

MADERA COUNTY

MISSION 2023

UPDATE JULY 2020



- ▶ **MISSION:** Creating a countywide Culture of Excellence through dedicated public service
- ▶ **VISION:** Always excelling as a trusted local government
- ▶ **VALUES:** Professionalism, Loyalty, Accountability, Compassion, Excellence (**PLACE**)



TIMELINE

- ▶ At the 2018 Madera County Management Workshop development work began on a Madera County Strategic Plan. Strategic Focus Areas were identified and Team Captains were named for each focus area and working groups began to collaborate on objectives, action items and measures to integrate into the plan.
- ▶ Based on input from each of the focus area team captains, the Public Information Team developed a working document for direction from the Board of Supervisors.
- ▶ In April 2019, Mission 2023, the Madera County Strategic Plan was presented and approved by the Board of Supervisors.
- ▶ As this is considered an organic document, the plan was reviewed and updated at the 2019 Madera County Management Workshop.
- ▶ Although the 2020 Madera County Management Workshop was canceled due to the COVID-19 Pandemic, and therefore, no opportunity for review, Mission 2023 continues to move in a forward direction under the leadership of each Focus Area Captain with semi-annual reporting to the Board of Supervisors.

STRATEGIC FOCUS AREAS

STRATEGIC FOCUS AREAS AND RESULTS



FOCUS AREA 1: COMMUNITY

Results: Creating a county-wide Culture of Excellence through dedicated public service.



FOCUS AREA 2: EMPLOYEES

Results: Improve employee satisfaction and performance and promote wellness in an effort to enhance the health and well being of our employees.



FOCUS AREA 3: PUBLIC SAFETY

Results: Ensure that the safety and security of the county is trusted, effective and efficient.



FOCUS AREA 4: PUBLIC INFORMATION

Results: Continue to market and tell the Madera County Story in an ongoing effort to improve the county image and create a Culture of Excellence.



FOCUS AREA 5: TECHNOLOGY

Results: Evolve towards dynamic, flexible, and innovative solutions that can support changing business needs and data security requirements.



FOCUS AREA 6: INFRASTRUCTURE

Results: Have residential and industrial diversification with smart community growth and a small town feel for a thriving community.



FOCUS AREA 7: GOVERNMENT RELATIONS

Results: Collaborate with the Cities of Madera and Chowchilla in order to provide seamless and collaborative services throughout Madera County in a cost effective manner.



FOCUS AREA 8: HEALTH

Results: To reduce the stigma associated with mental illness, suicide and substance abuse disorders, as well as to reduce communicable disease within our community and provide healthy, outdoor lifestyle spaces for all to enjoy.

STRATEGIC FOCUS AREA 1 - COMMUNITY

Results: Creating a county-wide Culture of Excellence through dedicated public service.

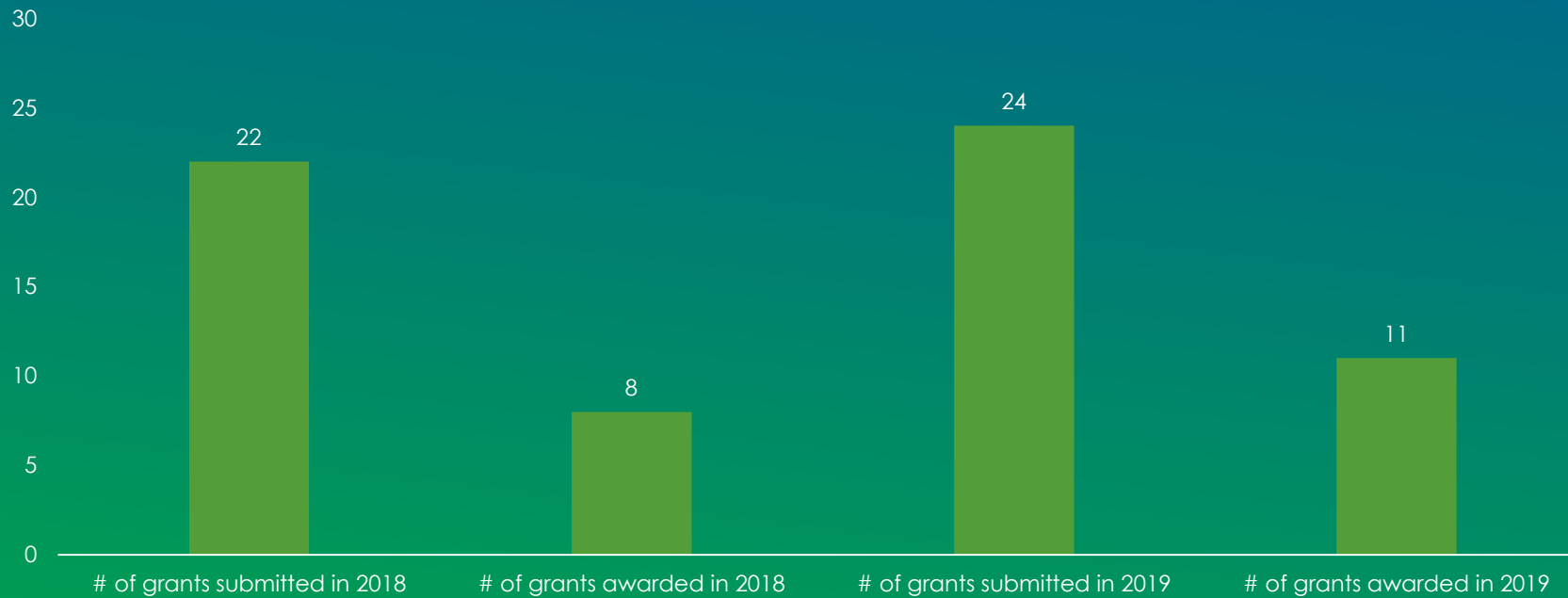


STRATEGIC OBJECTIVES

- Enhance Fiscal Responsibility
- Improve Customer Service
- Improve Transparency
- Improve Delivery of Services
- Improve Community Impacts of Homelessness

