**Program Description**

The County Administrator is appointed by the Board of Supervisors and is responsible for day-to-day operations of county departments. The County Administrator reports directly to the Board of Supervisors and carries out its legislative and policy decisions, as well as provides management assistance to departments.

The County Administrator’s Office (CAO) is responsible for preparing the recommended county budget. This document is a planning tool that provides the Board of Supervisors with information needed to assist them in policy and public service decision making. The budget process involves multiple planning sessions, developing budget instructions and coordinating necessary financial information needed by departments. The budget process also involves working together with the Finance Committee and meeting individually and on multiple occasions with departments. Once adopted, CAO staff monitors monthly expenditures and revenues, as well as produces quarterly reports and the mid-year budget report.

The County Administrator’s Office manages and monitors the Regional Waste Management Authority franchise agreement, Public Defender contracts and their monthly statistical reporting, bi-county agreements, reviews all Board agenda items, works through policy issues with departments, labor relations, contract assessments, development of policies, monitoring of cash flow, workforce development, financing of capital projects, and coordinating with cities and numerous special districts and agencies within the County on a variety of issues.
County Administrator

Kevin Mallen – County Administrator

County Administration staff also coordinates the County’s legislative efforts with our state lobbyist, the California State Association of Counties, Regional Council of Rural Counties, Sacramento Area Council of Governments and others, advising the Board and coordinating support or opposition positions.

In addition to the above programs, the County Administrator is designated as the Director of Emergency Services, with the day-to-day emergency services activities managed by the Emergency Operations Manager.

Another division of the County Administrator’s Office is Economic Development. The County contracts with the Yuba-Sutter Economic Development Corporation to supplement the County’s economic development activities, including coordination with our business constituent base, working with prospective businesses and striving to retain and recognize local businesses that contribute so much to our community. As part of the response to COVID-19, a second resource – the Yuba Enterprise Solutions (YES) Team – was established to connect local businesses with helpful resources and information during the pandemic. More details about the YES Team and other efforts related to the COVID-19 response is below.

The County Administrator’s Office also assists in coordinating countywide internal and external communications, including media relations. Pertinent information is proactively presented to various media – including traditional media, social media, and other non-traditional media avenues – to keep residents informed.

COVID-19 Response
The starting point for FY 2020-2021 was more than three months into the COVID-19 pandemic response. The County Administrator’s Office worked daily with bi-county public health officials, and specifically with the bi-county Health Officer, to adjust operations to line up with frequently changing state and federal orders and guidance.

July of 2020 saw the first major spike in COVID-19 cases in the Yuba-Sutter region, with a more severe spike in late November/early December. The Emergency Operations Center and the Call Center remained open most of the first half of the fiscal year, while DOC operations continued throughout the fiscal year. The CAO devoted most of its time to clarifying messages, identifying needs, coordinating resources and adjusting operation procedure to ensure ongoing services to the community. The CAO coordinated daily calls (frequency of calls were reduced, over time) with key stakeholders in the bi-county region, including elected officials, public health workers, medical professionals, business leaders, Beale Air Force Base, and many more.

The CAO worked to ensure continuity of vital county services by expanding necessary technology to increase telework capabilities. This involved careful efforts to identify the needs of each individual department and coordinate with IT, Human Resources, and other divisions to establish the necessary technology and protocols. The CAO relied on counsel from the Health Officer to ensure any staff still working at county facilities or out in the community conducted business in a manner that was safe and efficient.
The CAO also worked to stand up the YES Team, which connected with over 600 businesses and social/civic groups to help them navigate the ever-changing state and national guidelines. The YES Team coordinated with the Economic Development Corporation to help local businesses gain access to more than $1 million in grants and other resources, while also distributing such supplies as 279,000 facial coverings, 4,000 bottles of hand sanitizer and 650 boxes of gloves to those businesses.

