



COUNTY OF MONTEREY CAO Weekly Report

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SPECIALREPORT



Department of Social Services employees enjoy a recognition program and a big thank you.

County Notes

- > Got recycling? Do it right! Find out about the [Aromas Community Recycling Event on June 10th](#).

Social Services Honors Employees

Perhaps one of the County's longest-running employee recognition events took place at the Department of Social Services (DSS) in April.

DSS has honored outstanding employees with an employee recognition Program for the past 27 years. It was originally called the 'Extra Mile' Employee Recognition Program, but in 2011 it went through a redesign with input from staff. Among the changes, staff asked that the Board of Supervisors be involved in the recognition ceremony. This year, employees received certificates and goodie bags from Director Elliott Robinson and 4th District Supervisor Jane Parker.

The goal of this annual event is to recognize those individual employees who, through consistent and outstanding public service, significantly contribute to the day-to-day operations of the department and to the service of its customers.

This year, 18 individual employees were recognized in the following categories:

Customer Service:

Leticia Artiaga, Principal Office Assistant
 Fernando Tapia, Social Services Aide II
 Thom De La Cruz, Management Analyst II
 Claudia Plascencia, Eligibility Worker III
 Erika Ibarra Soto, Staff Trainer II

Innovator:

Joe Farotte, Management Analyst II

Leadership:

Karen De Carli, Management Analyst II
 Polly Young, Supervisor Office Assistant I
 Helen Bryant, Program Manager II
 Lori Medina, Deputy Director

Mentor:

Rebecca Mendez, Social Worker III
 Karmina F. Hernandez, Eligibility Worker II
 Gloria Garcia, Eligibility III
 Lauren C. Miller, Management Analyst II

Role Model:

Laurel (Lori) Crisan, Secretary
 Maricela Cabrera Flores, Social Worker V
 Morgan Lucier, Social Worker V
 Fawn Mackey, Social Worker III

Additionally, 32 staff members were recognized for their work on four teams:

PP Team

Family Stabilization Unit
 Family Reunification Unit
 Warming Shelter



Winners of the 'Mentor' awards: (l-r) Lauren Miller, Gloria Garcia, Karmina Hernandez and Rebecca Mendez.



Fawn Mackey received a "Role Model" award.

Economic Development Uses Storytelling Tools

Counties are always looking for ways to share knowledge and information to better serve the public. Infographics and other tools can really help in this effort. Jerry Hernandez, an Analyst with the Economic Development Department has been using these resources with great results. He shares his story here and offers some 'how tos.'

As you might have noticed, the Economic Development Department (EDD) has created a website with some eye catching new features: infographics, story maps and an interactive timeline to connect with stakeholders and the public in better ways.

The New York Times, Wall Street Journal, and Washington Post have found that presenting information that links graphics, slides or timelines to pictures and media allows readers to better understand the context or timeframes associated with important facts, stories or events. Infographics, StoryMapJS and TimelineJS are excellent resources that bridge the information dissemination gap.

BRE INFOGRAPHIC



Our Economic Development Department now uses these same tools to present information about the Board of Supervisors four Economic Pillars which are Agriculture, Tourism, Marine Research and Higher Education. Using these visual tools has delivered [positive results](#).

New Ways to Share Information

It started as the Department looked for a way to share stories and meet the needs of more than 98 businesses located throughout South Monterey County who participated in Business Retention and Expansion surveys.

Traditionally, summary reports using aggregated data would be used. Such reporting is not designed to provide deeper insights nor share business resources in meaningful ways to the public at large.

Finding New Visual Resources

Initially, I wanted to create a PowerPoint presentation to inform others about the Winery Corridor and the economic benefits that growth would bring. Once I prepared and tested a lengthy presentation of more than 50 slides, I realized a simpler way to make the point was necessary.

After reviewing and using some free online resources, I discovered [Canva.com](https://www.canva.com). This site simplifies and streamlines the design process, and there are [tutorials](#) which helped me to complete my [first hyperlinked infographic](#). Since then, I have created many infographics and Canva has become my 'go to' site.



More recently, I learned to use some other powerful storytelling resources, [StoryMapJS](#), and [TimelineJS](#). Both tools were created by Northwestern University Knight Lab to push investigative journalism into new spaces. StoryMapJS uses geographic reference points that link to a story and TimelineJS uses dates to help narrate the presentation. As with Canva.com, there are on-line video tutorials available for free. Once I created my first [Timeline presentation](#), I was very pleased with the results.

Government Agencies Can Benefit

The same tools that benefit investigative journalists can also greatly benefit government agencies in improving the customer and on-line experience. I encourage you to give them a try!

Check out the [Economic Development Department website and our Infographics and Story Maps](#).

~Jerry Hernandez, Economic Development Analyst II, Economic Development Department

Family Fun Day Brings Community Together

Family Fun Day, which was held Saturday, May 21st at Sherwood Park in Salinas, really is a day of fun for the whole family. But there is so much more to this - it is an event with a purpose.

Family Fun Day is a project of the Health Department. It boasts music and dance performances, family games and activities, raffles, and food – and it drew a big crowd, about 400 people. It is a

colorful, fun event with a unique focus – raising awareness and reducing the stigma about mental health as well as connecting people to services.

More than 30 county and community-based organizations were on hand to offer education and services to those with mental health needs and their families.

The event’s keynote speaker was Cathy Gutierrez, Behavioral Health Deputy Director of Access. She talked about the stress and trauma the community is experiencing and explained how people can access County Behavioral Health Services through its Access to Treatment line.



Supporting Family Fun Day are (l-r) Supervisor Simon Salinas, Salinas Councilmembers Gloria de la Rosa and Tony Barrera and Cathy Gutierrez, Behavioral Health Deputy Director of Access.

