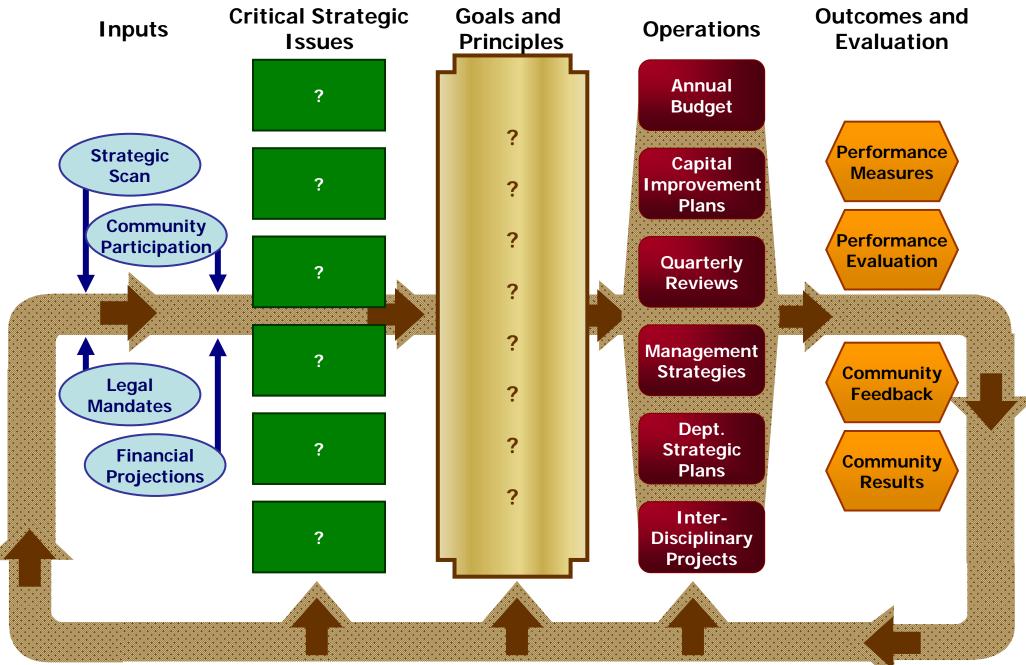
# Santa Barbara County Strategic Scan



There are three approaches to the future: React to it Plan for it Create it

## Strategic Planning System





## Management Strategies



Integrated Accountability  Program Performance Budgeting  Project Management  Recurring Performance Measures  Lost time  Liability Management  Position Control & Management  Revenue and Expenditure Monitoring  Praparednase Monitoring  Praparednase Collaborative Service performance Acquirment  Employee  Collaborative Scrivice Plan  Computer-Assisted Problem Solving  Pacilities and Equipment Management  Collaborative Scrivice Delivery  Lost time  Liability Management  Collaborative Scrivice Delivery  Labor/Management  Collaborative Scrivice Plan  Computer-Assisted Problem Solving  Pacilities Addisorative Strategic Plan  Computer-Assisted Problem Solving  Standardized Communications Work Tools  Data Warehouse  Strategic Plan  Computer-Assisted Problem Solving  Standardized Communication & Work Tools  Data Warehouse  Strategic Plan  Annual Review  3 Year Renewal  Benchmarking  Environmental Scan  Strategic Plan  Annual Review  3 Year Renewal  Benchmarking  Environmental Scan  Strategic Plan  Annual Review  3 Year Renewal  Benchmarking  Environmental Scan  Strategic Plan  Annual Review  3 Year Renewal  Data-based Analysis and Decision-Making  Information Service  Advisory Committee (ISAC)					
Budgeting Project Management Recurring Performance Measures Lost time Liability Management Position Control & Management Revenue and Expenditure Monitoring Facilities and Equipment Management Employee performance Acaptacle Development and Training Performance Measures  Nevenue and Expenditure Monitoring Particular Strategic Plan  Nevenue Plan Nevelopment Plan Nevelopmen			Financial	Communication Information	Strategic
- /	<ul> <li>Budgeting</li> <li>Project Management</li> <li>Recurring         <ul> <li>Performance</li></ul></li></ul>	<ul> <li>Measurement</li> <li>Employee         Development and         Training</li> <li>Leadership         Development</li> <li>Team-based Structure</li> <li>Labor/Management         Collaborative</li> <li>Class and         Compensation System</li> <li>Emergency         Preparedness</li> <li>Civil Service Reform</li> <li>Collaborative Service</li> </ul>	<ul> <li>Revenue Plan</li> <li>Adequate Reserves</li> <li>Economic Development Plan</li> <li>Legislative Plan</li> <li>Capital Improvement Program</li> <li>Facilities Management`</li> </ul>	Plan  Computer-Assisted Problem Solving  Standardized Communication & Work Tools  Data Warehouse  GIS  "Smart Communities"  Telecommunications Technology  Data-based Analysis and Decision-Making  Information Service Advisory Committee	Plans  ■ Board of Supervisors Strategic Plan  ■ Annual Review  ■ 3 Year Renewal  ■ Benchmarking  ■ Environmental Scan  ■ Strategic Priorities



## Results Focused Business Systems



Strategic
Planning &
Financial
Management

#### Customer Centered

### Information Planning and **Technology** Management

## **Human Capital** Management

#### **Organizational** Strategy Measurement and Planning

#### FINANCIAL PLANNING:

- Program performance budgeting
- Revenue plan
- Resource planning
- Capital improvement plan
- Economic development plan
- 1-5 year Projections
- Facilities and fixed asset management plan

#### FINANCIAL REPORTING:

- Lost time
- Liability management
- Recurring performance measures
- Project reporting

#### **CITIZEN CENTERED:**

- Customer satisfaction/ measurement
- Collaborative service delivery
- Aligning programs and services to meet customer needs
- Aligning the workforce to improve service delivery
- Improving citizen interaction and results
- Emergency preparedness

#### TECHNOLOGY PLANNING:

- 3-5 year technology plan
- Telecommunications technology
- Standardized systems and tools
- Data driven analysis, problem solving, and decision making
- Data warehouse
- "Smart Communities" initiative

#### **GOVERNANCE STRUCTURE:**

- Chief Information Officer
- Information Service **Advisory Committee** (ISAC)

#### **BUSINESS DEVELOPMENT:**

- Imaging and records management
- E-government
- Geographic Information Systems (GIS)

#### WORKFORCE PLANNING:

- Attraction, selection, development & retention of business required talent
- Leadership development & training
- Employee training and development
- Position control and mgt
- Performance Management Annual review
- Diversity
- Succession planning
- Labor/management collaboration
- Align HR with needs of departmental business
- Employee satisfaction measurement

#### **SYSTEM STRATEGIES:**

- Integrated competency model
- Fully integrated human resources business systems
- Civil service reform

- Organizational strategic planning
- Board of Supervisors strategic planning
- Departmental strategic
- Environmental scan
- Strategic priorities development
- 3-year renewal

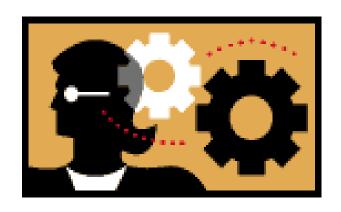


## Scenario Planning





# → A Tool for *Strategic Thinking*



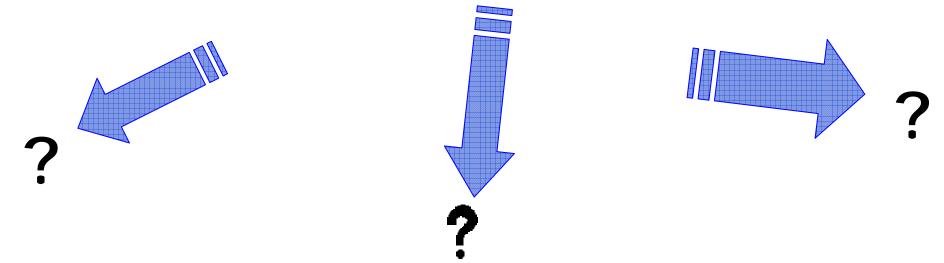


## Scenario Planning





→ Simplifies data into a limited number of possible states...







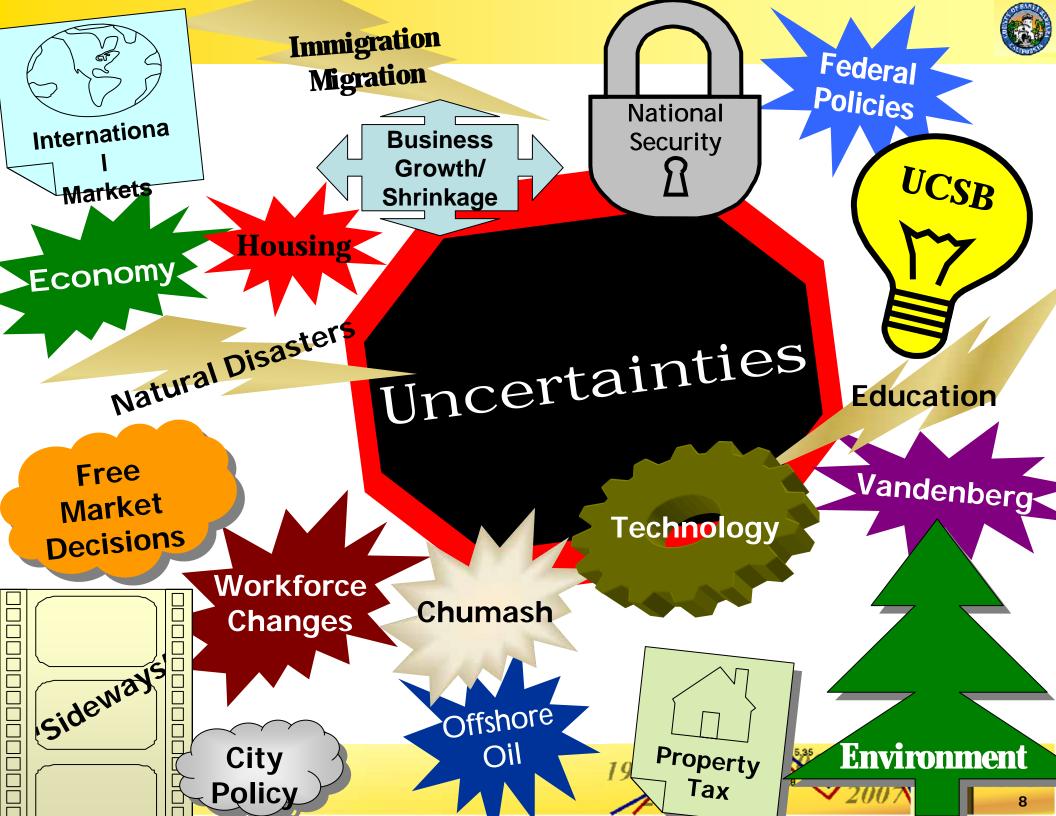
## Trends Within Driving Forces



- Population
- Land Use / Housing / Agriculture
- Employment
  - Labor force realities
- Transportation
- Poverty
- Education
- Health
- Crime/Public Safety
- Economy

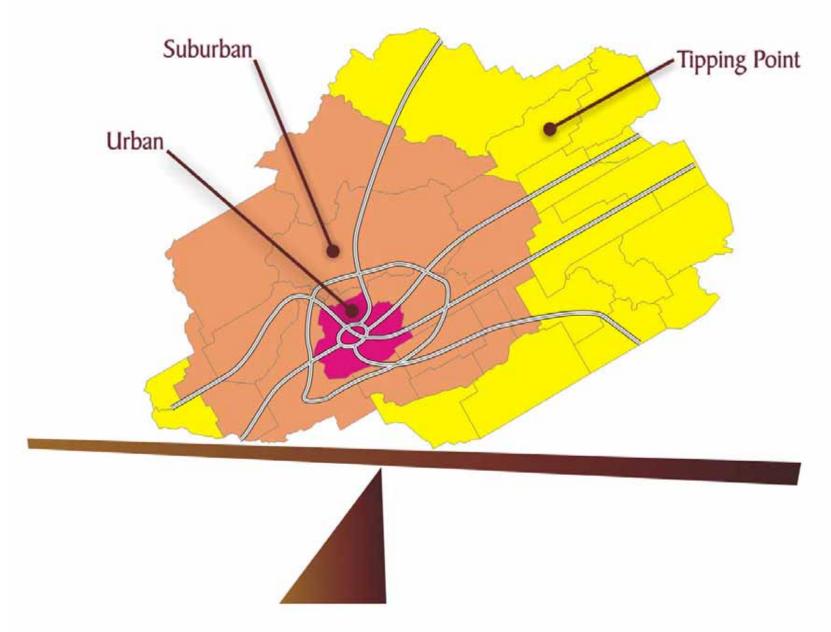






# **Tipping Point?**







## What is a Tipping Point County?

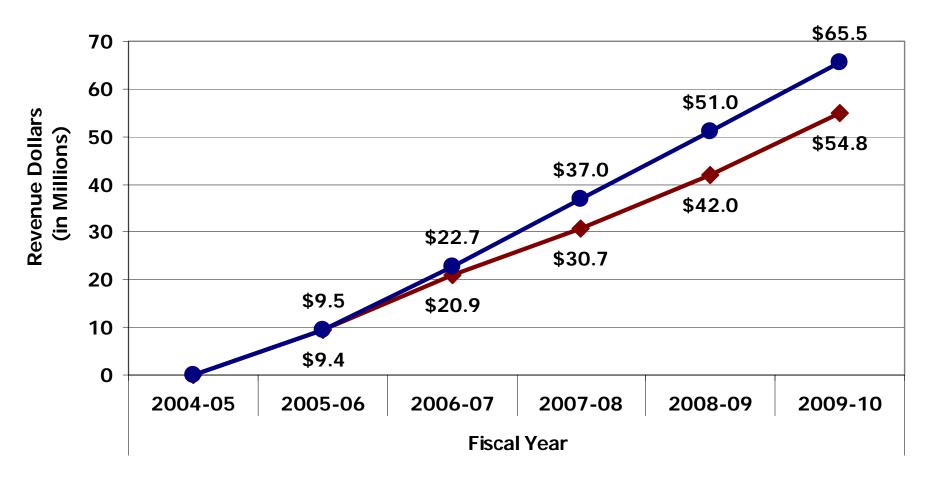


- Urban Fringe Counties facing annexation and shrinking population
- Services in demand, revenue decreasing
- Counties restructure and re-evaluate ability to fulfill core mission and achieve goals

## **Net Revenue and Expenditure Forecast**



- Cumulative Discretionary Revenue Increase
- -- Cumulative GFC Salary and Benefit Cost Increase



Source: Fiscal Year 2005-06 Recommended Budget



## Learning Scenarios

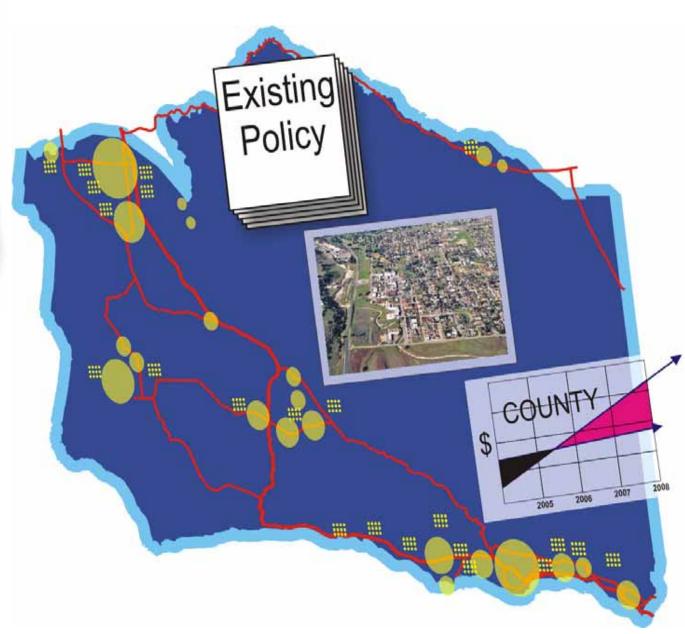


- Incremental Approach
- Resource Preservation Eco / Zone
- Capital Investment
- Urban Village / Rural Retreat

## Incremental Approach



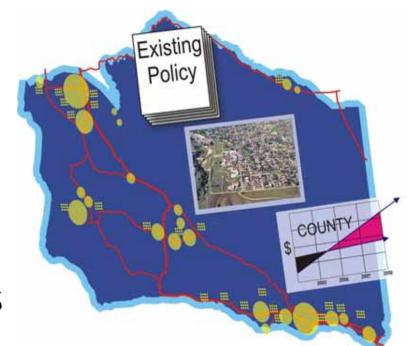




### Incremental



- Current level of services/programs provided
- Incremental increase/decrease to budgets given conservative increases in revenues
- Land use values preserve slow growth patterns, reliance on spot zoning
- Moderate transition to ranchettes in North County
- Infill South County
- Moderate expansion into North County agricultural areas

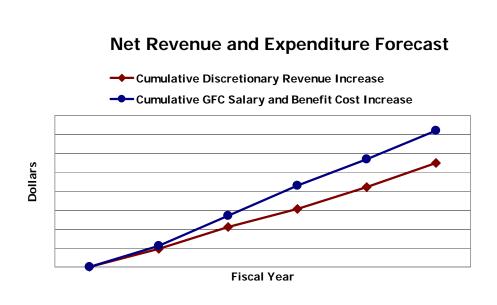


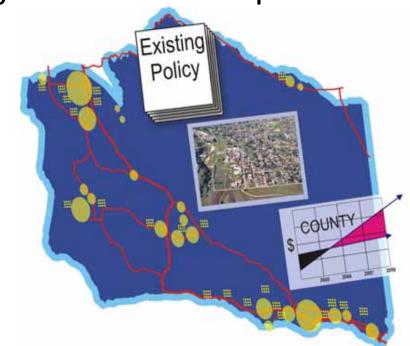


### Incremental



- Maintaining 'Status Quo' could lead to a <u>reduction</u> in current service levels in the "out" years
- In the short-term:
  - Property Tax growth will be higher than projected
  - Latest retirement fund returns higher than assumption rate







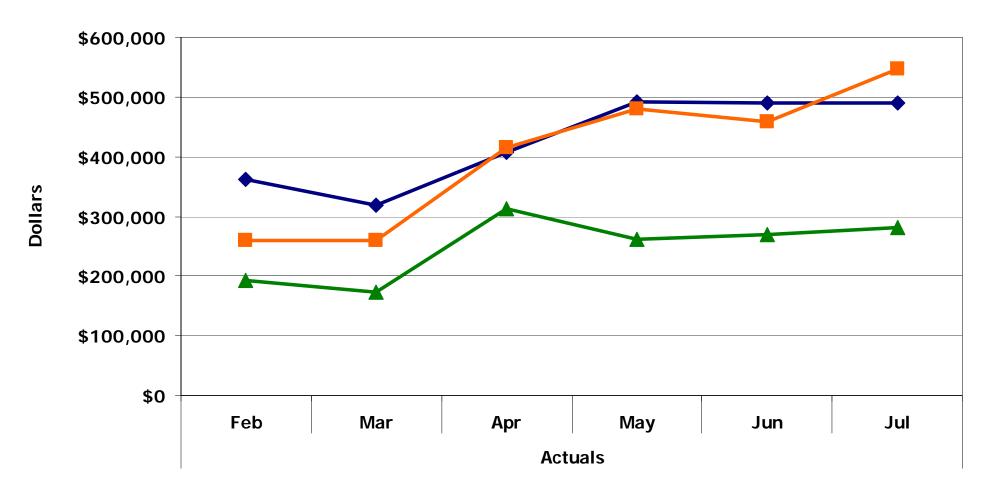
## **Property Transfer Tax Revenue**



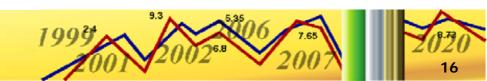
Fiscal Year 2004-05 - 6 Month Total: \$2,559,887

--- Fiscal Year 2003-04 - 6 Month Total: \$2,420,929

Fiscal Year 2002-03 - 6 Month Total: \$1,496,866



Source: ?