STRATEGIC FOCUS AREA 1 - COMMUNITY

Grant Submissions 2018-2019

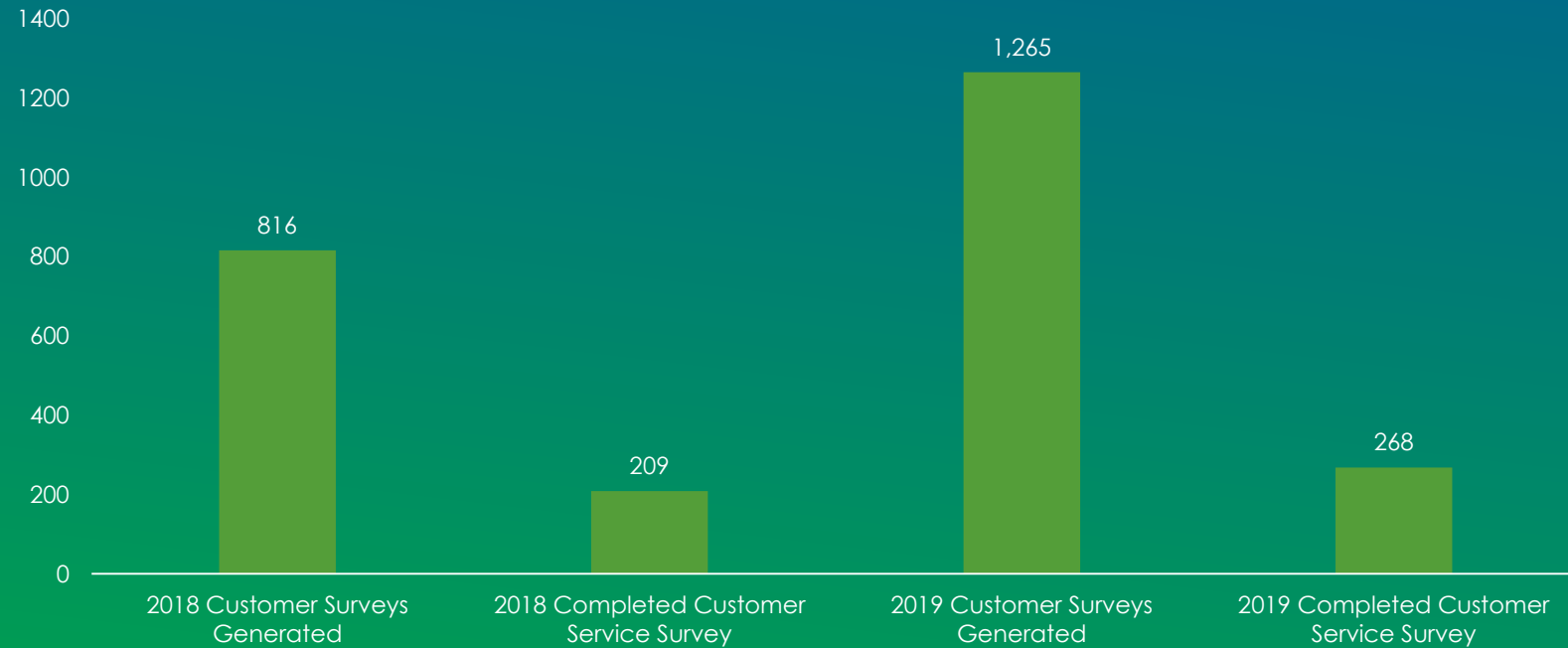


STRATEGIC FOCUS AREA 1 - COMMUNITY

- ▶ In each of the 8 focus areas, a key element in the development and implementation of the strategic plan was to develop a Customer Satisfaction Survey to gauge the satisfaction of our customer/constituents as it relates to Madera County services.
- ▶ The survey was developed in 2018 and deployed in 2018 through the 311/MadCo Services app. The survey is ongoing.
- ▶ The results of the survey will continue to guide many of the strategic objectives both currently and into the future.

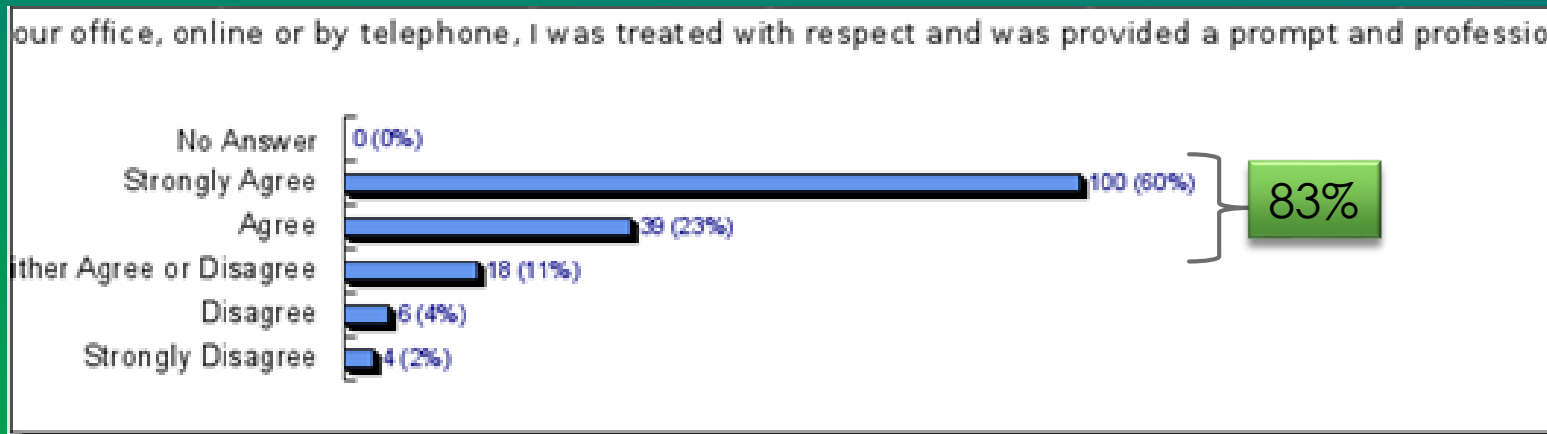
STRATEGIC FOCUS AREA 1 - COMMUNITY

Completed Customer Satisfaction Surveys



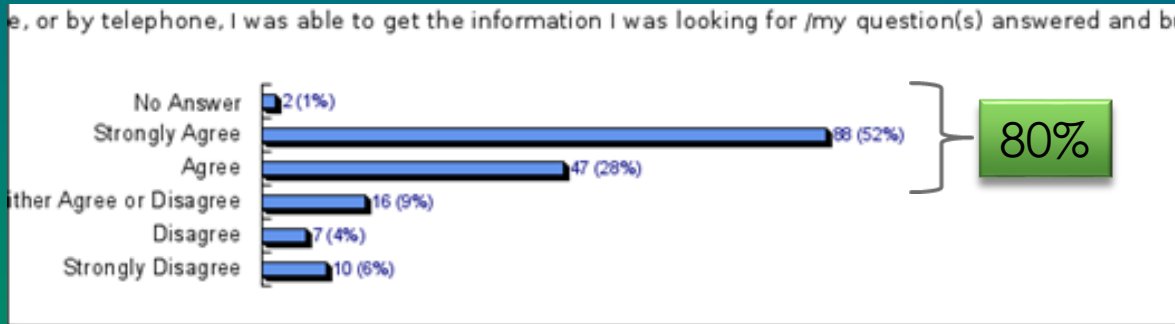
STRATEGIC FOCUS AREA 1 - COMMUNITY

- ▶ From 1/1/20 – 6/17/20, 633 surveys were distributed. Of that, 170 were returned with the following results:
- ▶ When visiting our office, online or by telephone, I was treated with respect and was provided a prompt and professional experience.

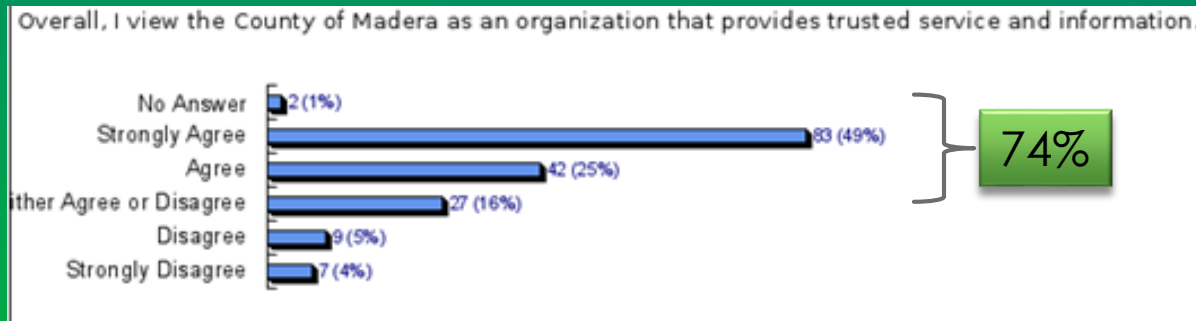


STRATEGIC FOCUS AREA 1 - COMMUNITY

- ▶ When visiting our office, online, or by telephone, I was able to get the information I was looking for/my question(s) answered and business conducted successfully.



