DATE:        April 11, 2011

TO:          Board of Supervisors

FROM:        Lew C. Bauman
             County Administrative Officer

SUBJECT:     County Administrative Officer’s Report for the week of April 11, 2011

This is the weekly report by the County Administrative Officer.

This Week's Topics: County Elections receives federal funding to improve voter access, Child Support Services takes extra steps to reach out to the community about its services and the 2nd Supervisorsial District Office honors a community leader who has championed a county partnership road safety project.

Elections
The Elections Department is pleased to announce it has been awarded $245,004.36 in federal funds for improving access to voting and voter information about available services. Under the Help America Vote Act, the Secretary of State formulated a competitive “VOTE Grant” for all 58 counties who would be eligible for up to $250,000.

Activities approved to be conducted under the grant include:

* A county-wide survey of existing polling places in an effort to locate alternative sites or offer increased mitigation
* Increasing poll worker training regarding assisting voters with specific needs
* Increasing voter education regarding county services that increase voter access
* Review and update of the Department’s website for readability and increasing information about access to voting in Monterey County

The Elections Department can begin work under this grant May 1st of this year and all the work must be completed by March 31, 2013.

May 3, 2011 Special All Mail Ballot Election – Monterey Peninsula Water Management District vacancy: The Elections Department has already begun to receive voted returns for the special election, recording approximately 500 voted ballots to date. Additional ballots were mailed out to new registrants as well as to those who have recently had a
change of address and did not receive their first ballot. By law, the United States Postal Service cannot forward election mail. For those who may have recently moved into the district, the deadline to register to vote is Monday, April 18th.

Additional information about the May 3 all mail ballot election can be found on the Elections Department’s website under the link “Upcoming Elections.” Information includes the purpose of the election, important dates and deadlines, how and where your voted ballot can be returned and how to check to see if you live in the Division involved in the election and are eligible to vote.

Child Support Services
The Monterey County Department of Child Support Services (DCSS) has been proactive about getting information out to local parents who may need child support services by using a wide-ranging media outreach campaign.

During the 2010 holiday season, DCSS began its campaign by advertising information in the Monterey Herald and the Salinas Californian newspapers and in La Ganga, a weekly Spanish publication. Over the past several months, the campaign has continued using a variety of outlets:

♦ A previously produced ‘jingle’ is being aired on KWAV radio, Clear Channel Broadcasting, KDON radio and La Preciosa, a Spanish station. KWAV radio also recently started airing, “Do the Right Thing,” a child support message to parents.

♦ Through Monterey Bay Media Group, a new DCSS bilingual cinema ad was produced and is currently being shown at the Maya Cinemas in Salinas. This is the first bilingual Maya Cinema advertisement to be shown in audio and visual form.

♦ In partnership with Hide ‘N Seek Children’s Foundation, DCSS is airing a previously produced program on Comcast Spotlight cable television. For the Spanish language audience, a previously produced announcement is airing on the AZTECA 43 television channel.

♦ A newly created sign will be displayed on one of the Monterey-Salinas Transit (MST) buses, beginning April 1st. In partnership with Hide ‘N Seek Children’s Foundation, another sign will be displayed on the MST bus shelter located in Sand City beginning April 15th.
This marketing/outreach program satisfies the federal requirement to regularly and frequently publicize the availability of child support services. Financing for this campaign was provided by funds specifically set aside for this purpose, and, with the generous cooperation of many of the media outlets, the Department is able to get these messages out to the community at very reasonable rates.

Please visit the DCSS booth at the Salinas Valley Fair in King City, May 12-15th.

**District 2**
Supervisor Lou Calcagno, 2nd District, presented a Transportation Agency for Monterey County (TAMC) certificate of appreciation to Del Matt, a local community leader who has been at the forefront of lobbying to assure highway safety improvements for Prunedale residents stay on track. Those improvements to Highway 101, known as the Prunedale Improvement Project, are set to begin this month.

This project is a partnership between Caltrans, TAMC and Monterey County and will add three new interchanges/overpasses along 101 through North County. The project will be complete in 2015.

This project has been in the works for decades and Del has been its champion since its inception. The project has gone through ups and downs over the years and Supervisor Lou Calcagno says that more than any other person, Del has been the voice of the Prunedale community, lobbying state and local agencies to keep the project in the forefront, and working with those agencies to assure the project meets community needs.

Calcagno says he is pleased that the safety improvements are underway and this is the right time to acknowledge the efforts of community leaders like Del Matt.

"Relieving the local access cross traffic off of the highway will make it safer and less congested for everyone," says Calcagno. "Over the years, many North County people worked very hard to help get us the funding for this project and they deserve our gratitude."

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