Accomplishments
FY 2020-2021

- Constant PIO services devoted to the COVID-19 response, including webpages with incorporation of a dashboard, informational videos, food resources, vaccination clinics, and more.
- Completed necessary steps in the Tri-County Juvenile Rehabilitation Facility project and began construction in March 2021.
- Stood up Yuba Enterprise Solutions (YES) team to assist county business is adapting to pandemic-related public health guidance and access to resources available through CARES Act funding.
- Facilitated regular calls with key stakeholder in the bi-county region to update elected, health, and community leaders on the pandemic response.
- Worked with all county departments to identify their requirements to continue services to residents under pandemic protocols, including both in-office and remote work requirements.
- Continued important information campaigns, including fire season preparedness, flood preparedness, immunization promotion and public safety.
- Stood up Emergency Operations response to the Complex and Willow fires, including creation and implementation of new sheltering protocols that incorporated COVID-19 safety measures.
- Monitored and provided advice on over 400 pieces of legislation, specifically writing position letters and resolutions on 20 legislative initiatives, played a county liaison role with lobbyist and authoring legislator’s key staff in county co-sponsored Assembly Bill 2174, and applied lobbyist and association influence to address numerous additional items.
- Oversaw the administration of the County contract with the State, and the Yuba-Sutter Economic Development Corporation contract with the County related to 2020 Census marketing and outreach services.
- Coordinated funding through the Yuba Water Agency to enhance code enforcement along waterways in the County that included funding two dedicated Sheriff Deputies.

Goals and Objectives
FY 2021-2022

- Update Yuba County’s Strategic Plan to ensure alignment with current Board priorities.
- Lead effort to update supervisorial district boundaries to ensure balanced distribution of population in each district based on the 2020 Census.
- Evaluate and implement changes as needed to the Information Technology Department to maximize the services and security provided to ensure there is adequate support and security as the County continues to grow the availability of “e-services”.
Fill the Director of Business Development position in the County Administrator’s Office to better facilitate economic development activities.

Provide resources and support for the newly created Broadband Project Manager position in the Community Development and Services Agency to ensure opportunities for broadband enhancements are realized in the County.

As Executive Director of the South Yuba Transportation Improvement Authority, facilitate forward progress on the Authority’s transportation projects.

Assist in the Executive Director transition of the Regional Waste Management Authority.

Assist in the Executive Director transition of the Three Rivers Levee Improvement Authority.

Pending Issues/Policy Considerations

**FY 2021-2022**

The County general fund revenues have been on a steady rise since fiscal year 2013/14, unfortunately there are particular operational costs such as health insurance, pension expenses, and other liabilities that are also steadily rising putting pressure on County Departments to deliver services with the funds available. The County Administrator’s Office will continue to look for opportunities to reduce operational expenses in order to maximize the services provided to our residents and businesses with the revenues available to us.
Program Description

Under direction of the County Administrator’s Office, contractor Yuba-Sutter Economic Development Corporation (YSEDC) plans, coordinates, supervises, and directs the implementation of the County’s economic development program and marketing activities, including business attraction and creation, retention and expansion, business lending and infrastructure enhancement.

As part of the contract with YSEDC, Yuba County continues as a partner jurisdiction in the Yuba-Sutter Economic Development District, as designated by the US Department of Commerce, Economic Development Administration which allows inclusion of its infrastructure projects in the annual regional Comprehensive Economic Development Strategy (CEDS) and makes them eligible for possible funding through EDA, USDA, and other Federal funding agencies.

In accordance with the Memorandum of Understanding, entered into on September 15, 2015, YSEDC is responsible for the following activities:

- Be the primary contact for business retention, attraction, and expansion efforts.
- As the County is the host community of Beale Air Force Base, work closely with County staff to enhance the public/private and public/public relationships that will serve to promote, retain, and enhance Beale Air Force Base as the largest employer and economic engine in Yuba County.

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Economic Development

Kevin Mallen – County Administrator

- Coordinate the meetings and activities of Yuba County’s Economic Development Advisory Committee.

- Coordinate the annual Yuba County “Perspectives” event, which includes but is not limited to assistance in the selection of an annual Business Champion, production of a business champion video, billboard and photo/framing, arrangement of guest speakers, invitations, logistics, and all sponsorships and costs. Any and all sponsorships garnered to support the execution of this event will remain in the possession of YSEDC to offset all or part of the direct costs.

- Development, production, and distribution of an annual Yuba County Economic Development Profile that will highlight useful data and general information concerning Yuba County’s economy.

- Maintain, update, and enhance Yuba County’s Economic Development website “chooseyuba.com” and provide for payment of contracts for search engines and other related items such as mail lists, etc.

- Development, production, funding, and distribution of annual tourism guides, including the development of a plan within the next 12 months to make the guides available electronically.

- Provide an annual report and presentation to the Yuba County Board of Supervisors regarding annual accomplishments and goals.

- Provide and manage a business loan program to assist start-ups and expansions of existing businesses throughout Yuba County.

- Designate representative for the County’s membership in the Greater Sacramento Area Economic Council and attend all necessary meetings associated with that organization, as available.

- Development, production, and distribution of a bi-annual Economic Development newsletter (referred to as the E-Note) that highlights Yuba County Economic Development accomplishments and initiatives, and contains information to assist local businesses.

