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PUBLIC SERVICES BUILDING

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April 30, 2015

Board of County Commissioners  
Clackamas County

Members of the Board:

Presentation of National County Government Month and Outreach

<b>Purpose/Outcomes</b>	Share planned outreach for National County Government Month sponsored by National Association of Counties.
<b>Fiscal Impact</b>	N/A
<b>Funding Source</b>	N/A
<b>Safety Impact</b>	N/A
<b>Duration</b>	April
<b>Previous Action</b>	Presentation during April 2, 2015 business meeting
<b>Contact Person</b>	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” was selected as our local theme. Public and Government Affairs (PGA) promoted the important services and programs Clackamas County provides to its residents throughout the month via social and new media.

During each week of April, PGA focused on different areas of service. These themes and subsequent promotion to date included:

- Week 1 (April 1-4): “Why Counties Matter” showcased the overall efforts of counties on a national level. PGA shared a NACo-produced video and infographic demonstrating the importance of services both nationwide and locally. Several social media postings centered on this theme.
- Week 2 (April 5-11): “Keeping Clackamas County Moving” focused on transportation and the County’s role in maintaining our roads, bridges and other similar infrastructure. The theme allowed PGA to increase awareness of the County’s road funding crisis. The public was introduced to a Clackamas County-specific infographic via social media and notification via govDelivery.
- Week 3 (April 12-18): “Water is valuable” highlighted our most precious natural resource. Social media promotion showcased the many accomplishments of Water Environment Services and the future of the Willamette Falls area.
- Week 4 (April 19-25): “Strengthening our Economy, Health and Culture” highlighted the importance of various “soft” infrastructure services, such as specialized health services, support for local businesses, public safety, forestry management, and park maintenance. These were promoted through social media and other new media platforms.

In addition to multiple email alerts, PGA posted three-times per week via Facebook along with a “Fact a Day” campaign on Twitter, leading to more than 16,000 unique views (as of April 21).

During this final week of April, PGA will share a County-produced video entitled “Keeping Clackamas County Moving” about our County’s services and major infrastructure investment.

We are also seeking recognition for County employees who work daily to build and maintain our infrastructure and who serve our residents and the public every day.

Respectfully submitted,

Gary Schmidt  
Director, Public and Government Affairs