

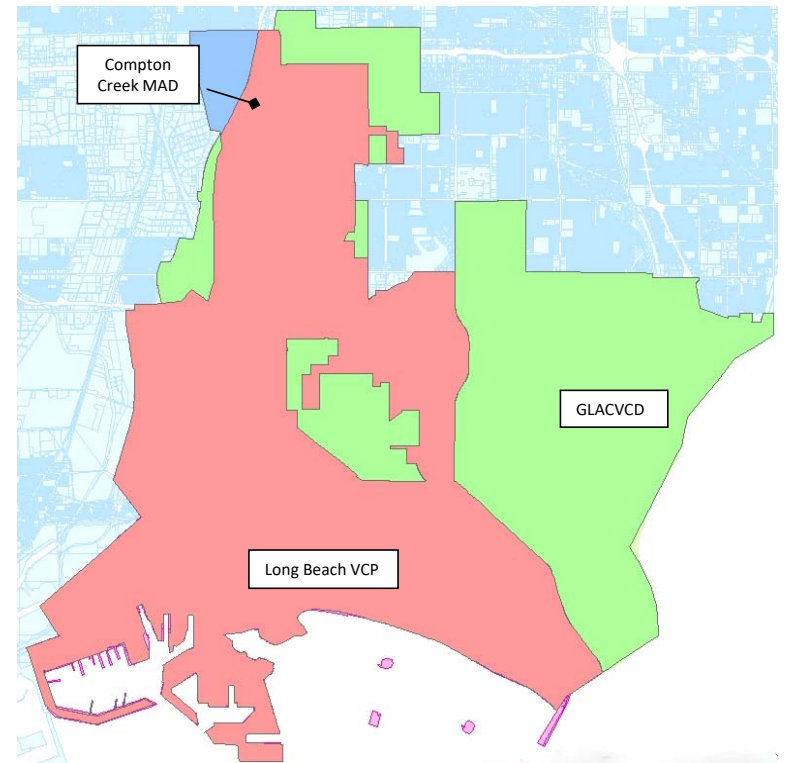


Long Beach Department of Health & Human Services Bureau of Environmental Health – Vector Control Program

Survey and Opinion Research Findings
March 19, 2019

Presentation Overview

- Benefit Assessment Overview
- Survey Objectives
- Recommendations for City Council



Vector Benefit Assessment Overview

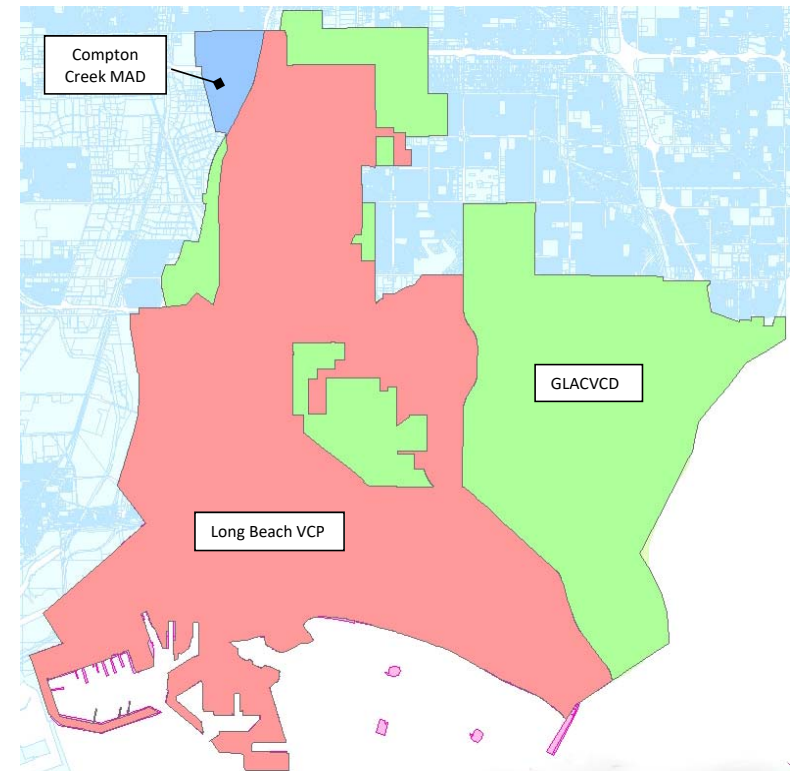
- Decided by all property owners in a mailed ballot proceeding, including business, apartment, and other property owners
- All returned ballots are counted
- Requires weighted majority of returned ballots
- Assessments are based on type of property, size, and dwelling units (this is not a flat-rate parcel tax)
- Most common local funding option for mosquito and vector control services, e.g. Fresno, San Diego, etc.