## Resource Preservation







### Resource Preservation - Eco / Zone



- Promote/Preserve unique environment
- Preserve/Restore habitats
- Restrictions on increase in residential, commercial, agricultural expansions
- Strict growth boundaries
- Attempt to maintain socio-economic characteristics
  - Affordable housing
  - Moderate job growth
  - Economy/markets respond to changing demographics hourglass economy

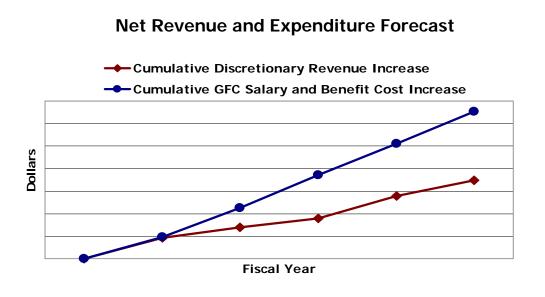




### Resource Preservation - Eco / Zone



- Preserve/Restore habitats
- Reduced funding for selected low utility programs
- Restrictions on housing, agriculture business growth
   →slower growth of property tax base could
   have some growth in "eco-tourism" area





# **Urban Villages**



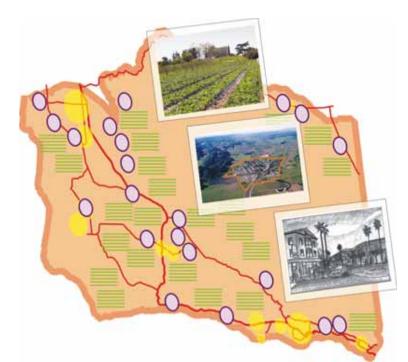




## Urban Village / Rural Retreat



- Preservation of agriculture in rural area
- Emergence of village centers (density and key services) with hard urban growth boundary (Cuyama, Sisquoc, Garey, Orcutt, Isla Vista)
- Policy support for agriculture outside boundaries
- Limited tax increase for moderate service/program expansion
- Pressure continues on housing and transportation



## Urban Village / Rural Retreat



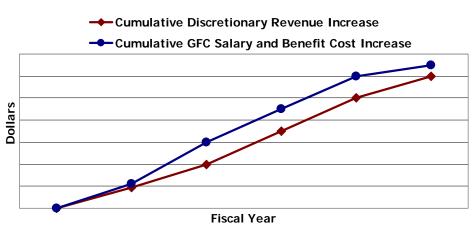
- Village centers provide housing, retail
- Isla Vista has hotel/conference center
- Supports intensive agriculture (row crops/wine)

Also ranchettes, small clusters

Retail and intense agriculture may increase low income jobs

and increase public assistance costs



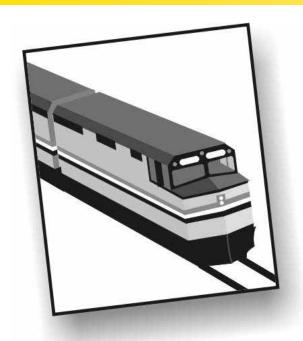




Revenue

Generating

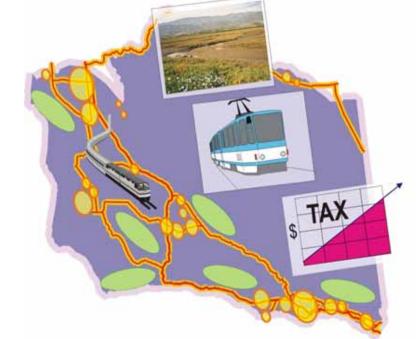






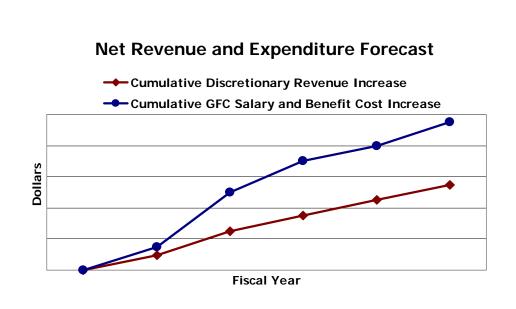


- Preserve Open Space
- Accommodate increased population and job growth via capital intensive programs
- Establish mechanisms to build housing, infrastructure, education systems, open space, economic development, transportation on transportation nodes
- Pay to Play
- Promote large home 'high tax' opportunities





- Increase in program specific revenues, not general revenue
- Growth depends on what is approved, and in parallel, what land use policies are adopted
- May or may not close the 'gap'







### What are the needs?

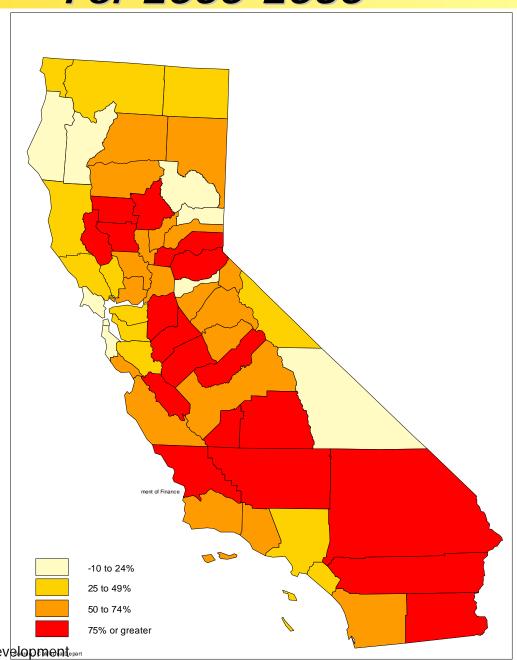
Emergency Room Differential	<b>\$</b>	/	Million
North County Jail		85	Million
Transportation Alternatives		576	Million
Open Space Acquisition		200	Million
Total	\$	868	Million



<sup>\*</sup>Ongoing annual maintenance not included for each capital program\*

# **Projected Population Growth Rate**For 2000-2030

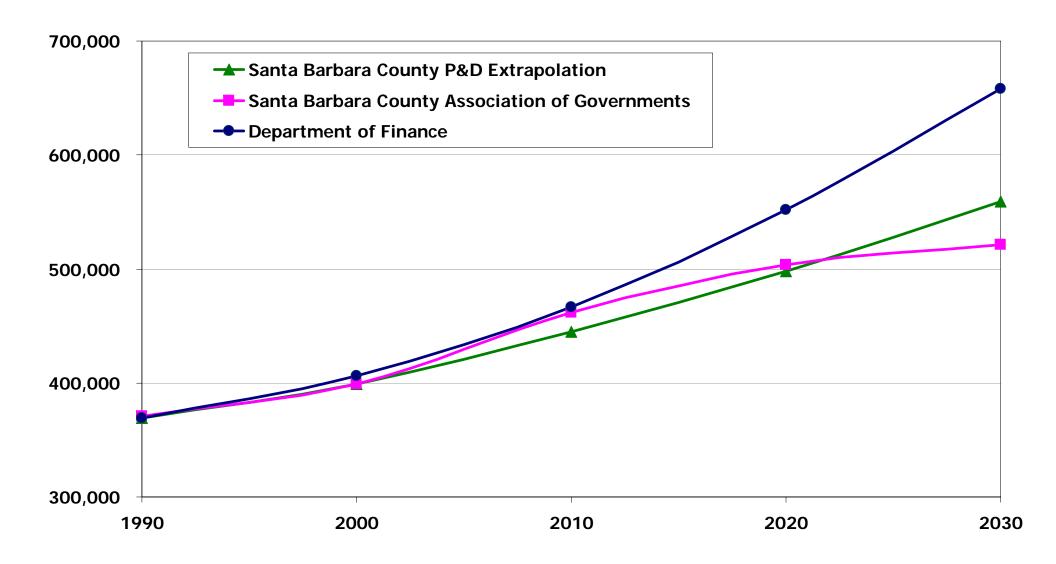






# Projected Population Growth Rate for County for 2000-2030



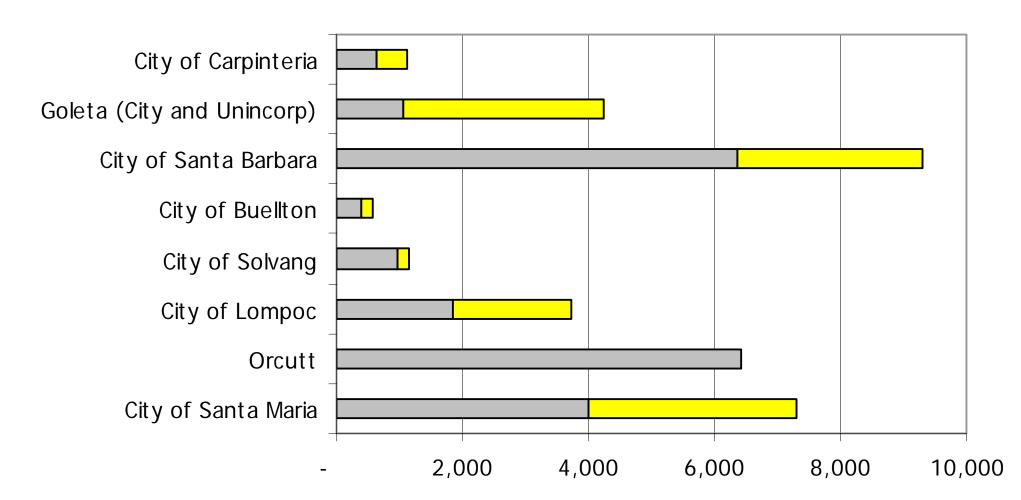




# Acres Needed to Accommodate Anticipated 2030 Population



- Existing Residential Acreage
- □ Add'l Residential Acreage Needed by 2030 at Current Growth Rates & Densities

