

# SANTA BARBARA COUNTY BOARD AGENDA LETTER



Clerk of the Board of Supervisors  
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**Agenda Number:**  
**Prepared on:** 10/25/05  
**Department Name:** County Executive Office  
**Department No.:** 012  
**Agenda Date:** 11/08/05  
**Placement:** Departmental  
**Estimate Time:** 1.5 hours  
**Continued Item:** NO  
**If Yes, date from:**

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**TO:** Board of Supervisors

**FROM:** Michael F. Brown, County Executive Officer

**STAFF CONTACT:** Terri Maus-Nisich, Assistant County Executive Officer  
568-3412

**SUBJECT:** Implementing a Countywide Resident Survey, All Supervisory Districts

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## **Recommendation(s):**

That the Board of Supervisors review the draft *Santa Barbara County Resident Survey* instrument and provide direction to staff regarding overall form and content.

**Alignment with Board Strategic Plan:** An efficient government able to anticipate and respond effectively to the needs of the community.

**Executive Summary and Discussion:** The Santa Barbara County Board of Supervisors has indicated that a key value for the organization is customer focus and customer service. The implementation of a resident surveys provides the Board with a unique opportunity to evaluate the overall perceptions of the residents of the County on a broad range of service areas and policy matters. Furthermore, it allows the opportunity to measure service performance; benchmark service ratings; assess county wide needs; make long range, short term and strategic plans; to demonstrate receptivity to policies and potential programs and make decision based on information received.

For the purpose of the 2005 survey, it is recommended that the County work in conjunction with the National Research Center, Inc. and the International City/County Management Association (ICMA). This partnership allows the County to reduce costs of the survey, compare data to national norms and benchmark data against over 400 local governments nationwide.

The survey presented at this time has been reviewed by the National Research Center, Inc, Santa Barbara County Department Heads as well as a focus group comprised of two individuals appointed by each Board member. The focus group was very helpful in providing insight into appropriateness and clarity of questions, readability, terminology and length of the overall survey.

2005 Citizen Survey

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As noted, the survey will be conducted by National Research Center, Inc (NRC) a qualified surveying firm affiliated with the International City/County Management Association's Center for Performance Management. NRC will mail 3,000 surveys to a random sample of residents, analyze the data and provide customized reports of their findings to the County. The County Executive Office will then present these results to the Board in April 2006.

**Mandates and Service Levels:** Although there are no changes at this time, the survey will assess County residents' satisfaction with current service levels.

**Fiscal and Facilities Impacts:** The survey is expected to cost approximately \$20,000. Funding for this survey was approved as part of the Department's FY 05-06 Adopted Budget.

**Attachment:**

2005 Santa Barbara County Resident Survey - DRAFT