



PRIORITIES REPORT

Intent of the Priorities Report

This report summarizes and tracks progress toward the Board of Supervisors’ top priorities from the Yuba County Strategic Plan adopted in July 2023. Staff developed this tracking report to provide information to the Board of Supervisors and be available on the County’s website for public review. The report is developed and updated at the Board’s annual planning and priority development workshop that occurs in the beginning of each calendar year. This report is intended to increase transparency and accountability of the County’s work toward meeting the Board’s top priorities. Any questions, suggestions, or requests for additional information regarding the information in this report should be directed to the County Administrator’s Office at CAOStaff@co.yuba.ca.us or (530) 749-7575.

The Yuba County Strategic Plan is available at:

https://www.yuba.org/departments/county_administrator/strategic_plan.php

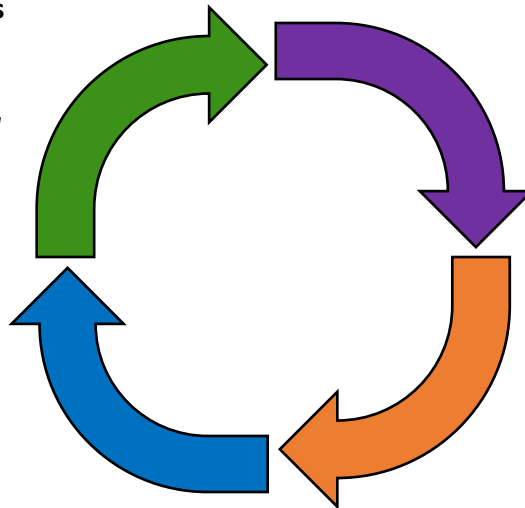
Priority Development Process

July-December

Initiating/Implementing
Departments bring items to the Board of Supervisors at regular meetings

June

Budget Adoption
Budget is adopted, including Top Priorities and funding



January-February

Annual Board Workshop
Board drafts and updates annual priorities

February-April

Budgeting for Priorities
Staff prepares budget and Budget Subcommittee reviews budgets

Each priority is accompanied by a status symbol:

- Yet to begin
- ▲ Initiating
- ◆ Implementing
- ☑ Complete

Safety – Increase visibility of law enforcement along primary commercial corridors.

◆ **Implementing**

Updates:

- Established Patrol Lieutenant Liaison to work directly with large business stakeholders (Walmart/Costco) to address public safety issues and mitigate problems within the North Beale Road Corridor.
- Organized and completed Town Hall Meeting with Linda residents to address concerns faced by those bordering the corridor.
- Increased Code Enforcement Deputies patrol of the corridor with focused efforts addressing the unhoused population.
- Utilizing SWAP program workers for refuse cleanup and blight mitigation of public areas along the corridor on a rotational basis.
- Implemented robust ALPR (Automated License Plate Reader) camera system throughout corridor to combat auto theft and criminal activity.

Next Steps:

- Targeted enforcement of Rio Inn & Suites. Meet with business owner to address criminal activity and Code Enforcement issues on premises.
- Assign Patrol Sergeant Liaison to open lines of communication between the Sheriff's Office and remaining business stakeholders in the area.
- Continue exploring the opportunity of dedicated Sheriff's Office Substation within new Linda Fire facility on Scales Avenue.
- Implementation of new CAD/RMS (Computer Aided Dispatch/Report Management System) in February 2024:
 - Crime Analyst to create crime "heat maps" to better leverage real time statistical data in combating specific criminal activity within the commercial corridors.
 - Implement "Citizen Rims" web-based public transparency portal for crime statistics and law enforcement activity within the corridors.
- Establish Sheriff's POP (Problem Oriented Policing) Team of deputies and supervisor to provide targeted enforcement within specific geographic areas and/or address emerging crime trends affecting the corridor.*
- Increase 24 hour patrol staff to dedicated beat assignments encompassing the commercial corridors.*

* Requires additional staffing

Owner - Nick Morawcznski, Undersheriff nmorawcznski@co.yuba.ca.us



Community & Behavioral Health – Assess and develop a plan to improve behavioral health services.