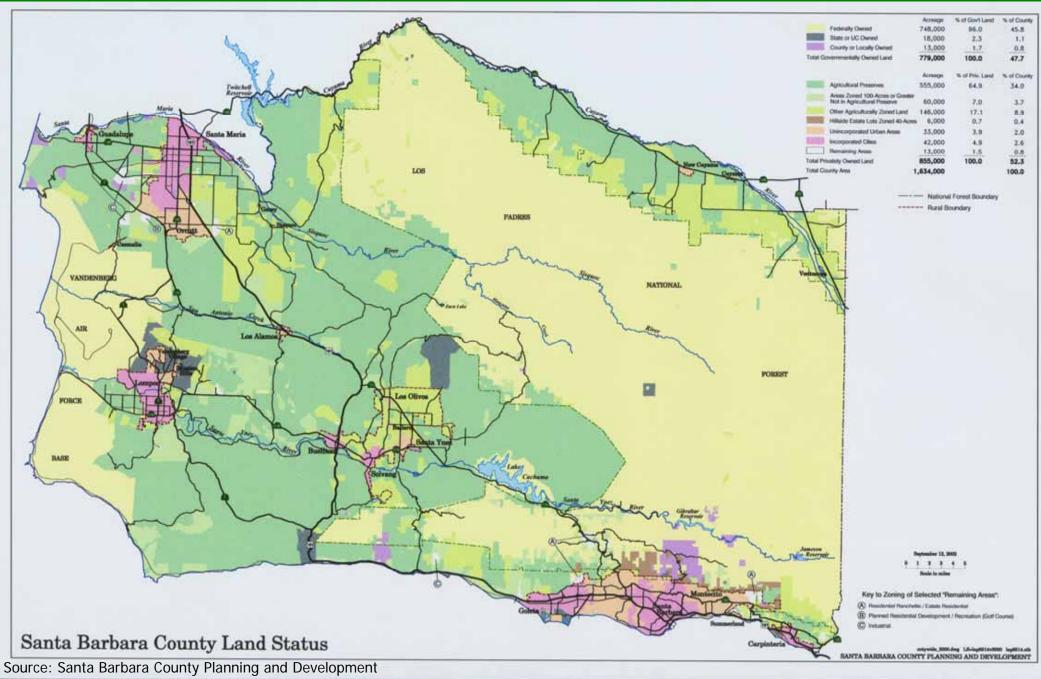






## **County Land Status**



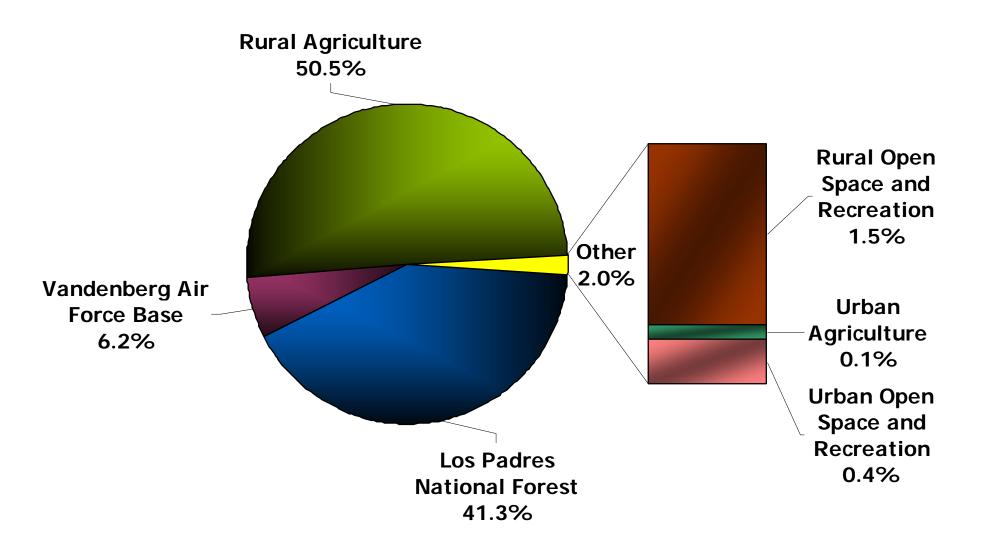


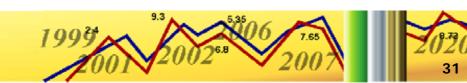
Strategic Scan

1999 2002<sup>6.8</sup> 5.35 06 7.55 2020 30

## Open Lands – 1.5 million acres

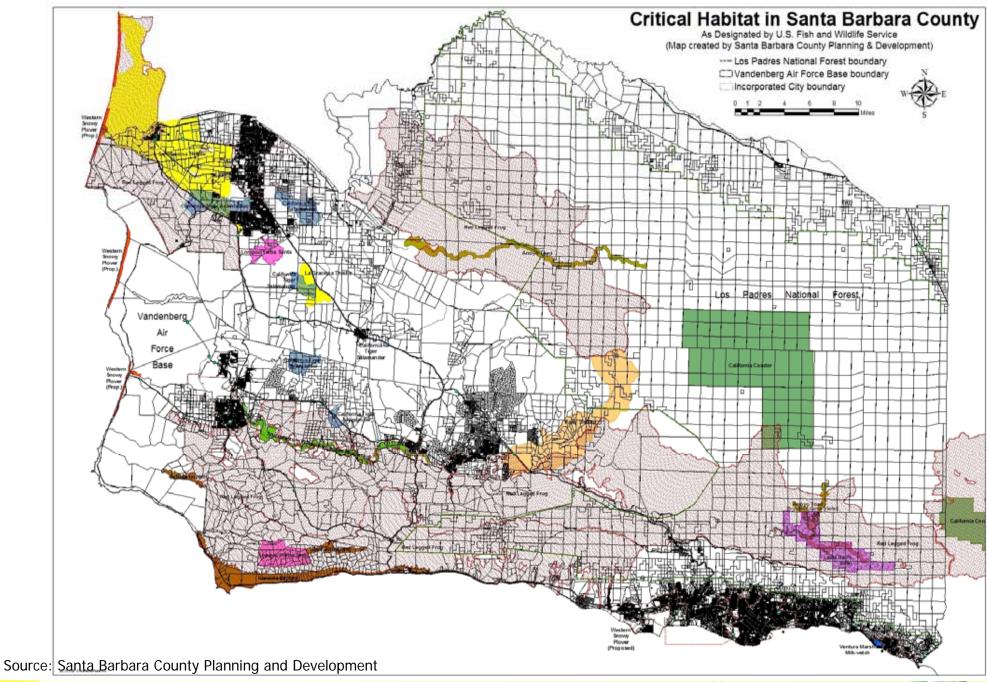






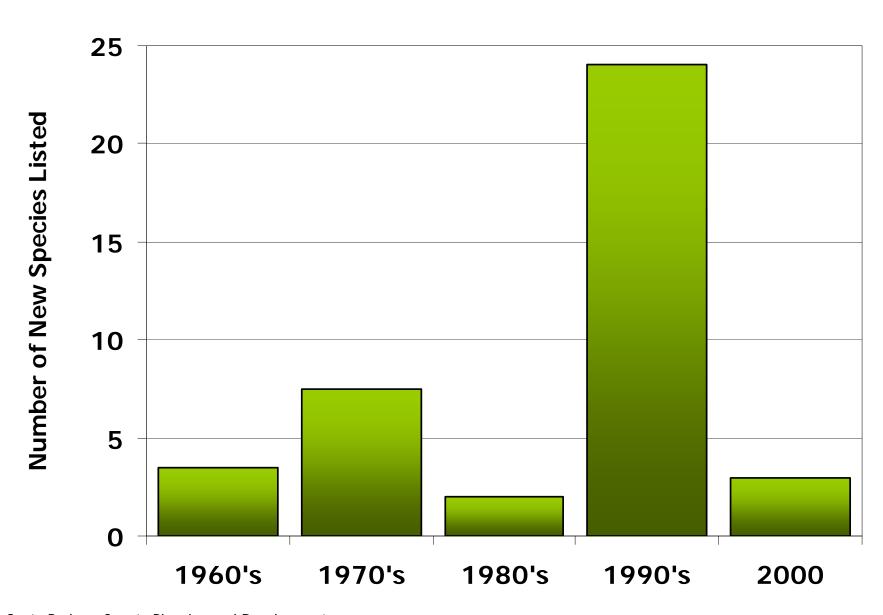
# Critical Habitat Map





# Endangered, Proposed and Candidate Species

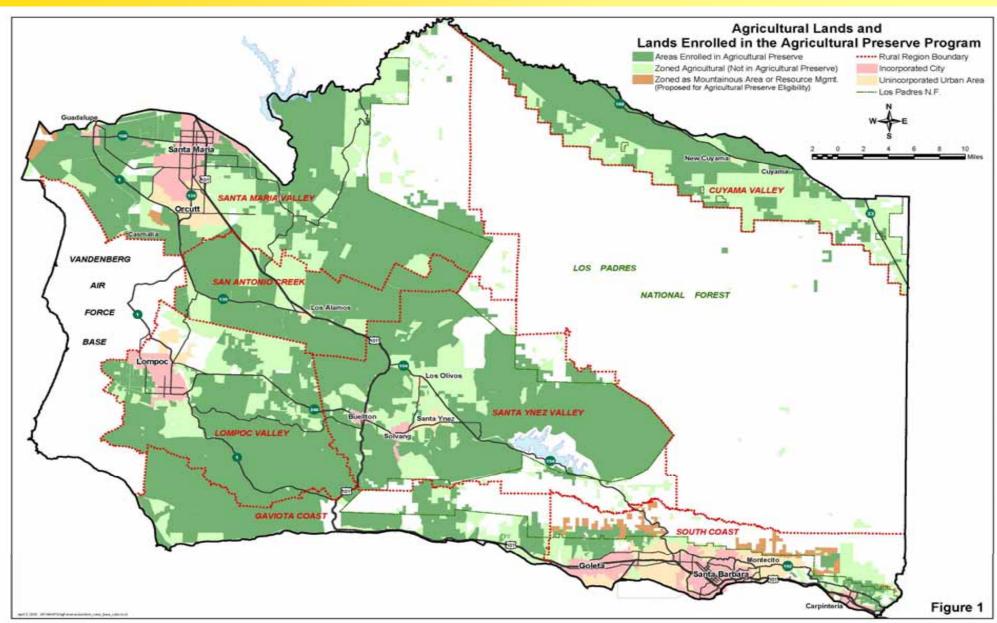






## Agricultural Lands and Lands Enrolled in Agricultural Preserve Program

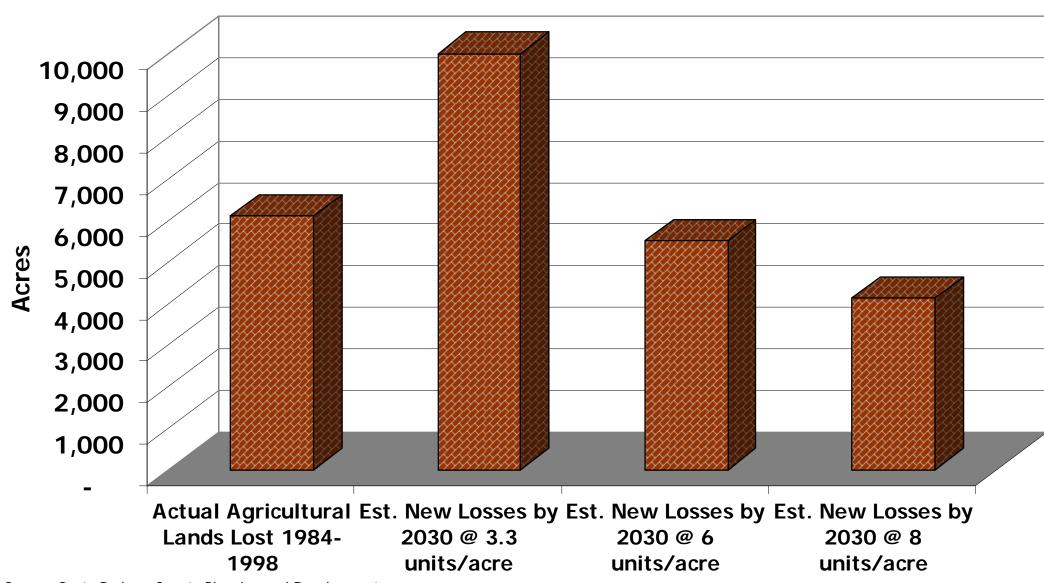






# Agricultural Lands Lost Actual and Estimated

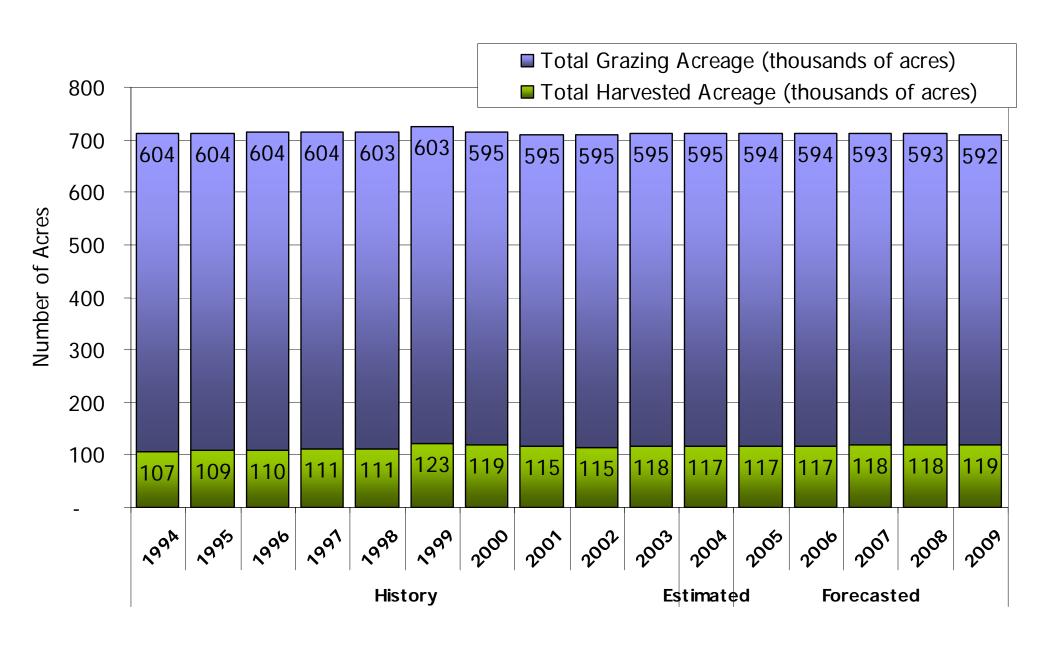






## Total Utilized Acreage



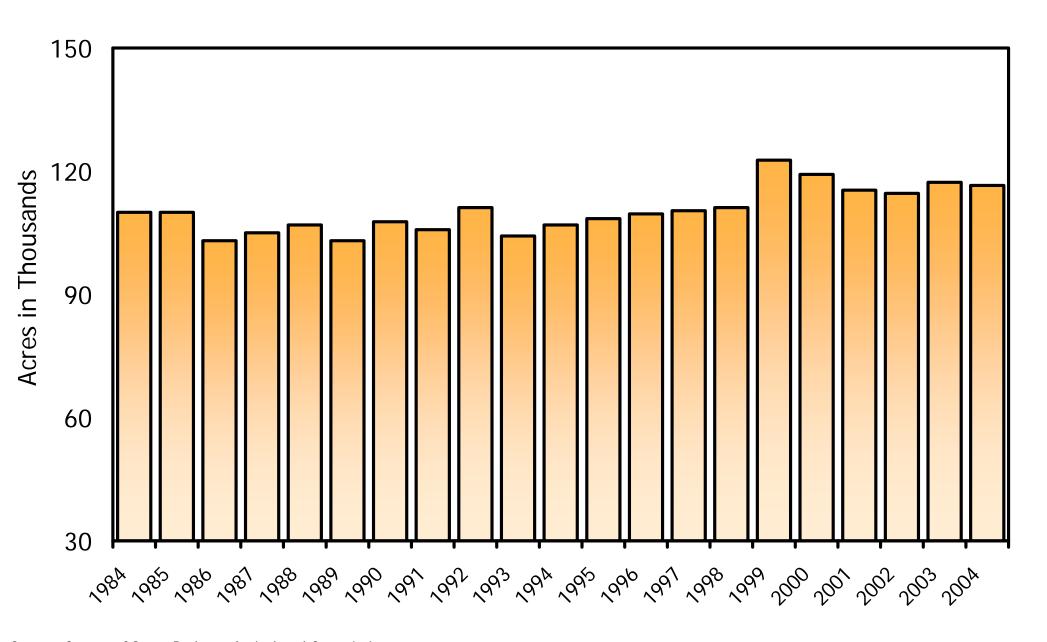


Source: UCSB Economic Forecast 2005



#### Total Harvested Acres





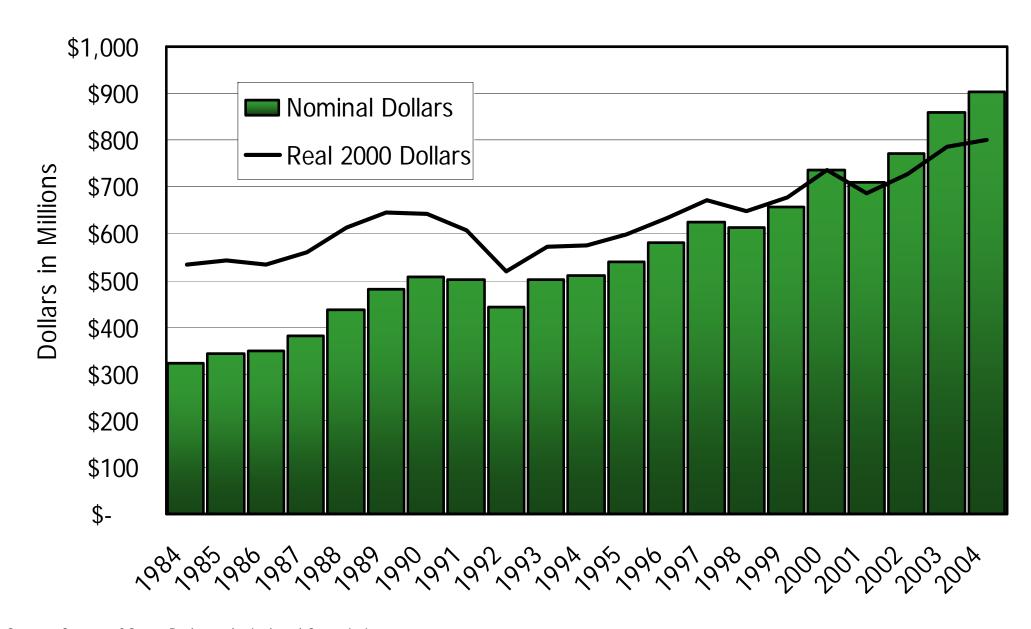
Source: County of Santa Barbara, Agricultural Commissioner via UCSB Economic Forecast 2005





#### Total Crop Value





Source: County of Santa Barbara, Agricultural Commissioner via UCSB Economic Forecast 2005

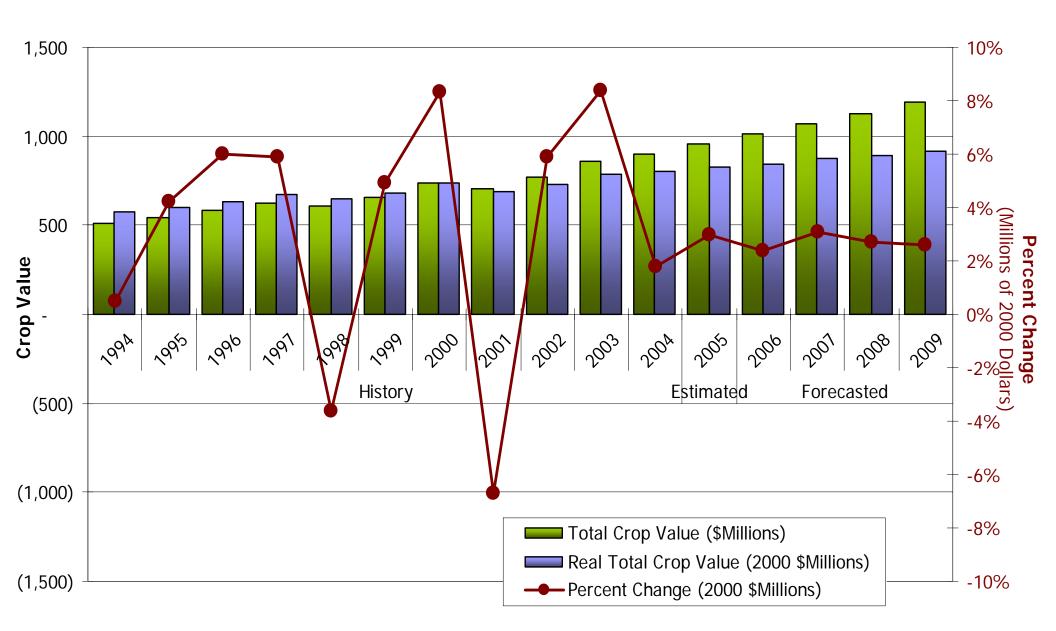






#### Total Crop Value





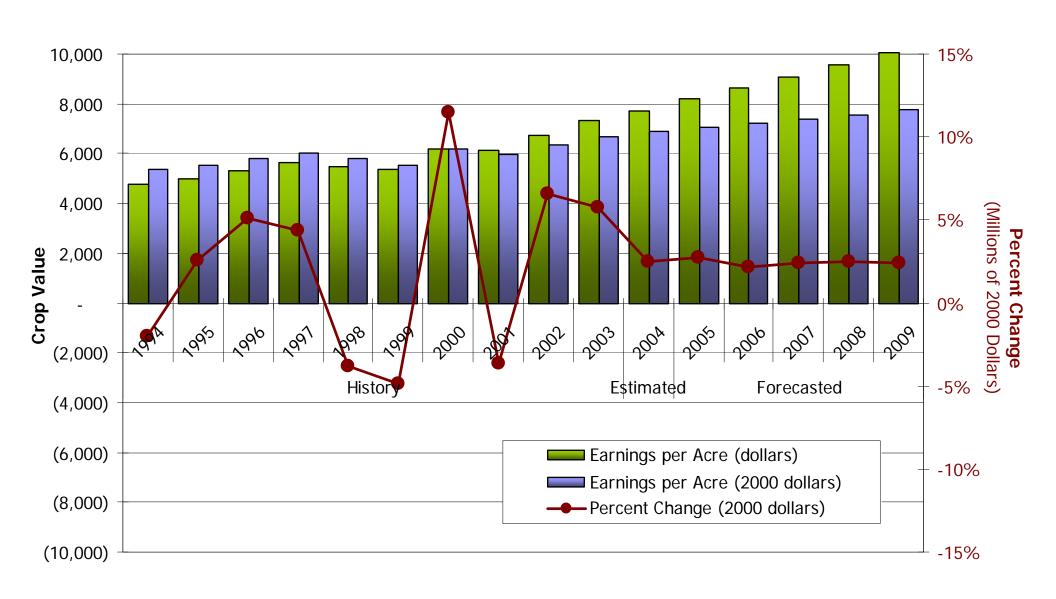
Source: UCSB Economic Forecast 2005

Strategic Scan



#### Total Crop Earnings per Acre





Source: UCSB Economic Forecast 2005



#### Production by Rank and Value



Crop	2004 Ranking	2004 Value	2003 Ranking	2003 Value
Strawberries	1	\$186,066,115	1	\$142,898,737
Broccoli	2	\$113,153,407	2	\$117,388,731
Wine Grapes	3	\$83,427,478	4	\$65,848,251
Head Lettuce	4	\$51,062,252	3	\$71,239,293
Cauliflower	5	\$35,790,197	6	\$43,595,172
Celery	6	\$31,007,372	7	\$33,655,806
Avocados	7	\$29,353,518	5	\$55,385,731
Cattle	8	\$28,610,862	9	\$23,431,109
Gerbera cut flowers	9	\$21,956,946	10	\$18,035,705
Leaf Lettuce	10	\$17,953,657	8	\$23,606,533

Source: County of Santa Barbara, Agricultural Commissioner via UCSB Economic Forecast 2005





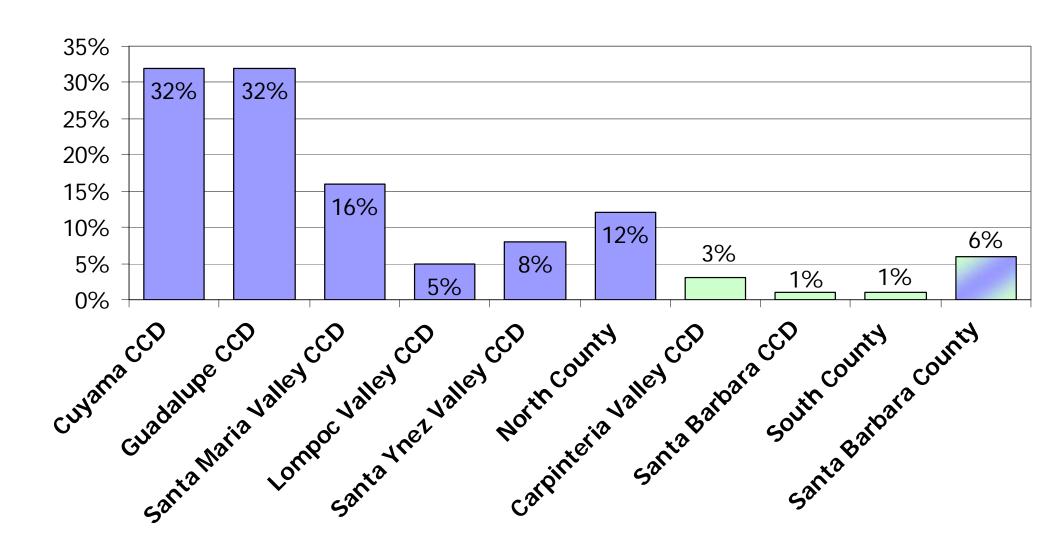
## Assessed Value of Agricultural Land (in Williamson Act Contract)



Category	Assessed Value per Acre (assuming a 100 acre parcel)
Grazing Land (Rangeland)	\$67-\$250
Pasture (Irrigated Pasture)	\$3,100
Irrigated Row Crops (Strawberry, Broccoli, etc)	\$10,700-\$12,300
Producing Wine Grape Land	\$6,000-\$25,000

