

# 2018 Strategic Plan



Department of Pesticide Regulation



**If you have questions or comments about the 2018 DPR Strategic Plan, please write to [cdprweb@cdpr.ca.gov](mailto:cdprweb@cdpr.ca.gov)**



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STATE of CALIFORNIA

**EDMUND G. BROWN JR., GOVERNOR**

CALIFORNIA ENVIRONMENTAL PROTECTION AGENCY

**MATT RODRIGUEZ, SECRETARY FOR ENVIRONMENTAL PROTECTION**

DEPARTMENT OF PESTICIDE REGULATION

**BRIAN R. LEAHY, DIRECTOR**

**SEPTEMBER 2018**

1001 I Street, PO Box 4015, Sacramento, California 95812-4015

(916) 445-4300 | [cdpr.ca.gov](http://cdpr.ca.gov)

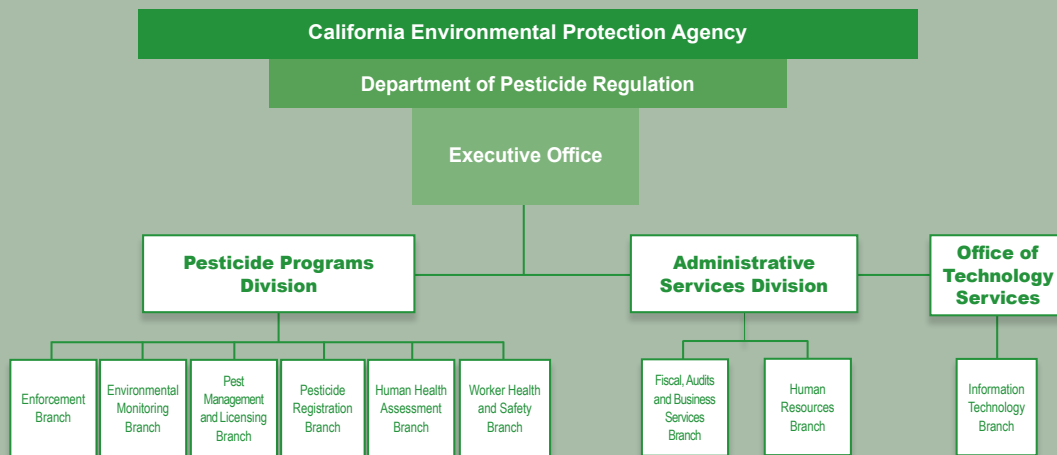
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# ORGANIZATION CHART



## FROM THE DIRECTOR

I am pleased to present the Department of Pesticide Regulation's (DPR) 2018 Strategic Plan. Strategic planning is the cornerstone of our regulatory program, as it provides direction for all DPR activities, from outreach to schools and communities and enforcing pesticide laws, to environmental monitoring and registration.

The Guiding Principles in the plan were designed to help us carry out our mission: To protect human health and the environment by regulating pesticide sales and use, and by fostering reduced-risk pest management. These principles are refined with each strategic plan, to keep pace with a changing society, laws and regulated community. We identify areas that may need additional support, or attention, and include these in the Goals and Objectives. For example, recently achieved goals from the 2013 Strategic Plan included promoting the adoption of reduced-risk pest management systems and practices. We have done this through a dedicated program that provides outreach on integrated pest management and by increasing our grant funding to over \$1 million dollars annually.

DPR supports California's vibrant agricultural industry through the registration of pesticide

products and the licensing and certification of pest control professionals. With the help of our world-class scientific team, we are the lead department to carry out the Healthy Schools Act, have the most complex and robust environmental monitoring network in the country, and have created a framework for worker protections that are among the strongest in the nation. I am proud of the fact that we pay close attention to vulnerable communities and encourage public participation and dialogue among those who may feel unduly impacted by pesticide use.



As laws and regulations change, we have been engaging our stakeholders and the public to ensure compliance. We do this through publications, video, training, social media and face-to-face meetings and workshops.

It is an honor to serve as the DPR Director, and through our expert staff and input from stakeholders, we hope to achieve the goals and objectives as stated in the 2018 Strategic Plan, as we continue to fulfill our mission.

*Brian R Leahy*

Brian R, Leahy, Director

# MISSION

**To protect human health and the environment by regulating pesticide sales and use, and by fostering reduced-risk pest management.**



## **VISION**

**A California where pest management is fundamental to a healthy environment. Two beliefs underlie this vision statement:**

- Pest management is essential to a modern society to protect public health, the food supply and enable effective resource management.**
- The people of California are best served by a continuous effort to minimize risks associated with pest management.**

# GUIDING PRINCIPLES

- The basis of our success is our employees.
- We use the best available, credible science and experience-based knowledge to make our decisions.
- We consider the county agricultural commissioners essential partners in program delivery.
- We respond to problems by finding solutions and making decisions that are timely, transparent, consistent, and equitable.
- We maximize our program effectiveness through internal coordination and external collaboration.
- We consider California's diversity, economy, and environment in making decisions.
- We use performance goals to measure success and provide accountability.
- DPR strives to be the national and international leader in the development and implementation of effective pest management processes.



# GOALS

1. **Protect people and the environment**
2. **Advance reduced-risk pest management systems**
3. **Enforce and achieve compliance**
4. **Ensure environmental justice**
5. **Continuously improve performance, accountability and organizational effectiveness**
6. **Communication and outreach**

# GOAL 1

## PROTECT PEOPLE AND THE ENVIRONMENT

Assure California's environment is not adversely affected by pesticides and that all people are protected from unacceptable pesticide risks.



# Objectives

**01** – Assure that pesticide products available for use in California are registered, as required by statute, and do not pose an unacceptable risk.

