



BOARD OF SUPERVISORS
AGENDA LETTER

Agenda Number:

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

Department Name: CEO
Department No.: 012
For Agenda Of: June 5, 2007
Placement: Administrative
Estimated Tme:
Continued Item: No
If Yes, date from:
Vote Required: Majority

TO: Board of Supervisors

FROM: Department Michael F. Brown, County Executive Officer
Director(s)
Contact Info: Terri Maus Nisich, Assistant County Executive Officer

SUBJECT: CSAC 2007 Challenge Awards

County Counsel Concurrence

As to form: N/A

Other Concurrence: N/A

As to form: Select_Concurrence

Recommended Actions:

Authorize the County Executive Officer to sign and submit a letter of endorsement for the County's entries into the California State Association of Counties 2007 Challenge Awards competition.

Summary Text:

Each year the California State Association of Counties (CSAC) holds a competition (the Challenge Awards) to recognize the innovative and creative spirit of California county governments in finding new and effective ways to provide programs and services to their residents. The County wishes to submit the following entries into the competition as illustrated below:

1. Pandemic Influenza Public Information Project - The County Executive Office and Public Health are submitting an entry that focuses on the public information portion of the County's pandemic preparedness strategy. The County will showcase its use of bilingual informational materials (website, brochures, videos, etc.) to help educate the public about preparing for a potential avian pandemic.
2. Unplanned Pregnancies Educational Video: Child Support Services is submitting an entry on its hip-hop influenced music video to introduce concept of unplanned pregnancies to a young audience, including men and women. The video illustrates the high cost of providing for a child, and the severe consequences of negligence. This Public Service Announcement has been targeted to youthful programming outlets, in the hopes that it will cut down on the numbers of children being born to children. (In Santa Barbara County, over 2,000 kids under the age of 21

are themselves the parents of kids receiving services from the Child Support Services Department.)

3. Leadership Project: Human Resources is submitting an entry on the new classification, compensation, and pay-for-performance system for the County of Santa Barbara's managers. The new system reforms an antiquated and inflexible classification and compensation system that made it difficult to attract and retain the management talent needed to delivery quality service into a system that is based on the County's core values of accountability, customer-Focus, and efficiency (known as the "ACE Values") and to execute the Board of Supervisor's vision of creating a strong customer service orientation throughout the organization.
4. Quick Claim Process: General Services (Risk Management) is submitting an entry on a process ("Quick Claim") that enables Risk Management to proactively respond to and settle potential law enforcement liability incidents immediately, resulting in cost savings. Incidents that are likely to lead to litigation are identified based on an established criteria and the potential claimant contacted within 48 hours of the incident to negotiate a possible settlement.

Background:

This item is on the Board's agenda to endorse the submittal of entries into the CSAC Challenge Awards competition and to authorize the County Executive Officer to sign the required letter of endorsement.

Fiscal and Facilities Impacts:

Budgeted: No

Fiscal Analysis:

Narrative: There is a \$45 entry fee per submittal. The County Executive Office will pay \$180 to CSAC for its four submittals.

Staffing Impacts:

Legal Positions:

N/A

FTEs:

N/A

Authored by:

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