#### Proportion of Total Workers Employed in Agriculture or Fishing Industry, by Residence



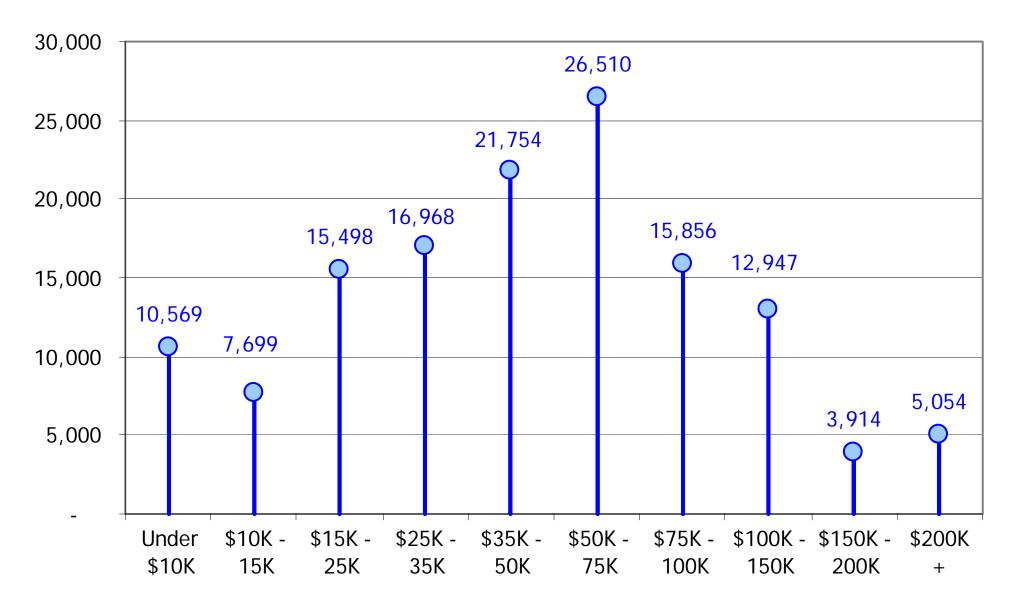


Source: 2000 Census



## Total Santa Barbara County Households by Income Bracket, 2000

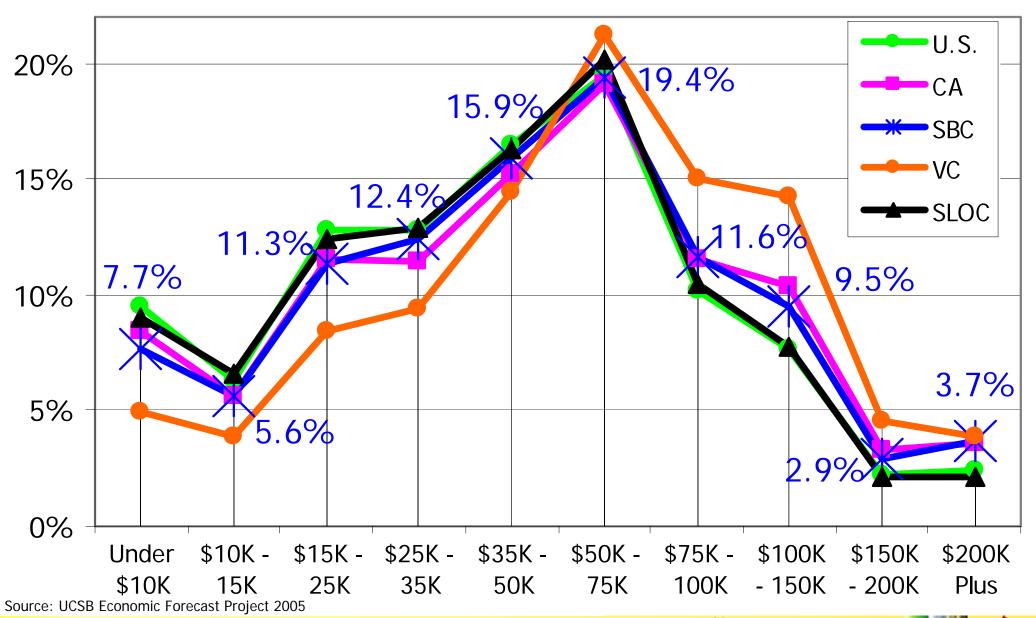






## Percent of Total Households by Income Bracket



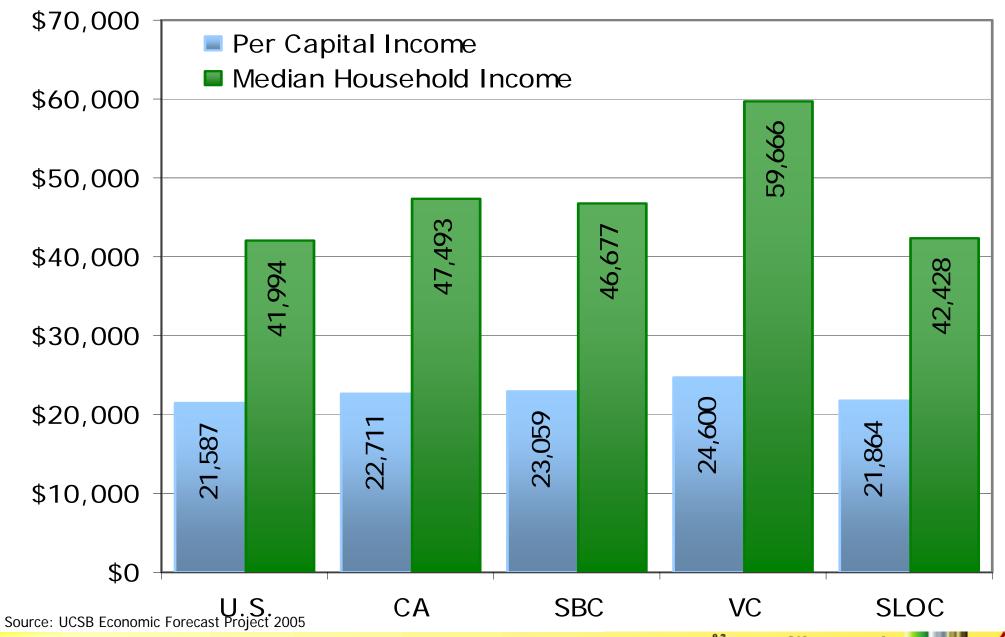


Strategic Scan



#### Median Household Income Per Capita, 2000



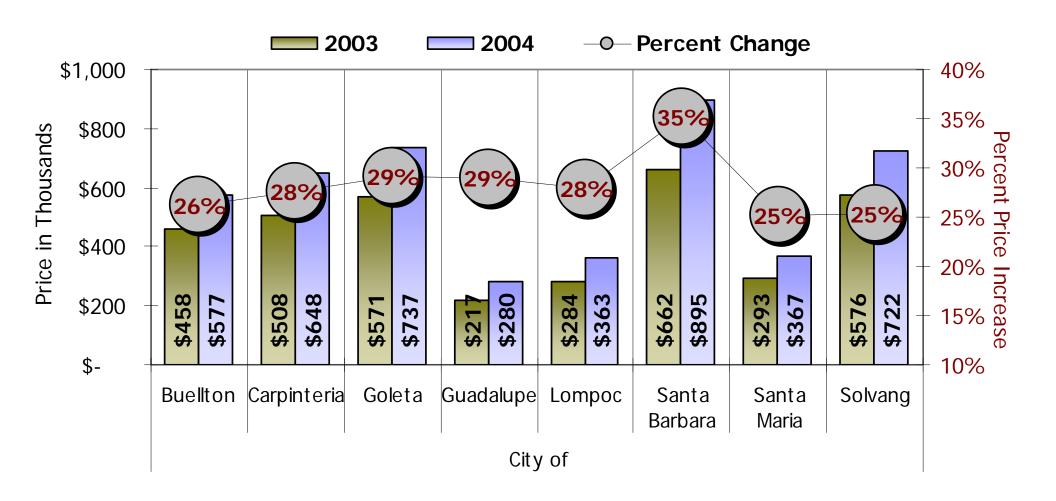


Strategic Scan

995 9.3 2002 5.35 2007 2007

#### Nominal Median Home Prices and Percent Change From 2003 to 2004, by City

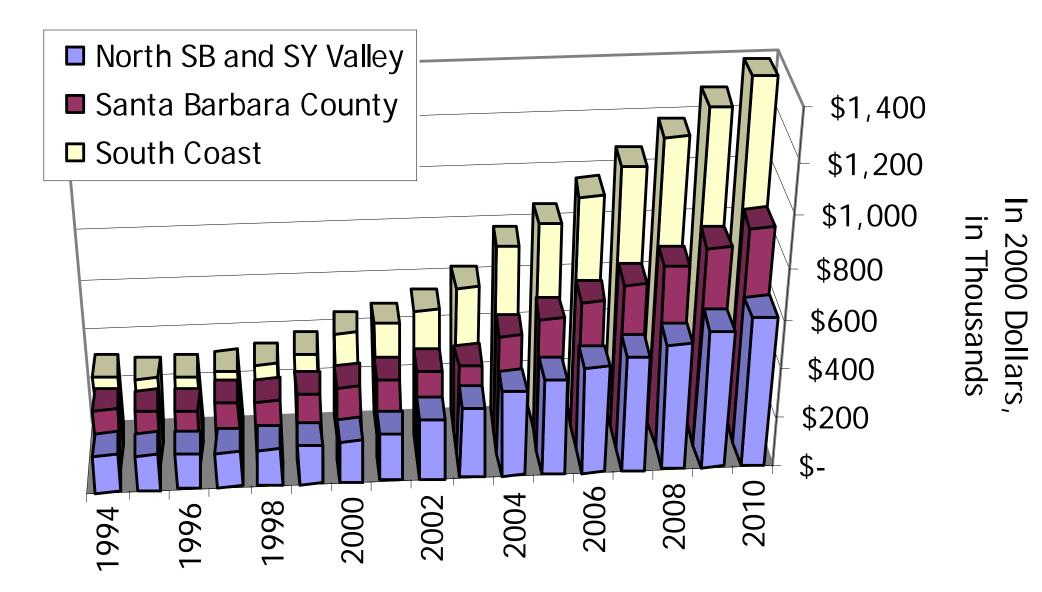


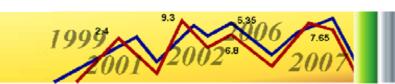




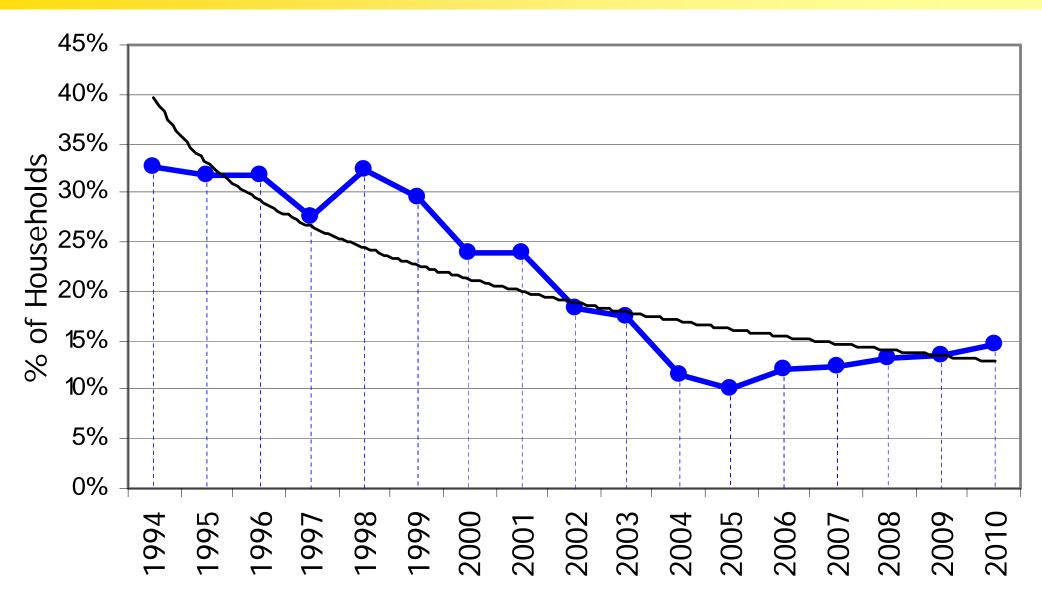
#### Median Home Price







# Housing Affordability Index Percent of Households Able to Afford Median Home Price



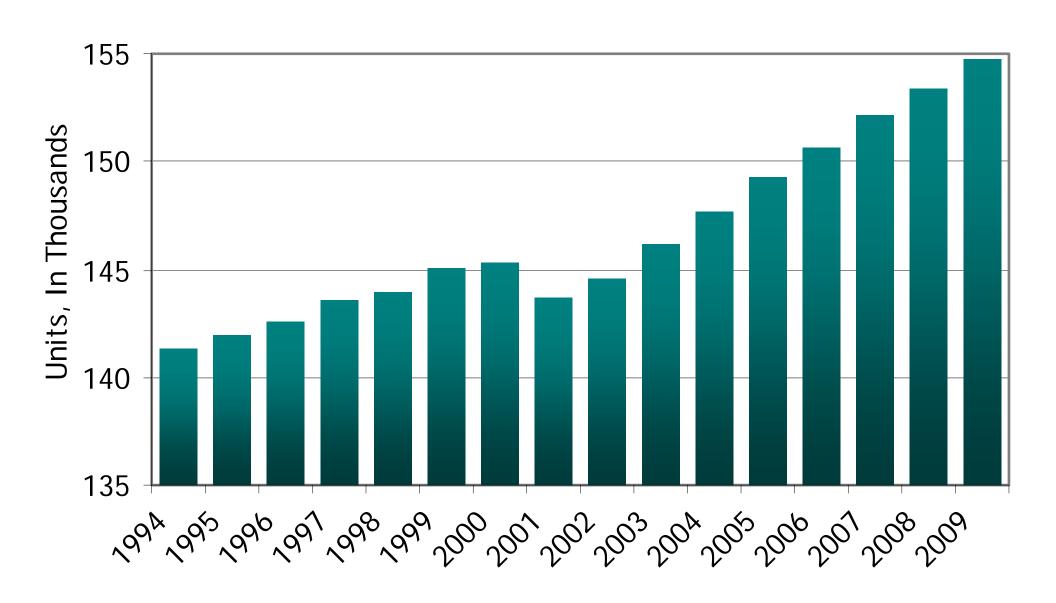






#### Housing Stock





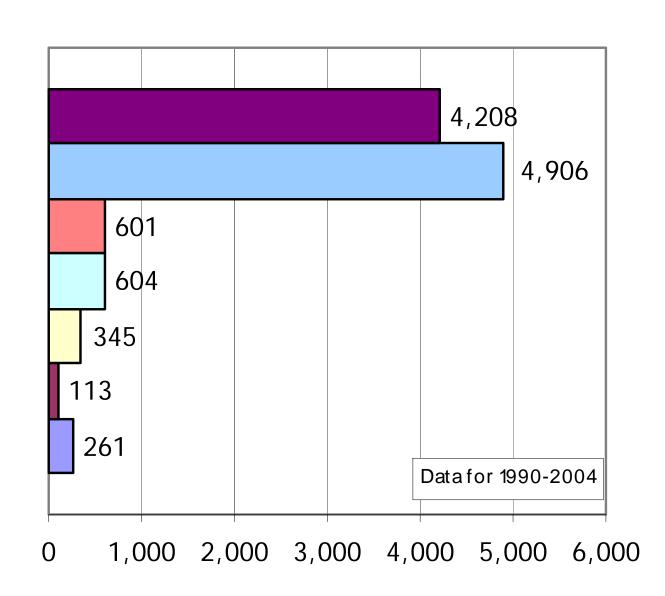




#### Single Family Building Permits



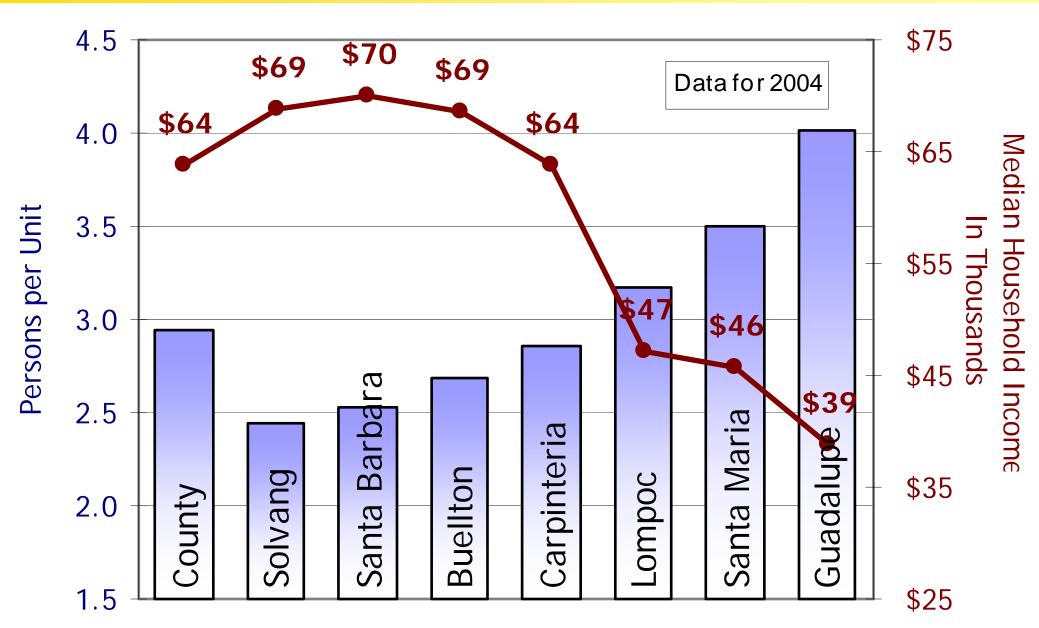
- Unincorporated Areas
- Santa Maria
- Santa Barbara
- Lompoc
- □ Goleta Valley
- Carpinteria
- Guadalupe

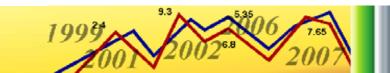




### Housing Density vs. Median Household Income

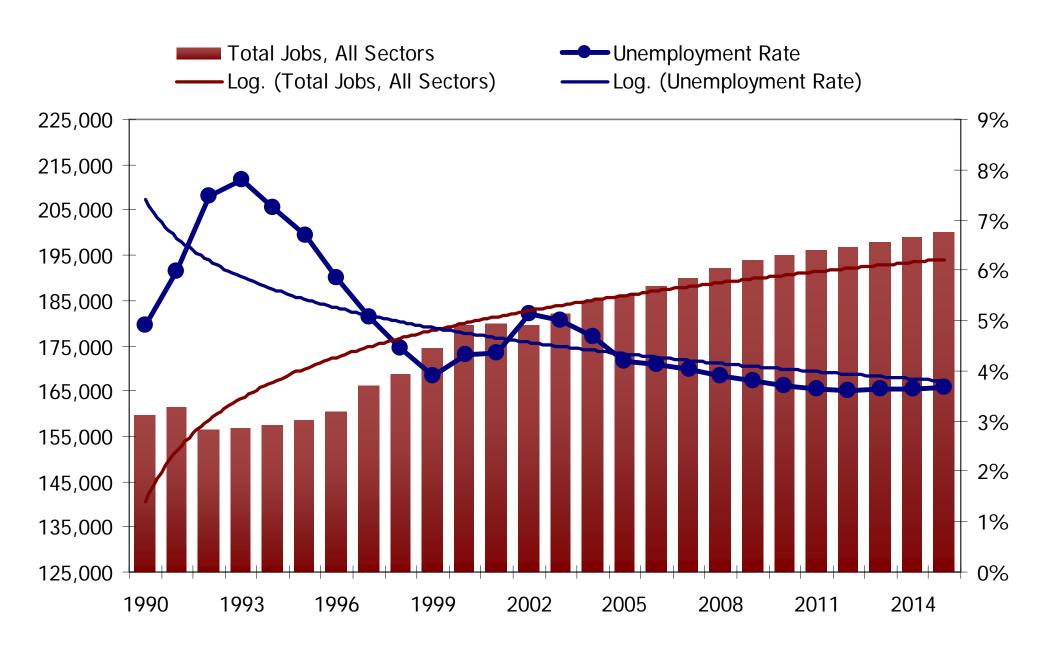






#### **Employment**



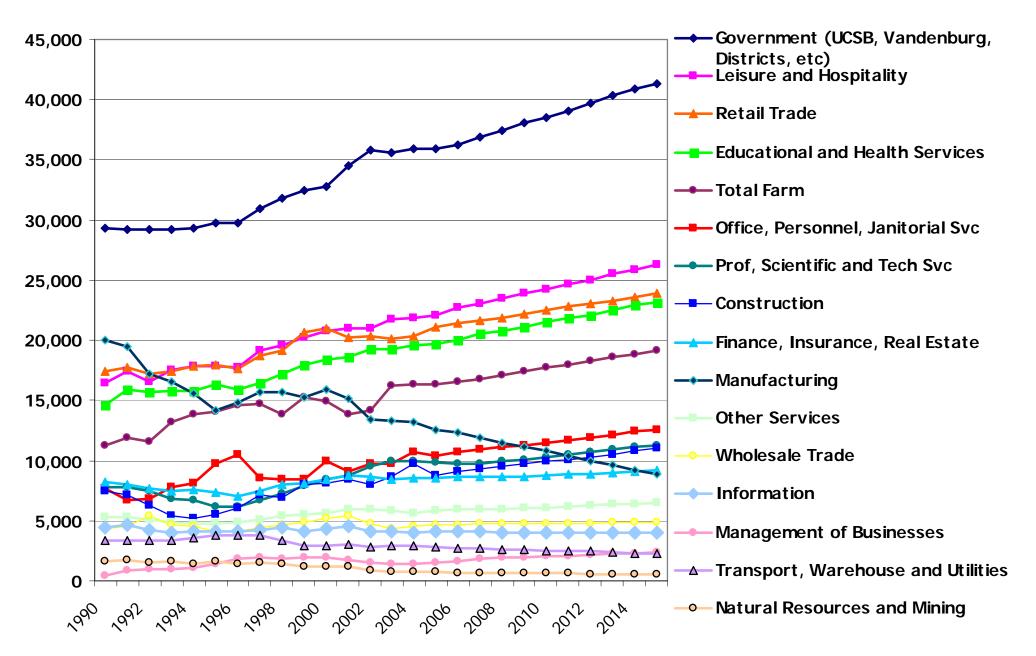






#### Job Growth by Job Sector



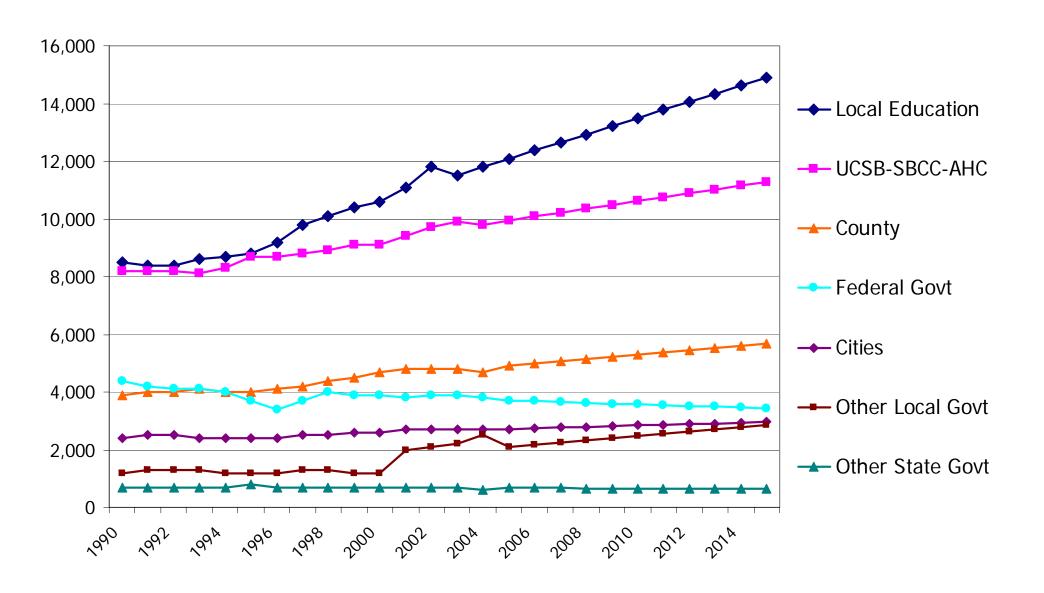


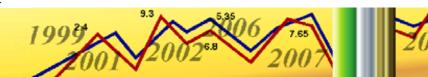
Source: U.S. Census Bureau and California State Employment Development Department



#### Job Growth within Government Sector

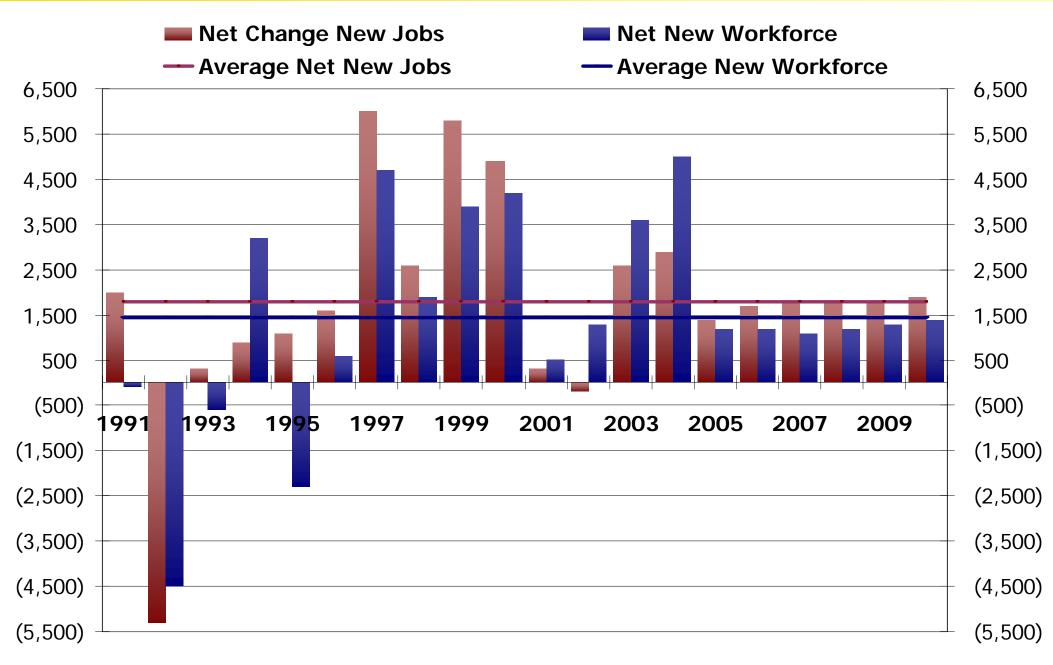




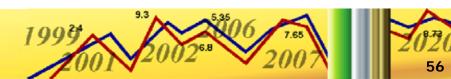


#### **Net New Job Creation**



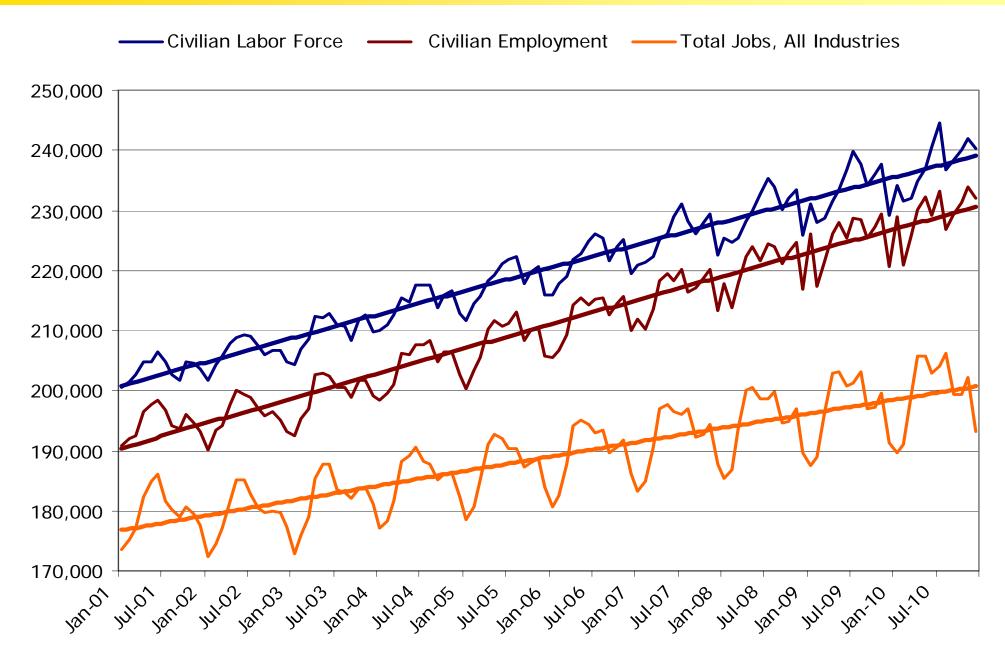




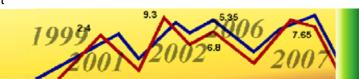


#### Growth in Workforce and Jobs





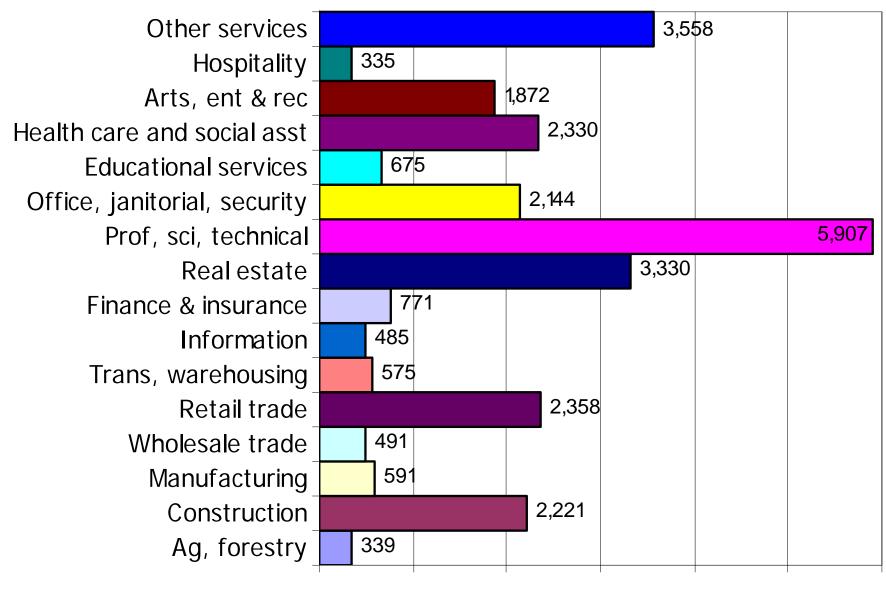




#### Number of Sole Proprietors in 2002



28,000 Non-Employee Schedule C Filers



Source: U.S. Census Bureau and California State Employment Development Department 1,000

