

**SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**

821



FROM: Community Health Agency/Environmental Health

SUBMITTAL DATE:

7/18/2007

SUBJECT: Approve the leasing of one (1) Toyota Scion 4-door.

RECOMMENDED MOTION: That the Board of Supervisors: 1) Authorize the Director of Fleet Services to purchase One (1) Toyota Scion 4-door.

BACKGROUND:

Recruiting at college career fairs is an important activity for the Department of Environmental Health. In the past we have canvassed numerous career fairs in both the spring and fall of every year at local colleges in order to advertise careers in Environmental Health with Riverside County. Important strides have been made and we would like to continue to do so with new methods of garnering attention and spreading news of our career opportunities.

The Scion appeals to college age students and graduates, our target population for the Department's recruitment efforts. The students are apt to remember this vehicle emblazoned with the Department's logo. It would precede our entry into the career fairs and follow our exit after it is over. Students remember the booths and displays that are the most intriguing – not necessarily the most elaborate or most intricate. The promo vehicle is intriguing without being confusing.

GR:SVS

(continued)

Gary Root
Gary Root, Director

FINANCIAL DATA

Current F.Y. Total Cost:	\$ 3600	In Current Year Budget: Yes
Current F.Y. Net County Cost:	\$ 3600	Budget Adjustment: No
Annual Net County Cost:	\$ 0	For Fiscal Year: 07/08

SOURCE OF FUNDS: Fees for service.

Positions To Be Deleted Per A-30	<input type="checkbox"/>
Requires 4/5 Vote	<input type="checkbox"/>

C.E.O. RECOMMENDATION:

APPROVE

BY: *Debra Cournoyer*
Debra Cournoyer

County Executive Office Signature

Dept's Recomm.: Consent Policy
 Per Exec. Ofc.: Consent Policy
 Fleet Services: *D. Baracz*
 Doug Baracz, Assistant Director
 Departmental Concurrence

Prev. Agn. Ref.:

District:

Agenda Number:

3.20

Background:

We have seen promotional vehicles for various agencies at career fairs decorated with logos and website addresses. Private companies such as Target and Best Buy have used promotional vehicles for years in order to showcase their companies making them not only visible at the fairs, but also to the general public as well. Not limited to the private sector, public organizations such as Orange County's Sheriff's Department, the United States Army, and the California Highway Patrol all utilize promo vehicles to help bring visibility to their agencies. They help advertise the profession, the agency, as well as job openings and contact information. Becoming more visible attracts more candidates and breaks the stereotype of government agencies as archaic and out of touch with modern recruitment techniques.

The graphics which will be applied to this Scion will be professionally designed and applied by a company which specializes in this type of work.

A promotional vehicle will bring exposure to the Department. Scions which are very gasoline efficient vehicles will also underscore the Environmental in Environmental Health. The visibility of this car will help to attract young, motivated, energetic employees. It will widen exposure and promote name recognition for the Department.