



**BOARD OF SUPERVISORS
AGENDA LETTER**

Agenda Number:

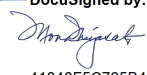
Clerk of the Board of Supervisors
105 E. Anapamu Street, Suite 407
Santa Barbara, CA 93101
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Department Name: County Executive Office
Department No.: 012
For Agenda Of: August 31, 2021
Placement: Administrative
Estimated Time: N/A
Continued Item: No
If Yes, date from:
Vote Required: Majority

TO: Board of Supervisors

FROM: Department Director(s)
Contact Info: Jasmine McGinty, Principal Analyst

Mona Miyasato, County Executive Officer

DocuSigned by:

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SUBJECT: CSAC 2021 Challenge Award Submissions

County Counsel Concurrence

As to form: N/A

Auditor-Controller Concurrence

As to form: N/A

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 (CSAC) 2021 Challenge Awards competition.

Summary Text:

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

Background:

Each year the California State Association of Counties 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. Projects or programs must have been in existence for at least one year and will be evaluated based on innovation, uniqueness, cost-effectiveness and ease of replication. The County proposes to submit the following entries:

- **Public Health: Latinx and Indigenous Migrant COVID-19 Response Task Force**
The Santa Barbara County Public Health Department reduced health inequities related to COVID-19 by establishing the Latinx and Indigenous Migrant COVID-19 Response Task Force during the initial phase of the pandemic to work directly with communities. This task force helped provide up-to-date resources, education, referrals, and communications between the Santa Barbara County Public Health Department, community partners, and populations disproportionately impacted by COVID-19.

- **County Executive Office: Innovate SBC**
InnovateSBC is the countywide innovation program offering trainings that introduce Lean Six Sigma techniques that induce a collaborative team effort to improve performance while empowering staff. This innovation training program introduces tools for employees at all levels of the organization to help them feel engaged and empowered to transform the way they do their work. The training focuses on identifying and eliminating waste by empowering staff to develop innovative strategies to improve their daily work flow.
- **County Executive Office: Protect. Respect. Wear a Mask.**
Protect. Respect. Wear a Mask” campaign, is a public outreach campaign targeting the 18-49 population on the importance of wearing the appropriate face coverings to slow the spread of COVID-19. This was adopted from a campaign started by Allan Hancock College and from it, the County developed a bilingual multi-faceted campaign featuring still photos of multiethnic up-and-coming business and community leaders and college students wearing a common photoshopped mask accompanied by their quote about why and for whom they wear a mask.
- **County Executive Office: Cannabis Retail Storefront Outreach Program**
A transparent outreach program to ensure the community had every opportunity to provide input on retail storefront cannabis licensees which included virtual meetings to receive community input on selection of the six retail storefronts. In 2018 the Board addressed retail storefront licenses and voted to limit storefront licenses to no more than one in each of six Community Plan Areas (CPAs). To ensure public access in light of the challenging times, the outreach for public participation switched to virtual and the County was able to have almost 600 people attend the meetings, and gained 420 new subscribers to cannabis e-news and notifications (total of 2,400+).
- **Emergency Management: RISE Ambassador Program**
The Re-opening In a Safe Environment “RISE” Ambassador Program was established to support and guide businesses on compliance with local and state COVID-19 protective measures. By going to the businesses and into the community, the RISE Ambassador Program assisted thousands of businesses to become or remain compliant with local and state COVID-19 protective measures. The businesses felt heard and supported by the Ambassadors, which created open communications with the County
- **Emergency Management: COVID19 Outreach and Enforcement**
To protect community safety the Education and Compliance Taskforce was established to interpret and uniformly enforce local and state COVID-19 protection measures. Utilizing a single platform (a Smartsheet form posted to our COVID-19 Response and Recovery websites) the task force received and tracked complaints and allowed all jurisdictions to work together more efficiently and enhance public health efforts.
- **Emergency Management: Concurrent Emergency Shelter Program**
The Concurrent Emergency Shelter Program developed procedures to provide community evacuation support in a safe manner in the event of an emergency during COVID-19. The creation

of the Concurrent Emergency Shelter Program and the associated TEP protocol resulted in the ability to provide safe and expedited emergency care and shelter services to the public despite the perceived fear and actual threat of the COVID-19 pandemic.

- Behavioral Wellness: **Senior Holiday Phone Bridge Program**
The Santa Barbara County Department of Behavioral Wellness led Community Wellness Team ran a Senior Bridge Program to provide support for older adults through the holiday season. Those interested were able call the Community Wellness Team at 805-364-2750 and sign up for just one call or for regular friendly phone calls from volunteers from Hospice of Santa Barbara. Services were available in English or in Spanish language. Outreach on this program was targeted to Senior Adult living facilities, through media and through a variety of other mechanism.

Fiscal and Facilities Impacts:

There is a \$75 entry fee per submittal. The total fee for eight submittals is \$600.00.

Attachments:

Attachment A – CEO Cover Letter

Attachment B - Latinx and Indigenous Migrant COVID-19 Response Task Force

Attachment C - Innovate SBC

Attachment D – Protect. Respect. Wear a Mask. Campaign

Attachment E – Cannabis Retail Storefront Outreach Program

Attachment F – Emergency Management – RISE Ambassador Program

Attachment G - Emergency Management – COVID19 Outreach and Enforcement

Attachment H - Emergency Management – Concurrent Emergency Shelter Program

Attachment I – Behavioral Wellness: Senior Holiday Phone Bridge Program

Authored by: Jasmine McGinty, Principal Analyst