County Administrator's Digest

County of Ottawa
Administrator's Office
12220 Fillmore Street
West Olive, MI 49460
(616) 738-4068
avanderberg@miottawa.org
www.miottawa.org

May 23, 2014 Alan G. Vanderberg, County Administrator

TERPSTRA RECOGNIZED WITH CUSTOMER SERVICE AWARD

Join us in congratulating Deputy Benjamin Terpstra from the Ottawa County Sheriff's Office, who has been recognized as Ottawa County's Outstanding Customer Service Award recipient of the first quarter of 2014. Ben has worked for Ottawa County for 11 Years, beginning his employment with the Corrections Division in 2003. During that time, he was a Corrections Training Officer and a CPR instructor. Three years ago, he was promoted to the Court Services Division at the Holland District Court. The individuals who nominated Ben wrote:

Deputy Terpstra receives his award from County Board of Commissioners Chairman, Jim Holtrop.

"Provided outstanding service by helping find a lost child last May during Tulip Time. Went out of his way to reunite mother/son and tell the son that he did the right thing by going to the police officer on the corner and saying he was lost. Ben also is a great ambassador with schools, when schools come through w/tours. He is great with teachers and students taking the time to explain what his role with the court is."

Deputy Terpstra and County Administrator, Al Vanderberg.

"Helping a struggling coworker install a carseat correctly"

"Court Security – Holland District Court Ben always has a great attitude. He always has a smile on his face and is kind and courteous to all staff and customers. He goes above and beyond to make sure that the customers coming into the court know where they are going and make them feel as comfortable as possible in what could be a stressful situation. He is also quick to help out in any situation and handles everything in a calm, professional manner. Ben is fabulous to work with!"

Read more about Deputy Terpstra at miOttawa.org. There, you can also access the nomination form. Feel free to offer Ben a public pat on the back on Facebook by commenting or sharing the status that announces his award.

Click the link to read the miOttawa County Connections employee newsletter article announcing all of the nominees of the 1st Quarter 2014 Outstanding Customer Service Award.

TRAVELING ART SHOW (Anna Bednarek)

The Michigan Association of Community Mental Health Boards has loaned Community Mental Health of Ottawa County the traveling art show. Every piece in the Traveling Art Show was completed by a person who is receiving services from the public mental health system. The art show is currently on display at the Westshore Mall in Holland. It will be on display through May 30, 2014. Included is a flyer (Click here) with some information about the art work being displayed. All of the art work is for sale and the prices are listed on the pieces. If you are interested in purchasing a piece please contact Georjean Knapp at gknapp@macmhb.org.

COLLABORATION NEWS

This has been a big month for intergovernmental collaboration already.

The Crockery Township Board voted to contract with Ottawa County for Assessing Services.

The Ferrysburg City Council and the Spring Lake Village Council each voted to contract with the Ottawa County Sheriff's Office for police services.

The Finance & Administration Committee of the Board of Commissioners approved these agreements and recommended that the full Board do the same at its regular meeting next week.

We at Ottawa County appreciate very much the confidence and partnerships that we have now and will have in the future with our cities, townships and village.

PARK PROJECT UPDATES (Shannon Felgner)

The 2014 season will be a busy one with many park improvement projects underway:

Historic Ottawa Beach Waterfront Walkway: Work on this project began in April and is expected to be mostly complete and usable by the Fourth of July holiday. Over 1,300 feet of walkway will link Black Lake Boardwalk East and West along Lake Macatawa, offering park visitors dramatic waterfront views along with historic interpretive displays, bird spotting scopes and sitting areas. The $600,000 project is funded with assistance from the Michigan Natural Resources Trust Fund. Bids came in lower than anticipated which will allow for expanded work in front of the historic pumphouse structure located on the waterfront. Additional walks, landscaping and benches in front of the pumphouse will be completed later in the summer. Also, funds contributed by the non-profit Historic Ottawa Beach Society and their donors will be matched with park funds to begin restoration of the pumphouse.