Vector Benefit Assessment Overview

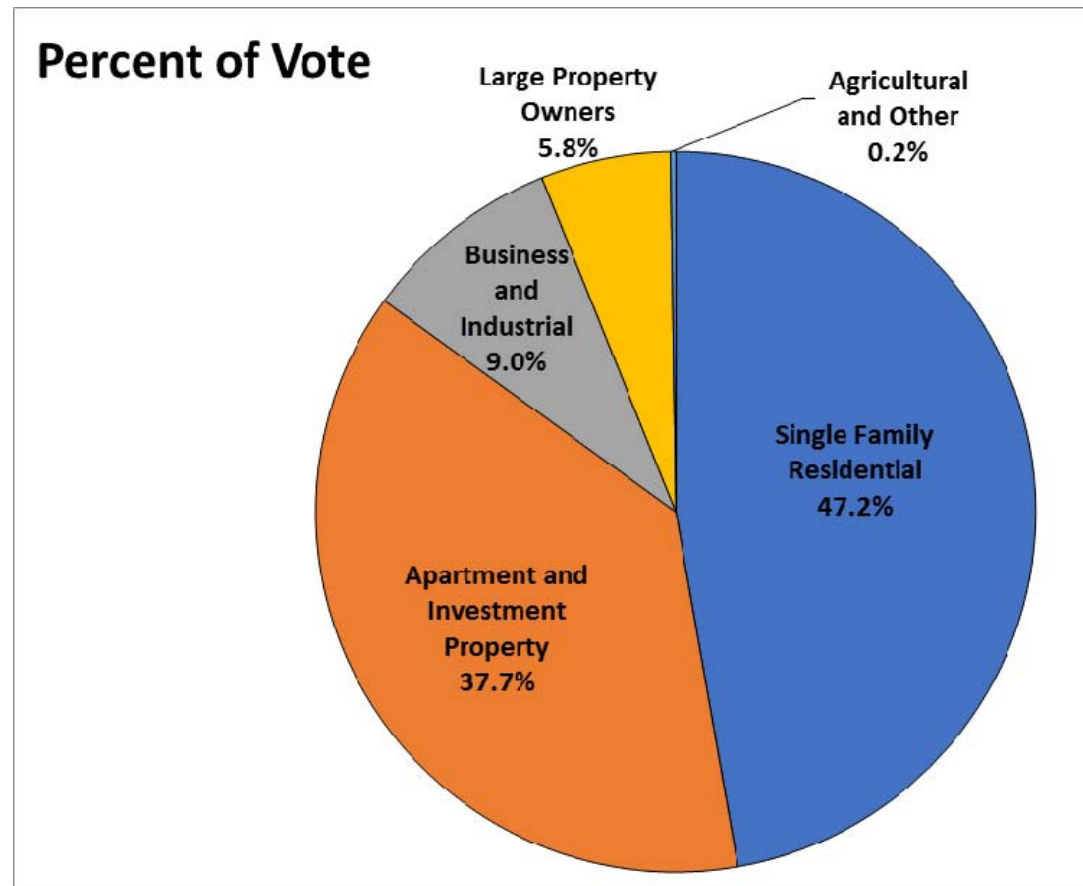
In summary.....

If approved, this assessment would only apply to parcel owners in the areas serviced by the Long Beach Vector Control Program.

Parcel owners currently serviced by the Compton Creek or Greater Los Angeles County Vector Control District will not be affected.