2,000

3,000

4,000

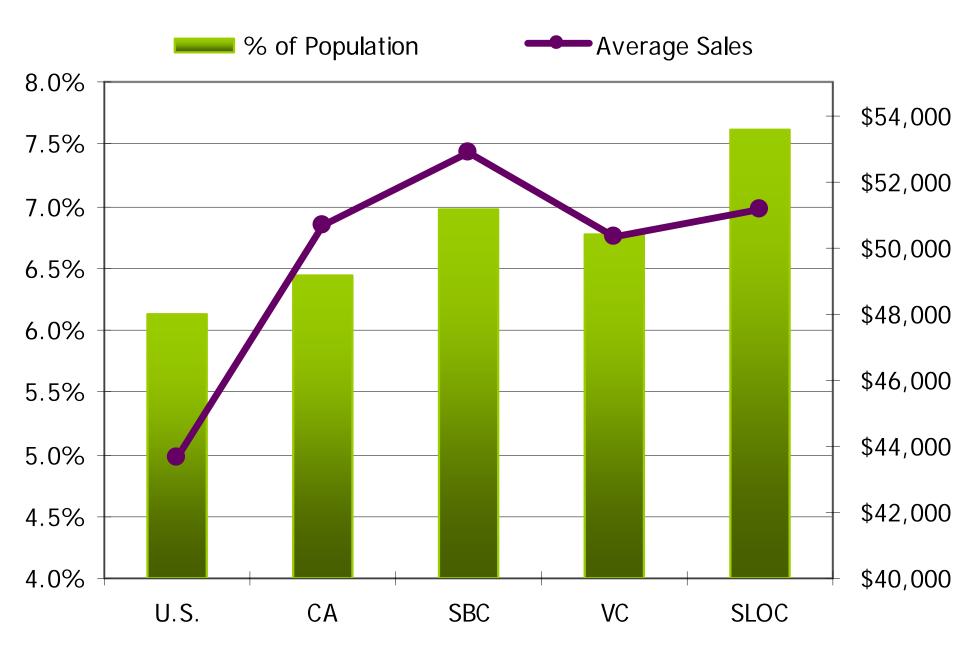
5,000

6,000



#### Sole Proprietors in 2002

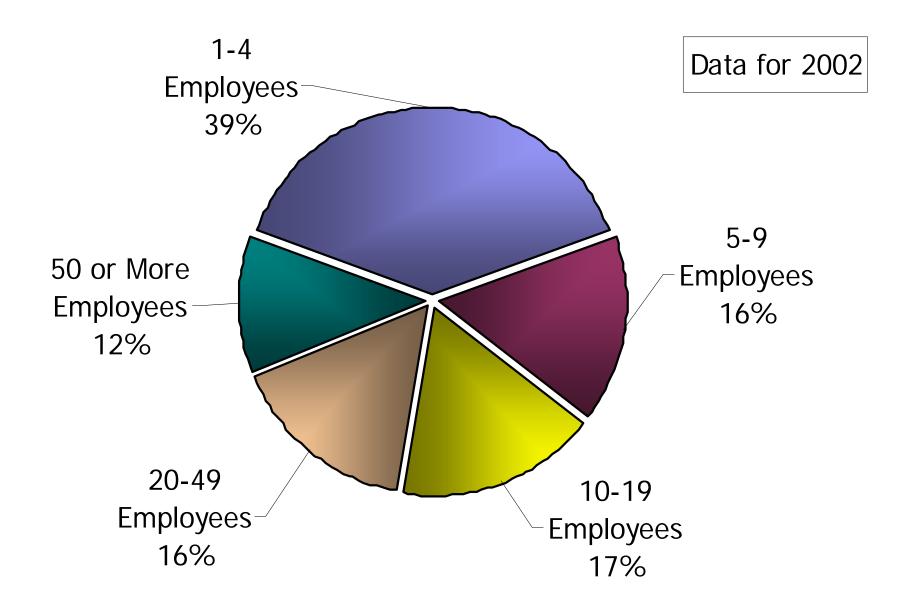






### Employee Count by Size of Manufacturer

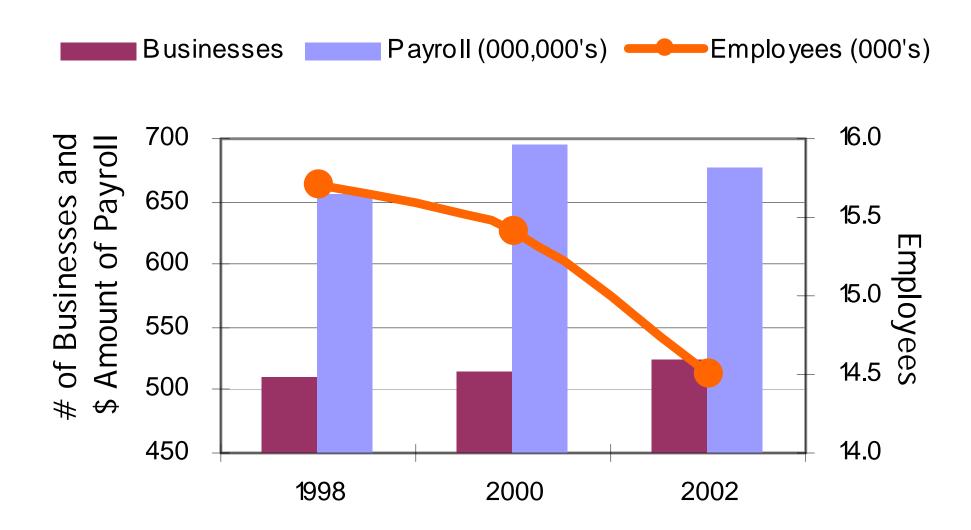


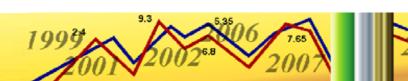




#### Manufacturing Jobs







### Santa Barbara County Human Capital Challenges



- Large employee population nearing retirement
- Difficulty attracting younger workers to public services
- Meeting needs of multi-generational workforce
- Competition with other employers for qualified workforce
- Mismatch of job requirements and workforce skills
- Trend toward professionalization of County jobs
- County employs many occupations projected to grow fastest
- County experiencing reduced numbers of applicants for entry level jobs
- Developing sound position for County in competitive market for talent

#### Disinclination of Young Toward Public Service



Nationally, jobs in the private sector are viewed as "better" at:

- Offering interesting and challenging work
  - Rewarding outstanding performance
  - Allowing employees to take initiative

#### 2001 Hart-Teeter survey of college educated Americans

The County's experience reflects this trend:

Employees	Age 18-29
2001	11.8%
2005	9.7%

Average General Employee Age at Entry		
Prior to 10/94	33.2	
Since 10/94	36.7	





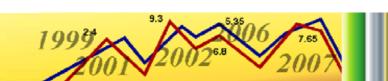
#### SBC's Unique Challenge



Santa Barbara's housing named "least affordable" in U.S. by the National Association of Home Builders, January 2005

Median Home Prices			
Area	6/2005	Increase from 6/2004	
SB County	704,270	23.0%	
South Coast	1,260,000	15.1%	
North Coast	463,380	19.9%	

Single most common reason for voluntary, nonretirement separations in Fiscal Year 2004-05: "Moving Out of Area" (20%)



#### Commuting Workforce



Increasingly, County Employees Are a Commuting Workforce

	2000	2005	Change
Total Regular EES	4,271	4,120	151
Live in South County	1,845	1,556	289
Live in North County	1,945	1,942	3
Live Outside SB County	481	621	(140)
	11.3%	15.0%	

#### Total Compensation is Not Competitive



85% of classifications surveyed in 2004 were found to pay compensation amounts totaling less than others - under market compensation rates

Differential to survey mean in 2005:

Staff Nurse	-20.1%
Appraiser II	-14.3%
Environmental Health Specialist	-20.5%
Mental Health Practitioner II	-19.2%
Corrections Officer	-15.4%
Eligibility Worker II	-15.1%
Office Assistant II	-20.6%

#### Total Compensation is Not Competitive



#### Insurance:

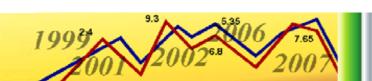
- Employee monthly cost for Family HMO Insurance
  - Santa Barbara County
  - 10 County Average
  - Local City Average

- \$ 373.04
- \$ 209.77\*
- \$ 175.50\*\*
- \* 56% of SB County employee cost
- \*\* 47% of SB County employee cost

Based on 2005 premium for agency's highest cost HMO plan & cost for largest General bargaining unit

#### **Retirement:**

 Comparison agencies have better retirement formulas than Santa Barbara County



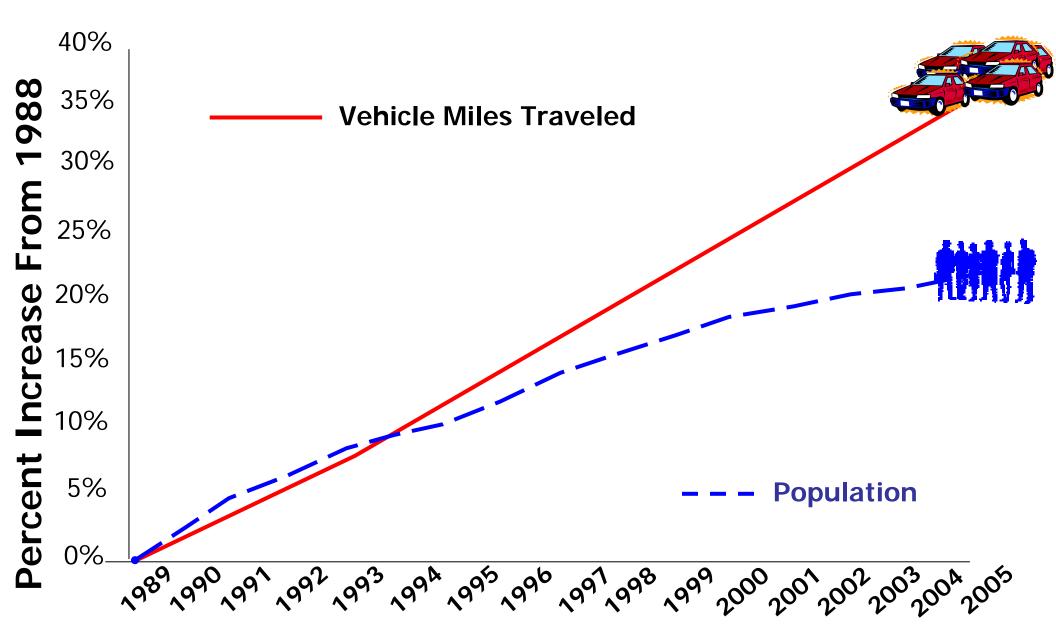
#### Human Capital Strategy



- Develop organizational depth and flexibility through systems and programs that encourage employee development, initiative and organizational loyalty
- Develop compensation and reward strategies to attract and retain high performing employees
- Identify human capital needs as an organizational priority and commit resources to implement strategies

#### Transportation Vehicle Mile Growth





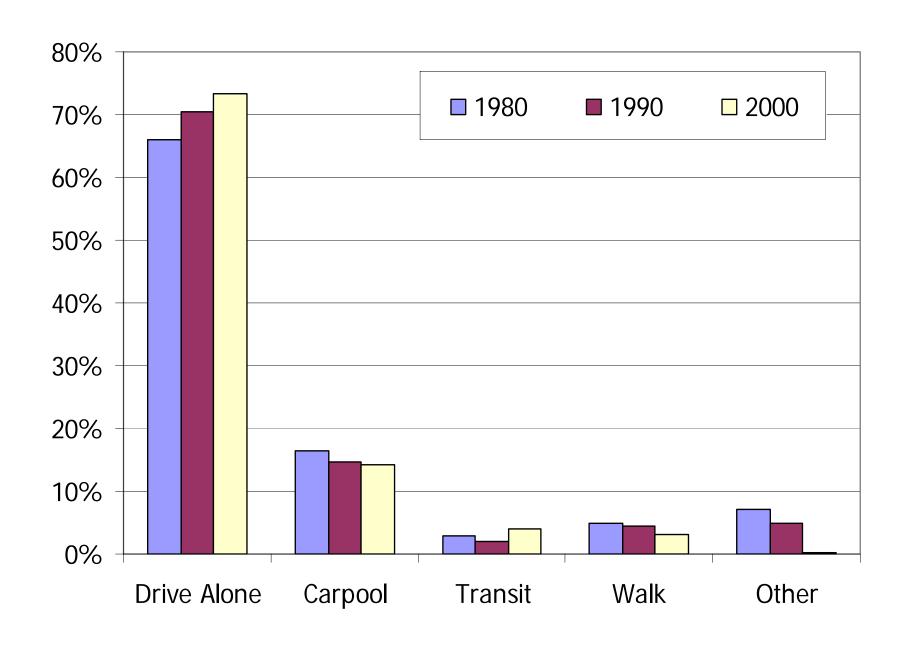
Source: County of Santa Barbara, Public Works

Strategic Scan



#### County-wide Commuting Trends





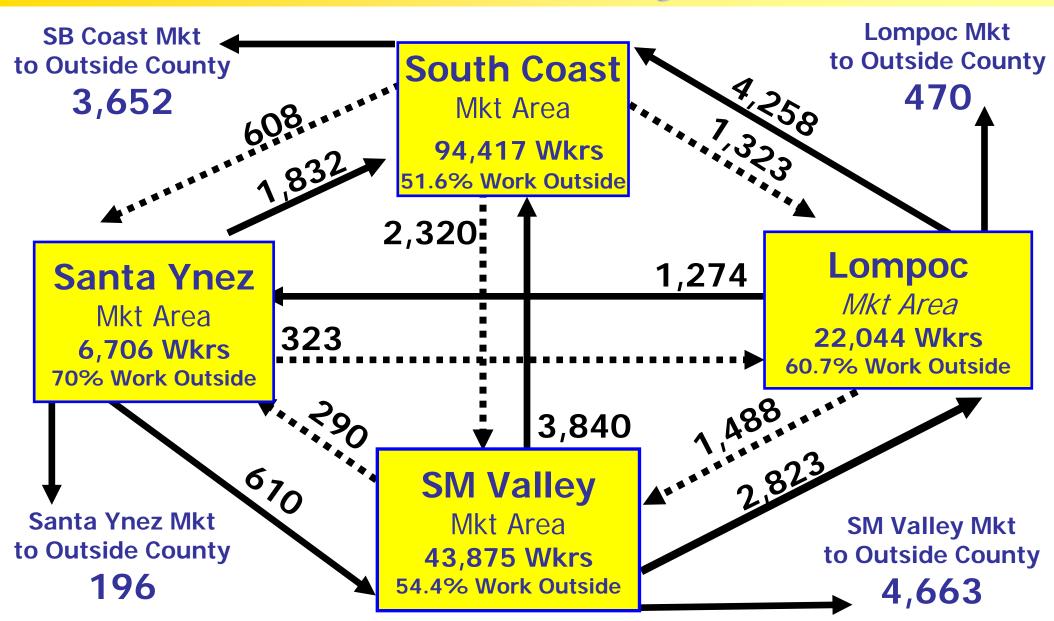
Source: County of Santa Barbara, Public Works





### Commute Patterns Within County





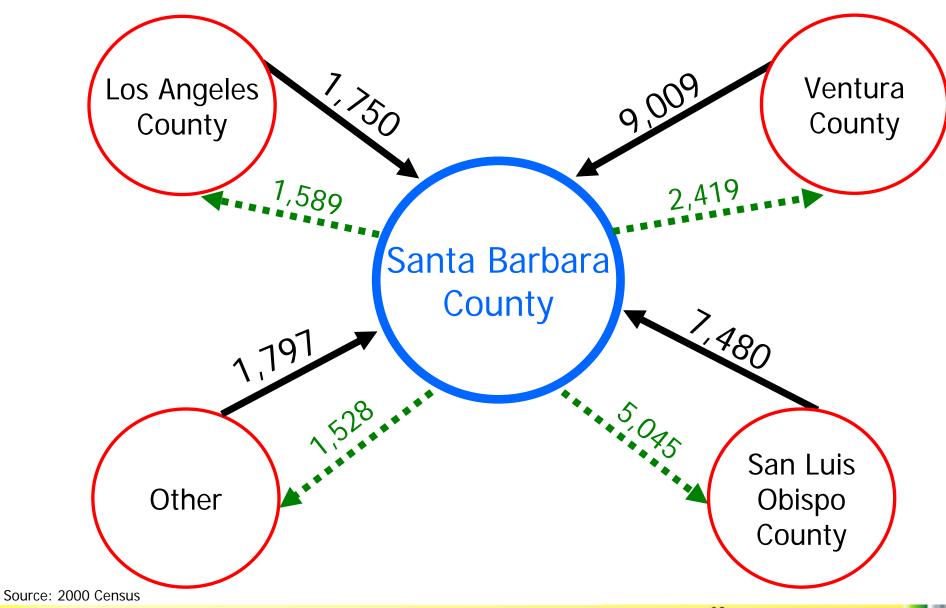
Source: 2000 Census

1999 2002 53506 7.65



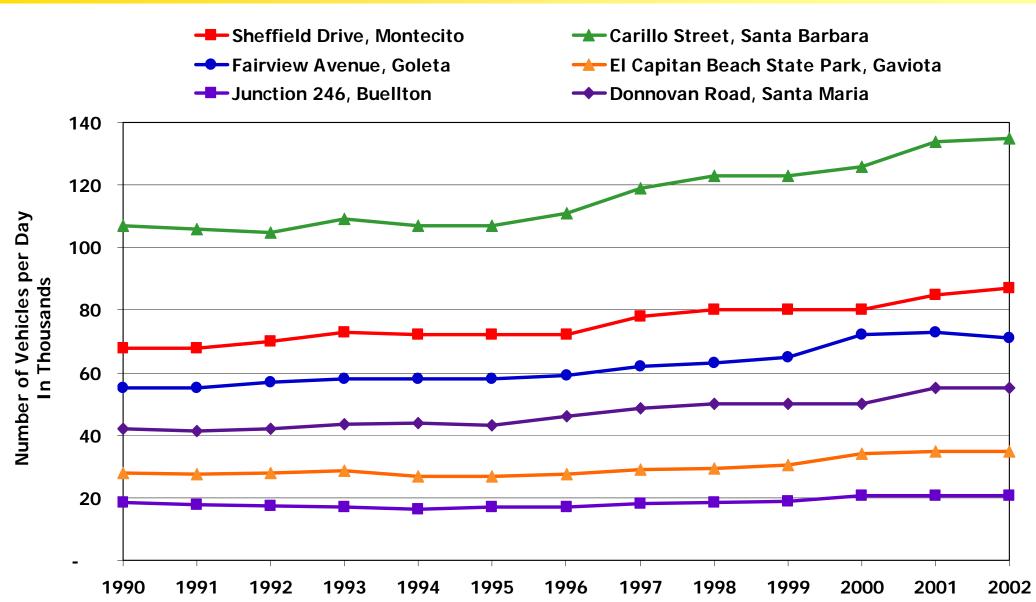
## Commute Patterns To / From Neighboring Counties