Macatawa Greenway Trail: Construction of the long-awaited non-motorized trail through the Upper Macatawa Natural Area (UMNA) is expected to begin in July and be completed in November. The $1.85 million project will be funded with assistance from a $941,268 grant from the Michigan Department of Transportation through its Transportation Alternative Program. The 2.4 mile trail project, combined with an existing half mile of trail through the park, will connect the Fred Meijer Kenowa Trail along Byron Road to the existing bike path on Adams Street. The trail will run through the diverse habitats of the UMNA and include three large ravine bridges plus a bridge over the Macatawa River.

Grand Ravines South Parking: Major improvements are planned for Grand Ravines in 2015, but a project to upgrade parking at the south park is underway. A 72-car gravel parking lot is being constructed on Fillmore Street to replace the very small existing lot located near the barn. A rustic toilet, trailhead and picnic tables will also be added as part of the $132,000 project funded through the park millage.

Accessible Kayak Launches: The Michigan Natural Resources Trust Fund is assisting with two universally accessible kayak launches at Connor Bayou and Grand River Park. The Connor Bayou launch was completed last fall and the Grand River launch will be completed in June. Join us to celebrate the launches at the Connor Bayou Picnic. (See details in this newsletter.)

TRAIL EASEMENT DONATED (Shannon Felgner)

Ray Statema, current Parks Commissioner, and his wife Alma recently donated a permanent easement for 2,000 feet of hiking trail over their property adjacent to Grand Ravines. Grand Ravines, formerly called Grand River Ravines, is among the newest of County Parks located on the Grand River in Georgetown Township. The trail easement from the Statemas will allow a dramatic hiking trail loop to follow the natural contours of the rugged ravines which dominate this site. The Parks Commission is appreciative of Ray and Alma's support. The trail, along with the bulk of park improvements at this park, is expected to be completed in 2015.

PICNIC AT CONNOR BAYOU (Shannon Felgner)

On June 22 from 2-6PM, you are invited to a picnic. Free family activities will be from 2-4PM, including fishing, birding, a frog station and rides in the one-of-kind, 12 person Gabagouache canoe! Hot dogs, chips and refreshments (free!) will be served following a ribbon cutting to celebrate new kayak launches at 4PM. A guided kayak trip will depart from Connor Bayou at 1PM and return at 4PM to join the festivities. To take part in the kayak trip, call Lakeshore Kayak Rentals at 616-566-1325 to reserve your space and pay $25 for rental and shuttle service. The kayak trip is best for those 16 and older. We hope you can join us!

OTTAWA COUNTY FUNDS ENVIRONMENTAL ASSESSMENT TO SPUR ECONOMIC DEVELOPMENT

(Shannon Felgner)

The Ottawa County Brownfield Redevelopment Authority (OCBRA) approved its first brownfield redevelopment assessment project as a part of its $400,000 grant from the Environmental Protection Agency's (EPA) Brownfields Program. The County will be working with the City of Holland to conduct a Phase I environmental site assessment (ESA) on a site in the South Shore Village Shopping District, which is located approximately one block from Lake Macatawa in the City of Holland. The initial assessment is estimated to cost around $4,000.

According to Joel Dye, the City's Community Development Coordinator, the city plans to install a pedestrian promenade in the 500 block of West 17th Street to connect to the Heinz Boardwalk, as well as street-scaping and a parking lot to service nearby retail and business establishments. The estimated cost of the improvements is $430,000. The project is expected to increase the local tax base, eliminate blight, create recreational space, and serve as a catalyst for additional redevelopment and neighborhood improvements. The partnership with the City as well as the overall impact of the proposed improvements to the South Shore Village area makes this an exciting project for the OCBRA.

The City of Holland currently owns one of the parcels in the project area and is working with a private property owner to purchase the remaining property needed to complete the project. However, because previous development at the site included a gas station, carwash, and dry cleaner, the site may be considered a brownfield, and environmental assessments are needed in order for the City to complete the property acquisition.