▲ Initiating

Updates:

- Established monthly meetings in 2023 between Sutter Yuba Behavioral Health (SYBH) and Yuba County Departments relying on their behavioral health services.
- In January 2024, executed a professional services agreement with a behavioral health organizational expert to assist Yuba County with assessing a best path forward for behavioral health services

Next Steps:

- Continue monthly meetings with SYBH
- Implement recommendations of the contracted expert beginning with a resolution presented to both Yuba and Sutter County Boards that outlines the evaluation process

Owner - Kevin Mallen, County Administrator kmallen@co.yuba.ca.us

Social Services – Collaborate with law enforcement, schools, and probation to connect the public with programs and services.

◆ Implementing

Updates:

- Established an Opioid Coalition with representation from law enforcement, schools, HHS, medical providers, and first responders.
 - Providing assemblies at schools and community sites to educate the public on dangers associated with Opioid Abuse, Substance Abuse Treatment Options and Narcan distribution.
 - Youth from the community selected images for a billboard campaign that was displayed throughout the county.
 - Identifying sites for Narcan dispensing machines.
- Exploring options to enhance health care management and coordination of pre-release services at the Yuba County Jail and the Tri-County Detention Center.
 - Embedded a Social Worker at the Yuba County Jail to assist with enrolling individuals in social services programs prior to release.
- Collaborating with Yuba County Office of Education and Marysville Joint School District to identify two additional school sites for school-based wellness centers.



- Embedding a Social Worker onsite at Yuba College to inform and enroll students into social services programs.
- Establishing a Substance Abuse Navigator position that will assist residents with connecting to substance abuse treatment programs.
- Partnership with Adventist Rideout Hospital to have an enrollment specialist onsite that will inform and enroll patients into social services programs.
- Increased social media and outreach activities to educate the public on the social services programs available.
- Expanding Home Visiting programs to serve additional populations.

Next Steps:

- Deploy Narcan dispensing machines.
- Establish a multi-disciplinary steering committee to identify pre-release services needed at the Yuba County Jail and the Tri-County Detention Center.
- Begin receiving referrals from County Departments for the Substance Abuse Navigator project.
- Evaluate web-based and call center platforms that residents could utilize to obtain information about social services programs provided by the County and Community Based Organizations.

Owner - Jennifer Vasquez, Health and Human Services Director jvasquez@co.yuba.ca.us

Service Delivery – Work to ensure that automated payment options are integrated into County online and in-person services to increase convenience for those we serve and reduce manual staff processes to the maximum extent feasible.

▲ Initiating

Updates:

- Evaluating County departments that would benefit from automated payments; including system software, payment amounts, transaction volume, source (e.g., web, counter), and specific departmental needs.
- Cataloging of current or proposed automated payment solutions based on systems software add-on availability or optional integrations.
- Defining Treasurer regulatory and legal requirements for record keeping, financial transactions, approved transaction types, and transaction processing costs.

Next Steps:

- Create Request for Proposal (RFP) for solicitation of either single source solution or multiple options based on needs assessment.



- Selection of automated payment solutions for each identified County department, arrangement of budgetary requirements, and approval of County Treasurer and County Administrator.

Owner - Steve Oehler, Assistant Administrative Services Director soehler@co.yuba.ca.us

Customer Service Development – Yes-to-Yuba training and begin implementation.

▲ Initiating

Updates:

- Create Workforce Development Steering Committee.
- Following the October leadership retreat, the CAO and HR established a Workforce Development Steering Committee.
- The committee will review what the “Yes to Yuba” mindset is and consider the leadership retreat feedback, then will provide input on the creating of a “Yes to Yuba” training (countywide and/or departmental) that will help to embed the “Yes to Yuba” mindset within the organizational culture.
- See Workforce Development section below for additional information on committee expectations.

Next Steps:

- Take the information from the committee to create a “Yes to Yuba” training.
- Include the newly created training courses in the newly created training catalog.

Owner - Tiffany Manuel, Human Resources Director tmanuel@co.yuba.ca.us

Community of Participation – Evaluate County committee and commission structure to ensure relevance and meaningful work.

▲ Initiating

Updates:

- Checking all current Boards/Committees/Commissions to see how/when they were established, and for what purpose.
- Research the necessity of each of the Boards/Committees/Commissions.

Next Steps:

- Attend each Board/Committee/Commissions meeting to ensure that Committee Specifics are being adhered to or if they need to be updated.



- Meet with County Administrator and County Counsel to provide findings and to discuss future steps
- Determine the feasibility of updating the online dashboard at yuba.org to improve the application process and create a more user-friendly website.
- Develop a “Yes to Yuba” information package that shows the public what the County is doing to promote “Yes to Yuba” across County services.

