

**SANTA BARBARA COUNTY
BOARD AGENDA LETTER**



Clerk of the Board of Supervisors
105 E. Anapamu Street, Suite 407
Santa Barbara, CA 93101
(805) 568-2240

Agenda Number:
Prepared on: 6/2/04
Department Name: County Administrator
Department No.: 012
Agenda Date: 6/15/04
Placement: Administrative
Estimate Time:
Continued Item: NO
If Yes, date from:

TO: Board of Supervisors

FROM: Michael F. Brown
County Administrator

STAFF CONTACT: Jette Christiansson
Business Manager, 568-3403

SUBJECT: 2004 California State Association of Counties (CSAC) Challenge Award Entry

Recommendation(s):

That the Board of Supervisors adopt a resolution endorsing the one Santa Barbara County entry, entitled "Every 15 Minutes" submitted by the Sheriff's Department for the 2004 CSAC Challenge Awards.

Alignment with Board Strategic Plan:

The recommendation is primarily aligned with Goal #1, An Efficient Government Able to Respond Effectively to the Needs of the Community.

Executive Summary and Discussion:

We request the Board's concurrence and endorsement of the one Santa Barbara County entry submitted for the California State Association of Counties (CSAC) 2004 Challenge Awards Program. These annual awards recognize the innovative and creative spirit of California county governments for finding new and effective ways of providing programs and services to their citizens.

Last year in 2003, 166 entries were submitted by 36 counties statewide. Of the 166 entries, 11 outstanding programs were selected to receive 2003 Challenge awards, plus there were 15 merit award winners. Santa Barbara County submitted 5 entries, which all received honorable mention.

The County's 2004 entry, as submitted by the Sheriff's Department, is:

"Every Fifteen Minutes": This program is a two-day program for high school students, which challenges them to think about drinking, driving, personal safety, the responsibility of making mature decisions and the impact their decisions have on family, friends and others. The program uses real and vivid components such as a "mock" DUI traffic collision, simulated deaths of classmates and emotionally charged personal testimonies of those who have been touched by the tragedy of drinking and driving. A moving video, which is an integral part of the entry, depicts the "crash" scene, rescue efforts (including the use of the Fire Department's "jaws of life" and a student being airlifted to the hospital emergency room) was created and shown to a local high school.

Staff is proud to recommend that the Board add this innovative, cost-effective program to CSAC's ongoing recognition effort. We thank the Sheriff and his staff who have submitted this entry which deserves an award.

Mandates and Service Levels:

Participation in the CSAC Challenge Award Program is an optional activity. The program provides for statewide recognition of exemplary Santa Barbara County programs. The Challenge Award Program is also an opportunity for examining new and best practices around the State.

Fiscal and Facilities Impacts:

An entry fee of \$35.00 would be paid for by the County Administrator's Office.

Special Instructions:

The Clerk of the Board is requested to deliver an executed copy of the resolution to the County Administrator.

Enclosures:

One Challenge Award entry from Sheriff's Department.

cc: All Department Directors