The Phase I ESA is the first step in the environmental assessment process. A Phase I ESA is essentially a report that identifies past uses of a site and the surrounding area to determine any potential sources of contamination. Phase I ESAs involve reviewing records, making site visits, and conducting interviews with property owners, neighbors, local government officials, and others. When potential sources of contamination are found during a Phase I ESA, a Phase II ESA is then required. The Phase II ESA involves sampling and testing soil and water, as well as any buildings, tanks, and drums at the site to confirm the presence and concentration of hazardous materials.

Depending on the results from the Phase I ESA, the South Shore project may require a Phase II ESA, which will likely be considered for approval by the OCBRA at the next meeting.

Environmental assessments can be costly, they must be completed by trained environmental professionals, and they can be an impediment to redeveloping otherwise desirable properties. In order to assist property owners and developers in Ottawa County with the cost of these assessments, and to encourage brownfield site redevelopment, the County applied for and received $400,000 in grant funds from the U.S. Environmental Protection Agency (EPA) Brownfields Program.

The County is currently accepting applications for these grant funds. To be eligible for funding, a property must be located in Ottawa County and the current property owner cannot be responsible for the contamination. A Project Nomination Form can be found on the Ottawa County Brownfield Redevelopment Authority website at www.miottawa.org/ocbra.

Each nominated site will be evaluated based on several considerations including, but not limited to, known or suspected chemical use on the site; the extent to which a known public health issue will be positively impacted; the extent to which redevelopment will remove blight, encourage additional redevelopment, increase tax base, and create permanent jobs; and support of the local unit of government to assess, clean-up, and redevelop the site. Projects that are approved will be funded on a first-come, first-serve basis until the grant funds are exhausted.

TEENS MAKE BETTER SEXUAL HEALTH CHOICES (Kristina Wieghmink)

miOttawa Department of Public Health

Ottawa County Birth Rate for Teens Continues to Decline

Ottawa County 15-19 years of age youth are making more informed choices, when it comes to relationships and sexuality. According to the 2012 Ottawa County Department of Public Health Teen Pregnancy report http://ow.ly/wuzBK, the total number of pregnancies among the 15-19 years of age population is 262 (22.6%); a 1.8% decrease from 283 (24.4%) in 2011. Data is provided by the Michigan Department of Community Health and has yet to release the rate for 2013. However, from 2006 to 2012, the rate of teen pregnancies has dropped from 32% to 22.6%. Information about Ottawa County 8th, 10th and 12th grade student's perceptions and behaviors related to sexuality can be found in the newly released Youth Assessment Survey www.miOttawa.org/2013YAS. A guide to help parents have an open, honest and informed conversation about sex with their youth can be found at http://www.miottawa.org/Health/OCHD/pdf/FamilyGuide.pdf or visit www.miOttawa.org/SexEd.

The national decline in teen pregnancy and childbearing, over the past two decades, proves that progress can be made on tough issues. Few social problems have improved as dramatically as teen pregnancy. Since the peak year in 1991, the United States teen pregnancy and childbearing rate has declined by 52 percent and is now at record low levels.*

"We still have a lot of work to do! With 44% of youth engaging in sexual activity by graduation in Ottawa County, this is not a time to become complacent! Having conversations with youth about one's family values and morals surrounding relationships and sexuality is a must."

Heather Alberda, Sexuality Educator, Ottawa County Department of Public Health

National Campaign to Prevent Teen and Unplanned Pregnancy

Throughout the month of May, teens are invited to visit *The National Campaign to Prevent Teen and Unplanned Pregnancy* website at www.StayTeen.org to participate in an online quiz. The quiz challenges teens to think carefully about what they might do "in the moment" through a series of interactive scenarios. The purpose of the campaign is to help teens understand that pregnancy can happen to them and they need to think seriously about what they would do in the moment. Too many teens still think "It can't happen to me."

Source

http://thenationalcampaign.org/data/landing

SAFE SUMMER GRILLING (Kristina Wieghmink)

Enjoy Memorial weekend and avoid getting sick.