Weighted Assessment "Votes" by Property Type



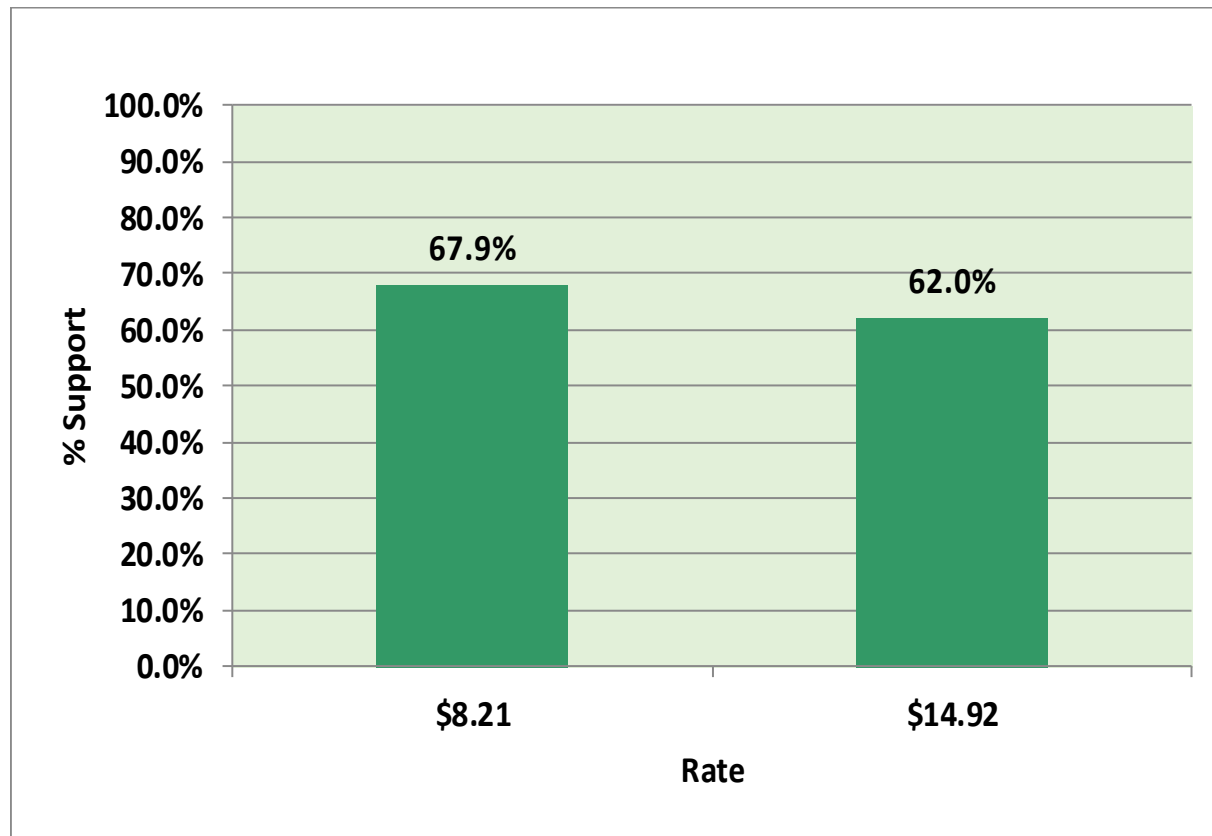
Survey Objectives

- Evaluate support, desires and priorities of property owners regarding current and potential services provided by the City of Long Beach Vector Control Program
- Gauge the level of support for a local funding measure to maintain or improve year-round control of mosquitoes and vector-borne diseases

Scope of Work – Survey Methodology

- The survey tested 2 proposed annual rates, representing 2 service levels:
 - \$8.21 per single family home, with tiered rates for other types of property
 - \$14.92 per single family home, with tiered rates for other types of property
- Survey mailed to about 20,000 property owners using randomized, stratified samples
- 2,974 respondents = 15% return rate and margin of error of $\pm 1.75\%$
- Results include all types of property owners, and are adjusted to reflect weighted ballot features of a benefit assessment