# Vehicle Count on Highway 101 Through Santa Barbara County





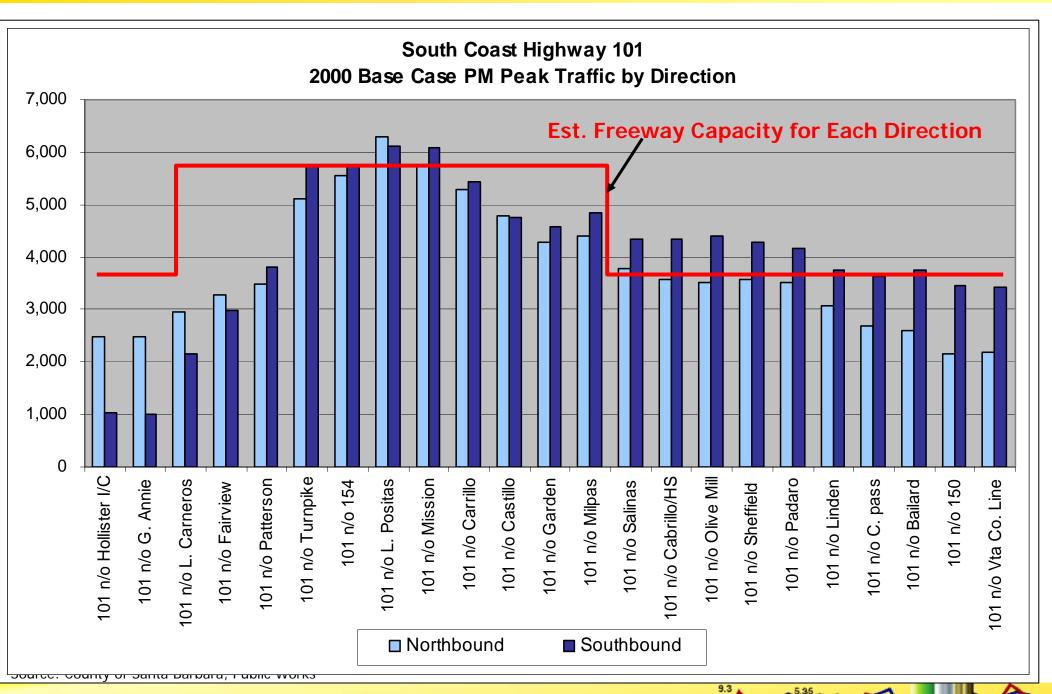
Source: Santa Barbara Association of Governments – 2002 Commute Profile





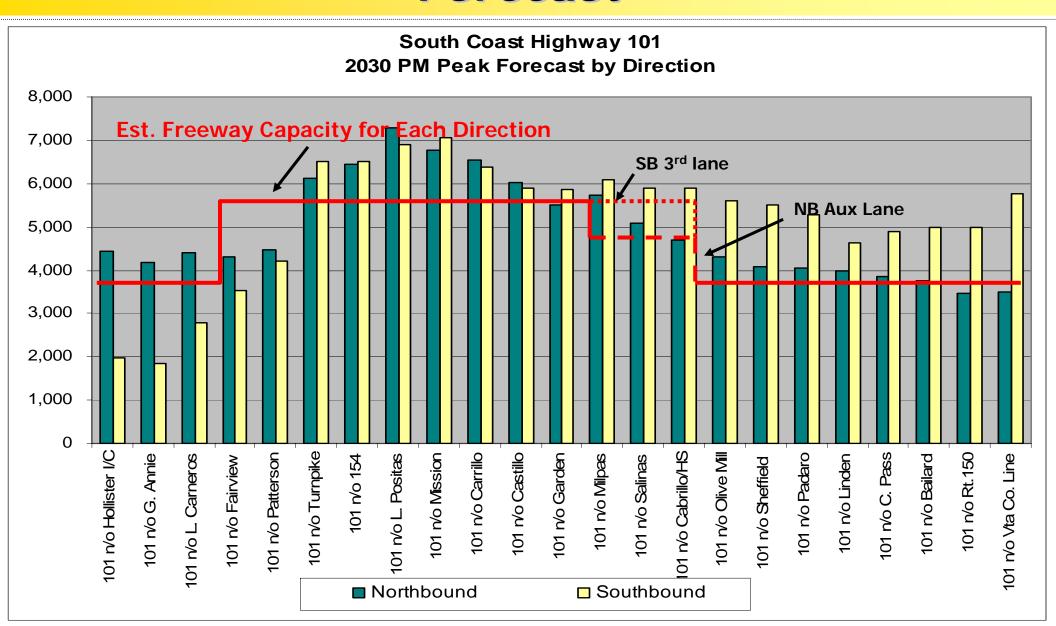
### Highway 101 South Coast Traffic





## Highway 101 South Coast Traffic Forecast



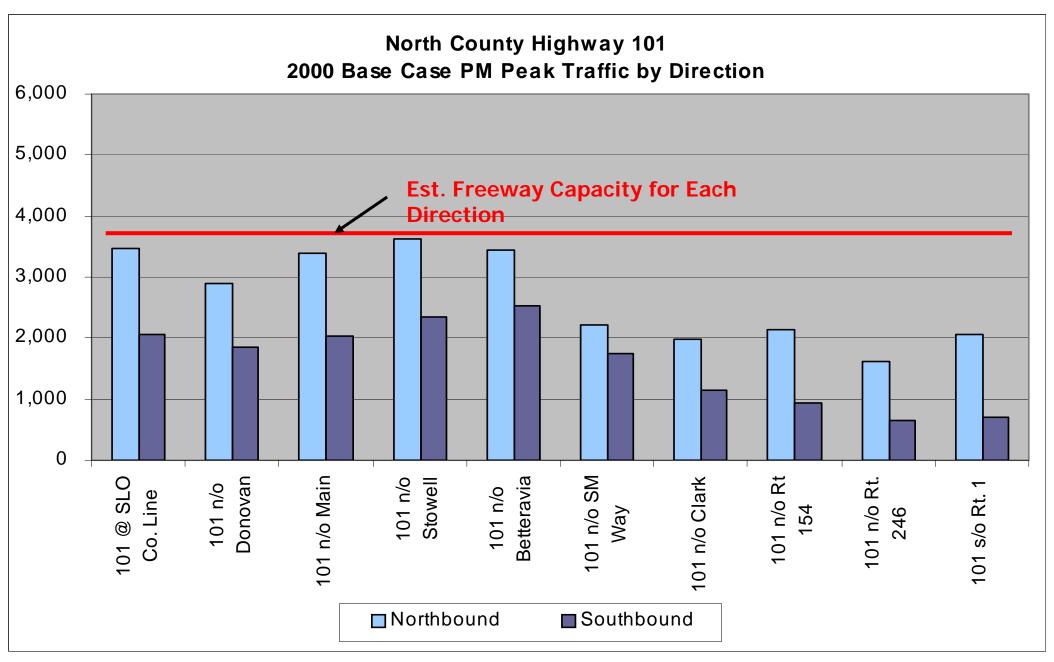






## Highway 101 North County Traffic



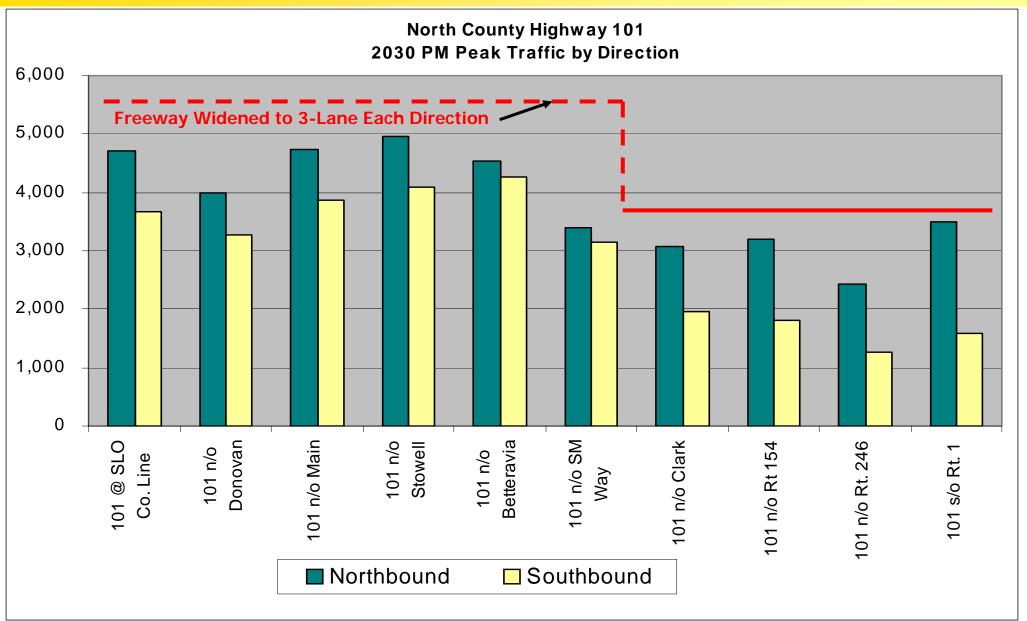






## Highway 101 North County Traffic Forecast

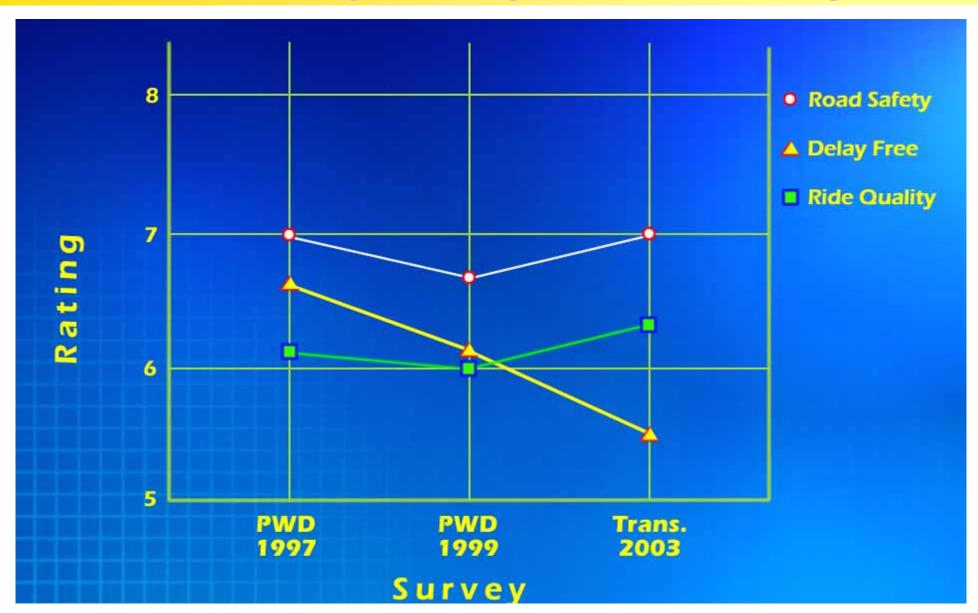








# Customer Ratings Ride Safety, Delays, and Quality

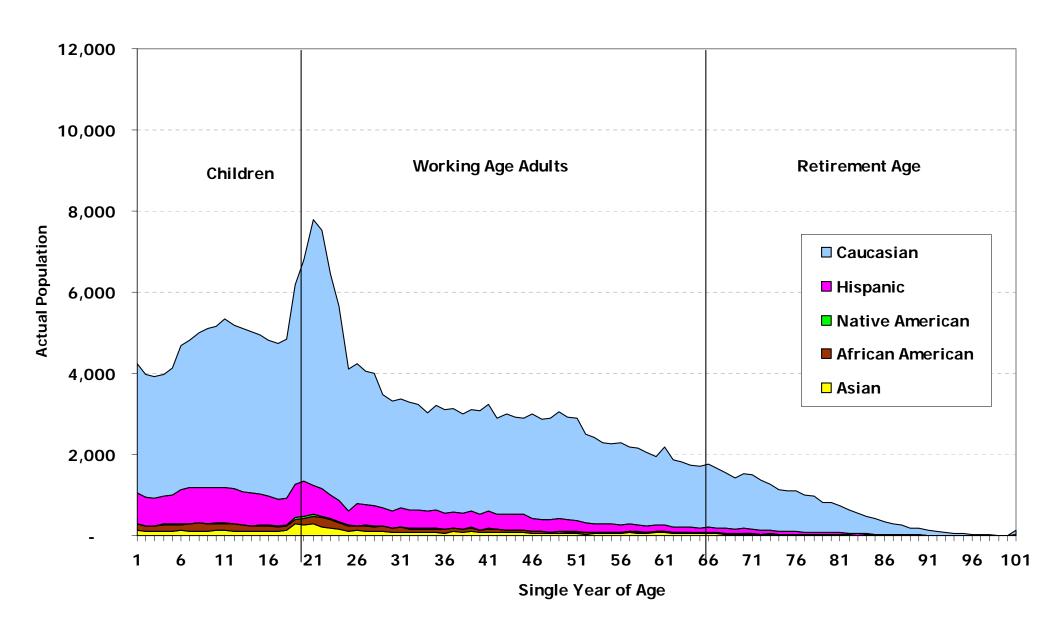






# Population by Age and Ethnicity, 1970



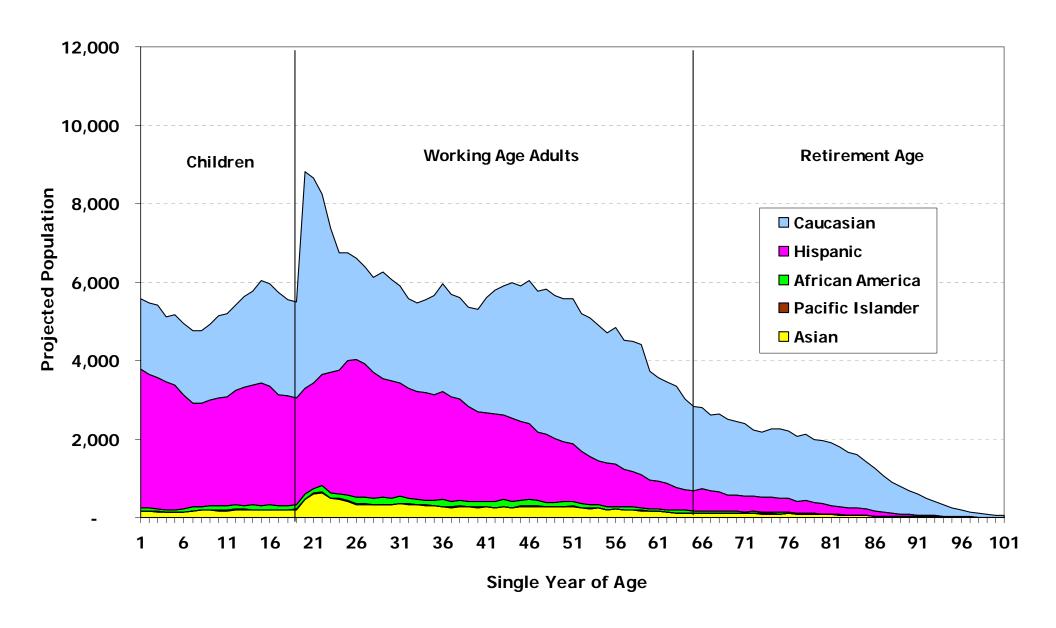


Source: CA Department of Finance Demographic Research Unit



# Population by Age and Ethnicity, 2005





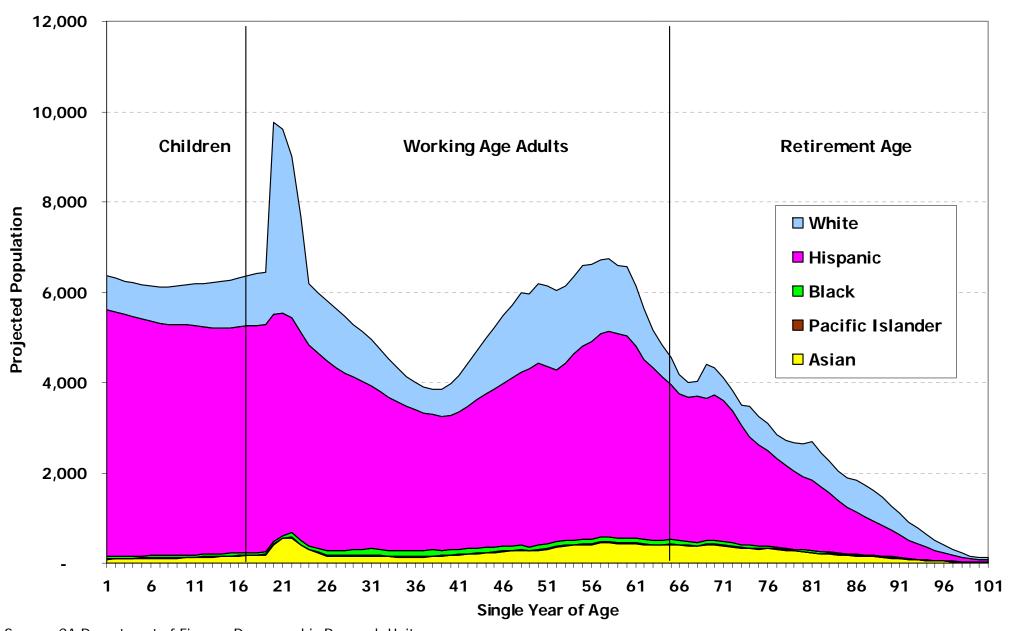
Source: CA Department of Finance Demographic Research Unit





# Population by Age and Ethnicity, 2025





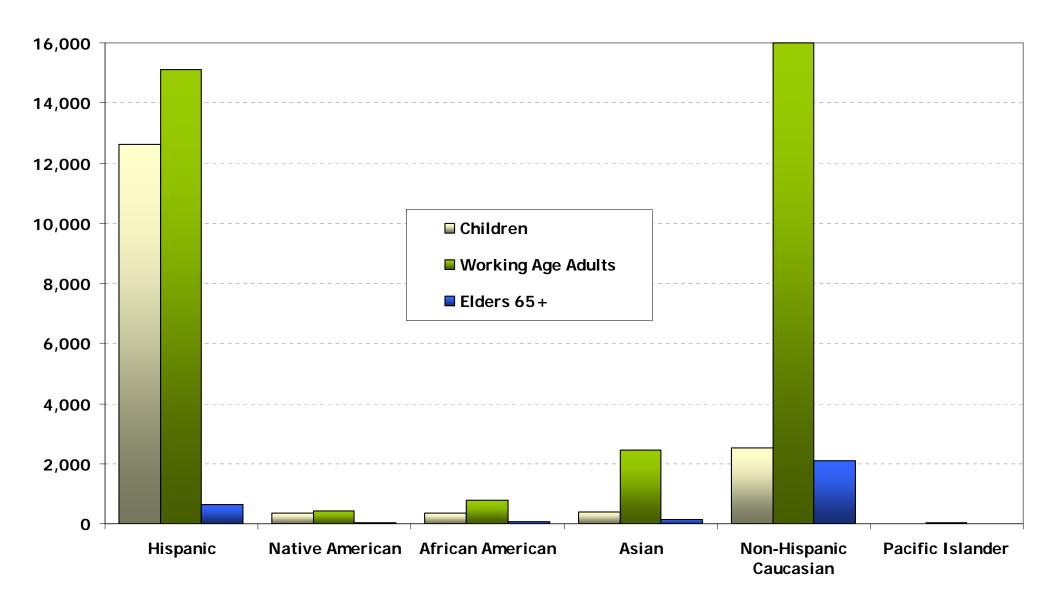
Source: CA Department of Finance Demographic Research Unit





# Number of Persons Below Poverty Level by Age Group and Major Ethnic Group





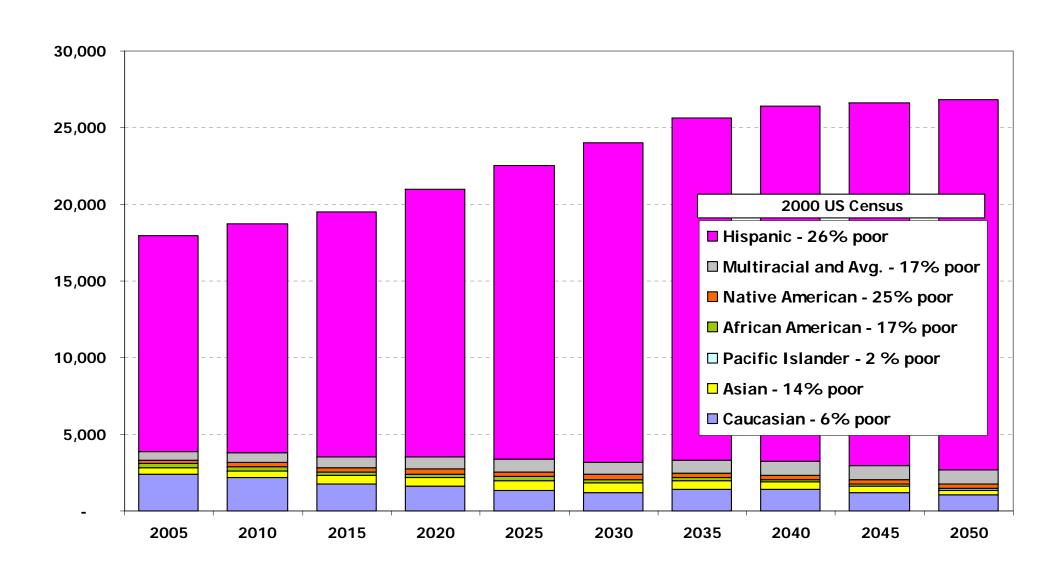
Source: 2000 US Census





# Projected Children in Poverty by Major Ethnic Group





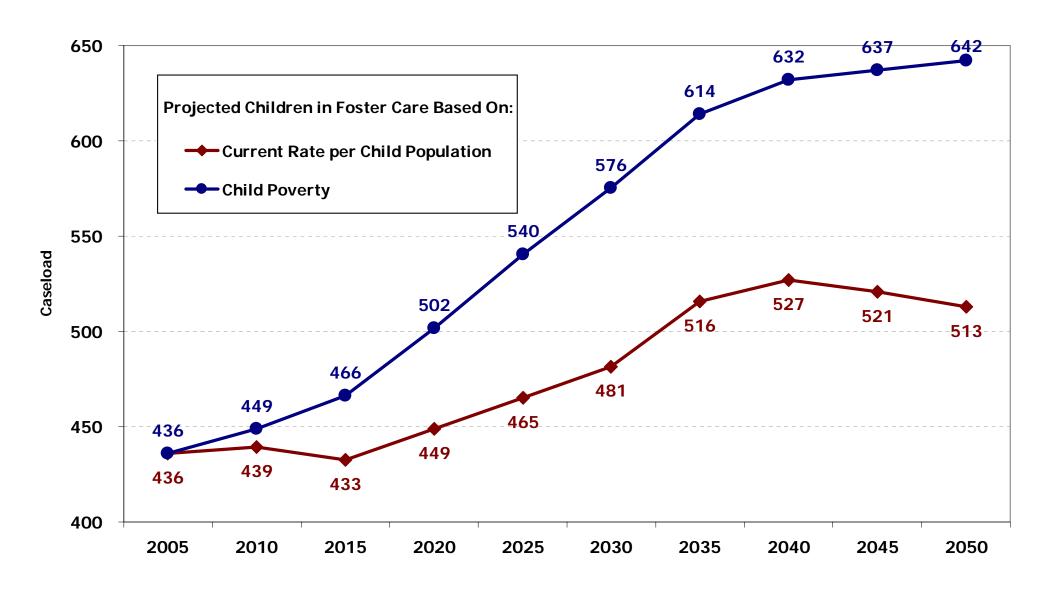
Source: 2000 US Census and California Department of Finance





