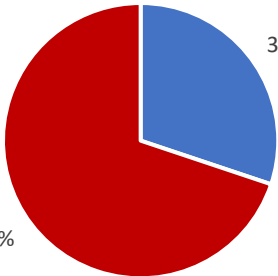
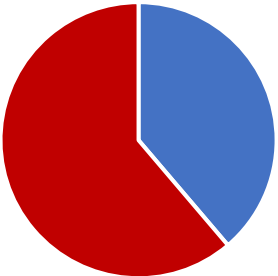


County Plan #	Objective Title	Objective	Target													
104	Mosquito Education	By June 2021, the Agricultural Commissioner will improve access and knowledge of our services to the community and under-served groups by 10% compared to 2018.	40% Program Awareness													
Measurement																
Public knowledge of our services was surveyed at 30% at the 2018 Santa Cruz County Fair. Through targeted and coordinated outreach, we hope to increase awareness by 10% and reach 40% program awareness.																
Collection Method																
Survey visitors to the Mosquito & Vector Control booth at the annual Santa Cruz County Fair for three consecutive years.																
Data																
<p style="text-align: center;">2018</p> <p>73 People Surveyed</p>  <table border="1" data-bbox="250 877 526 1150"> <tr><th>Response</th><th>Percentage</th></tr> <tr><td>Yes - aware of our services</td><td>30%</td></tr> <tr><td>No - never heard of our services</td><td>70%</td></tr> </table> <p>■ Yes - aware of our services ■ No - never heard of our services</p>		Response	Percentage	Yes - aware of our services	30%	No - never heard of our services	70%	<p style="text-align: center;">2019</p> <p>89 People Surveyed</p>  <table border="1" data-bbox="867 877 1143 1150"> <tr><th>Response</th><th>Percentage</th></tr> <tr><td>Yes - aware of our services</td><td>39%</td></tr> <tr><td>No - never heard of our services</td><td>61%</td></tr> </table> <p>■ Yes - aware of our services ■ No - never heard of our services</p>		Response	Percentage	Yes - aware of our services	39%	No - never heard of our services	61%	<p style="text-align: center;">2020</p> <p style="text-align: center;">NO SAMPLE AVAILABLE</p>
Response	Percentage															
Yes - aware of our services	30%															
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Key Step Details

Key Step 1: Expand outreach and provide feedback opportunities through email. Track public knowledge of our services (surveyed at 30% in 2018).

- 1) Email replies to service requests included a link to a customer service survey and a complete list of our services in English and Spanish.
- 2) During the 2018 and 2019 Santa Cruz County Fair, we asked visitors to the Mosquito & Vector Control Division's booth if they were aware of our services. Survey samples show an 8.7% increase in awareness from 2018 to 2019. Due to COVID-19 (canceled 2020 fair), we were unable to advertise our services or include an additional sampling event to measure public awareness.

Key Step 2: Partner with other County Departments on outreach opportunities such as social media campaigns with Animal Services for ticks, fleas, and heartworm.

- 1) Examples of joint outreach postings with Santa Cruz County Animal Services and Health Services Agency (HSA). The following were published on platforms such as Facebook, Instagram, Twitter, and our website between 2019 and 2020.



Key Step 3: Educate the public about invasive mosquitoes. Continue to evaluate and update its response and informational plans for new mosquitoes and diseases.

- 1) In January 2019, Mosquito and Vector Control staff evaluated inventory and evaluated and modified their operational plan for invasive Aedes detection and prevention.
- 2) In Summer of 2019, an Invasive Aedes drill was conducted to test our response abilities and inventory in defense against invasive mosquitoes. Staff collaborated with San Gabriel Valley Mosquito & Vector Control to share samples and refresh identification skills for accurate detection.
- 3) In September 2019, the fair display shared the risks of Invasive Aedes mosquitoes with the public.
- 4) In Summer of 2020, new specialized traps (In2Care) were deployed to target invasive Aedes prevention and control in local cemeteries.

Key Step 4: Increase distribution of bilingual surveys and educational materials to include the homeless and Spanish speakers.

- 1) In February and March of 2019, Mosquito & Vector Control staff worked with the County Health Officer and the City of Santa Cruz to provide an assessment with recommendations for rodent prevention and control in the Gateway Plaza homeless encampment.
- 2) In 2019, staff partnered with the Santa Cruz County Animal Shelter at the Project Homeless Connect event and provided tick cards and repellent wipes.
- 3) In the summer of 2019, the division partnered with the County PIO to publish Facebook Ads in both English and Spanish to Facebook users in Santa Cruz County. Ads ran June 1 through September. The 5 ads in Spanish were each viewed by ~5,000 people and in total were viewed ~66,000 times.