- ▶ Overall, I view the County of Madera as an organization that provides trusted service and information.



STRATEGIC FOCUS AREA 1 - COMMUNITY

- ▶ One key action item in this focus area is to improve access to county services. This was demonstrated by how the team was able to rally the county in a short period of time during the COVID-19 pandemic in order to keep both our staff and our constituents safe while continuing to provide essential services.



STRATEGIC FOCUS AREA 1 - COMMUNITY

HOMELESSNESS

On November 12, 2019, the Madera County Board of Supervisors unanimously approved to support the Plan to Reduce Homelessness that was developed by the Behavioral Health Services Department. A primary goal of this plan is to initiate a strong well organized community coalition to focus on solutions to reduce homelessness within Madera County.

To achieve this goal:

- Lead efforts to organize an alliance of organizations with the purpose of reducing the negative effects of homelessness within Madera County.
- Lead efforts to categorize current resources and efforts focused on homelessness prevention and homelessness service.
- Lead efforts to identify gaps in services
- Lead efforts to seek resources to fill local needs or gaps.
- Provide briefings to Board of Supervisors and community to inform of current efforts and needs to strengthen our system.

STRATEGIC FOCUS AREA 2 - EMPLOYEES

Results: Improve employee satisfaction and performance and promote wellness in an effort to enhance the health and well being of our employees.

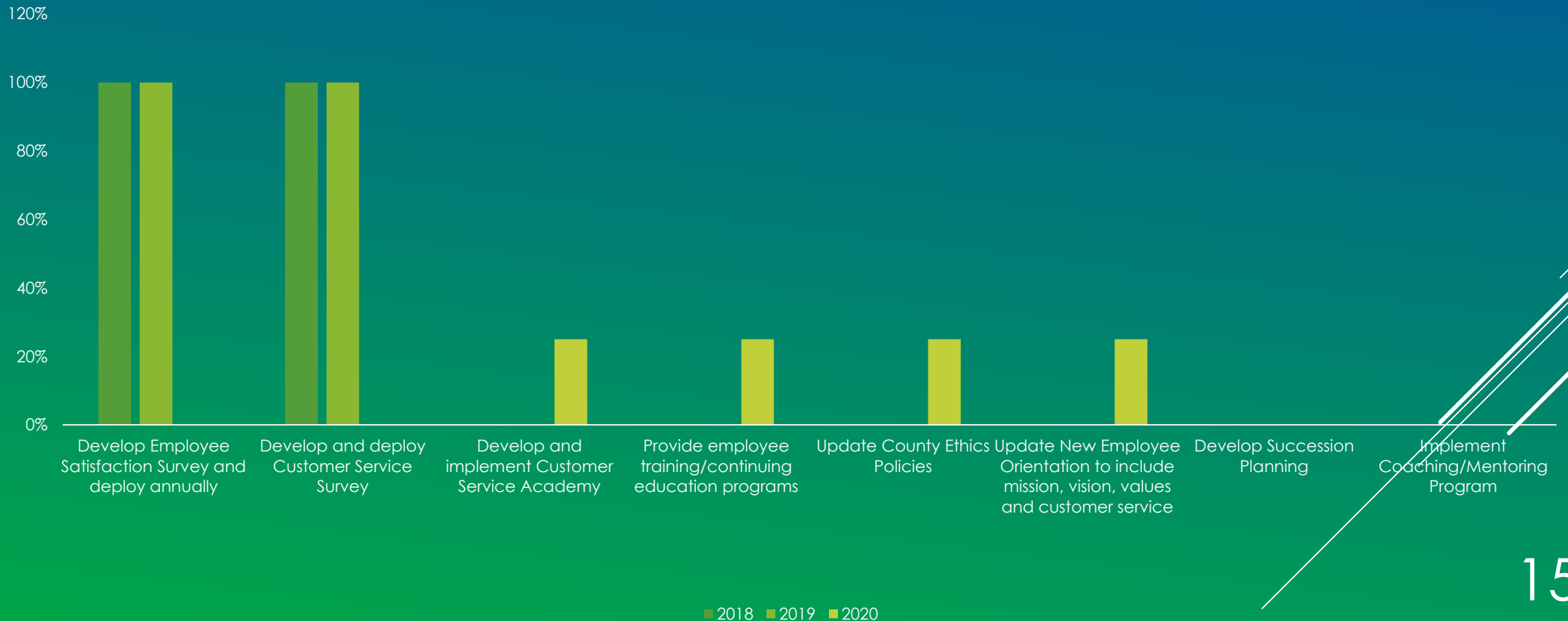


STRATEGIC OBJECTIVES

- Improve Employee knowledge and skills through professional growth opportunities
- Improve employee customer service aptitude
- Improve employee engagement through effective management and supervision
- Improve and promote employee wellness

STRATEGIC FOCUS AREA 2 - EMPLOYEES

Focus Area 2 - Employee Engagement – Action Items



EMPLOYEE ENGAGEMENT

- ▶ In each of the 8 focus areas, a key element in the development and implementation of the strategic plan was to gauge our employees to learn about their satisfaction.
- ▶ At the inception of the plan, the Employee focus area group immediately set out to develop and implement an Employee Satisfaction Survey.
- ▶ The survey was disseminated in 2018 and 2019 with the results helping to guide many of the strategic objectives both currently and into the future.
- ▶ The survey is ready to deploy in July 2020 for the third year.

EMPLOYEE SATISFACTION SURVEY



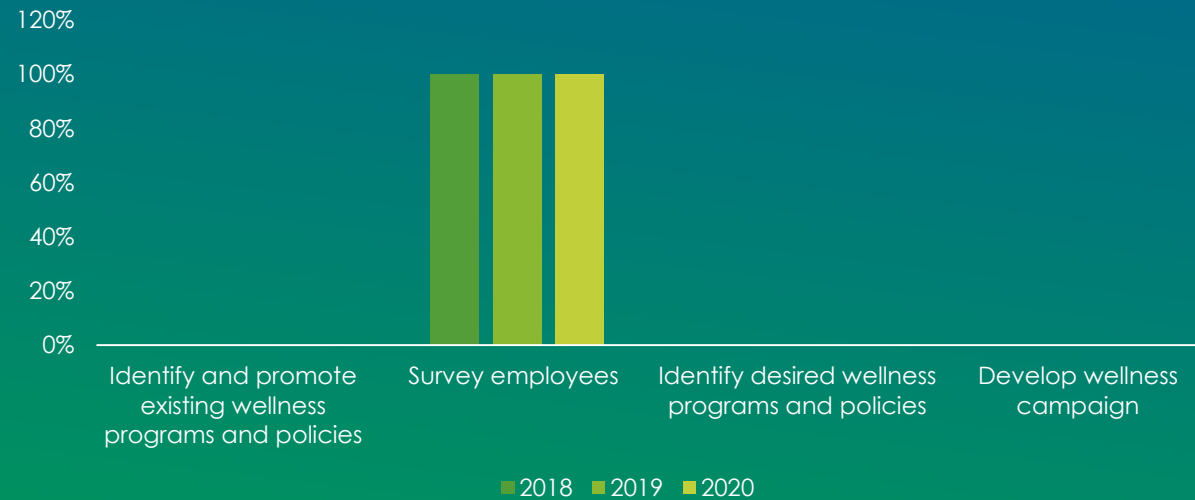
In 2018 an Employee Satisfaction Survey was developed by the Employee Focus Area Team. In July of 2018 and July 2019 the survey was deployed utilizing Survey Monkey. Survey is scheduled to be deployed for year 3 in July, 2020.

