



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 1, 2010
Placement: Administrative
Estimated Tme:
Continued Item: No
If Yes, date from:
Vote Required: Majority

TO: Board of Supervisors

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

SUBJECT: CSAC 2010 Challenge Awards

County Counsel Concurrence

As to form: N/A

Auditor-Controller Concurrence

As to form: N/A

Other 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 2010 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. 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:

1. **BOARD OF SUPERVISORS: County of Santa Barbara Kids Book**
This publication is designed to compliment the California Third Grade Curriculum addressing local government and acquaint children with how their local government works, services provided, structure of government and how they can participate.
2. **CEO: County 2010 Legislative Platform**
This document serves as a succinct overview and briefing document on County wide legislative principles and corresponding State and Federal Priorities. It is used extensively each year as a guiding document for briefings and grant funding efforts

3. **CEO: County Government TV Live, Off-site Remote Broadcasts**
County of Santa Barbara Television Channel 20 is now using inexpensive technology to bypass traditional cable TV broadcast methods to produce live, remote coverage of special events and emergencies.
4. **CEO/ OES: Radio Ready: Emergency Commercial Radio System**
Santa Barbara County OES worked with philanthropic groups and local commercial radio stations to purchase satellite phones for fail-safe communications with the EOC during emergencies.
5. **CEO/ OES: Aware & Prepare Initiative**
Santa Barbara County OES worked with local philanthropic foundations, distributed approximately \$3 million to local non-profits and governments to assist in emergency and disaster preparedness.
6. **CEO / HR: Employee Health Clinics – A Cost-Savings and Wellness Initiative**
Successfully partnered with labor to implement two onsite Employee Health Clinics designed to increase employee wellness and decrease healthcare costs for the County and employees.
7. **CEO / HR: Transforming Clerical Occupations to Office Professionals (OP)**
Santa Barbara County taking STEPS (Skills, Training, Experience and Performance System) to transforming Clerical Occupations to Office Professionals (OP) and achieving the Board of Supervisor's vision of excellent service, by partnering with labor to create an innovative system that empowers OPs to gain skills to improve service.
8. **DISTRICT ATTORNEY / PUBLIC HEALTH : Sexual Assault Response Team**
The District Attorney's Office and Public Health Department first collaborated in 1988 with local non-profit agencies to establish the Sexual Assault Response Team. Today, the team includes 19 government and non-profit agencies providing medical/forensic services and victim support to ensure forensic medical evidence is accurately collected.
9. **FIRST FIVE: Reaching Ethnically & Linguistically Isolated Communities With Bilingual Radio Programs**
First 5 Santa Barbara County partnered with Radio Bilingüe to air "La Hora Mixteca" locally in county, a transnational, educational bilingual radio program in Mixtec and Spanish on health, education, community resources, first five years of life.
10. **HCD / RDA: Completing the Isla Vista Revitalization Puzzle**
The Redevelopment Agency (RDA) strives to revitalize Isla Vista with projects that strengthen the business community, maintain its unique character, and foster public-private partnerships.
11. **HCD / IT: ARRA Website – Follow the Money**
The ARRA website informs the public about federal stimulus dollars coming into the County; delivering crucial accountability and transparency for ARRA funds.

12. **INFORMATION TECHNOLOGY: Mobile Emergency Response with “EOC in a Box”**
During emergencies, Information Technology delivers mobile ingenuity and reliability with its low-cost, low-maintenance, life-saving solution known as “EOC in a Box”.
13. **PARKS: Dog Spa Wash Stations Enhance Park Experience**
Wripples Pet Spas is a popular, self-contained coin-operated concession in two Santa Barbara County parks used by hundreds every week and generating much-needed revenue that required no capital outlay.
14. **PLANNING: Successful Census Campaign Targets Hard-to-Count Populations**
The County of Santa Barbara developed a regional 2010 Census Multi-Media Communications Campaign targeting Hard-to-Count populations with English/Spanish Census outreach and information.
15. **PLANNING: Comprehensive General Plan Electronic Format**
The County is increasing public access to its Comprehensive General Plan with electronic, web-friendly reformatting, including historic footnotes and hyperlinked coding of resolutions.
16. **PROBATION: Los Prietos Scholarship Program**
Los Prietos Boys Camp/Academy, in collaboration with County Education Office, implemented the Credit Recovery program and scholarships for higher education, resulting in increased number of High School graduates and college enrollments.
17. **PUBLIC HEALTH: Healthy For Life / Una Vida Saludable**
The Santa Barbara County Public Health Department produces bilingual health education television programs entitled, Healthy for Life/Una Vida Saludable, seen by thousands of county residents.
18. **PUBLIC WORKS: Burned Watershed Response Project**
The County provided fast and effective watershed protection and erosion control response to the devastating Jesusita Fire event.
19. **PUBLIC WORKS: Green Waste Marketing Campaign**
In 2008, Santa Barbara County launched a highly successful, multi-media Green Waste Campaign to improve public awareness, increase mulch marketing, and expand home composting.
20. **PUBLIC WORKS: Rain Barrel Sales Boost Water Conservation**
The Santa Barbara County Water Resources Division developed an innovative project to promote water conservation and reduce water pollution by hosting rain barrel truckload sales.
21. **PUBLIC WORKS: Summerland Circulation Improvement Project**
Downtown Summerland was revitalized by constructing multimodal, context-sensitive circulation improvements including sidewalks, transit facilities, bicycle and traffic lanes, formalized parking, street lighting and landscaping.

22. SHERIFF: **Real DUI Court in Schools**

Through partnerships between education, law enforcement, and justice systems, teens observe real DUI Court after completing a substantive curriculum toward reducing DUI injury and death.

23. SHERIFF: **Recycle a Bicycle**

The "Recycle-a-Bicycle" program provides refurbished abandoned bicycles to children in the community. The bikes are distributed through cooperating non-profit agencies after being refurbished by County Jail inmates.

24. SHERIFF: **Operation Medicine Cabinet**

Rising prescription abuse, pollution and safety issues prompted partnerships between the Sheriff's Department, Public Works and neighboring cities to provide safe disposal for household medications.

25. SHERIFF: **Terrorist Liaison Officer**

The Santa Barbara County Sheriff's Office and Federal Bureau of Investigation collaboratively implemented a Terrorist Liaison Officer (TLO) Program linking multiple Public Safety Agencies to the Joint Regional Information (JRIC) Center.

Background:

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.

Fiscal Analysis:

Narrative: There is a \$50 entry fee per submittal, for a total cost of \$1,250.

cc:

Jette Christiansson, County Executive Office

Michael Harris, OES

Sue Paul, CEO/Human Resources

Ann Bramsen, District Attorney

Pat Wheatley, First Five

David Matson, HCD

Sally Nagy, IT

Dan Hernandez, Parks

Glenn Russell, Planning and Development

Patti Stewart, Probation

Takashi Wada, Public Health

Scott McGolpin, Public Works

Bill Brown, Sheriff