

CLACKAMAS COUNTY BOARD OF COUNTY COMMISSIONERS
Policy Session Worksheet

Presentation Date: 2/21/17 **Approx. Start Time:** 1:30 p.m. **Approx. Length:** 30 Minutes

Presentation Title: 2017 Organized Board Outreach - Town Halls and State of the County

Department: Public and Government Affairs

Presenters: Gary Schmidt, Tim Heider and Amy Kyle

WHAT ACTION ARE YOU REQUESTING FROM THE BOARD?

Staff is seeking direction on the schedule and format for the 2017 Board Town Halls and State of the County events.

EXECUTIVE SUMMARY:

The Board of County Commissioners (BCC) held 4 Town Hall meetings in 2016 in locales throughout the county including; Oak Grove (approximately 150 attendees), Molalla (approximately 50 attendees), West Linn (fewer than 10 attendees) and Happy Valley (fewer than 10 attendees).

Although the meetings were not promoted with an intended topic, the first two Town Halls had much larger attendance because of topical concerns from the community at the time (specifically libraries and marijuana regulations). Overall, 2016 attendance was significantly lower than the 2015 topic driven BCC Town Halls.

All meetings were aligned with the BCC strategic goals including:

- Build public trust through good government
- Grow a vibrant economy
- Build a strong infrastructure
- Ensure safe, healthy and secure communities
- Honor, utilize, promote and invest in our natural resources

The 2016 State of the County was held February 17, 2016 in the BCC Hearing Room with a format similar to the Town Halls including an opening speech by the Commission Chair, followed by questions and answers to all BCC from the audience in attendance along with questions submitted online during the event. The event was streamed live on the web and broadcast live on the Clackamas County Government Channel.

There were 20-30 people in attendance, but the number of those who watched via live streaming was primarily county staff using county computers. According to the most recent metrics, the 2016 State of the County video on YouTube has been viewed 196 times. These are not unique views, which means that individuals likely viewed the video more than once.

PGA has tried a variety of formats for the live State of the County event and has had little success in increasing attendance. As social media becomes more prominent citizens expect real-time responses making a format that requires in-person attendance less appealing.

FINANCIAL IMPLICATIONS (current year and ongoing):

Is this item in your current budget? YES NO

What is the cost? The cable production cost for the Town Halls is \$2,000 per event. The cable production cost of State of the County is approximately \$6,000. These estimates do not include staffing resources.

What is the funding source? General Fund

STRATEGIC PLAN ALIGNMENT:

- How does this item align with the County's Performance Clackamas goals?
Building trust through good government.
- How does this item align with PGA's Performance Clackamas goals?
By 2018, Clackamas County residents will be aware of and engaged with county government.

LEGAL/POLICY REQUIREMENTS:

N/A

PUBLIC/GOVERNMENTAL PARTICIPATION:

Public and Government Affairs staff coordinates and organizes Board Town Halls and the State of the County events. Full outreach and promotion is conducted to ensure the public is aware of, and attends or participates in, these events.

OPTIONS:

Options for State of the County

1. Conduct a State of the County at a regularly scheduled business meeting in March. Chair Bernard will deliver remarks and staff will prepare a video highlighting County goals and accomplishments. Questions from the public would be sought prior to video production and addressed as part of the video presentation. The speech and video would then be deployed via aggressive social media and media development.
2. Create a State of the County video for viewing on the web and for airing on the Clackamas County Government Channel. All Commissioners would be in the video and have an opportunity to address issues and priorities. The video would be promoted via multiple outlets (including the monthly newsletter and Citizen News) but would not require a formal presentation by the Commissioners.
3. Conduct a State of the County held in the BCC Hearing Room with an opening speech by the Commission Chair, followed by questions and answers to the BCC from the audience in attendance along with questions submitted online during the event. The event would stream live on the web and broadcast live on the Clackamas County Government Channel.
4. Do not hold State of the County in 2017.

Options for Town Halls

1. Conduct 4 topic-specific Town Halls in various locales throughout the County that are specific to key county initiatives such as wastewater district consolidation, road funding/safety and marijuana regulation. The events would be scheduled between now and May and between September and November. The summer months would be dedicated to targeted outreach at summer community events (such as farmers markets, National Night Out and Fourth of July parades).
2. Conduct a Town Hall each quarter in locales throughout Clackamas County with no specific topic.
3. No Town Halls in 2017. Formal outreach should be coordinated with venues already meeting, such as regularly scheduled Hamlet and CPO meetings.

RECOMMENDATION:

1. **State of the County** - Staff recommends Option 2 - Create a State of the County video for viewing on the web and for airing on the Clackamas County Government Channel. All Commissioners would be in the video and have an opportunity to address issues and priorities. The video would be promoted via multiple outlets (including the monthly newsletter and Citizen News) but would not require a formal presentation by the Commissioners.
2. **Town Halls** - Staff recommends Option 3 - No formal Town Halls in 2017. Formal outreach should be coordinated via the public involvement program including meeting with the community at regularly scheduled Hamlet and CPO meetings.

ATTACHMENTS:

N/A

SUBMITTED BY:

Division Director/Head Approval _____

Department Director/Head Approval _s/Gary Schmidt_

County Administrator Approval _____

For information on this issue or copies of attachments, please contact Amy Kyle @ 503-742-5973
--