABORATION	ENVIRONMENTAL SUSTAINABILITY + STEWARDSHIP	BORDER-TO-BORDER IPM
<p><b>MISSION</b> To promote health and wellbeing by protecting the public from disease and annoyance caused by mosquitoes, black flies, and ticks, in an environmentally sensitive manner.</p>	<p><b>Goal(s)</b> 3-years</p> <ul style="list-style-type: none"> <li>Ensure financial and organizational capacity that supports the implementation of strategic priorities.</li> </ul> <p>Potential Measurement: TBD.</p>	<p><b>Goal(s)</b> 3-years</p> <ul style="list-style-type: none"> <li>Build supportive relationships with identified partners</li> <li>Educate residents on Integrated Pest Management (IPM).</li> </ul> <p>Potential Measurement: TBD.</p>	<p><b>Goal(s)</b> 3-Years</p> <ul style="list-style-type: none"> <li>Minimize environmental impact of operations and treatments.</li> </ul> <p>Potential Measurement: TBD.</p>	<p><b>Goal(s)</b> 3-Years</p> <ul style="list-style-type: none"> <li>Provide Services to all people in the district.</li> </ul> <p>Potential Measurement: TBD.</p>
<p><b>CORE VALUES</b> We value integrity, trust, cooperation, respect, and competence in our interactions with colleagues and customers.</p>	<p><b>Strategies</b> 12-18 months</p> <ul style="list-style-type: none"> <li>Create financial plan based upon prudent use of efficiencies, innovation, additional funding sources, and taxpayer dollars. (Q1-Q2 2026) CHAMPION</li> <li>Design a clear system of accountability and transparency. (Q2 2026) CHAMPION</li> <li>Define resources and timing needs for staff, equipment, and material. (Q1-Q2 2026) CHAMPION</li> </ul> <p><b>RESULT:</b></p>	<p><b>Strategies</b> 12-18 months</p> <ul style="list-style-type: none"> <li>Identify all partners and determine targets / asks for each. (Q4 2025) CHAMPION</li> <li>Collaborate with researchers, other districts, and public health agencies to strengthen IPM plan. (Q1 2026) CHAMPION</li> <li>Expand education outreach and increase participation throughout the district. (Q3 2026) CHAMPION</li> <li>Increase access through the district. (Q2 2026) CHAMPION</li> </ul> <p><b>RESULT:</b></p>	<p><b>Strategies</b> 12-18 months</p> <ul style="list-style-type: none"> <li>Positive environmental use of properties. (Plan: Q1 2026) CHAMPION</li> <li>Reduce energy usage of buildings, vehicles, and equipment. (Plan Now: Jan-Mar 2025) CHAMPION</li> <li>Reduce waste stream. (Plan: Q1 2026) CHAMPION</li> <li>Minimize non-target impact of material. (Q4 2025) CHAMPION</li> <li>Minimize impact of field work. (Q4 2025) CHAMPION</li> </ul> <p><b>RESULT:</b></p>	<p><b>Strategies</b> 12-18 months</p> <ul style="list-style-type: none"> <li>Identify what services are delivered and create criteria to use. (Q4 2025) CHAMPION</li> <li>Determine timeline + resources based on criteria. (Q4 2025 - Q1 2026) CHAMPION</li> <li>Develop useful metrics and expectations. (Q1 2026) CHAMPION</li> <li>Implement B2B plan (Beyond). CHAMPION</li> </ul> <p><b>RESULT:</b></p>





# Station Layout:

**Check-Out Station**  
(Helpers: Aubrey, Brian, Josh)





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