# Projected Monthly Average Caseload of Children in Foster Care





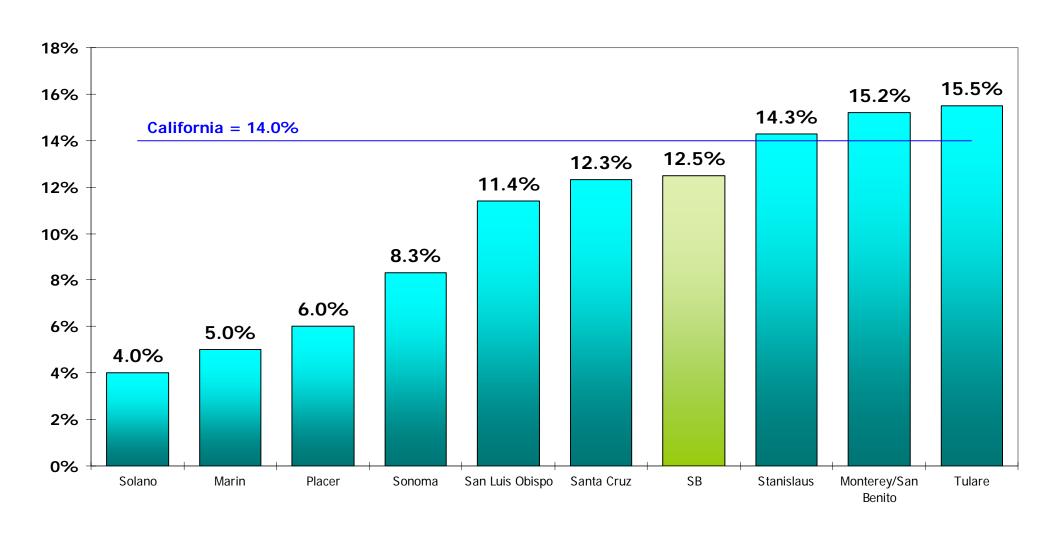
Source: 2000 US Census, California Department of Finance, County Department of Social Services





# Uninsured Residents Santa Barbara and Benchmark Counties 2003





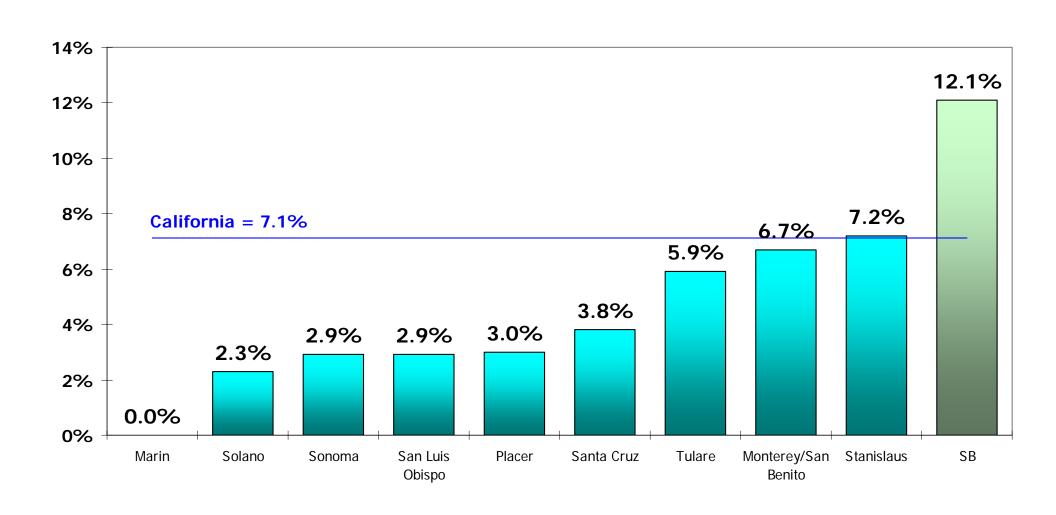






# Uninsured Children Aged 0 to 17 Santa Barbara and Benchmark Counties 2003



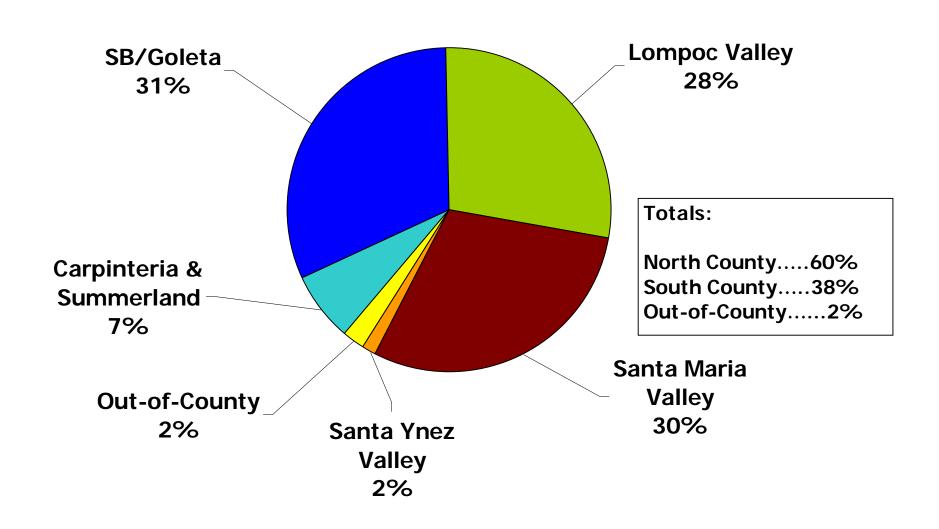






# Where do Public Health Patients Live? Total Fiscal Year Clients = 29,102

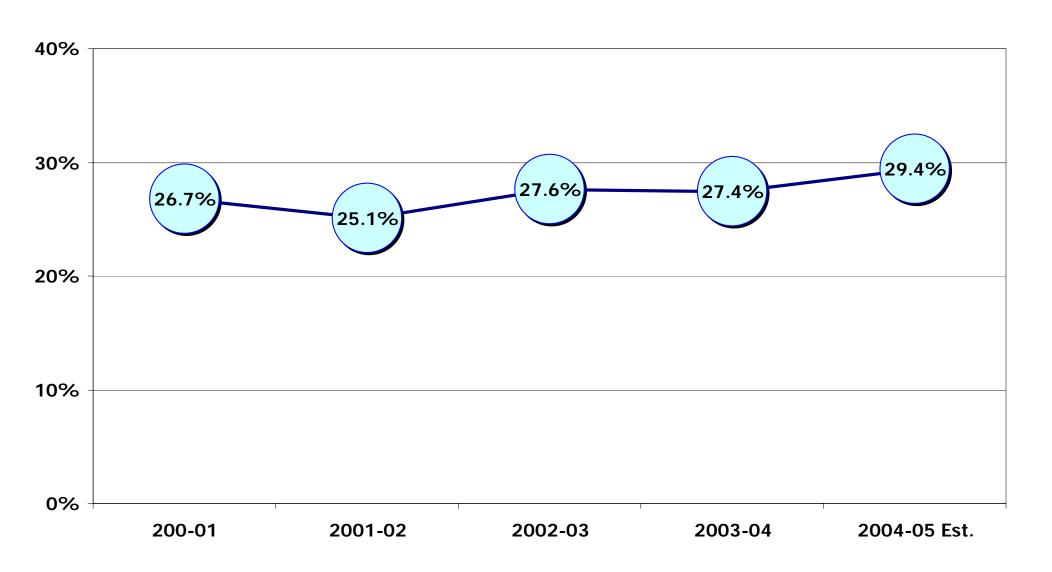






# Percent of Public Health Patients Without Insurance Coverage



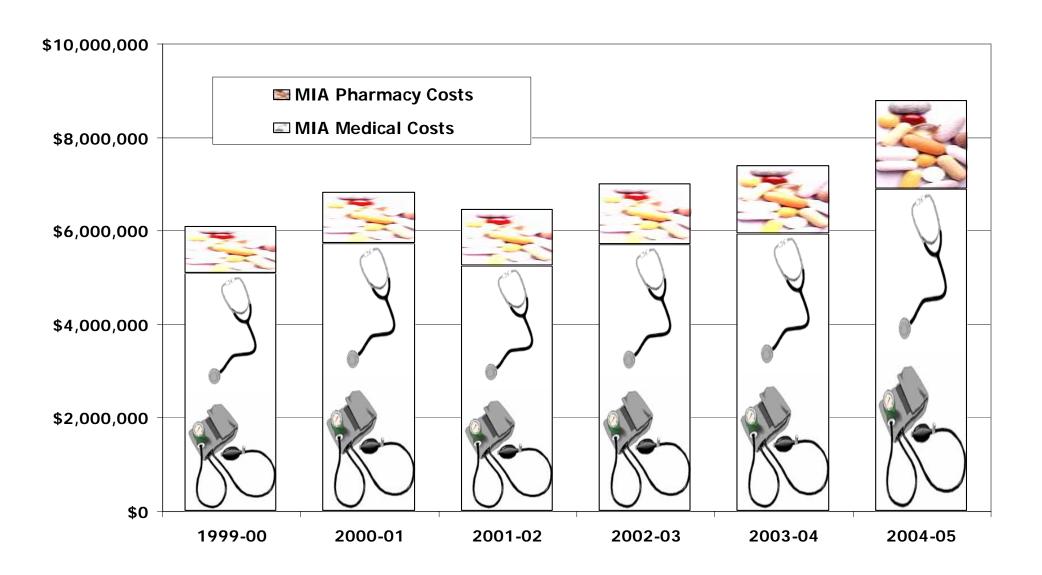






### MIA Program Costs

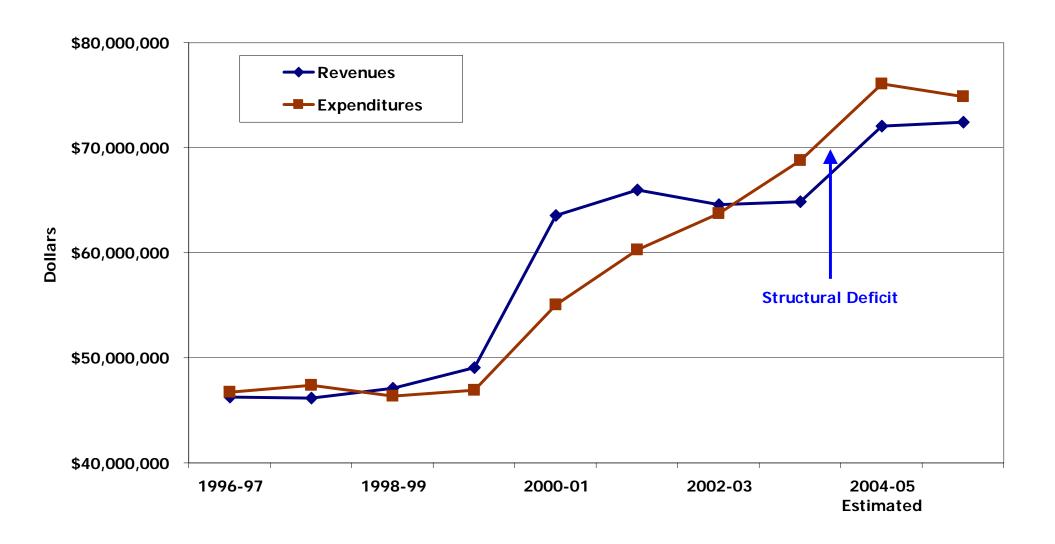






# Public Health Revenue and Expenditure Trend



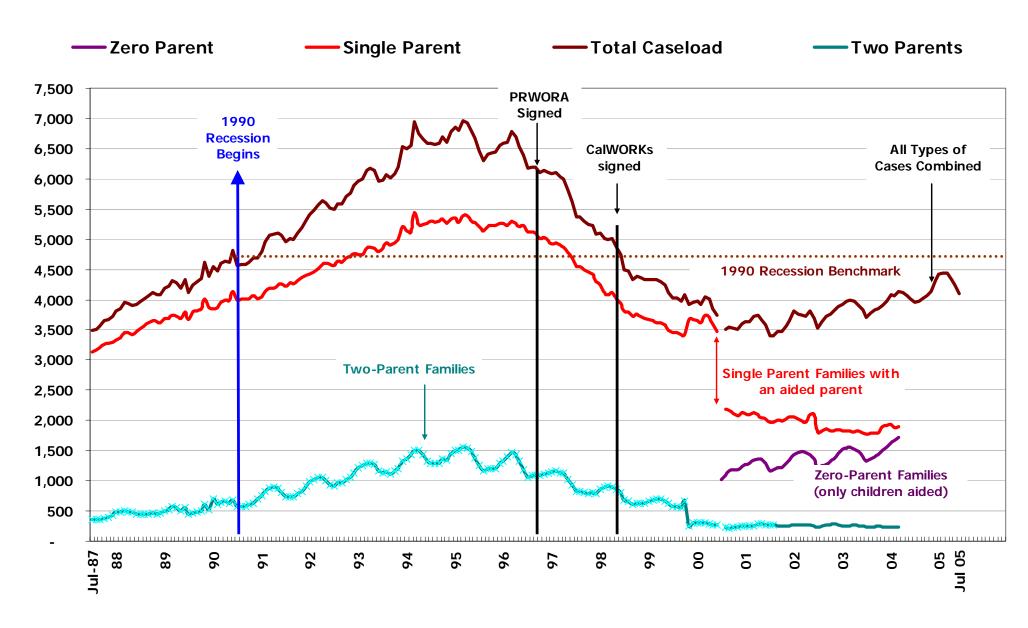




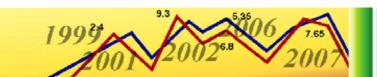


### CalWorks Caseloads



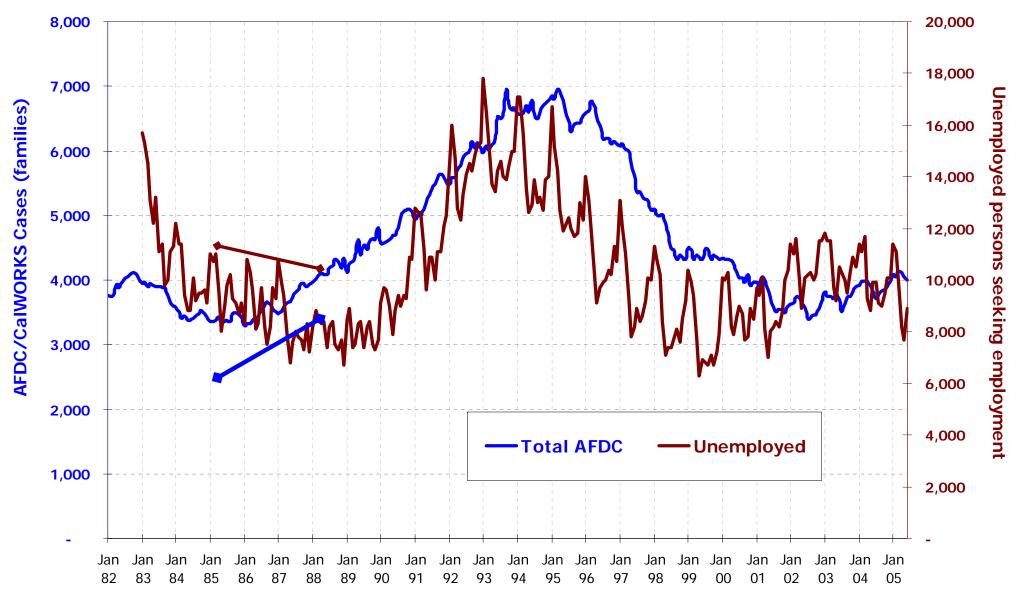


Source: County of Santa Barbara, Social Services



# Historical AFDC/CalWorks and Unemployment Trends



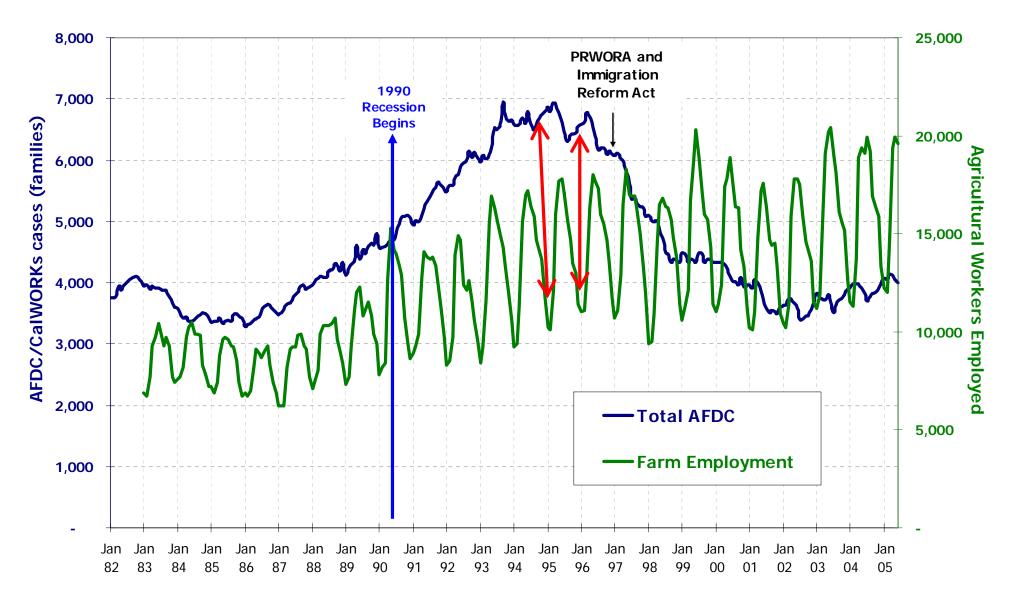


Source: County of Santa Barbara, Social Services



# Number of Agricultural Workers Employed and AFDC/CalWorks Cases



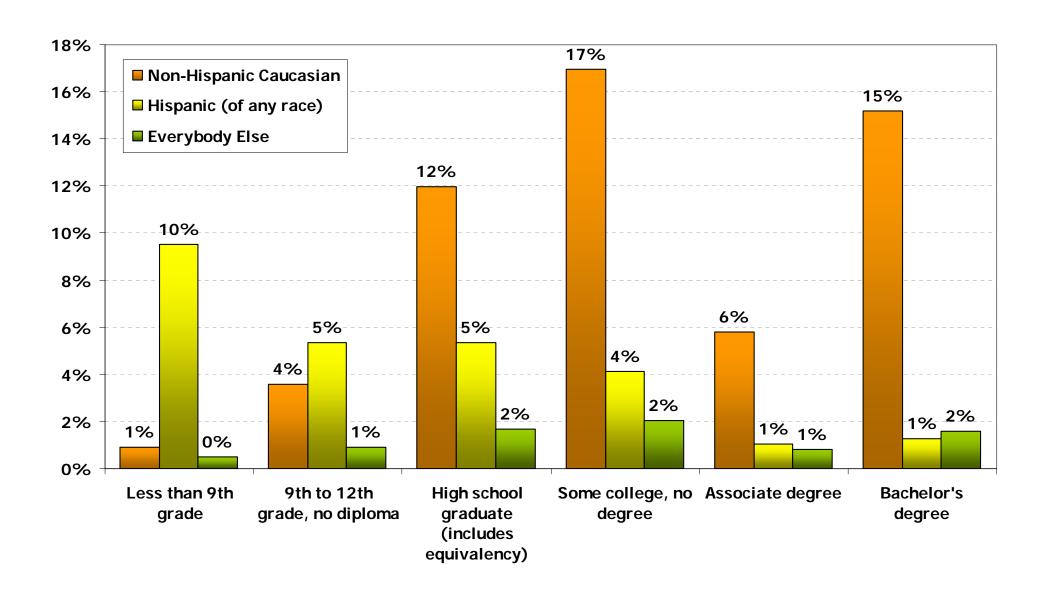


Source: County of Santa Barbara, Social Services



# Educational Distribution of All Adults 25 and Older

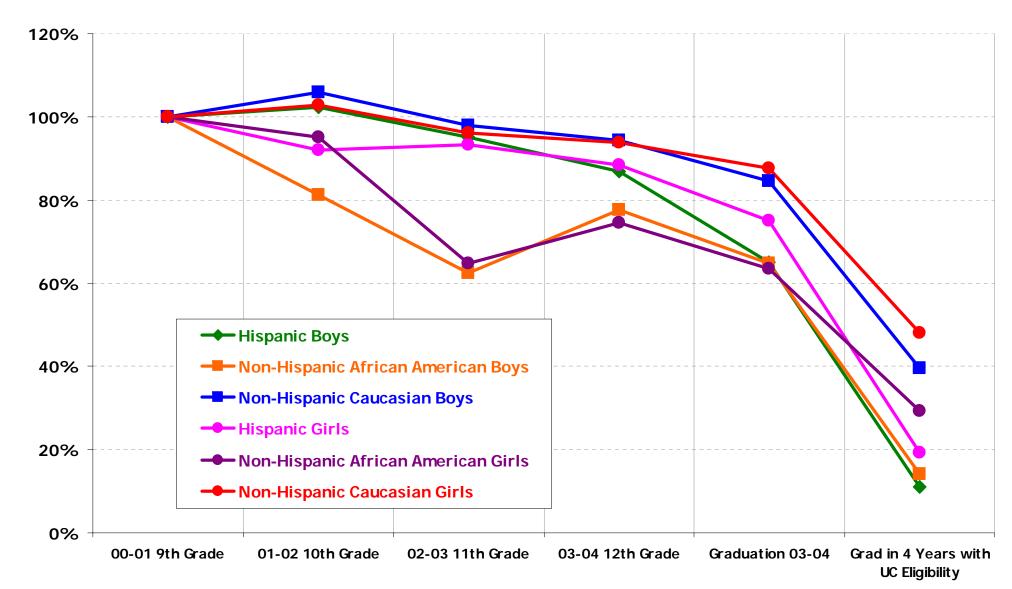




Source: 2000 US Census



# Estimated Rates for High School Graduation within 4 Years and UC System Eligible Graduates by Gender and Major Ethnic Group