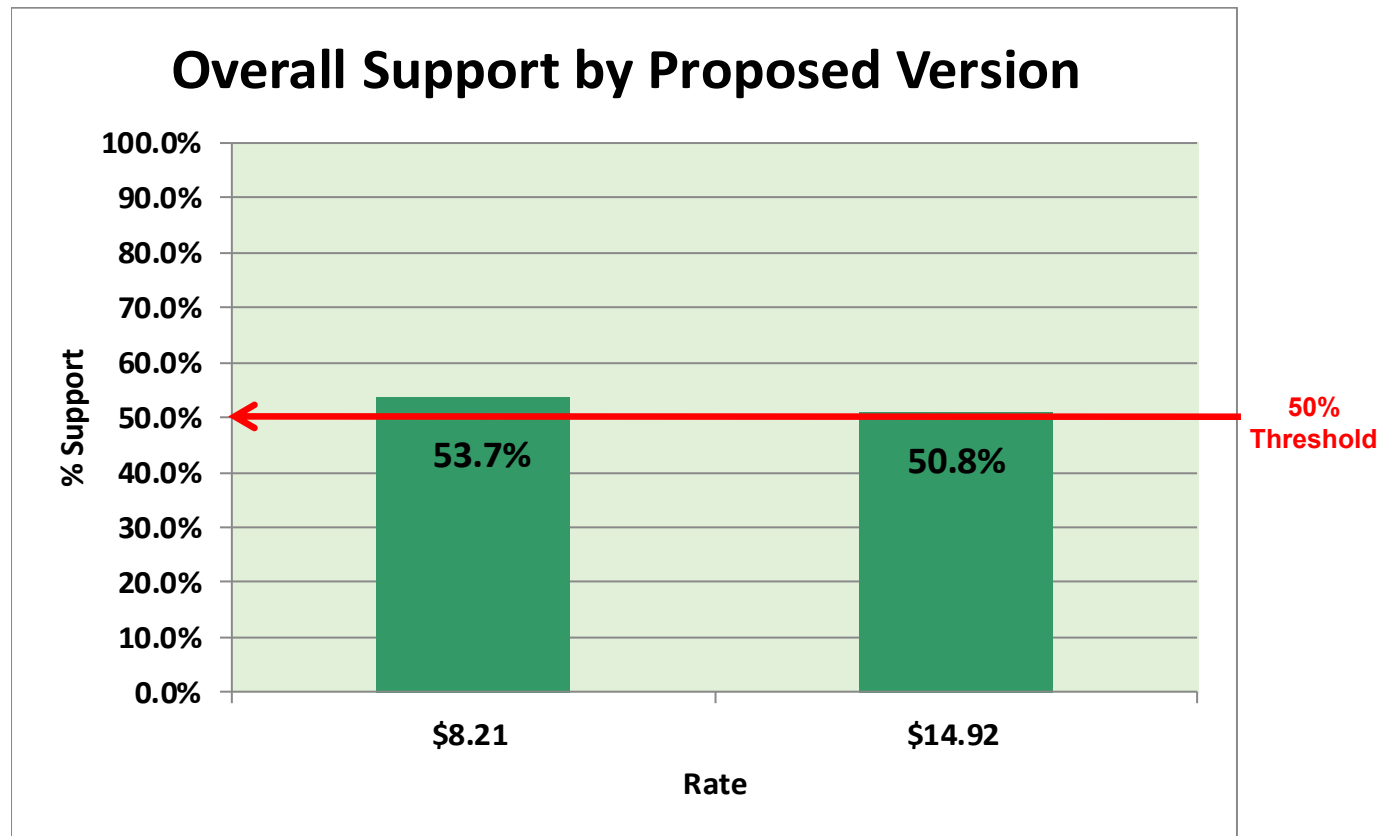
Overall Support by Rate – Single Family Homeowners Only



Overall Support by Property Type

Property Type	Percent of Vote	Weighted Support
Single Family Residential	47.2%	65.1%
Apartment and Investment Property	37.7%	38.7%
Business and Industrial	9.0%	44.8%
Large Property Owners	5.8%	39.6%
Agricultural and Other	0.2%	34.5%
Total	100.0%	52.3%