Owner - Mary Pasillas, Clerk of the Board of Supervisors mpasillas@co.yuba.ca.us

Infrastructure – Secure grant funds for South County sewer infrastructure.

▲ Initiating

Updates:

- Yuba County, Yuba Water Agency, Olivehurst Public Utility District (OPUD), and Wheatland have been working jointly on a project to connect Wheatland to the OPUD sewer treatment plant via a new pipeline that will run up Highway 65 and along McGowan Parkway
- Yuba Water Agency provided funding to OPUD and Wheatland for the design and environmental permitting of the project and facilitated a \$50 million grant application with the State.
- Yuba County constructed the portion of the project on McGowan Parkway between Highways 65 and 70 as part of the sidewalk and road improvement project. Yuba County funded the sewer construction with ARPA funds.

Next Steps:

- The entire remaining project to construct is estimated at \$100 million. The \$50 million State grant is expected to be approved by fall of 2024. Yuba County, Yuba Water Agency, OPUD, and Wheatland will be working jointly to establish funding sources for the remaining \$50 million.

Owner - Kevin Mallen, County Administrator kmallen@co.yuba.ca.us

Safety/Infrastructure – Continue to actively pursue grants to improve sidewalks, lighting, and drainage.

▲ Initiating

Updates:

- Yuba County is receiving nearly \$49M from the California Transportation Commission (CTC) through LTCAP to improve numerous Olivehurst streets including,



2nd/3rd/4th/5th/6th/8th/9th/10th/11th Avenues, Canal Street, Beaver Lane, Tulsa Avenue, and Western Avenue. This project will also provide drainage improvements like storm drain, sidewalks, ADA ramps, bike routes.

- Received \$300K from SACOG Community Design Program to design curbs, gutters, sidewalks, and bike lanes for Fleming Ave.
- Received nearly \$40M in multiple grant awards for sidewalks and drainage in West Linda. Of this multi-phase project, the Cedar Lane and Alicia Ave. Safe Routes to School portion is nearing completion, Garden Avenue and Feather River Blvd. are nearing design completion, while Arboga Road, Alicia, Cottonwood, Grand, Jay & Vine Avenues improvements are beginning the design phase.
- North Beale Road Complete Streets Phase III, in East Linda, Public Works has been awarded \$3M from CalTrans Local Partnership Program (LPP) to construct frontage improvements and sidewalks in front of the Yuba College campus.
- Received \$800K for Safe Routes to School via SACOG to design curb, gutter, sidewalk, and bike lanes for Linda and Dunning Avenues.
- Public Works has applied for a “Reconnecting Communities Grant” to improve bike and pedestrian mobility between east and west Linda, including the redesign of the Erle Road interchange.
- Lindhurst Avenue Commercial Corridor – Completed Phase I of Lindhurst Ave. drainage improvements and Public Works continues to seek grant funding for additional improvements.

Next Steps:

- Public Works is aggressively preparing to implement the California Transportation Commission (CTC) funded Local Transportation Climate Adaptation Program (LTCAP) project in Olivehurst, including accelerated design and bidding for consultants to expedite the work.
 - West Linda road improvements will continue in various stages between 2023 – 2026.
 - Applying for \$1M from Sustainable Transportation Planning Grant Program to inventory, assess and prioritize replacement of the 6,000+ culverts, in order to protect and improve transportation and drainage infrastructure.
- Develop a multiyear, grant management plan to continuously pursue grants to fund infrastructure projects.

Owner - Sam Bunton, Director of Public Works sbunton@co.yuba.ca.us



Natural Resources – Start a process with stakeholders to improve and secure safe recreational access through public lands to the rivers in Yuba County.

▲ **Initiating**

Updates:

- Yuba County proposed a land patent application to Bureau of Land Management (BLM) to extend the current leased ground of Hammon Grove Park, expand total public access acreage, and transition from a lease to a fee title ownership of the land.
- Staff is drafting an ordinance to improve and secure safe recreational access on public lands, most notably near waterways, to prevent illegal camping, and the pollution of junk, trash and debris.

Next Steps:

- Consideration to create and fund a dedicated position to manage public lands and river parkway related projects.

Owner - Mike Lee Community Development & Services Agency Director mlee@co.yuba.ca.us

Workforce Development – Establish a diverse County leadership committee to create and lead a countywide workforce development plan.