- ✓ Number completed:
 - ✓ 2018 - 607
 - ✓ 2019 - 677
- ✓ Confidential
- ✓ Survey results will continue to be utilized to address opportunities for improvement.

STRATEGIC FOCUS AREA 2 – EMPLOYEES

EMPLOYEE WELLNESS

Focus Area 2 - Employee Wellness Action Items

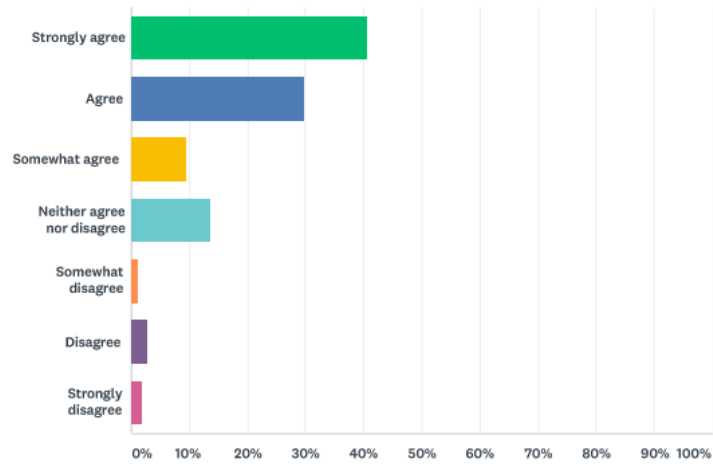


STRATEGIC FOCUS AREA 2 – EMPLOYEES

EMPLOYEE WELLNESS

Q12 I am interested in Stress Management Training

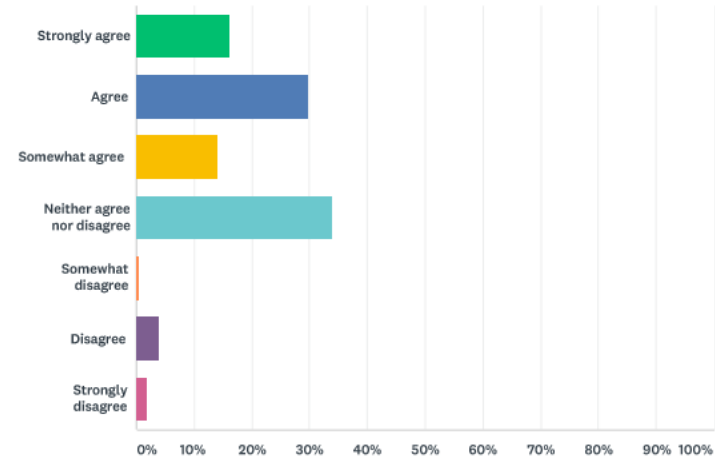
Answered: 673 Skipped: 4



ANSWER CHOICES	RESPONSES	
Strongly agree	40.56%	273
Agree	30.01%	202
Somewhat agree	9.66%	65
Neither agree nor disagree	13.67%	92
Somewhat disagree	1.19%	8
Disagree	2.97%	20
Strongly disagree	1.93%	13
TOTAL		673

Q30 I am interested in a Work/Life program in the future.

Answered: 656 Skipped: 21



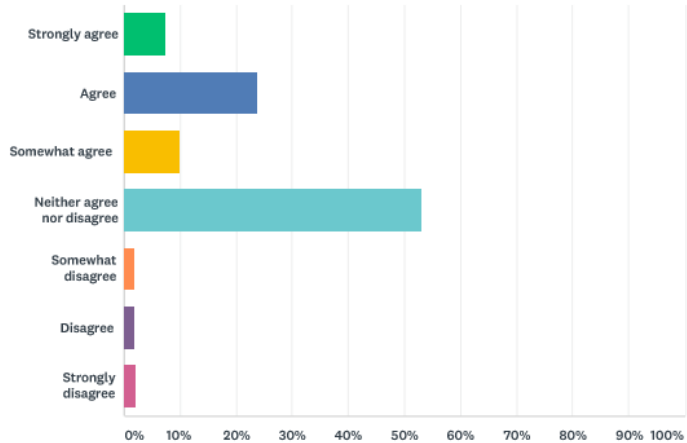
ANSWER CHOICES	RESPONSES	
Strongly agree	16.01%	105
Agree	29.73%	195
Somewhat agree	14.02%	92
Neither agree nor disagree	33.99%	223
Somewhat disagree	0.46%	3
Disagree	3.96%	26
Strongly disagree	1.83%	12
TOTAL		656

STRATEGIC FOCUS AREA 2 – EMPLOYEES

EMPLOYEE WELLNESS

Q31 I am satisfied with the Madera County Employee Assistance Program (EAP).

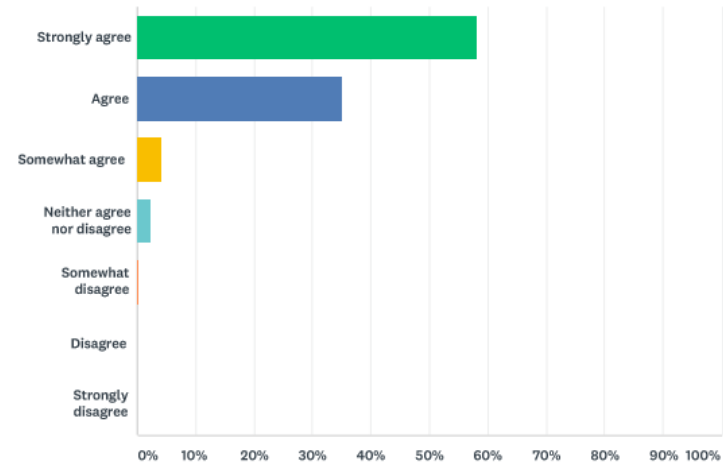
Answered: 654 Skipped: 23



ANSWER CHOICES	RESPONSES	
Strongly agree	7.49%	49
Agree	23.85%	156
Somewhat agree	9.94%	65
Neither agree nor disagree	53.06%	347
Somewhat disagree	1.83%	12
Disagree	1.83%	12
Strongly disagree	1.99%	13
TOTAL		654

Q32 My overall health is a priority to me.

