

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: 9/26/02
Department Name: County Administrator
Department No.: 012
Agenda Date: 10/15/02
Placement: Departmental
Estimate Time: 15 min.s
Continued Item: NO
If Yes, date from:

TO: Board of Supervisors

FROM: Michael F. Brown, County Administrator

STAFF CONTACT: Scott Ullery, Deputy County Administrator 568-2243
Stacey Matson, Administrative Analyst, 884-8082

SUBJECT: Santa Barbara County Community Survey

Recommendation(s):

That the Board of Supervisors:

1. Direct staff to issue a Request for Proposal, (see Attachment A), soliciting proposals from qualified firms/individuals to develop, conduct, and analyze the results of a survey that will identify community issues and priorities, and prepare a report of survey results.

Alignment with Board Strategic Plan:

The recommendation(s) are primarily aligned with Goal No. 1. An Efficient Government Able to Respond Effectively to the Needs of the Community.

Executive Summary and Discussion:

In 1995, the Board of Supervisors undertook the development of a strategic plan to provide a vision for delivering County services into the future. Community input was sought, while at the same time County Department Directors and Board Members collaborated to identify a common vision and strategy. This initial process resulted in the adoption of the Board's Strategic Plan for the County in April 1996.

Reflecting the ongoing, systematic nature of the strategic planning process, in subsequent years, County staff made five annual Strategic Scan presentations, and recommended two updates to the Board's Strategic Plan. In addition, the Board and County Department Directors identified five critical issue areas to be included in the Strategic Plan. In 1998 the Board adopted the 1998 – 2003 Proposed Strategic Plan and in October 2001 an updated Santa Barbara County Strategic Plan was presented, but was not adopted (see Attachment B). At that time, the Board directed staff to identify, evaluate, and implement opportunities for community participation and feedback in the strategic planning process.

Accordingly, a project team has been established. In addition, a steering committee consisting of selected executives and managers will be established, (see Attachment C: Project Organization Chart). Periodically, staff will report back to the Board on the status of the project.

A County-wide community survey can provide the participation and input of County residents, which is imperative to producing a strategic plan that reflects the desires and needs of those served by the County. Staff recommends a telephone community survey as the best method to obtain public input to the Strategic Plan. The survey as a mechanism for community input on policy decisions of the County is also particularly timely, as the County is expected to be impacted for an indeterminate number of years by the budgetary issues facing the State of California.

It is widely acknowledged that a telephone survey is the best method to generate responses that are representative of the overall County population. The survey's focus will be on identifying critical issues and priorities for strategic planning and budgeting purposes. An RFP (see attached) has been developed for distribution to qualified survey research experts.

Mandates and Service Levels:

This is not a mandated service and will not impact service levels.

Fiscal and Facilities Impacts:

The total cost of this project is estimated to be no greater than \$85,000. This amount includes the hiring of a consultant to work with County staff to: 1. Develop the survey instrument, 2. Conduct the telephone survey, 3. Analyze responses to the telephone survey, and 4. Prepare a report regarding survey responses and conclusions. The estimated cost of County staff time is not included in this estimate. It is intended that such labor costs will not be in addition to already budgeted fiscal year 2002-03 staff time. There is \$85,000 in the adopted fiscal year 2002-03 budget for Department 990 available for this purpose.

Attachments

Attachment A: Request for Proposal

Attachment B: Santa Barbara County Strategic Plan

Attachment C: Project Organization Chart

ATTACHMENT C

**SANTA BARBARA COUNTY RESIDENTS SURVEY
ORGANIZATION CHART
2002-03**