- Continually, promote Yuba County and its business opportunities at events and trade shows that foster business connections and future relationships.

- Annually, manage and conduct a Business Walk and a Business Resource Seminar in the County.

- Update and manage all economic development related social media accounts.

- Manage the County’s responsibilities for the California County 2020 Census outreach efforts.
Economic Development

Kevin Mallen – County Administrator

Accomplishments
FY 2020-2021

Year-To-Date Number of inquires for Land/Buildings

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Responded to 8 RFIs in 1st Quarter 2020-2021
Projects: Digi, Battery Moonshot, Cloverleaf, Topeka, Simbi, Compost, Spartan

Responded to 4 RFIs in 2nd Quarter 2020-2021
Projects: FGA CA, Jupiter, Falcon, Vertical Feed

Responded to 3 RFIs in 3rd Quarter (as of March 29, 2021)
Project Camp, Bloom, Cracker Jack

Hard Rock Hotel & Casino Sacramento at Fire Mountain – Continued to support to the project through demographic research, marketing assistance and workforce development. Assisted local businesses through the vendor process. Provided Yuba County economic data to manager Mark Birtha to present to bondholders. Will work with the project as it further develops its expansion plan.

Hwy 65 Corridor – Worked with multiple landowners to develop marketing packages and promotional opportunities. Met with various projects at the sites including another sporting complex and a hotel.

Sports and Entertainment Zone – Supported the planning for water/wastewater infrastructure, including seeking funding. Seeking funding for master planning.

Forest Biomass Business Center – Continued to support the project through research, letters of funding support, etc.

Broker/Developer Tours Regular communication with Sacramento-based commercial real estate brokers to keep them aware of local available properties. Worked continually with these relationships to update them on what is happening throughout the county.

Business Retention and Expansion

Amid COVID-19, YSEDC developed and implemented two programs to assist Yuba County businesses.

The first program was a Small Business Emergency Economic Relief Fund Loan Program. Loans were made to 14 Yuba County businesses for a total of $500,000. Of the 14 loans, 12 have paid in full. Two business loans remain active at the time of this writing (March 29, 2021) with a combined balance of
$21,660 owed to the County. Both active loans are paying according to the terms of the agreements. YSEDC was able to support this program with no out-of-pocket fees to either the County or the loan client for underwriting, processing, or filing fees.

The second program was a two-phase Business Grant Program using CARES Act funding. YSEDC reviewed and vetted 110 applications. The first round funded 45 businesses with grants ranging from $1,000-$15,000 for a total of $493,500. The second round funded 42 businesses with grants ranging from $600-$20,000 for a total of $506,500.

YSEDC, through Cal OSHA, secured nearly 1,000,000 surgical masks and 8,000 gallons of hand sanitizer for distribution to Yuba-Sutter businesses. To date, nearly 700 Yuba County businesses received 300,000 masks and close to 5,000 bottles of hand sanitizer. These businesses represent 4,100 employees.

YSEDC worked directly with more than 200 businesses to complete applications from other funding sources such as SBA EIDL and PPP, California Relief and various other grant and loan funders by assisting with the applications and the financial documents required from the funders.

Continue working with local wood product manufacturer that purchased the former Marysville Forest Products facility to allow for expansion.

YSEDC continued leading the Yuba-Sutter Business Consortium to ensure continuity within the Consortium partners, especially related to COVID relief and supplies.

Meet regularly with new and existing businesses.

**Lending Activities**
Made one business loan in the amount of $121,616 to provide bridge funding for a local homebuilder.

In addition to the 14 Yuba County Small Business Emergency Economic Relief Fund Loan Program mentioned above, YSEDC administered 8 loans for a Small Business Emergency Economic Relief Fund Loan Program on behalf of the City of Marysville totaling $75,000. Again, YSEDC was able to support this program with no out-of-pocket fees to either the City of Marysville or the loan client for underwriting, processing, or filing fees.

**Infrastructure Enhancement**
Working to complete the Yuba County Airport Taxiway construction grant. Project total - $1,813,067 Grant value $1,450,454. Private investment $231,698

**Annual Perspectives Luncheon**
Due to COVID, it is unreasonable to plan for this annual event this Spring. YSEDC is willing and able to reestablish this program when it is deemed allowable to do so.

