

Board of Supervisors Responses

VENTURA COUNTY RESOURCE MANAGEMENT AGENCY: CUSTOMER RELATIONS

R-01: The RMA should develop and implement a customer relations program. (C-01 through C-04)

Concur. One of the major initiatives the Resource Management Agency (RMA) has been working on over the last nine months is an examination of the discretionary land use process in its Planning Department. Of all the programs under RMA's oversight, this program has had the potential to generate significant customer service challenges. On April of 2008, a report was presented by the County Executive Office that assessed the current process through feedback received from focus groups comprised of involved agencies and the customer stakeholder base. The report also made specific recommendations to streamline the process and make it more efficient, cost effective, and transparent in direct response to the customer comments received through this process. Since April, RMA, in conjunction with other support agencies involved in the land use process, have been developing a "Get-to-Excellence" action plan designed to improve customer service while clearly communicating the goals, policies, procedures adopted by this Board.

Prior to full implementation of this plan, the CEO is vetting this action plan with the development community on August 28, 2008 to ensure the plan will address those customer service issues vocalized and identified by stakeholders in the focus groups. The action plan will then be heard and recommended for adoption on September 16, 2008.

Prior to this effort RMA only had the survey forms but is now reaching out to the community for broader input from its customer base. Many of these streamlined actions and customer focused outreach efforts will be adopted by other RMA programs over time as part of a County-wide initiative to improve county processes.

R-02: An RMA customer relations program should include customer relations training for all staff. (C-01, C-03, C-04)

Concur. There are specific recommendations in the Get-to-Excellence Plan that addresses increased customer relations training for staff.

R-03: RMA should establish performance standards and submit quarterly progress reports to the County Executive Officer. (C-03)

Concur. One component of the Get-to-Excellence Plan establishes current metrics and future benchmarking data to evaluate service for the Discretionary

Permit Process. These metrics have been released to the development community on August 28, 2008. Benchmarks for other departmental functions within RMA are currently being developed as part of the County's process improvement initiative.