Cows naturally shed E.coli in their feces. During processing, these pathogens and others can end up contaminating the product. These same pathogens may end up contaminating beef or raw milk products. The risk of serious illness from these pathogens is why establishments are required to display a consumer advisory when offering undercooked animal products and why the sale of raw milk is not legal in Michigan. Pasteurization of dairy products and fully cooking ground beef (160°F) are effective methods of reducing risk of serious illness. The presence of bacteria is not unique to Michigan cows, as bacteria and other pathogens are present in the feces of all livestock. Processing issues are highlighted when meat isn't fully cooked or dairy products are not pasteurized. To prevent serious illness, it is safest to assume that all raw animal products, including ground beef and dairy products, contain harmful bacteria. Individuals can't directly control how their hamburger or milk is processed, but can greatly reduce the risk of serious illness by consuming fully cooked animal products and pasteurized dairy.

"Beef and dairy products can easily become contaminated with E.coli and other harmful pathogens during processing. Safe food handling effectively reduces the risk of infection. Regardless of any particular outbreak, individuals who elect to consume undercooked meat or raw milk are at an increased risk of illness."

- Spencer Ballard, REHS, Food Safety Supervisor Ottawa County Department of Public Health

Food Safety

for Raw Ground Beef

www.cdc.gov/foodsafety http://ow.ly/x9ntg

o **Do not eat raw or undercooked ground beef.** Cook ground beef hamburgers and beef mixtures such as meat loaf to 160°F internal temperature using a food thermometer.

o **Wash hands, kitchen work surfaces, and utensils** with soap and water immediately after they have been in contact with raw ground beef. Then, disinfect food contact surfaces. One way to disinfect is to use a freshly prepared solution of 1 tablespoon unscented liquid chlorine bleach to 1 gallon of water.

o **Avoid cross-contaminating other foods.** Uncooked meat should be kept separate from produce, cooked foods, and ready-to-eat foods. Do not wash raw meat before cooking because splashing water can spread any pathogens present on raw meat surfaces to other kitchen surfaces.

o **Refrigerate raw and cooked meat within 2 hours after purchase** (1 hour if temperatures exceed 90°F). Refrigerate cooked meat within 2 hours after cooking. Refrigerators should be set to maintain a temperature of 40°F or below.

o **Multistate E.coli 0157:H7 Ground Beef Outbreak** As of May 16, 2014, the Centers for Disease Control and Prevention(CDC) reports a total of 11 people infected with the outbreak strains of Shiga toxin-producing Escherichia coli O157:H7 (STEC O157:H7) have been reported from 4 states (including Michigan). Epidemiologic and traceback investigations conducted by local, state and federal officials indicate that contaminated ground beef produced by Wolverine Packing Company is the likely source of this outbreak of STEC O157:H7 infections. Read More http://ow.ly/x9pzZ

Raw Milk

Nonpasteurized Hazards

http://ow.ly/x9C2r http://ow.ly/x9Chs

Organisms that make people sick are found in the intestines of animals. Contamination of milk occurs when fecal matter is present on the udder of an animal or in the equipment used to process the milk. Enough bacteria to

cause illness can be present and not be visibly dirty upon inspection. Pasteurizing is the process of heating the milk to high temperatures to kill the harmful bacteria that make

you sick. Raw or unpasteurized milk (sometimes called fresh milk or fresh unprocessed milk) is milk that comes directly from a cow, goat, sheep or other animal's udder and is not heat treated (pasteurized) to kill bacteria. Raw milk carries a much higher risk of causing serious illness (diarrhea, stomach cramping, vomiting and less commonly, kidney failure, paralysis, chronic disorders and even death) than pasteurized milk. You cannot see or smell the germs in raw milk that make you sick.

"Some believe drinking raw milk products is more nutritious and provides the body with "good bacteria". The pasteurizing process does not significantly change the nutritional value of milk, and due to the risk of serious illness, there are far safer sources of good bacteria than raw milk. Pasteurized probiotic yogurts, kefir, and other products are a great source of probiotics."