**Comprehensive Economic Development Strategy**
Updated the regional Comprehensive Economic Development Strategy for 2020-2025 including Yuba County priority project listing with goals and objectives and will seek funding opportunities to achieve
Economic Development

Kevin Mallen – County Administrator

goals presented in the CEDS. Completing the annual update via surveys with stakeholders and virtual meetings. Presentation of the findings will be made to the Board of Supervisors in May or June.

Yuba County Health and Human Services
Assisted Yuba County Heath and Human Services with their holiday business outreach efforts by purchasing local gift cards to be handed out at their holiday drive through events.

Yuba County Health Assessment Steering Committee
Participates as a member of the committee.

14FORWARD
Continue to assist with marketing and fundraising efforts for 14FORWARD.

Yuba Water Agency
Attend monthly YWA countywide update meetings. Provide data and material when requested.

Utilize expertise from the Agency to assist in business attraction efforts specifically pertaining to infrastructure.

Allow YWA use of boardroom at no charge, when available.

Beale Air Force Base
Honorary Commander for the 9th Mission Support Group.

Greater Sacramento Area Economic Development Council
As the county’s designated representative, participate in monthly Economic Development Directors Taskforce meetings and activities representing Yuba County, when available, and assist GSEC staff on a familiarization tour.

Marketing
Developed, produced, and distributed annual Yuba County Economic Profile

Maintain Yuba County Website at chooseyuba.com

Consistently update Yuba County Economic Development Facebook page

Created marketing piece for Rancho Road Industrial property

As a board member for Yuba-Sutter Lodging Association, continue to promote Yuba County as a tourism destination
Other Miscellaneous Activities
Successfully wrote a grant to support a regional Pandemic-related Disaster Mitigation Plan update in the amount of $150,000

Attend Yuba County Department Head meetings, which were held weekly from March through the end of the calendar year.

Identified numerous grant opportunities for various projects in the county including: Public Safety, Community Development, Health & Human Services.

Participate annually in the Holiday Brunch and gift donation.

Manage the Yuba County Community Services Commission.

Managing a grant program for Yuba County residents to offset past due water/wastewater utility payments considering the Governor’s Moratorium prohibiting collection of these fees.

Managed the 2020 Census outreach activities to educate, activate and motivate Yuba County residents of the importance of participating and exceeded the count objective.

Developed, researched articles and sought funding opportunities for nonprofit newsletter.

Goals and Objectives
FY 2021-2022

FOSTER BUSINESS RETENTION AND GROWTH
Infrastructure Enhancement
- Collaborate with local agencies to address infrastructure needs for business expansion and growth, as well as addressing aging infrastructure issues
- Seek external infrastructure financing sources

Business Incentives
- Promote business incentives for new and existing businesses

Industry Diversification
- Create and attract new businesses that support or augment the agriculture industry
- Partner with Beale Air Force Base to develop and grow technology-based industries
- Continue regional and local partnerships with agencies promoting economic development
- Enhance tourism efforts
- Exploit our natural resources while promoting environmental stewardship and sustainability

Outreach
- Host events that recognize achievements of local businesses and assist them in meeting their needs
- Monitor and develop local and regional economic data for existing and potential businesses
Economic Development
Kevin Mallen – County Administrator

- Highlight business retention efforts and success stories through local and regional media
- Create language barrier solutions for non-English speaking business owners

Workforce Development
- Identify workforce needs
- Inventory workforce training and education availabilities
- Support new business attraction and existing business expansion

DEVELOP AN AWARD-WINNING BUSINESS CLIMATE
Efficiencies
- Drive the effort to fund and develop a master plan for the Sports and Entertainment Zone
- Continue to promote available properties in the Employment Corridor
- Investigate contracting with a site selection specialist to analyze the county and provide suggestions that would assist us in becoming more competitive in our business attraction efforts
- Investigate further the possible annexation of unincorporated Yuba County with existing cities
- Allow maximum flexibility with County regulations to encourage business growth

 Beautification
- Continue blight removal by supporting the efforts of the Sutter Yuba Homeless Consortium to eliminate homelessness
- Encourage and support more public art

CHAMPION MARKETING AND PROMOTION
Marketing and Promotion
- Develop first class marketing material to promote Yuba County
- Expand regional, statewide, and nationwide marketing efforts
- Develop a plan for outreach to industries of interest that enhance and diversify the county’s economic base

Pending Issues/Policy Considerations
FY 2021-2022

- Supporting a robust business retention and attraction program is critical to the current and future health and financial success of Yuba County residents and businesses.
- Manufacturing jobs and related businesses will require the commitment of new and improved water, sewer, drainage, and related infrastructure in the areas of the Yuba County Airport Industrial Park and other identified planning areas, including the Rancho Road Corridor and Employment Village and the Sports and Entertainment Zone.
- YSEDC will continue to identify grant funding for Yuba County projects promoting jobs and providing business attraction and expansion opportunities.
Program Description

