

**CLACKAMAS COUNTY BOARD OF COUNTY COMMISSIONERS**  
**Policy Session Worksheet**

**Presentation Date:** 1/5/16      **Approx Start Time:** 11 a.m.      **Approx Length:** 30 Minutes

**Presentation Title:** 2016 Board Town Halls and State of the County

**Department:** Public and Government Affairs

**Presenters:** Gary Schmidt and Amy Kyle

**WHAT ACTION ARE YOU REQUESTING FROM THE BOARD?**

Staff is seeking Board direction on the schedule and format for the 2016 Board Town Halls and State of the County events.

**EXECUTIVE SUMMARY:**

The Board of County Commissioners (BCC) held 4 Town Hall meetings in 2015 in locales throughout the County including; the Stafford area (27 attendees), City of Milwaukie (41 attendees), City of Canby (25 attendees) and Welches (27 attendees). The meetings were topic focused and 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.

Town Hall attendance counts do not include staff. 2015 Town Halls had more attendance from 2014 Town Halls, due to an increase in social media promotion combined with the event being topic specific providing a higher level of interest in the community.

The 2015 State of the County (SOC) was held in the BCC Hearing Room on March 10, 2015 and was conducted like a Town Hall, with an opening speech by Chair Ludlow then questions and answers from the audience in the room and people who submitted questions 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 and 44 unique visitors who tuned in to the live stream. This count includes staff who participated in the event or who viewed from their computers. As of November 3, the event link on YouTube had only been viewed 87 times.

PGA has tried a variety of formats for the SOC event and has had little success in increasing attendance.

**FINANCIAL IMPLICATIONS (current year and ongoing):**

Is this item in your current budget?     YES       NO

What is the cost? \$ 5000.00 (Cable production)    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

## **LEGAL/POLICY REQUIREMENTS:**

None

## **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, these events.

## **OPTIONS:**

### Options for State of the County

1. Conduct a State of the County at a regularly scheduled BCC Business meeting in January. Chair Ludlow will deliver remarks and staff will prepare a video highlighting County goals and accomplishments. There would be no questions/answers between the audience and with other Commissioners. The speech and presentation would then be deployed via aggressive social media and media development.
2. Conduct a State of the County event as in prior years: a live event in the BCC Hearing Room with an audience and streamed live on the web and on the Clackamas County Government Channel. Chair Ludlow delivers remarks and all Commissioners answer questions from the audience.
3. Do not hold State of the County in 2016.

### Options for Town Halls

1. Conduct 8 topic specific Town Halls in various locales throughout the County that are specific to key county initiatives such as wastewater, road funding/safety and marijuana. The events would be scheduled each month between January and May, September and November. The summer months would be dedicated to targeted BCC 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 2016.

## **RECOMMENDATION:**

**State of the County** – Staff recommends Option 1: Conduct a State of the County at a regularly scheduled BCC Business meeting in January. Chair Ludlow will deliver remarks and staff will prepare a video highlighting County goals and accomplishments. There would be no questions/answers between the audience and with other Commissioners. The speech and presentation would then be deployed via aggressive social media and media development.

**Town Halls** – Staff recommends Option 1: Conduct 8 topic specific Town Halls in various locales throughout Clackamas County that are specific to key county initiatives such as wastewater, road funding/safety and marijuana. The events would be scheduled each month between January and May, September and November. The summer months would be dedicated to targeted BCC outreach at summer community events (such as farmers markets, National Night Out and Fourth of July parades).

**ATTACHMENTS:**

None

**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
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