▲ **Initiating**

Updates:

- Create Workforce Development Steering Committee.
 - Following the October Leadership Retreat, the CAO and HR established a Workforce Development Steering Committee.
 - This committee will focus on the following questions as they help provide insight and perspective to develop a well-rounded training, development plan and career pathway for our employees.
 - “How can the County help each employee more fully realize their personal and professional potential?” and “How can the County boost employee retention and become the employer of choice in the area?”.
- The committee will review what the “Yes to Yuba” mindset is and consider the leadership retreat feedback, then will provide input on the creating of a “Yes to Yuba” training.
- The committee will also provide input on refreshing the County’s existing service awards for employees who have worked for the County for 10, 15, 20, 25, 30, 35, 40, 45 years as well as improve the County’s existing Employee Recognition Awards program. The goal is to tie employee service and performance recognition to the strategic plan, ensure the recognition is timely and potentially more frequent.



Next Steps:

- Conduct monthly committee meetings and take the information from the committee and create a workforce development and recognition program.
- Create a training and development catalog that presents training options to employees in a meaningful way.

Owner - Tiffany Manuel, Human Resources Director tmanuel@co.yuba.ca.us

Organizational Culture – Share County operating values with employees and initiate a series of dialogs around their consistent practice.

 **Initiating**

Updates:

- New Employee Orientation
 - HR is working on updating the County’s new employee orientation. Currently, HR holds an all-day orientation that covers information on county structure (e.g. departments, the Board of Supervisors and County Administrators Office), operating values, safety, benefits, leaves, labor, etc. It consists of information being presented via PowerPoint slides, video and in person presentation by CAO. HR has already consolidated and updated some of the information provided, but we are actively exploring ideas on ways to completely reinvent how we provide an orientation that will effectively highlight the County’s operating values, including a “Yes to Yuba” emphasis, provide information in a concise way, meet legal requirements, and support collaboration.
- Blue Zones Approve Worksite Project
 - HR is working with Blue Zones to establish Blue Zones approved worksites. We are currently working on the Government Center worksite, then we will move onto other county locations. HHSD has already been designated as a Blue Zones worksite.

Next Steps:

- Implement updated new employee orientation
- Complete steps to receive Blue Zones designation at the Government Center

Owner - Tiffany Manuel, Human Resources Director tmanuel@co.yuba.ca.us



Revenue Development – Evaluate existing sales tax revenue data to identify sectors where additional economic development would provide diversification.

▲ **Initiating**

Updates:

- Costco projected open in November 2023 with projected receipts beginning in April/May 2024.
- Monitoring sales and property tax data and sectors for changing economic conditions.
- Work with CDSA Economic Development on identifying potential new sales tax generators.

Next Steps:

- Monitor Costco sales tax reporting
- Calculate property and sales tax projections for 2024/25 budget

Owner – Sean Powers, Assistant County Administrator spowers@co.yuba.ca.us



Implementation Plan 2023-2026

Strategic Opportunity Department Ownership:

The Strategic Plan contains an implementation plan with Strategic Opportunities that contain Milestones, Deliverables, and Priorities in addition to the Top Twelve Priorities highlighted in this document. The County continues to work on these items and each Strategic Opportunity has a department owner as outlined below. Progress by Departments on all milestones, deliverables and priorities contained in the Strategic Opportunities will be provided by each Department as part of the annual budget process.

COUNTY SERVICES

Safety – Sheriff

Community and Behavioral Health – County Administrator

Social Services – Health and Human Services Agency

Service Delivery – Administrative Services/Information Technology

COUNTY GOVERNANCE, OPERATIONS, AND CULTURE

Partnerships and Collaboration – County Administrator

Workforce Development – Human Resources

Organizational Culture – Human Resources

Revenue Redevelopment – County Administrator

COMMUNICATION, ENGAGEMENT, AND OUTREACH

Customer Service – Human Resources

Community of Participation – Clerk of the Board of Supervisors

County/Region Destination – Community Development and Services Agency

Marketing and Education – County Administrator

GROWTH AND DEVELOPMENT

Economic Development – Community Development and Services Agency

Housing Development – Community Development and Services Agency

Infrastructure – County Administrator

Revitalization and Redevelopment – Community Development and Services Agency

Natural Resources – Community Development and Services Agency