The Office of Emergency Services (OES), a division of the County Administrator’s Office, coordinates all phases of emergency management; mitigation, preparedness, response, and recovery within the County of Yuba. OES focuses its mission on creating more resilient communities through encouraging the continued growth and increasing capabilities of public safety agencies, residents, and stakeholders within the county of Yuba. This mission is accomplished through the services that OES provides such as planning, training, coordination, disaster recovery support, and funding through grant opportunities to County departments, and jurisdictions within the county. An important factor that not only impacts eligibility for many funding opportunities but also supports an effective and coordinated response during a disaster is through ensuring compliance with state and federal mandates related to emergency management and the National Incident Management System. OES works to maintain this compliance throughout the county and its jurisdictions within by providing county departments and other jurisdictions with training and exercise opportunities annually.

Accomplishments

FY 2020-2021

- Engaged local residents and other stakeholders to participate in update process for the Local Multi-Jurisdictional Multi Hazard Mitigation Plan, funded with $150,000 in Grant Funds received
Emergency Services

Kevin Mallen – County Administrator

through the Economic Development Corporation and the Mechanics Bank.

• Stood up Emergency Operations Center to provide logistical and resource support to bi-county COVID-19 pandemic response, and the OES continued the effort after standing down the Emergency Operations Center.

• Stood up Call Center to field questions from the public related to the pandemic.

• During the North Complex Fire and Willows Fire incidents, tasked Call Center to handle duel responsibilities of answer questions on the pandemic and the fire situations.

• OES successfully coordinated with PG&E and other stakeholders in responding to Public Safety Power Shutoffs (PSPS).

• OES continues to provide on-going Incident Command System (ICS) and NIMS oversight and training.

• OES distributed approximately 20,000 flood and fire preparedness flyers, educating the citizens of Yuba County.

• OES continued partnership with Yuba County Sheriff’s Office and Cal Fire to launched a new emergency management tool known as ZoneHaven for use by residents and first responders within the county. The tool is multi-use and focuses not only providing preparedness information to residents but also serves as means of providing real time incident information during a time of disaster. The system is integrated with CodeRED and will be utilized to provide information during disasters and public safety power shut offs.

• With the importance of community involvement and feedback in mind, OES issued a survey to residents to understand what they would like to see from OES to help the community increase its level of preparedness. The feedback was integrated directly into the ZoneHaven “Know Your Zone” campaign and will continue to be utilized.

• Directed the creation of Emergency Information Boards, a “low tech solution” getting vital emergency information closer to those residents who may not use smart devices or may have difficulty receiving digital information due to power outages or lack of broadband access. The five in-house constructed Emergency Information Boards are simply A-frame sandwich boards that will be place in strategic locations close to emergency events and regularly posted with current information.

• During May, four Emergency Information Boards were placed on display at key foothill locations to help residents become familiar with the resource during Wildfire Awareness Month.

• OES is assisting City of Wheatland with the delivery of an exercise to Wheatland Staff.

Performance Measures

FY 2020 - 2021

• Conduct 1 Quarterly ICS/NIMS Training that is open to all County Jurisdictions within the 2021-2022 Fiscal Year.

• Complete all FY20 PSPS project by October 2021 & FY19 PSPS projects by October 2022

• Complete all FY19 HSGP projects by May of 2022.

• Increase community engagement by participating in at least 1 community outreach event or activity each quarter.

• Conduct 2 HSEEP compliant tabletop exercises within FY 2021-2022
Emergency Services

Kevin Mallen – County Administrator

- Increase Operational Area coordination by hosting quarterly Yuba County OA meetings within the FY 2021-2022 year.

Goals and Objectives

FY 2021-2022

- Increase Community Outreach and engagement.
- Develop and provide on-going training to county and jurisdictional staff.
- Conduct quarterly regional communication drills.
- Complete update to the Yuba County Multi-Jurisdictional Local Hazard Mitigation Plan.
- Continue to follow and implement current legislation directly affecting emergency services.

Pending Issues/Policy Considerations

FY 2021-2022

The increasing number of catastrophic disasters taking place and changes in legislation placing increased scrutiny and pressure on the field of emergency management magnifies the importance of maintaining an effective emergency management program. OES continues to meet the goals we’ve set forth with limited resources and should continue to plan in a manner that keeps up with the legislative demands and population growth within the county.