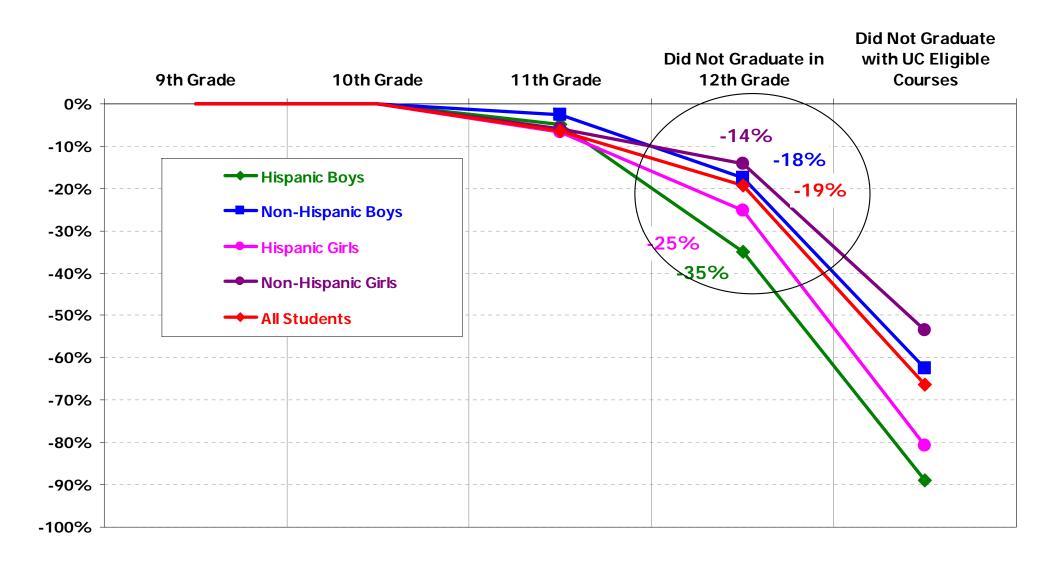
Source: California Department of Education





### Time Trajectory to Graduation and UC Entrance Eligibility, Graduation Year 2003-04





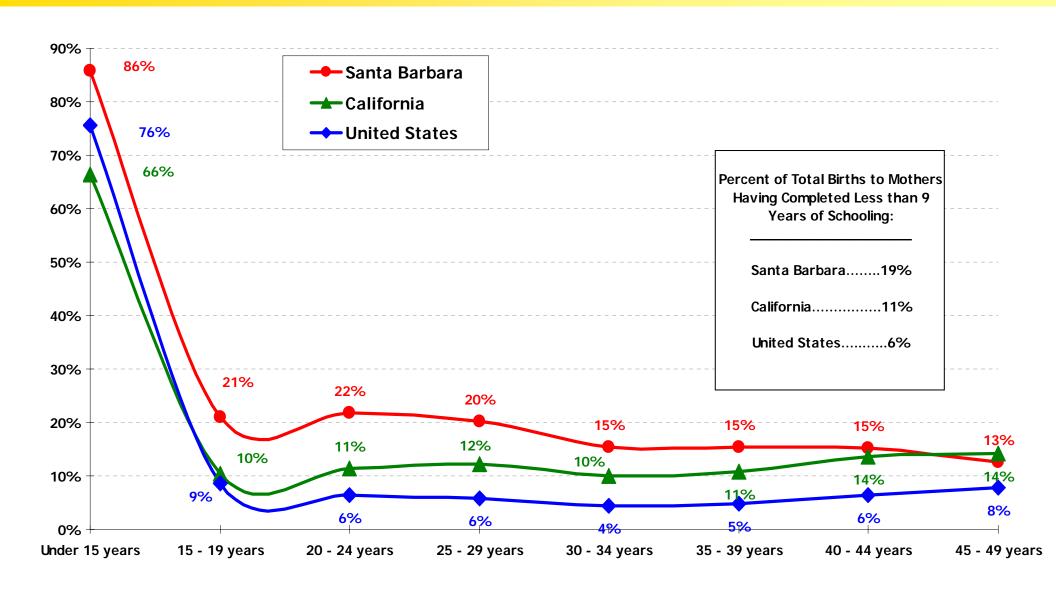
Source: CA Department of Education CBEDS - does not count GED





### Proportion of Total Births to Mothers Having Completed Less than 9 Years of Schooling to Relative Educational Levels of Mothers of 2008 First Graders





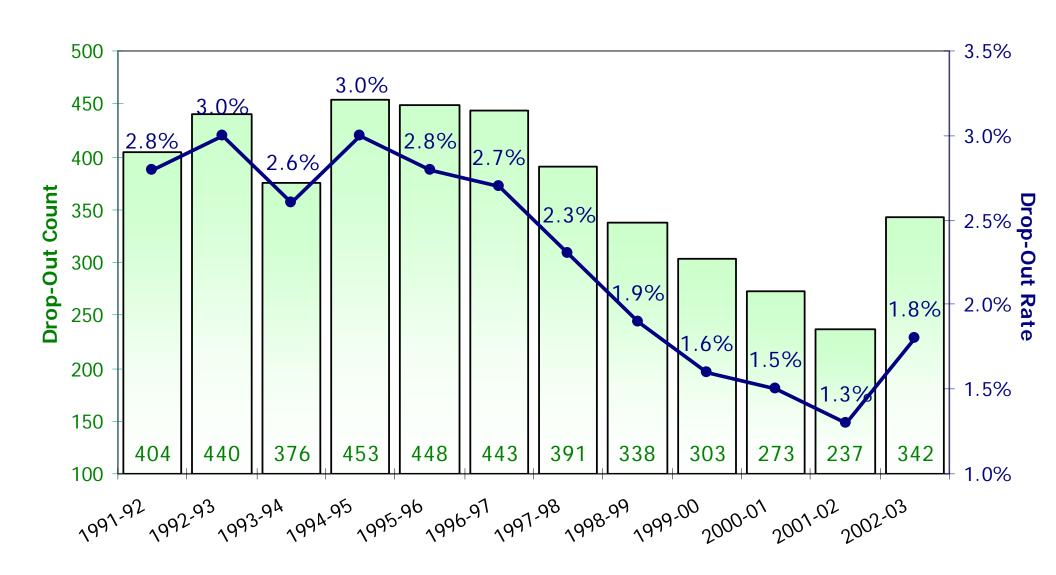
Source: CDC Wonder Natality Database and Center for Immigration Studies (undocumented statistics)





### County Drop-Out Count and Rate Grades 9-12



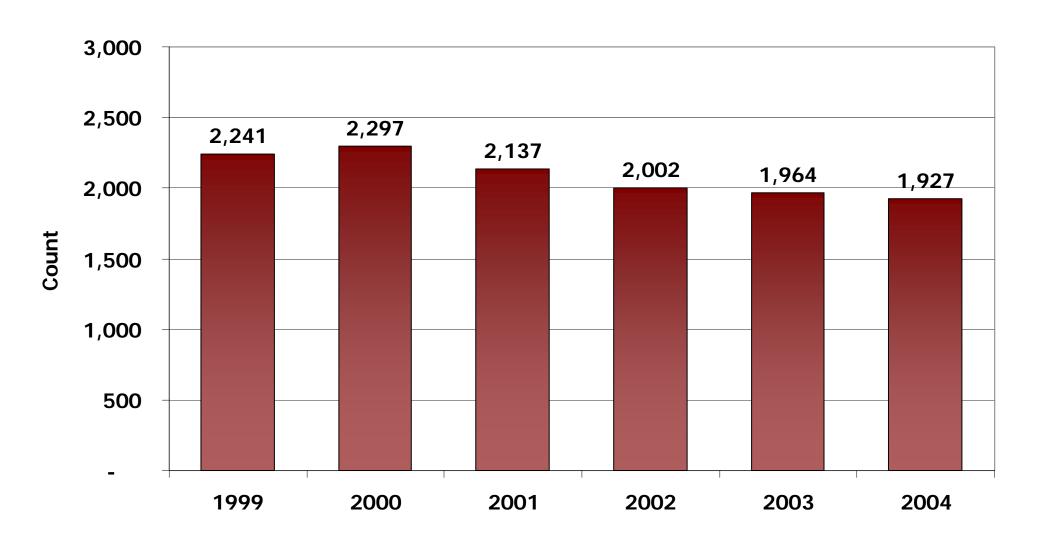


Source: California Department of Education



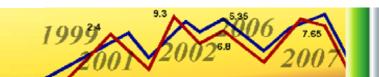
# 'Part I' Crimes Homicide, Rape, Robbery, Aggravated Assault, Burglary, Motor Vehicle Theft





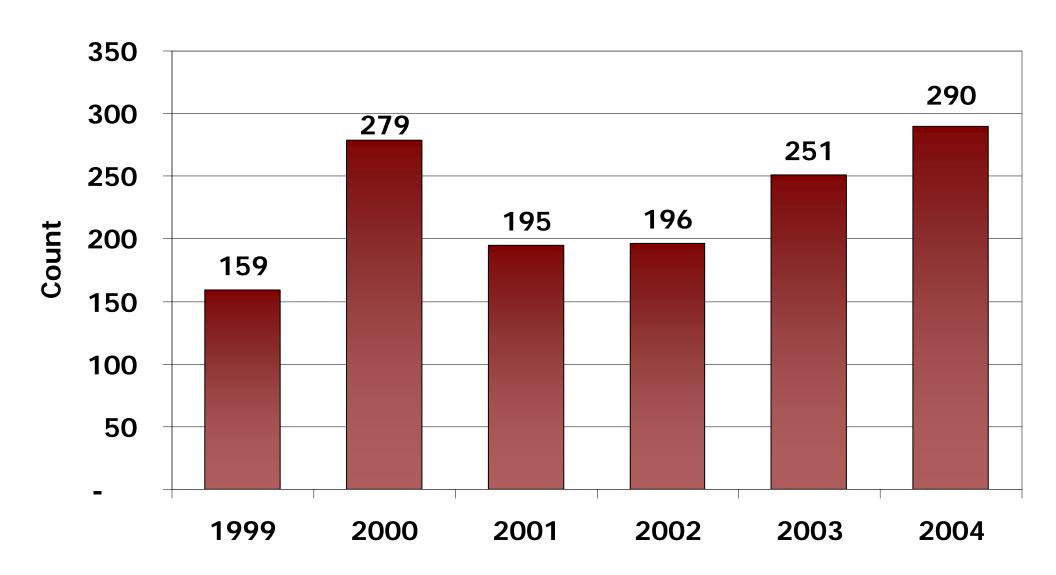






# Arrests for being Under the Influence of a Controlled Substance





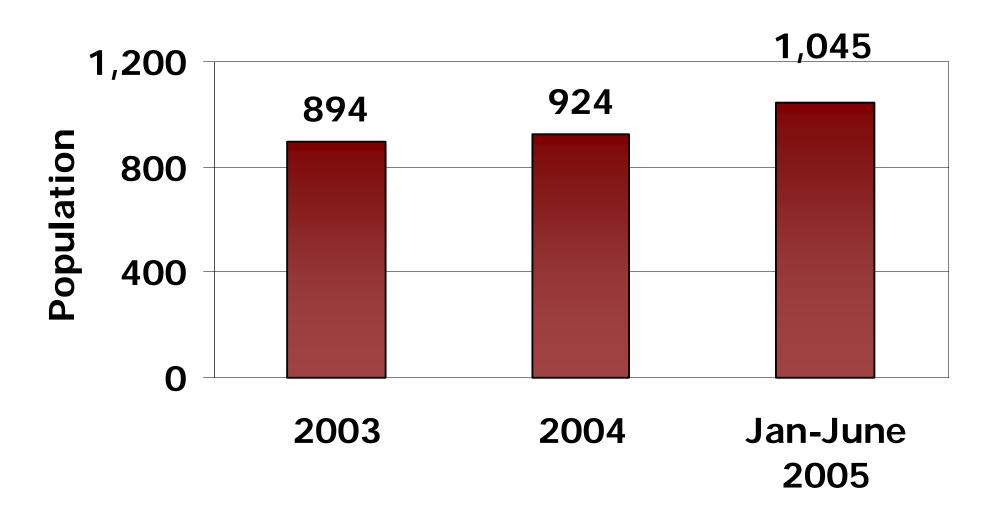






# Santa Barbara Average Daily Population within Custody Facilities





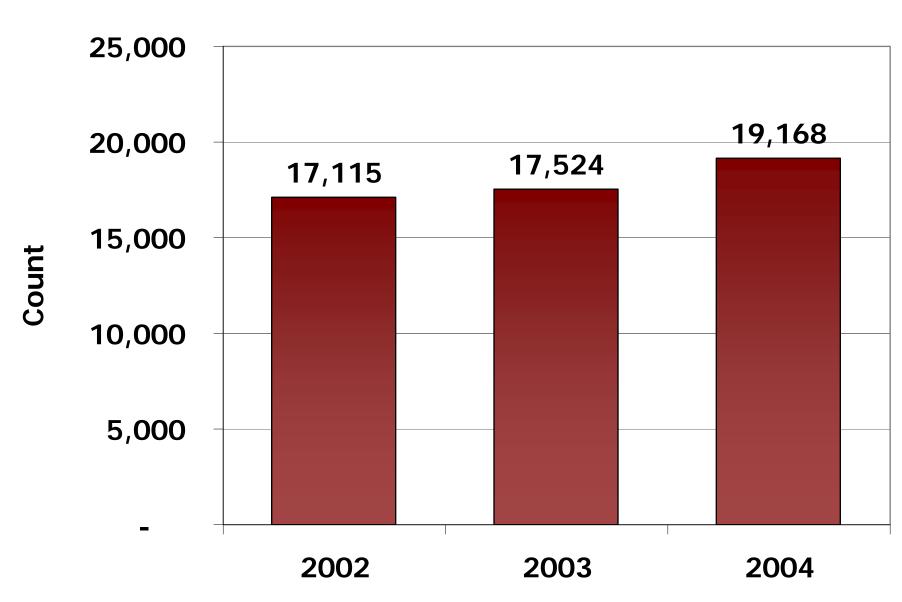






### Yearly Jail Booking Count







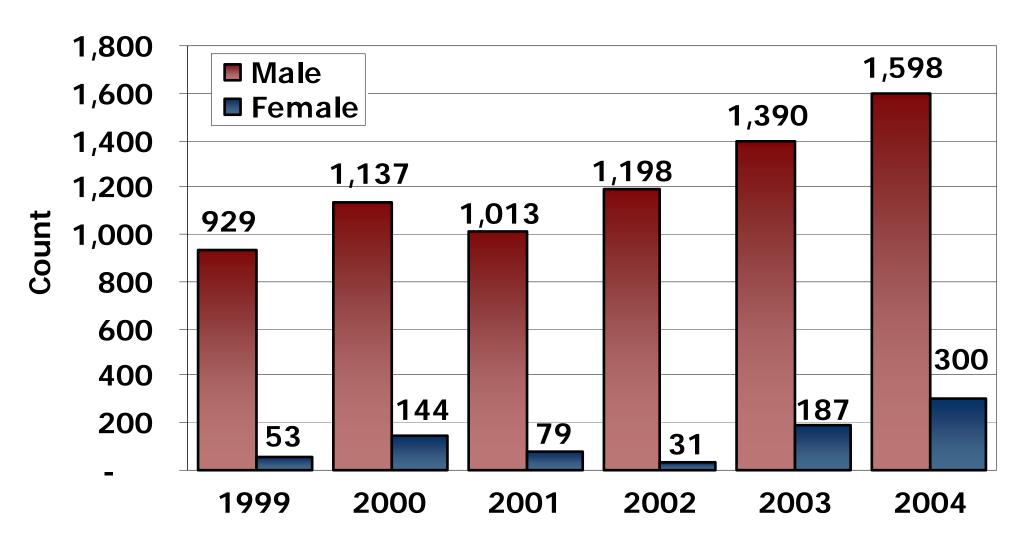


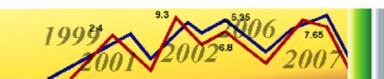


### Jail Cap Releases



Total Release Count 1999-2004: 8,059

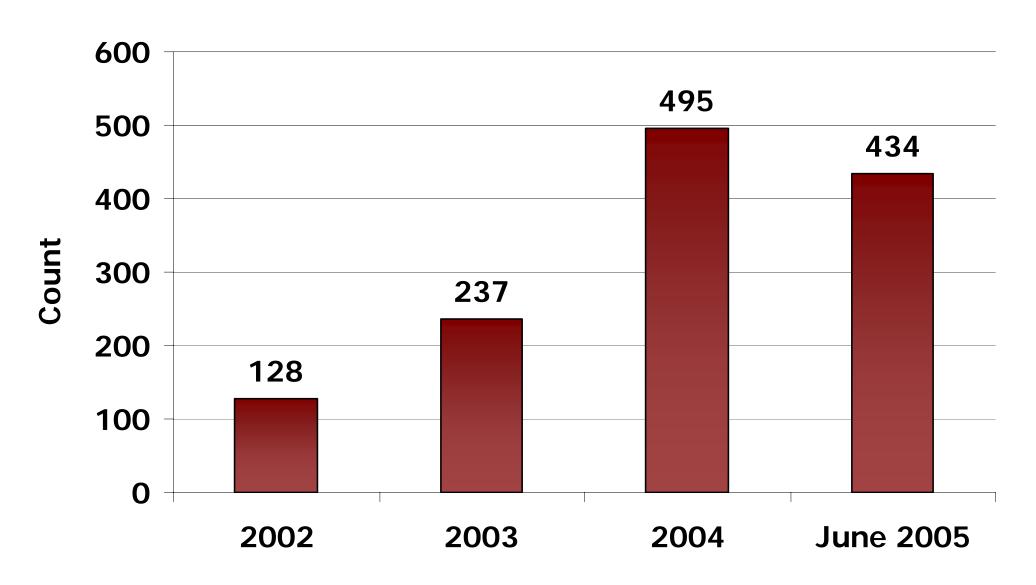






# Number of Inmates Sleeping on the Floor



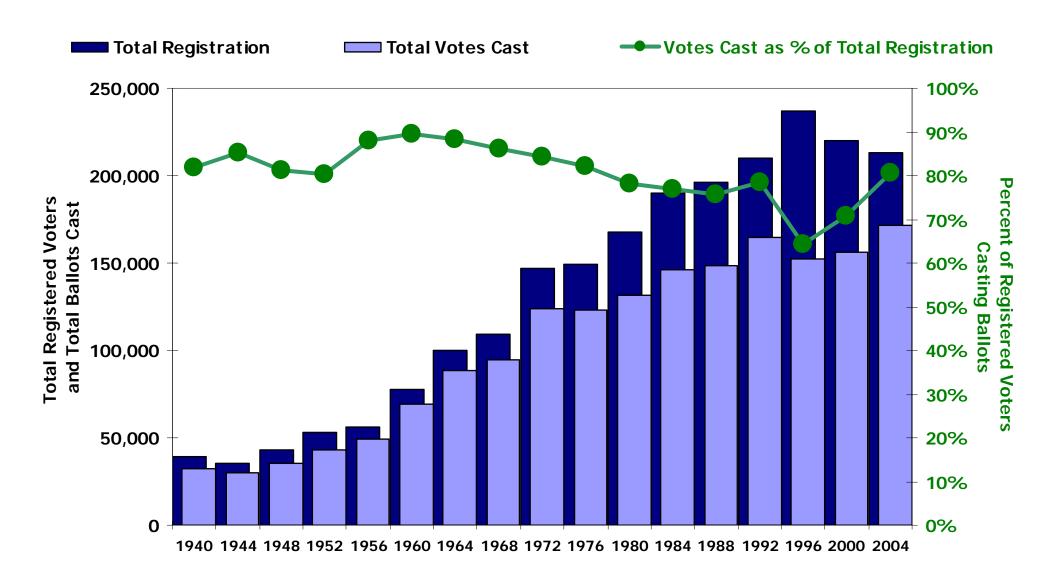






# Presidential Election History for Santa Barbara County





## 2005 Strategic Scan



With thanks to all who worked diligently to bring the Board of Supervisors the 2005 Strategic Scan