Answered: 655 Skipped: 22



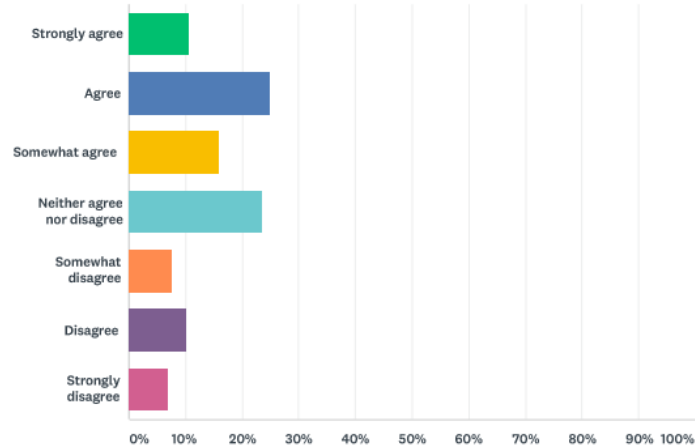
ANSWER CHOICES	RESPONSES	
Strongly agree	58.17%	381
Agree	35.11%	230
Somewhat agree	4.27%	28
Neither agree nor disagree	2.29%	15
Somewhat disagree	0.15%	1
Disagree	0.00%	0
Strongly disagree	0.00%	0
TOTAL		655

STRATEGIC FOCUS AREA 2 – EMPLOYEES

EMPLOYEE WELLNESS

Q33 My overall health is a priority to Madera County.

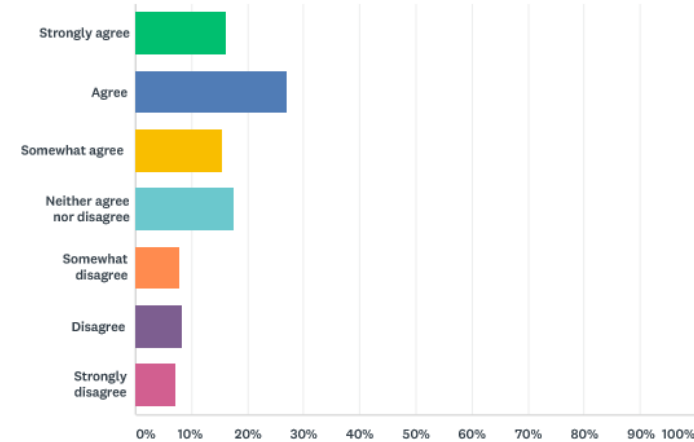
Answered: 657 Skipped: 20



ANSWER CHOICES	RESPONSES	
Strongly agree	10.65%	70
Agree	24.81%	163
Somewhat agree	15.83%	104
Neither agree nor disagree	23.74%	156
Somewhat disagree	7.76%	51
Disagree	10.20%	67
Strongly disagree	7.00%	46
TOTAL		657

Q34 I have opportunities to make healthy food choices at work (I.e. health food choices, stretching, physical activity, taking breaks).

Answered: 658 Skipped: 19



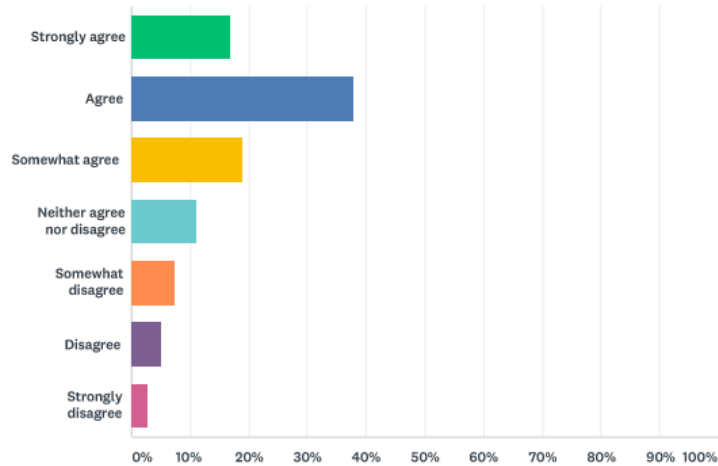
ANSWER CHOICES	RESPONSES	
Strongly agree	16.41%	108
Agree	27.05%	178
Somewhat agree	15.50%	102
Neither agree nor disagree	17.63%	116
Somewhat disagree	7.90%	52
Disagree	8.36%	55
Strongly disagree	7.14%	47
TOTAL		658

STRATEGIC FOCUS AREA 2 – EMPLOYEES

EMPLOYEE WELLNESS

Q35 I am able to manage my stress level to be fully present at work.

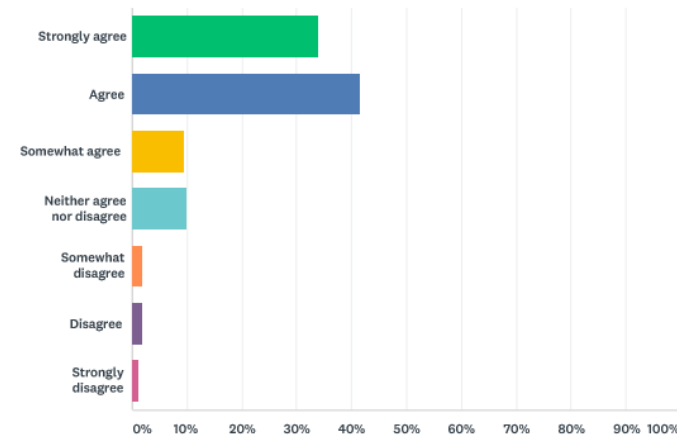
Answered: 658 Skipped: 19



ANSWER CHOICES	RESPONSES	
Strongly agree	16.87%	111
Agree	37.84%	249
Somewhat agree	19.00%	125
Neither agree nor disagree	11.09%	73
Somewhat disagree	7.45%	49
Disagree	5.02%	33
Strongly disagree	2.74%	18
TOTAL		658

Q36 I use my health insurance for prevention including health screenings, annual health care visits, and/or counseling services.

Answered: 659 Skipped: 18



ANSWER CHOICES	RESPONSES	
Strongly agree	33.84%	223
Agree	41.73%	275
Somewhat agree	9.56%	63
Neither agree nor disagree	10.02%	66
Somewhat disagree	1.82%	12
Disagree	1.82%	12
Strongly disagree	1.21%	8
TOTAL		659

STRATEGIC FOCUS AREA 3 – PUBLIC SAFETY

FOCUS AREA 3: PUBLIC SAFETY

Results: Ensure that the safety and security of the county is trusted, effective and efficient.

