



**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 2, 2009  
**Placement:** Administrative  
**Estimated Tme:** 5 minutes  
**Continued Item:** No  
**If Yes, date from:**  
**Vote Required:** Majority

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**TO:** Board of Supervisors

**FROM:** Department Michael F. Brown, County Executive Officer  
Director(s)  
Contact Info: William Boyer, County Communications Director, 568-3400

**SUBJECT: CSAC 2009 Challenge Awards**

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**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 2009 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 and ease of replication. The County wishes to submit the following entries into the 2009 competition:

1. Quagga Mussel "Clean and Dry" Prevention Program is an entry submitted by the County Executive Office in collaboration with the Parks Department and the Public Works Department to develop a comprehensive inspection, treatment, quarantine and public information program to help prevent the highly invasive Quagga Mussel from invading Cachuma Lake, an important recreational/boating/fishing resource for the county and the primary water supply for the South County. The inspection & boat washing program has become a role model for other counties.
2. Capitol Window Display Video "The Best of Santa Barbara County" is a unique, hi-def BluRay video produced by the County Executive Office's Communications Director to replace the County's previous window display at the State Capitol. All California counties have a window display at the State Capitol building, most filled with static, inanimate objects. Santa Barbara County is the first county in the state to produce a special "vertical format" digital film that is

displayed on a flat plasma screen that fills the entire window area with stunning pictures and text filmed throughout the county.

3. “Steppin’ It Up in the Downtown – Pardall Road Enhancement Project” is an entry submitted by the Isla Vista Redevelopment Agency for a project that implemented improvements to Pardall Road in downtown Isla Vista. The project included widening sidewalks, adding landscaping, and improving intersections to enhance the public space in downtown Isla Vista and stimulate private sector reinvestment in the community.
4. “Lompoc Veterans Memorial Building Restoration” is an entry submitted by the General Services Department on the collaborative project by the public sector (County government and City of Lompoc), veterans, community volunteers and generous donors to help save and restore the Lompoc Veterans Memorial Building thanks to the Lompoc Memorial Building Restoration Committee. This Committee, led by a local volunteer, brought all stakeholders of the building to the table to agree on the future use and management of the building. The Committee has also been successful in establishing a non-profit foundation to raise funds to restore the building. To date, nearly \$1.4 million has been raised through grants and donations. Restoration work is progressing on the building and the Veterans are thrilled with the progress.
5. “Animal Evacuations: Preparing Your Pets for Emergencies” is a special Public Service Announcement video entry being submitted by the County’s government access cable TV station, Channel 20, created in support of the Animal Services Division of the Public Health Department. Many people have a two- or four-legged pet, but how prepared are they to care for their animal companions if they have to evacuate? A lot of emphasis has been made over the years to make sure people are prepared for emergencies or evacuations, but this video—which recently won First Place as the Best Public Service Announcement of the Year by the National Association of Telecommunications Officers & Advisors, States of California & Nevada Chapter—helps to remind people not to forget about their animal companions & friends when it comes to emergency preparedness.

**Background:**

This item is on the Board’s agenda to endorse the submittal of entries into the 2009 CSAC Challenge Awards competition by authorizing the County Executive Officer to sign the required letter of endorsement as part of the application packages.

**Fiscal and Facilities Impacts:**

Budgeted: No

**Fiscal Analysis:**

Narrative: There is a \$50 entry fee per submittal. The County Executive Office will pay \$250 to CSAC for the five (5) submittals.

**Staffing Impacts:**

**Legal Positions:**

N/A

**FTEs:**

N/A

**Attachments:**

No

**Authored by:**

William Boyer, County Communications Director, 568.3400

**cc:**

Scott McGolpin, Director, Public Works Department

Daniel Hernandez, Director, Parks Department

Bob Nisbet, Director, General Services Department

Elliot Schulman, MD, Director, Public Health Department

Silvio Motta, Manager, CSBTV Channel 20