

## Proposed BCC Video Outreach, Summer 2021

For the Board of Clackamas County's consideration, PGA recommends that during summer 2021, the five commissioners partake in a rotational, monthly Facebook Live/Live-To-Tape video series.

This project is a resurrection of a successful program started in 2019, which was paused last year due to COVID. Each video will feature a different commissioner being interviewed by a PGA staffer on location, focusing on one of the five strategic ***Performance Clackamas*** priorities. For example:

- Grow a vibrant economy (Filmed at Willamette Falls, re: creating business-friendly environment)
- Build a strong infrastructure (Filmed at Sunrise Gateway or WES plant)
- Ensure safe, healthy and secure communities (Filmed at affordable housing project)
- Honor, utilize, promote and invest in our natural resources (Filmed at OSU Research Center)
- Build public trust through good government (Filmed on Red Soils)

The 10 associated results (within each priority) can be discussed at each video. A video roadmap and talking points will be provided to commissioners several days ahead of the taping for review.

PGA would work with the Policy Advisors to schedule these videos and divvy up topics. All five would be filmed from July – October. Generally, videos would be approximately 3-5 minutes in length.

Commissioners will not be restricted with their topics. For clarity: If three priorities have already been covered, and whichever commissioner's turn it is doesn't like any of the remaining topics, we can simply do one again (with a different narrative).

Videos would be pushed out on the county's social media channels and archived online on YouTube.