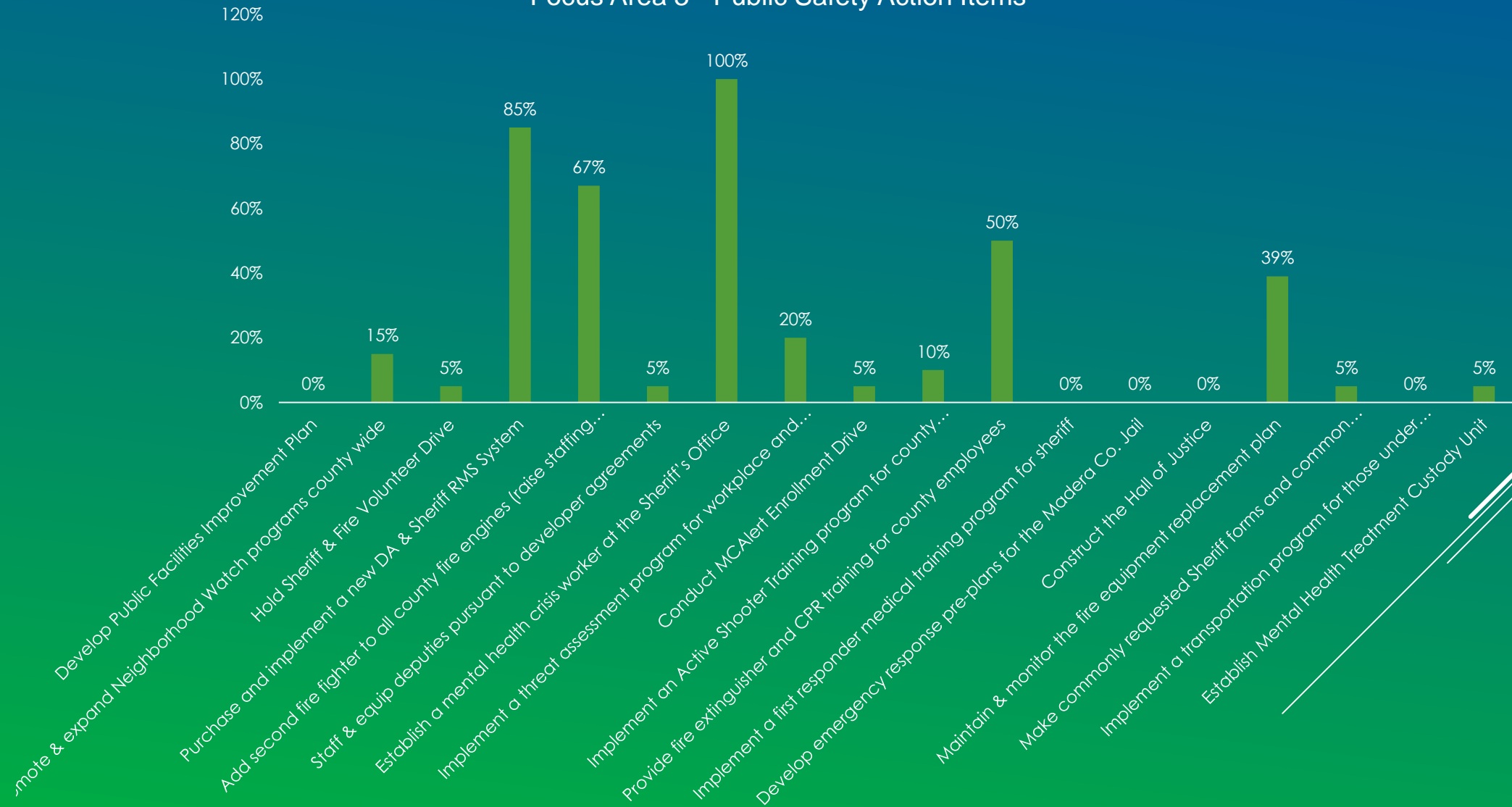
STRATEGIC OBJECTIVES

- Streamline and Improve Public Safety
- Improve Inmate Rehabilitation



STRATEGIC FOCUS AREA 3 – PUBLIC SAFETY

Focus Area 3 - Public Safety Action Items



STRATEGIC FOCUS AREA 4 – PUBLIC INFORMATION

FOCUS AREA 4: PUBLIC INFORMATION

Results: Continue to market and tell the Madera County Story in an ongoing effort to improve the county image and create a Culture of Excellence.

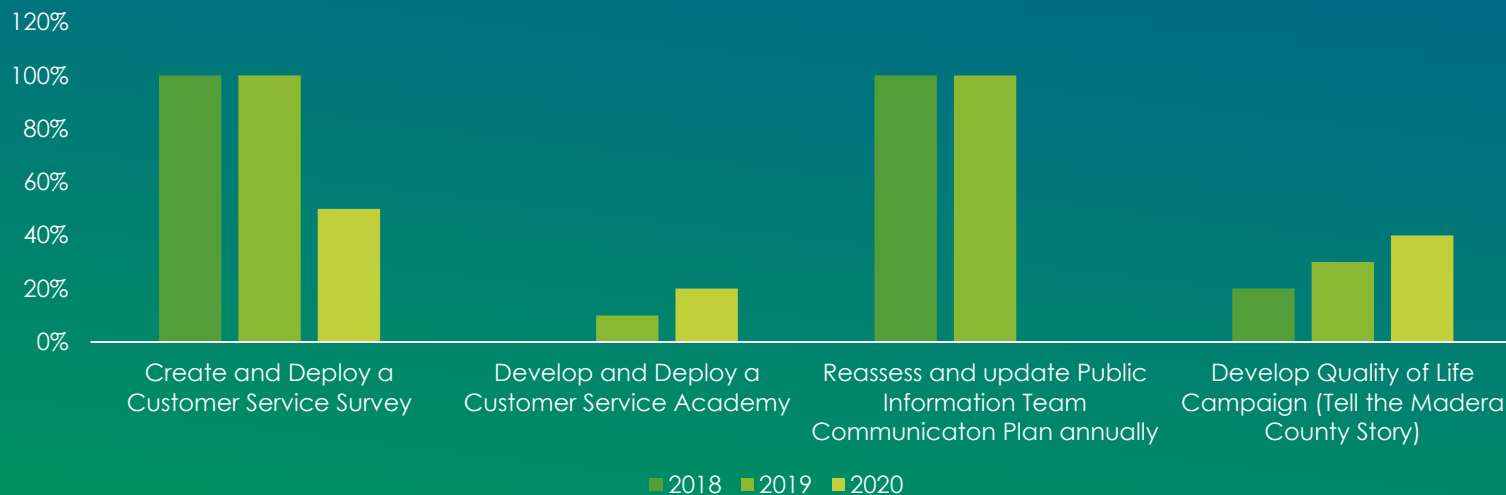


STRATEGIC OBJECTIVES

- Improve Constituent Satisfaction
- Improve Transparency & Branding
- Improve Customer Service

STRATEGIC FOCUS AREA 4 – PUBLIC INFORMATION

Focus Area 4 - Public Information Acton Items



STRATEGIC FOCUS AREA 5 – TECHNOLOGY

FOCUS AREA 5: TECHNOLOGY

Results: Evolve towards dynamic, flexible, and innovative solutions that can support changing business needs and data security requirements.

