MEMORANDUM

DATE: April 26, 2010

TO: Board of Supervisors

FROM: Lew C. Bauman  
County Administrative Officer

SUBJECT: County Administrative Officer’s Weekly Report for April 26, 2010

This is the weekly report by the County Administrative Officer to the Board of Supervisors. This report provides information on issues affecting the County and the progress of County activities.

Departments

Emergency Communications

Monterey County’s AlertMontereyCounty campaign to encourage those with cell phones to sign up to receive emergency notifications has won the Monterey County Business Council’s Public/Private Partnership Award.

This project was a successful collaboration of efforts and resources between the Monterey County Department of Emergency Communications, AT&T, Armanasco Public Relations, Language Line and Byte Technology. Monterey County recognized the need to reach a widespread audience throughout the County but with the limited resources they had available, this was something they could not accomplish alone. AT&T believed in the goals and objectives of the campaign and joined the project as the main sponsor for the campaign. AT&T’s involvement helped fund the publicity and additional aspects of launching the AlertMontereyCounty program. Language Line provided sponsorship and Spanish translation services. Byte Technology was hired to create an English and Spanish website where residents could register their contact information to receive updates. The
sponsorship money enabled the County to work with Armanasco Public Relations to develop a media strategy and coordinate a press conference and outreach plan to increase awareness and reach far more people than they would have been able to reach on their own. This is the first time the five lead partners in this effort worked together as a unit, and each partner provided an indispensable component.

The TENS system has been used 79 times since its unofficial launch during the wildfires in 2008, warning residents of:

- Potential and mandatory evacuation orders
- Flash flood watches and potential debris flows in the burn areas
- Mountain lion sightings in a populated neighborhood
- Crime Alerts and warnings of police activity in the neighborhood
- A large hazardous (Haz Mat) incident in May 2009 when a drainage ditch in Salinas filled with toxic green water following an industrial chemical explosion.

Since the launch of the AlertMontereyCounty campaign in October 2009, more than twelve hundred Monterey County Residents have registered their contact information, and the system has been used even more effectively, adding cell phone and some email alerts, both for emergency services training and drills, and for public notifications.

Great success is still being achieved through this public/private partnership. Together, the AlertMontereyCounty partners were able to take an initial $18,000 investment and, through the leveraging of resources, grow it to a total of $66,000 for the outreach campaign.

Clerk of the Board

A new link is now available on both the county’s internet and intranet web pages for access to the Board of Supervisors Supplemental/Addendum information.

http://000swb.co.monterey.ca.us/cob/

The link takes the viewer to copies of documents/reports received and related to the supplemental/addendum agenda.
Agricultural Commissioner

The Monterey County Agricultural Commissioner's Office has moved back to its 1428 Abbott Street location as of April 23rd.

Extensive remodeling and construction of the county office began in June of 2009, and the building now includes additional office, lab and warehouse space to accommodate current staff, and to consolidate weights and measures staff and equipment.

Planning and funding for this project began 10 years ago. The $1.9 million renovation was completed on time and under budget.

Libraries

Starting May 1st, 2010, Monterey County Free Libraries (MCFL) will be starting bookmobile services to the community of Chualar. The bookmobile will park on Jackson Street in front of the Chualar Elementary School gym every Saturday from 10:00 – 11:30 A.M. The launch will include a ribbon cutting ceremony, free books for children, and craft activities. The public is invited to attend this exciting event.

The bookmobile is staffed by two members MCFL staff and takes library services to many communities that do not have easy access to an MCFL branch. It carries approximately 5,000 books, DVDS and other materials for the public to use. In addition, access to the almost half a million items in MCFL’s collection will be available through intralibrary services. The public can apply for and receive a library card, and checkout or return materials, at any bookmobile stop.
In 2001 MCFL had created a satellite collection within the Chualar Elementary School library, but this arrangement did not serve the community successfully, and the satellite collection was closed. Since then, Chualar residents have had to visit other branches, use the Library by Mail services, or limit themselves to MCFL online services. MCFL is proud to have the opportunity to continue to expand services to the residents of Monterey County.

**Intergovernmental Affairs/Monterey County Business Council**

Last year the Monterey County Business Council initiated a job skills program that profiles, tests and trains participants to provide employers with a qualified workforce. The program is implemented under the Central Coast Career Readiness Consortium which is comprised of fourteen of education institutions and training organizations from Monterey, San Benito and Santa Cruz counties.

The program uses WorkKeys, a division of Act, Inc. to address the job profiling and testing skills of employees and contracts with Worldwide Interactive Network to provide computer based training. The WorkKeys system provides a direct comparison of the level of skills needed to perform a job with the level of skills an individual currently demonstrates. Upon receiving a certificate an individual shows they have achieved a level of performance across a range of skills in applied mathematics, communication skills, problem solving skills and soft skills that include teamwork, talent and fit for a specific job. Both programs are active in all fifty states and are recognized nationwide for providing a portable National Career Readiness Certificate.

The benefits for the employer are that it takes the guesswork out of how qualified an employee is for the job, less training on the job, reduced training costs and a lower percentage in turnover. Approximately thirty businesses have signed up for the program and we are looking for others to recognize the certificate as validation of workplace skills, request a certificate from job applicants or refer them to the program to acquire a certificate. This program will help to further that there is a qualified workforce for your business or organization.

The benefits for the employee are a recognized certificate as part of your resume portfolio. The certificate helps you to rank above other job applicants, shows a prospective employer concrete proof of your skills, improves your chance of being hired and improves your opportunities for career changes and advancement. To date approximately 350 certificates have been issued.

This concludes the CAO Weekly Report.