- Adeline Hambley, REHS, MBA, Environmental Health Manager Ottawa County Department of Public Health

The CDC reports that nonpasteurized milk is 150 times more likely to cause foodborne illness and results in 13 times more hospitalizations than illnesses involving pasteurized dairy products. Due to the health risk of consuming raw milk, it is not legal to sell raw milk or raw milk products in the State of Michigan. People who have poorly developed immune systems, infants and children are at greater risk for becoming sick and are more likely to suffer from long term damage from diseases linked to drinking raw milk. Read More http://ow.ly/x9BII

Our Vision – Healthy People

DISPATCHER OF THE YEAR (Tim Smith)

Please join OCCDA in congratulating Jack Nederveld for being named 2013 Dispatcher of the year. Jack demonstrated his commitment to the Citizens of Ottawa County and all of the Public Safety Agencies we serve consistently throughout the year. Jack has been with us for 23 years and is truly an asset to the organization.

DISNEY INSTITUTE PARTICIPATION A GROWTH EXPERIENCE

By, Al Vanderberg, Ottawa County Administrator

When I learned I was chosen for an MLGMA Professional Development Scholarship, my reaction was undeniable: I'm going to Disney World! Sincerely, it was an honor to be selected for a scholarship to attend the Disney Institute – DISNEY'S APPROACH TO BUSINESS EXCELLENCE program in early November. I had considered it for many years and included it among the eligible programs back when we created the MLGMA Professional Development Scholarship program. My appetite was further whetted when Ottawa County contracted with

Capodagli-Jackson Consulting to provide customer service training for its 1,100 employees as part of the Four C's Strategic Initiative. [The C's include Creativity, Customer Service, Communication, and Cultural Intelligence.] Bill Capodagli and Lynn Jackson are co-authors of the New York Times bestselling tome, *The Disney Way,* and operate an international consulting firm from their home in Ottawa County's Port Sheldon Township.

Each of day of the Disney Institute covered a different core competency: Creativity & Innovation; Leadership Excellence; Selection, Training & Management; Quality Service; and Brand Loyalty.

Day 1: Creativity & Innovation

The Creativity & Innovation Model includes four key components: Collaborative Culture; Organizational Identity; Structural Systems and Leader's Role. Whether you look at business, government or some other organization, there is an increasing drive to improve the culture. Key elements of a collaborative culture include passion for the purpose, shared values, communication, trust and incorporating a variety of perspectives. Disney holds two fundamental beliefs: everyone is creative; and your ideas are separate from your identity. As we continue to implement the Ottawa County Four C's organizational improvement initiative, it was valuable for me to walk through Disney's approach to culture. While it seems simple, clarity of purpose communicated well, along with shared values, can build trust in an organization. This is essential for cultural change and improvement.

Day 2: Leadership Excellence

The four elements of the Disney Leadership Excellence Model include: Envision the Future; Organize the Operation; Engage the Team; and Commit to Results. The importance of every individual plus their importance to the overall team is emphasized in the Leadership Excellence Model: *A leader is anyone who influences change.* Disney's entire workforce is wired to anticipate and work with change. Leadership occurs at all levels in the organization and all leaders are responsible for their area contributing to the vision. When vision is communicated effectively, it creates a shared purpose, inspires passion, sets direction and conveys values.

Day 3: Selection, Training & Engagement

Disney defines corporate culture as *the system of values and beliefs held by an organization which drive actions and behaviors and influence relationships.* The corporate culture is heavily emphasized from the beginning of the employee selection process and used to ensure that Disney "cast members" fit the culture before they are hired. The key factors of Disney's people management strategy include: reinforcing the culture; selecting right-fit talent, training for consistent quality; communicating to inform and inspire; and creating an environment of care.

Day 4: Quality Service

The Disney definition of Quality Service: exceed guests' expectations and pay attention to details. The Quality Service Model is portrayed as a compass with Guestology, Quality Standards, Delivery Systems, and Integration as the four points of the compass. Guestology is *the study of the people for whom service is provided.* Quality Standards *are the operating priorities that ensure a consistent and high-quality guest experience.* Delivery systems are *the systems and mechanisms that help deliver an outstanding service experience.* Integration is *the*

alignment of all components, ensuring a seamless guest experience.

