

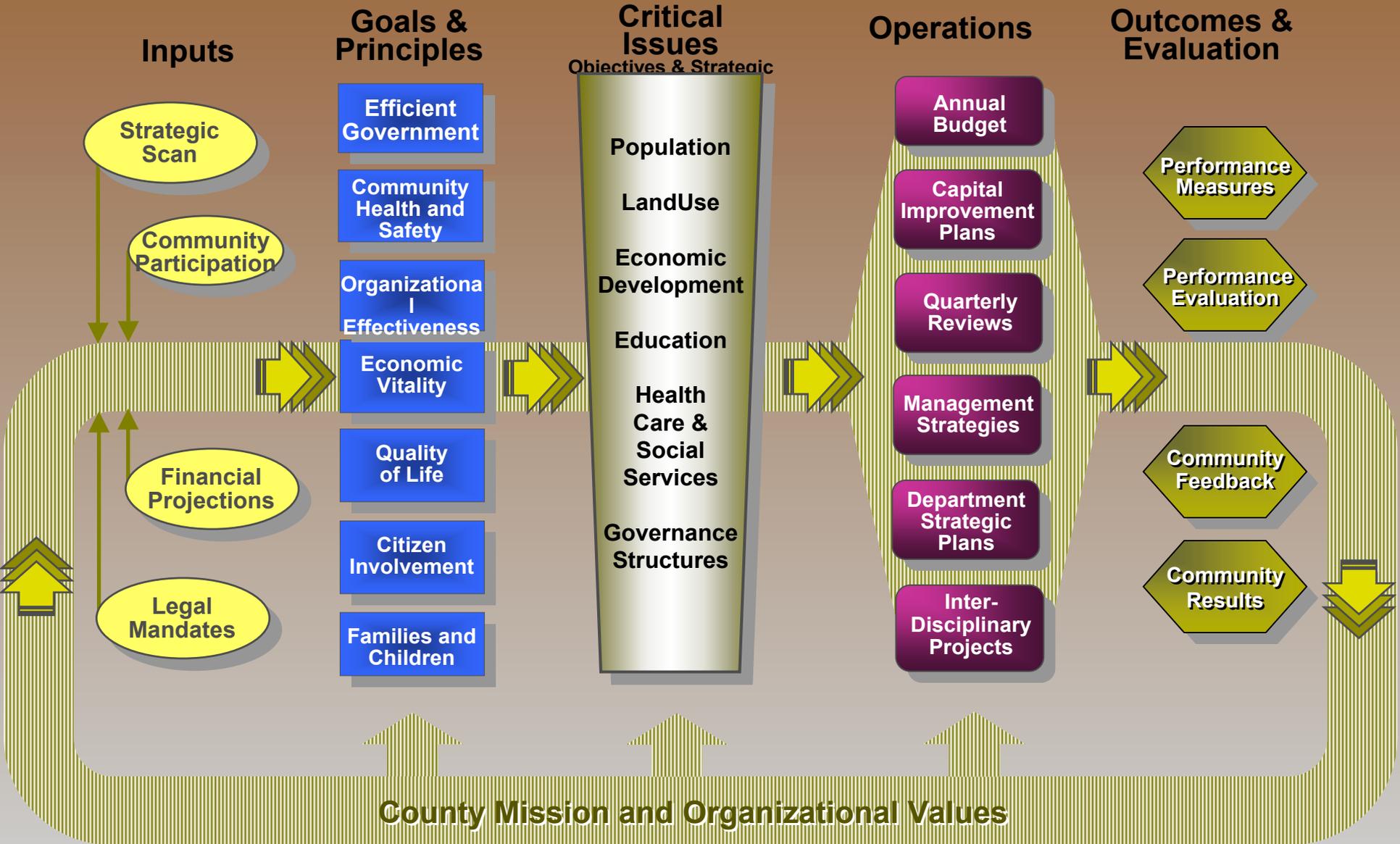
Santa Barbara County Board of Supervisors