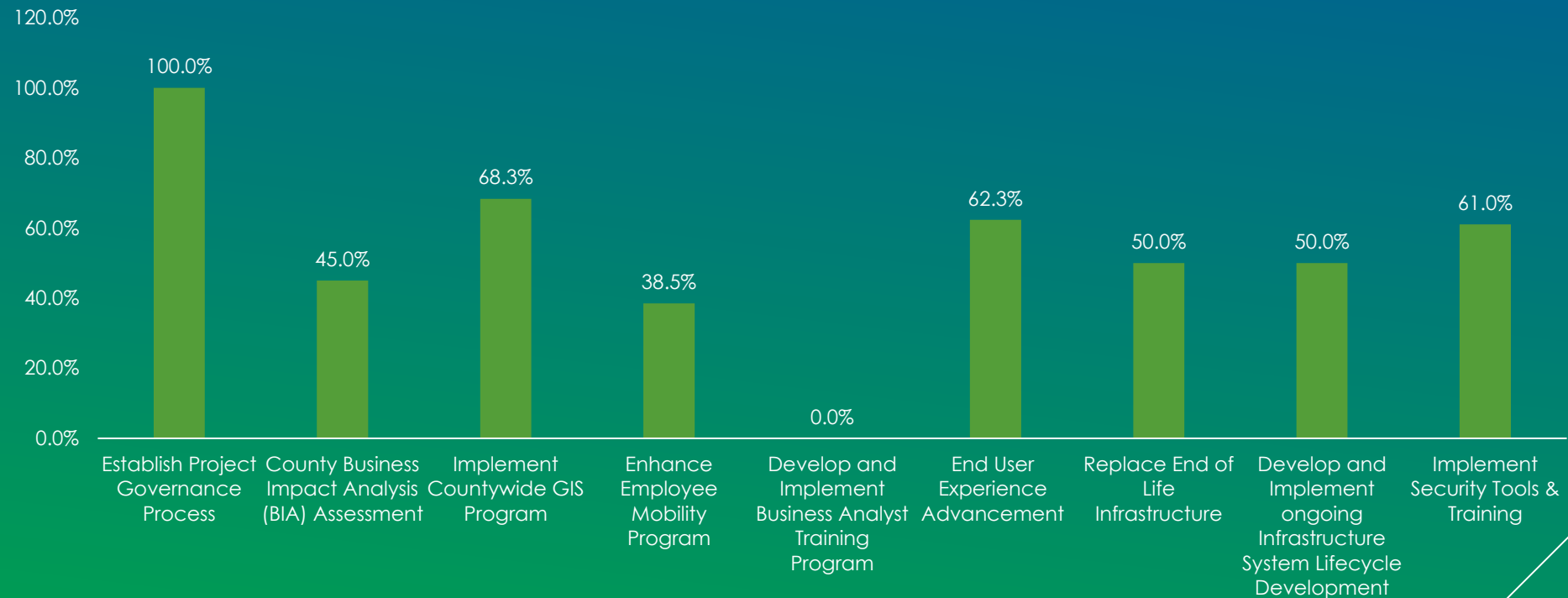


STRATEGIC OBJECTIVES

- Ensure technology priorities are in alignment with and in support of County strategic goals
- Increase use of technology to better serve constituents and employees
- Support, Maintain, and Secure Critical Infrastructure

STRATEGIC FOCUS AREA 5 – TECHNOLOGY

Focus Area 5 - Technology Action Items



STRATEGIC FOCUS AREA 6 – INFRASTRUCTURE

FOCUS AREA 6: INFRASTRUCTURE

Results: Have residential and industrial diversification with smart community growth and a small town feel for a thriving community.

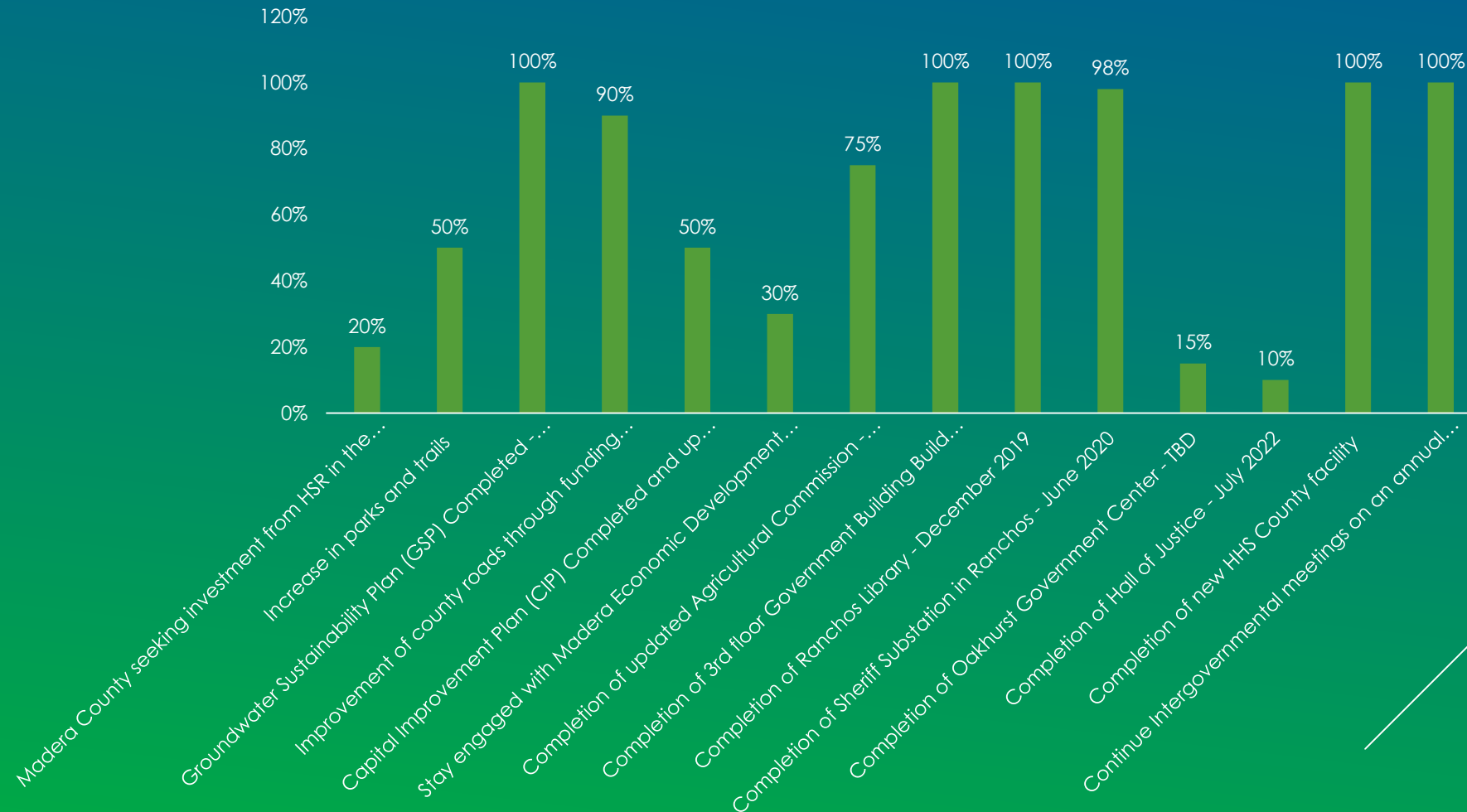


STRATEGIC OBJECTIVES

- Improve Infrastructure
- Consider smart growth tactics (Economic Development) (water, sustainability, green space)

STRATEGIC FOCUS AREA 6 – INFRASTRUCTURE

Focus Area 6 – Infrastructure Action Items



STRATEGIC FOCUS AREA 7 – GOVERNMENT RELATIONS

FOCUS AREA 7: GOVERNMENT RELATIONS

Results: Collaborate with the Cities of Madera and Chowchilla in order to provide seamless and collaborative services throughout Madera County in a cost effective manner.