**02** - Continuously evaluate and respond to the human health and environmental risks from pesticide use.

**03** – Respond to identified risks to human health and the environment through collaboration with other governmental agencies, stakeholders and the public.

**04** – Exercise DPR’s statutory authorities, as well as other opportunities, to work with affected persons to meet existing and emerging challenges involving pesticide risks.

**05** – Use state-of-the-art scientific practices and technologies to advance the evaluation and management of pesticides.



## GOAL 2

# ADVANCE REDUCED-RISK PEST MANAGEMENT SYSTEMS

Advance the research, development and adoption of effective pest management systems that reduce risks to people and the environment.





## Objectives

**01** – Encourage and support research and development of reduced-risk pest management practices and technologies.

**02** – Promote adoption of reduced-risk pest management systems and practices.

**03** – Advance reduced-risk pest management systems for California by providing policy, scientific, and technical leadership and collaboration at local, state, national, and international forums.

## GOAL 3

# ENFORCE AND ACHIEVE COMPLIANCE

Maintain and continuously improve strong and equitable compliance and enforcement programs to ensure people and the environment are not exposed to unacceptable pesticide risks.





## Objectives

**01** – Obtain compliance through clear, equitable rules; education; licensing; and strong, effective enforcement.

**02** – Provide training, guidance, and support to county agricultural commissioners.

**03** – Ensure effective and consistent enforcement.

**04** – Through continuous review of data and information, improve our compliance and enforcement programs.

# GOAL 4

## ENSURE ENVIRONMENTAL JUSTICE

Protect all people in California, regardless of race, culture, income, or geographical location, from adverse environmental and health effects of pesticides.





# Objectives

**01** – Ensure DPR's programs, regulations, policies and activities address risks associated with pesticide use in environmental justice communities.

**02** – Ensure that needed multilingual outreach materials are made available to environmental justice communities.

**03** – Ensure that DPR provides outreach to environmental justice communities by providing them with accessible and meaningful opportunities to learn about DPR and the county agricultural commissioner programs and provide input.

**04** – Maintain transparency and effectiveness in public participation through the use of advisory committees, workshops, community advocacy networks and other forums.

**05** – Work with the county agricultural commissioners to address local environmental justice issues regarding pesticides.



## GOAL 5

# CONTINUOUSLY IMPROVE PERFORMANCE, ACCOUNTABILITY, AND ORGANIZATIONAL EFFECTIVENESS

Efficiently deliver our programs by attracting and retaining a competent workforce, effective business processes, and use of current technology.



# Information Systems & Services Objectives

**01** – Use current and emerging technology to implement and maintain stable, compliant, resilient and effective information systems to support DPR's business and program needs.

**02** – Use cost effective and secure technologies to collect and deliver information electronically.

**03** – Use a comprehensive risk-based approach to protect and support business systems and assets in compliance with State and industry information security best practices.

**04** – Use technology to foster collaboration and transparency with other government agencies and the public.





## Succession Planning/Workforce Development Objectives

**01** – Ensure that existing and new policies, procedures, and programs contribute to: the development and retention of a diverse and motivated workforce, and a productive work environment that meets our organization’s needs.

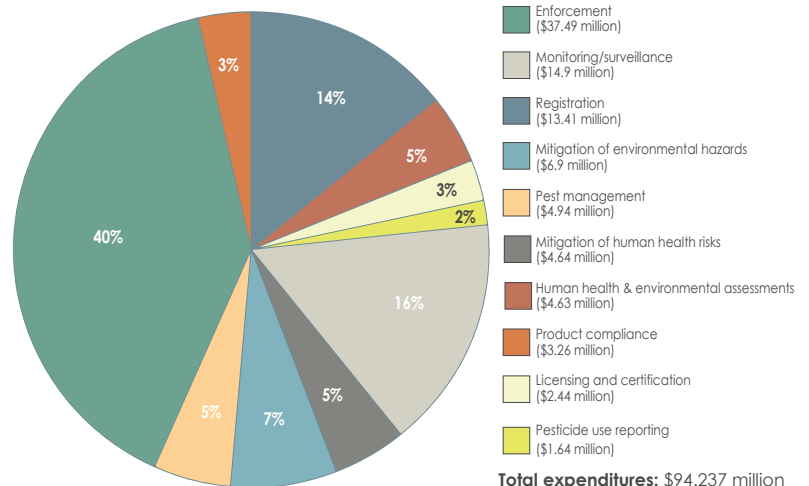
**02** – Maintain a leadership and workforce development program focused on effective mentoring, employee development, and the retention of experienced talent for the future.

**03** – Allow our skilled scientific and professional staff to maintain and advance their expertise by providing opportunities for growth and development.

# Fiscal Integrity/ Program Accountability Objectives

**01** – Preserve the financial integrity of DPR's programs and activities through accurate forecasting of revenue trends, expenditures, and external influences that could impact DPR funding.

**02** – Annually plan, track, and account for program costs and performance, and assess our ability to meet future program needs.



**Total expenditures:** \$94.237 million

\* Fiscal year 2016-17 total funding. Sums differ due to rounding.

## GOAL 6

# COMMUNICATION AND OUTREACH

Promote an understanding and awareness of DPR programs, priorities, initiatives and accomplishments through effective external communications, multilingual translations, outreach and public education.





## Objectives

- 01** – Participate in active conversations with our stakeholders about all DPR programs and initiatives.
- 02** – Optimize social media, print and electronic media to convey DPR's mission and accomplishments to the public.
- 03** – Engage in outreach to educate households, service establishments, institutional users and government agencies about the safe, appropriate and effective use of pesticide products.



  
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