2003 Strategic Scan

- I. Introduction:** County Administrator's Office
- II. Overview of Santa Barbara County's Economy:** Bill Watkins, Executive Director, UCSB Economic Project
- III. Community Resources and Public Facilities:** Agriculture & Cooperative Extension, Parks, Planning & Development, Public Works, Housing and Community Development
- IV. Public Safety and Law & Justice:** Fire, Probation, Sheriff, District Attorney, Public Defender, Court Special Services
- V. Health and Public Assistance:** Alcohol, Drug & Mental Health, Child Support Services, Public Health, Social Services
- VI. Support Services:** Auditor-Controller, Clerk-Recorder-Assessor, General Services, Human Resources, Treasurer-Tax Collector-Public Administrator

County of Santa Barbara ❖ Board of Supervisors

STRATEGIC PLANNING SYSTEM



**“CITIZEN INVOLVEMENT: A COUNTY
THAT IS ACCESSIBLE, OPEN, AND CITIZEN
FRIENDLY”**

**Public Involvement Mechanisms Reported by
Santa Barbara County Departments**

Public Input and Oversight

No.of Depts

- Website Survey • 3
- Elections • 6
- Client Data • 8
- Community Assessment • 9
- Formal Client Grievance Process • 10
- Hiring Interview Panels • 11
- Citizen & Client Satisfaction/Assessment Survey • 14
- Newspaper Editorials • 14
- Grand Jury Reports • 14
- Focus Groups • 14
- Complaint & Compliment Process • 16
- Website/Email Feedback • 16

Interactive

No.of Depts

Ride-Alongs	• 6
Departmental Open House	• 9
Public Participants on Internal Committees	• 12
Radio/TV Call-in Shows	• 14
Cross Agency/CBO Memberships and Workgroup	• 14
Community Events	• 15
Community Education Workshops	• 17
Public Meetings & Hearings	• 18
Advisory Committees/Commissions (69 total)	• 18
One-to-One Contacts	• 21

Public Information and Education

	No. of Depts
Newsletter	• 7
Op-ed Column	• 7
GATV	• 9
Radio/TV Programs (incl. GATV)	• 11
Public Relations Program	• 13
Public School Presentations	• 13
Newspaper Interviews	• 14
Public Speeches/Presentations	• 15

Internal Input

Intra-organizational Surveys	• 7
Employee Feedback Interviews & Surveys	• 14

How are the Results Used?

- Monitor citizen satisfaction
- Monitor the level of public awareness and understanding
- Department and program strategic planning
- Process improvements
- Corrective actions
- Cost cutting
- Set service priorities
- Service improvements
- Improved responsiveness
- Setting service hours
- Policy development and modification
- Program assessment, development and modification
- Identify and prioritize projects
- Project management
- Respond to complaints, suggestions, tips
- Monitor staff performance
- Identify trends
- Identify and formulate advocacy issues
- Ensure compliance
- Identify training needs
- Building collaborations and partnerships
- Hiring decisions

Strategic Plans and Citizen Input

- **Twelve of 22 department** report having current strategic plans (and public input is sought and received directly or indirectly for the plans), and 4 additional departments have, or soon will have, a strategic plan under development.