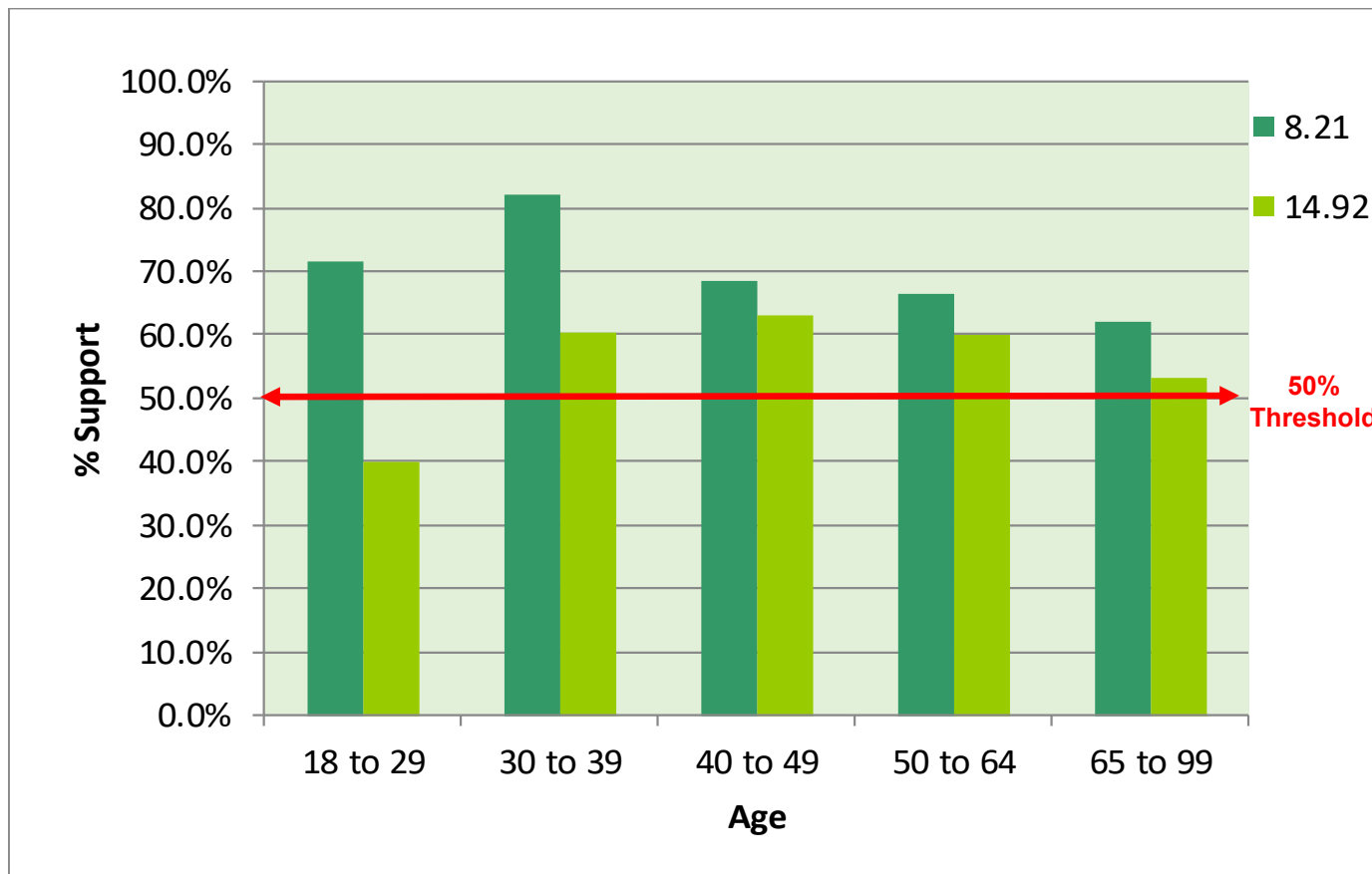
Overall Property Owner Support



Overall Property Owner Support by Years in Residence



Support by Rate and Age



Service Priorities – Most Popular Projects

- This measure will help control the emergence of invasive species, such as *Aedes aegypti* (Yellow Fever Mosquito), that can carry life-threatening diseases.....67.6%
- This measure will help prevent future outbreaks of Zika, Dengue, West Nile Virus and other diseases.....66.9%
- This measure will reduce mosquito Populations using environmentally-sound methods.....65.9%

Summary of Findings

- **Property owners within the City Vector Control Program area support a measure to continue both providing control of mosquitoes and other pests, and monitoring and responding to public health issues.**

- **Priorities are:**
 1. Controlling the emergence of invasive species that can carry life-threatening diseases
 2. Preventing future outbreaks of Zika, Dengue, West Nile virus and other diseases
 3. Reducing mosquito populations using environmentally-sound methods
 4. Fiscal responsibility – proceeds used for mosquito and vector control services (not to be taken by the State or County)

Recommendations

- The City should conduct a mailed ballot proceeding to establish dedicated funding to provide comprehensive mosquito and vector control services at the rate of \$8.21 per Single Family Residence per year

Proposed Balloting Timeline for FY 2019-20

- **May 7, 2019** **Resolution directing the mail of ballots**
- **May 17** **Mail ballots**
- **July 2** **Public Hearing / Close balloting period**
- **July 3 – 22** **Ballot tabulation**
- **July 23** **Resolution announcing ballot results & levy of assessments for FY 2019-20**
- **Aug 9** **Submit assessment roll to LA County Auditor**
- **Dec 2019** **1st apportionment revenues received**

Thank You

Discussion