Day 5: Branding

The first thing that I think of related to brand is the mark made by a hot iron on cattle or logs floated down the river in the early years of our state history. A brand, however, is the experience that consumers have with companies, products, services, and people. In the private sector, brand loyalty is cultivated to return a profit and enhance the business success of the company. In the public sector, our brand should convey quality services provided efficiently and effectively with the very best customer experience for our residents and taxpayers.

Writing this a half-year after attending the Disney Institute enables me to confirm that the benefits of the training are long-lived. One particular concept that I think about often is "touch points." Many times in government we engage in a somewhat awkward description of our "customers." Somehow the word customer doesn't seem to fit the citizens, who in most cases are required to use our services, nor does it fit the relationships between employees, management and elected officials on the inside. Disney defines touch points as any time a human being who works for Disney comes into contact with another human being. They even track good touch points with green dots and poor touch points with red dots with the goal of having the green significantly outweigh the red. This has been a healthy way for me to define the relationships of in the context of Ottawa County government.

While the training was excellent, the accommodations were superb. We were lodged at Disney's Contemporary Resort. The classroom experience was augmented by field trips and homework assignments that required visits to the Magic Kingdom, Universal Studios and EPCOT. It was fascinating to discuss Disney operations at the massive administrative complex located within the Magic Kingdom. There were 33 participants; three were government employees. The variety of professions and business interests was refreshing.

In local government, we are all working to develop organizations that will deliver quality services in the most cost effective way possible. As emphasized in Daniel Pink's book *A Whole New Mind,* our economic and organizational world is moving from a left brain process focus to a balanced brain focus that emphasizes design, a right brained process. We also see the trend of ensuring that we have the right people on the right seats on the bus (Jim Collins, *Good to Great)* and tapping the leadership and creativity that is inherent in every human being on that bus. David Marquet does a great job of explaining this "Leader-Leader" mentality in *Turn the Ship Around.* The Disney Institute's DISNEY'S APPROACH TO BUSINESS MANAGEMENT program helped me to organize ideas that I have gleaned from various sources, honing my approach as I lead the team that is taking Ottawa County to the next level.

"All our dreams can come true, if we have the courage to pursue them." – Walt Disney

Note: I wrote this article for The Manager, the newsletter of the Michigan Local Government Management Association.

HAPPY MEMORIAL DAY

I'd like to wish everyone a happy and safe Memorial Day weekend. I believe it is important to pause and honor all of veterans of our armed forces past and present and especially those who died in service of our great nation and gave us what we have today. FREEDOM ISN'T FREE! I found the following statistics on The American Legion website.

Conflict - U.S. Deaths

Revolutionary War, 1775-1783 - 4,435

War of 1812, 1812-1815 - 2,260

Mexican War, 1846-1848 - 13,283

Civil War, 1861-1865 - 364,511 (Union) 133,821 (Confederate)

Spanish-American War, 1898 - 2,446

World War I, 1917-1918 - 116,516

World War II, 1941-1945 - 405,399

Korean War, 1950-1953 - 36,574

Vietnam War, 1964-1973 - 58,220

Gulf War, 1990-1991 – 382

Afghanistan War, 2001-Present – 947

Iraq War, 2003-Present - 4,376

Congressional Research Service report

Creative Minds - Changing Minds

Traveling Art Show

The show is comprised of professionally framed original artwork from Michigan artists who use mental health services and is designed to promote mental health while eliminating the stigma associated with having a mental illness or developmental disability.

When: May 1st thru May 30th—2014

Where: Westshore Mall 12331 James Street, Holland

For more information contact: Community Mental Health of Ottawa County Customer Services at: 616-494-5545

This exhibit is sponsored in part, by the Public Relations Committee of the Michigan Association of Community Mental Health Boards (MACMHB)