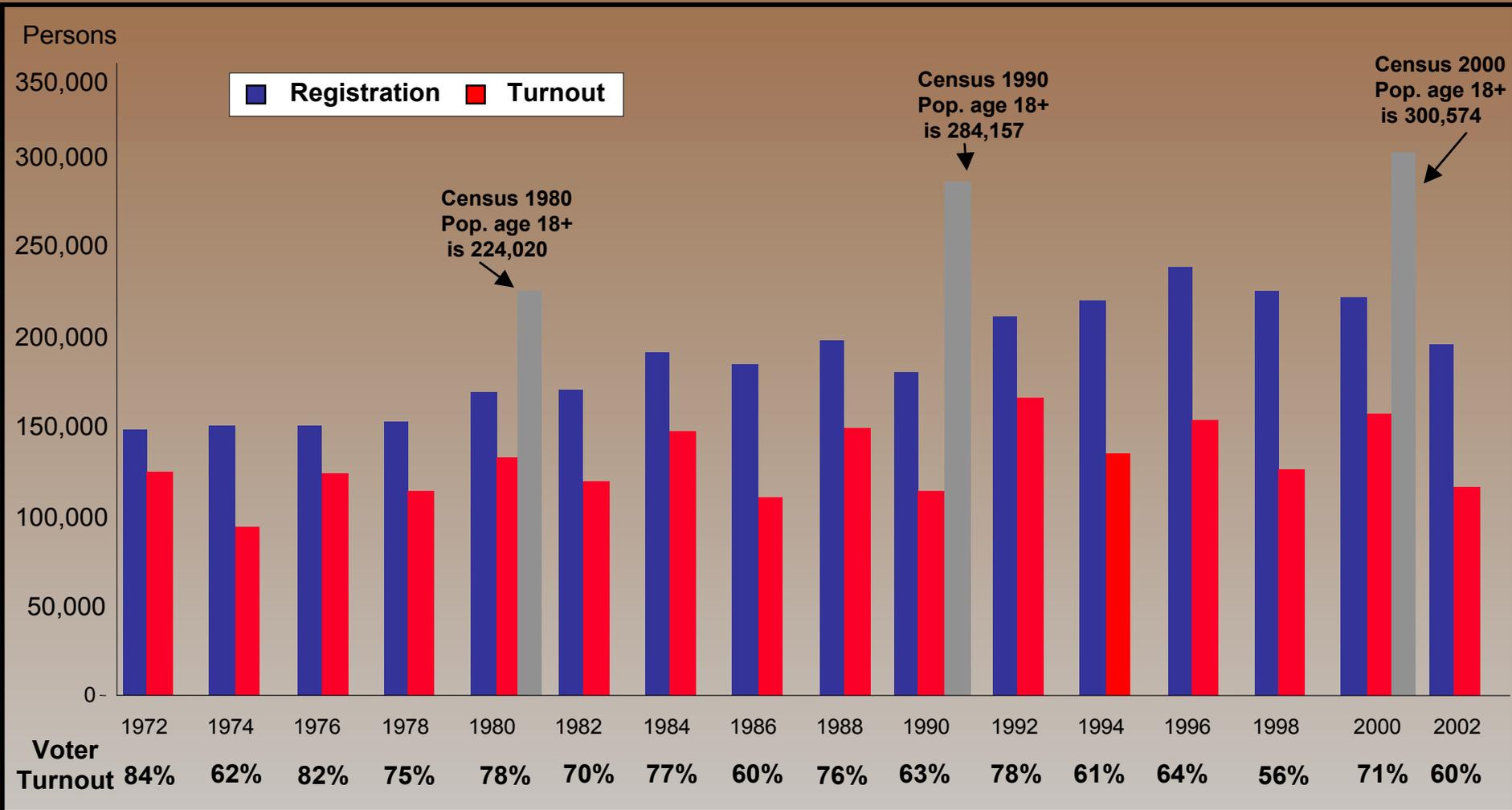
Impact Measures and Citizen and Customer Satisfaction

- **Eight departments have adopted impact measures** related to public interaction. Only two departments providing services to the public measure “customer satisfaction.”

Recurring Performance Measures

- **Twelve departments have adopted RPM's** concerning customer satisfaction or public outreach activities

General Elections - Voter Registration & Turnout Santa Barbara County, 1972-2002



Demographics of S.B County Voters and General Population

Age	Voters+	Population*
18-24	5%	18%
25-34	11%	18%
35-44	21%	20%
45-54	21%	16%
55-59	8%	6%
60-64	8%	5%
65-74	13%	9%
75-Over	12%	8%
Refused	2%	-
	100%	100%
Ethnicity	Voters+	Population*
White	82%	57%
Latino/Hispanic	10%	34%
African American/Black	2%	2%
Asian	2%	4%
Other	3%	3%
DK	1%	-
	100%	100%

Demographics of S.B County Voters and General Population (Con't)

HomeOwner/Renter	Voters+	Population*
Own a Home/Condo	69%	56%
Rent a Home/Apt/Mobil Home	29%	44%
Refused	2%	-
	100%	100%
Educational Attainment	18 yrs & Older Voters+	25 yrs & Older Population*
Less Than 9th Grade	1%	11%
Greater Than 9th, No Diploma	2%	10%
H.S. Grad.	21%	19%
Less Than 4 yrs College	28%	31%
College Grad.	30%	18%
Post Grad./Professional School	17%	12%
Refused	1%	-
	100%	101%

+ *Source May 1999, Santa Barbara County Voter Survey. Random sample of 600 voters.*

* *Source 2000 Census*