NEWS

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SAN BERNARDINO COUNTY
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Board adopts County Goals & Objectives for 2013-14

Helping county residents achieve self-sufficiency and creating a business-friendly environment are the common themes of the county's goals and objectives for the coming year as defined today by the Board of Supervisors.

"Goals and objectives are an essential part of how we run the county," said County Chief Executive Officer Greg Devereaux, noting that the Board of Supervisors sets the county's policy and direction, which is carried out by the CEO and county staff. "The board has given us clear direction."

The 35 goals and objectives, organized under eight categories, were developed during the board's January 22 closed-session annual evaluation of the CEO's performance, which Mr. Devereaux requested as part of his contract with the county.

The county will ensure the goals and objectives are met by incorporating them into the county's 2013-14 budget and providing the Board of Supervisors with quarterly updates, Mr. Devereaux said.

The county's primary goal remains implementation of the Countywide Vision, www.sbcounty.gov/vision, with a focus on the county's Vision-defined job of creating a county in which those who reside and invest can prosper and achieve well-being.

Mr. Devereaux described a common theme of the remaining goals and objectives as "utilizing county programs to move residents to self-sufficiency", thereby allowing them to prosper and achieve well-being."

Board of Supervisors Chair Janice Rutherford encouraged the county's approximately 19,000 employees to embrace the goals and objectives.

"We have amazing staff in this county," Chair Rutherford said. "I know you have ideas on how we can help make our residents more self-sufficient. We want to hear those ideas."

The categories under which the goals and objectives fall are:

- Implement the Countywide Vision
- Create, Maintain and Grow Jobs and Economic Value in the County
- Improve County Government Operations
- Operate in a Fiscally Responsible and Business-like Manner
- Ensure Development of a Well-Planned, Balanced, and Sustainable County
- Maintain Public Safety
- Provide for the Health and Social Services Needs of County Residents
- Pursue County Goals and Objectives by Working with Other Governmental Agencies

County of San Bernardino

GOALS & OBJECTIVES – FISCAL YEAR 2013-14

Implement the Countywide Vision

- Continue the County role of convening conversations on community collaboration and collective action.
- Ensure that all County employees know the significance of the Countywide Vision, Job and Paradigm.

Create, Maintain and Grow Jobs and Economic Value in the County

- Focus EDA efforts on competing globally for investment, retraining and finding employment for those who have lost jobs or are under-employed, developing a more highly-educated and trained workforce, and creating an effective approach to tourism.
- Continue business retention and expansion programs while implementing office and industrial attraction strategies emphasizing provision of high-paying jobs.
- Provide stable governmental leadership, consistent decision-making and efficient processing to inspire confidence in investors.
- Work with the Board to ensure that it has provided clear policy guidance for development, then create a system that provides for implementation and decision-making at the lowest level of the organization legally allowed.
- Review and revise fees, processes and decision-making to ensure a business friendly environment.
- Utilize County programs and resources to maximize job creation.
- Work with cities to explore programs and approaches to address the mortgage crisis.
- Actively participate in the statewide CEQA reform efforts.

Improve County Government Operations

- Enhance and protect the Board of Supervisors' policy-making role and ensure authority exists for staff actions.
- Create clear lines of authority and clarify roles, responsibilities and governance of all County departments and programs.
- Develop an approach to evaluate the performance of department heads who report to the Board.
- Incorporate the Board adopted County Goals and Objectives in the County budget document, tie department performance measures to them and report progress in the quarterly budget updates.
- Develop consistent messaging for the organization.
- Ensure that employees know that they and their work are valued.

Operate in a Fiscally-Responsible and Business-Like Manner

- Develop a long-term budget plan which brings the County into operational and programmatic balance.
- Live within our means, fully funding basic operating systems, liabilities and reserves, while forming capital to strategically invest in the future.
- Invest County resources in ways which create more ongoing revenue to reinvest in maintaining services.
- Eliminate silos and consolidate and centralize administrative functions, including financial management and oversight.
- Implement information management best-practices that would unify technology platforms and move toward a standardized enterprise approach.

Ensure Development of a Well-Planned, Balanced, and Sustainable County

- Take steps to ensure that the Land Use Services Department continues to make progress in terms of operating more efficiently.
- Continue to identify and implement short-term solutions to systemic problems.
- Fund an update to the General Plan, update the Development Code and Master Plans, and create more Community and Specific Plans in order to move away from a "one size fits all" approach and recognize the unique character and needs of all unincorporated areas of the County.
- Work with cities to ensure that County zoning and development standards in their spheres of influence are more compatible.

Maintain Public Safety

- Work with all elements of the County's public safety services to reduce costs while maintaining the highest level of service that funding will support.
- Develop a better understanding of the effects of increases or decreases of resources in one area of law and justice on all other areas.

Provide for the Health and Social Services Needs of County Residents

- Implement Federal Healthcare Reform.
- Maximize the utilization of Federal and State programs and funding to mitigate the effects of the economic downturn on county residents.
- To the maximum extent legally allowed, utilize County programs to move participants to self-sufficiency.
- Promote public/private collaboration and projects that help to meet the health and human service needs of county residents.

Pursue County Goals and Objectives by Working with Other Governmental Agencies

- Work with Federal, State and regional governments and organizations to ensure San Bernardino County receives its fair share of resources and to help shape legislation and regulations which affect the County.

- Work with all Federal and State agencies owning land in the County, to maximize the benefit to the County.

- Support SANBAG's efforts to expand its role as the Council of Governments in the county.

- Develop a closer working relationship with cities, tribes and other governmental agencies.