

June 4, 2013

Matthew H. Hymel
COUNTY ADMINISTRATOR

Mona Miyasato
CHIEF ASSISTANT
COUNTY ADMINISTRATOR

Marin County Board of Supervisors
3501 Civic Center Drive
San Rafael, CA 94903

SUBJECT: Inaugural Innovation Recognition Awards – The “Inny” Awards

Marin County Civic Center
3501 Civic Center Drive
Suite 325
San Rafael, CA 94903
415 473 6358 T
415 473 4104 F
CRS Dial 711
www.marincounty.org/cao

Dear Board Members,

RECOMMENDATION:

- 1) Award recommended Winner, Runner-up and Honorable Mention for 2013 “Inny Awards”

SUMMARY:

Your Board may recall a February 12, 2013 report on the County’s Innovation Grant program and next steps toward creating a “County of Marininnovation.” Embracing and encouraging innovation continues to be a focused strategy going forward as we try to stay ahead of the curve. Today we are recommending to your Board the inaugural winners of the County’s Innovation Recognition Awards (the “Innys”). Winners will receive crystal trophies to memorialize their achievements.

Introducing the Innovation Recognition Awards – the “Inny”

Modeled after the California State Association of Counties’ (CSAC) *Challenge Awards*, the County’s “Inny” awards program is intended to enhance employee engagement and recognition, and to build momentum toward additional efforts to engage employees in innovation as an adaptation to our new reality. The Marin Community Foundation generously provided grant funding to seed the Inny Awards and other innovation strategies to help create a “County of Marininnovation.”

Fifteen project applications from seven departments were received, including the Assessor-Recorder; Community Development; Public Works; Elections; Fire; Health & Human Services; and Information Services and Technology. Each department should be commended for their innovative efforts.

Judges consisted of a cross-departmental, interdisciplinary group of County leaders who attended the Spring, 2012 Dominican University Leadership Academy and completed their capstone project on “Creating a Culture of Innovation,” which inspired the Inny Awards. Judges looked for projects that were inventive, replicable where possible, and representing new and effective ways of providing services to our residents or among our County departments. There were many great examples of using technology, and many other examples of employees or departments willing to look at long-standing problems in new and different ways to achieve better results.

Choosing a winner and a runner-up among the group was very challenging but also inspiring, so much so that we are recommending an honorable mention category in addition to a winner and runner-up.

Winner

It is recommended that the Department of Information Services & Technology (IST) receive the inaugural 2013 Inny Award for its JURIS project. Please see Attachment A for a full description of the project.

Paid for by the Courts and developed by IST, the JURIS system is a modern computer system custom-designed for the Marin County Superior Court to track citations and provide case management. Integrated with the California Department of Motor Vehicles (DMV), JURIS shares citation data with the County Sheriff's System for crime analysis and with EJUS for inquiry by all County law enforcement agencies, the California Highway Patrol and San Quentin State Prison.

The JURIS system provides citizens the ability to handle most citations at their convenience using either online or phone access, improving customer service and reducing traffic to and from the Civic Center; it helps increase revenues collected by the Court, and therefore the County and Cities, as well; and JURIS provides better case management by keeping more accurate track of the current status of all citations and the obligations of the defendants.

JURIS represents a great example of a collaborative, custom, innovative solution to a complex, high volume problem with benefits to residents, employees of the County and the Courts. Its efficiencies are shared by many County and other regional and State agencies, and there has been some discussion about marketing the program to other jurisdictions. Judges feel JURIS would compete well for a potential California State Association of Counties "Challenge Award." We have encouraged IST, as well as others, to enter their project for CSAC consideration later this month.

Runner-Up

It is recommended that the Runner-Up Award go to a joint venture between the Department of Health & Human Services and County Fire for their "*Don't Miss a Beat – Learn Sidewalk CPR*" program to increase survival from cardiac arrest. See Attachment B for the full project description.

With this program, using new modalities approved by the American Heart Association in 2009, conventional CPR classes have been replaced with a simple, new technique known as "Hands-Only CPR" that can be taught to significantly more people at a fraction of the cost of traditional "mouth to mouth" CPR courses. The "Hand-Only CPR" approach is just as effective for a witnessed cardiac arrest, is easy to learn, and is well accepted by the public.

In 2010, the Marin County Emergency Medical Services (EMS) program within Health & Human Services worked with County Fire to increase the rate of bystander CPR by using this new training technique. Volunteers provide the instruction and

local hospitals cover most of the logistical costs. Savings are realized because of the shift in teaching methodology - with the Hands-Only technique, one firefighter can train upwards of sixty people during a four hour period, reducing the cost to only \$6 per student.

Marin’s program was presented at the International Emergency Cardiac Care conference in Orlando, Florida in 2012. As a direct result of this exposure, two large cities from Southern California are looking at the model to increase survival in their communities.

This Inny Award project is an excellent example of collaboration in converting something complex and somewhat intimidating (traditional CPR training) into something more accessible, with the goal of reaching more people to make a real difference – saving not just County funds, but potentially lives as well. This project is a model of looking at a current problem in a new way, and providing improved services to the public at less cost.

Honorable Mention

We are also recommending honorable mention to Health & Human Services’ submission of its “Girls Running Group: *Las Chicas Locas*” project. See Attachment C for its full project description.

Begun as an idea to provide girls in Marin County involved with juvenile probation and mental health services an opportunity to have a space to be active and involved in pro-social activities, the Girls Running Group helps to facilitate positive change, rehabilitation and prevention, creating an environment for girls to develop positive peer relationships and to improve overall health and emotional well-being.

The group is organized by women from the Marin County Probation Department and HHS’s Mental Health Substance Use Services program who volunteer their time every week to help with the group. Started in August of 2011, the program has served over 30 girls. Presently, the group has 18 girls registered with an average of 12-14 that participate every week. As a result, the girls are motivated to make positive changes in their lives and are learning ways to eat healthier, to socialize and to feel better about themselves.

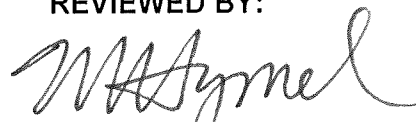
If creativity is thinking of a new idea, innovation is making a new idea happen. This Inny Award project is an excellent example of how one or a small handful of people can make a real difference, creating a meaningful and impactful program to affect young lives with committed volunteers, donations and care. That the effort is on a volunteer basis and personal time is all the more commendable, representing much of what the County is about – taking an intractable problem or challenge, looking at it in a new way, and taking the initiative to make a difference.

SUBMITTED BY:



Daniel Eilerman
Deputy County Administrator

REVIEWED BY:



Matthew H. Hymel
County Administrator

Cc: Joanne Peterson, Director, Human Resources, and founder of Dominican Leadership Academy Program

Charles Haase, Director of Information, Services & Technology

Larry Meredith, Ph.D., Director of Health & Human Services

Jason Weber, Fire Chief

Innovation Team/Judges:

Mark Brown, County Fire; Tracy Clay, Public Works; Dan Eilerman, CAO; Martin Graff, HHS Social Services; Jerod Kansanback, Sheriff; William Kelly, CDA; Chris Mai, HHS Social Services; and Marina Raskin, IST