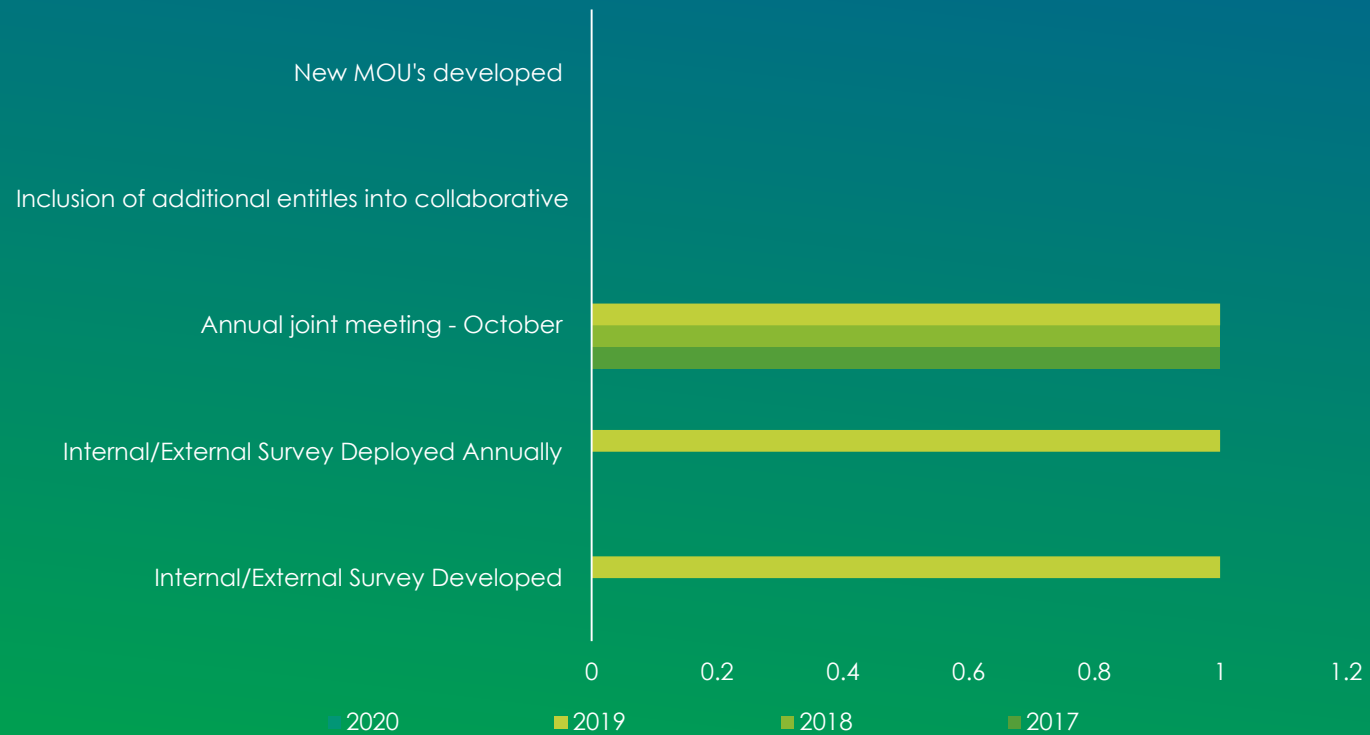


STRATEGIC OBJECTIVES

- Strengthen/Enhance Intergovernmental Relationships
- Strengthen/Enhance level of service for citizens

STRATEGIC FOCUS AREA 7 – GOVERNMENT RELATIONS

Focus Area 8 - Government Relations Action Items



STRATEGIC FOCUS AREA 7 – GOVERNMENT RELATIONS

SUGGESTED TOPICS FROM SURVEY FOR DISCUSSION for 2020 ANNUAL MEETING

- Flood Control and clean up
- Water, HSR, Economic Development
- Homeless
- Customer Service Training for all 3 agencies
- Infrastructure
- Business and job growth

STRATEGIC FOCUS AREA 8 – HEALTH



FOCUS AREA 8: HEALTH

Results: To reduce the stigma associated with mental illness, suicide and substance abuse disorders, as well as to reduce communicable disease within our community and provide healthy, outdoor lifestyle spaces for all to enjoy.

STRATEGIC OBJECTIVES

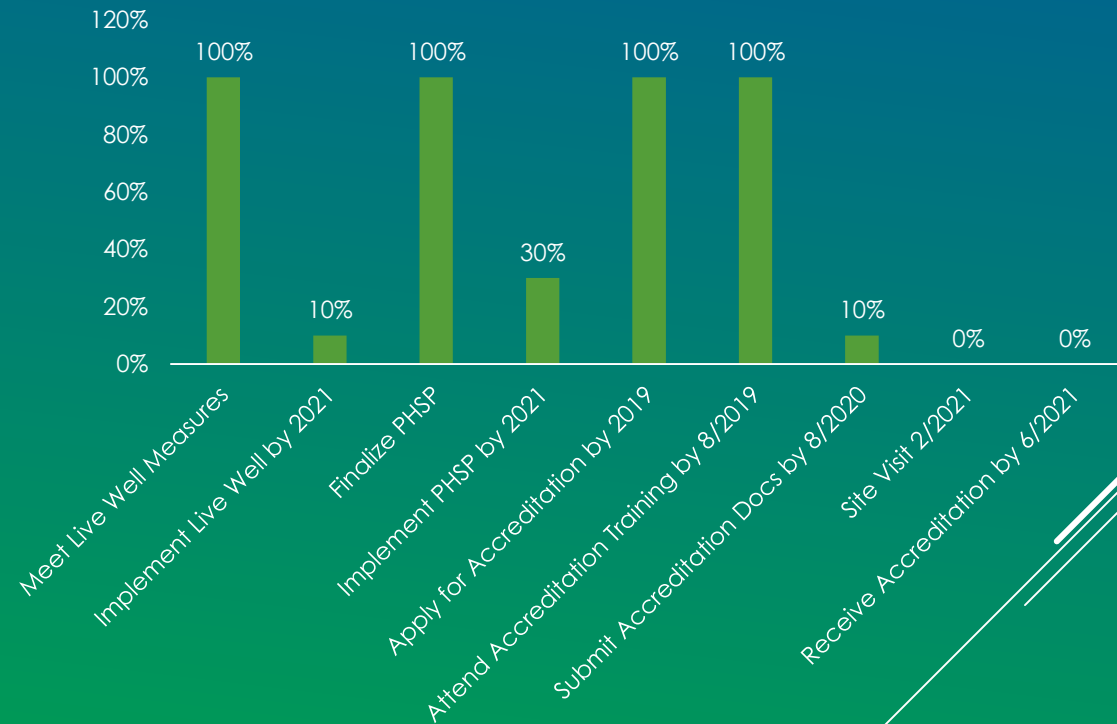
- Mental Health
 - Collaborate with community partners and local stakeholders to incorporate awareness information into their existing training curriculum.
- Physical Health
 - Collaboration among county departments and community stakeholders to incorporate health in all policies for improved health outcomes.
 - Complete the plan and documentation requirement for the Department of Public Health Strategic Plan (PHSP).
 - Complete the plan and documentation requirements of the Public Health Accreditation Board.

STRATEGIC FOCUS AREA 8 – HEALTH

Focus Area 8 – Mental Health Action Items
2019/2020



Focus Area 8 - Physical Health Action Items
2019/2020



PROGRESS TOWARD MISSION 2023

- ▶ Focus Area working groups will continue to work diligently on action items and performance measurements of the plan.
- ▶ Provide timely updates to the Board of Supervisors on progress of the plan.
- ▶ Continue to follow the Madera County Mission of “Creating a countywide Culture of Excellence through dedicated public service”.

QUESTIONS?