



April 2, 2015

Board of County Commissioners
Clackamas County

Members of the Board:

Presentation of National County Government Month and Planned Outreach

Purpose/Outcomes	Share planned outreach for National County Government Month sponsored by National Association of Counties.
Fiscal Impact	N/A
Funding Source	N/A
Safety Impact	N/A
Duration	April
Previous Action	None
Contact Person	Tim Heider, Public Affairs Manager, (503) 742-5911

BACKGROUND

April is National County Government Month, an opportunity for counties across the country to actively share the value and extent of their services with the public. America’s counties provide the services we all rely on.

The National Association of Counties (NACo) is leading an effort to actively promote county government programs and services, this year focusing on transportation and infrastructure.

According to NACO statistics:

- Counties annually invest more than \$106 billion for building, maintaining and operating our infrastructure.
- Counties own and maintain 45% of America’s roadways.
- Counties annually invest nearly \$19 billion in sewage and solid waste management.

Building a strong infrastructure is one of the key goals identified by Commissioners in the Performance Clackamas strategic planning.

“Keeping Clackamas County Moving” will be the theme of our outreach in April, and Public and Government Affairs will be highlighting the important services and programs Clackamas County provides to its residents throughout the month. Outreach will include social and new media distribution on the following schedule:

- Week 1 (April 1-4): “Why Counties Matter” is a national campaign produced by NACo. Videos, posters, and brochures communicate the role counties play in providing key infrastructure. To kick off the month, PGA will share a NACo-produced video and infographics demonstrating the importance of county services both nationwide and locally.
- Week 2 (April 5-11): “Keeping Clackamas County Moving” will focus on transportation and the County’s role in maintaining our roads, bridges and other transportation infrastructure and informing the public on the County’s road funding crisis
- Week 3 (April 12-18): “Water is valuable: we *treat* it that way” will highlight our most precious natural resource: water. The County is responsible for keeping many of our local streams and rivers clean and healthy. Through surface water management and wastewater treatment, the county is instrumental in maintaining our water infrastructure. Other investments in “hard” infrastructure will be highlighted.
- Week 4 (April 19-25): “Strengthening our Economy, Health and Culture” will highlight the importance of various “soft” infrastructure services, such as specialized health services, support for local businesses, , emergency response, public safety, and park and library maintenance.
- Week 5 (April 26-30): “Building our Future” will focus on the county employees who work daily to build and maintain our infrastructure. To end the month, PGA and Clackamas County Government Channel will share a new video with you about our County’s services and major infrastructure investment.

Respectfully submitted,

Gary Schmidt
Director, Public and Government Affairs