

W. T. B.

AGENDA COVER MEMORANDUM

AGENDA DATE: August 6th, 2008
PRESENTED TO: Board of County Commissioners
PRESENTED BY: Jennifer Inman, Sr. Management Analyst
AGENDA TITLE: **IN THE MATTER OF REPORT ON GOAL SETTING**

I. MOTION

Discussion item – no motion required.

II. DISCUSSION

A. Background/Analysis

The Lane County Board of Commissioners met in March and again in July of 2008 to discuss the County's priorities and set goals to guide the organization for the coming one to two years. This goal setting work followed a year in which the Board regularly discussed the County's budget direction and service priorities and reached out in a determined effort to engage citizens in discussions about the County's future, priorities, and finances.

On July 29th, 2008, the Board discussed their vision of Lane County in 2020 and identified goals for the organization's transition following the ending of federal timber payments through the Secure Rural Schools and Community Self Determination Act.

The Board also discussed the stabilization of long term funding. Commissioners noted that even after making severe cuts to public safety and other services, they'd received no calls or comments from citizens complaining about the reductions. The Board was in agreement that the County needs to be supported by the public and provide the scope and level of services the public supports. The Board will not initiate funding measures at this time or in the foreseeable future.

The Board of Commissioners identified that their role is to provide catalytic leadership by working together on solutions for the benefit of the public, focusing on and doing what can be done, communicating with the public, and coordinating with the County's other elected officials (Sheriff, District Attorney, Assessor, and Judiciary).

VISION OF LANE COUNTY GOVERNMENT IN 2020

- County government will exist at a level the public supports
- The purpose of County government and scope of services may be limited
- County government will be less dependent on federal funding
- Lane County will continue to provide contracted services for the state and federal governments

LANE COUNTY GOALS 2008-2010

1) Develop Lane County's economic engine

- Grow local businesses
- Convert legacy practices to sustainable practices (for example, use local resources currently thought of as waste)
- Focus on what we do best and take advantage of our unique strengths and image
- Promote events and tourism with a focus on enhancing high-wage job opportunities
- Communicate Lane County government's economic development accomplishments
- Learn about the successes in other communities

Next Steps: Continue what we are doing with the Community & Economic Development Program and Economic Development Committee. Follow up on a) what opportunities are there in Hynix and b) can we earn/obtain carbon credits?

2) Provide outstanding customer/constituent service

- Promote a customer/constituent service orientation
- Create customer/constituent response policy
- Create feedback mechanisms such as surveys and focus groups

Next Steps: Jeff Spartz to research customer/constituent service strategies and report back to Board with recommendations.

3) Build public trust through intensive communication and engagement

- Increase direct dialogue opportunities with citizens (BCC)
- Take advantage of opportunities to hold meetings outside of usual setting, partner with other organization to have meetings together, have a clear purpose when planning meetings (BCC)
- Listen
- Define ourselves, tell our story, show how County government is relevant
- Enhance the County's website and internet communications
- Use email distribution lists of invested citizens to communicate regularly
- Standardize signatures on outgoing email, adding "did you know" facts or County information

Next Steps: Jeff Spartz and Amber Fossen to report back to Board with public information and community engagement recommendations.

4) Develop a five year plan

- Engage community early
- Keep plan simple
- Analyze the organizational structure and consider reorganization
- Build in robustness to respond to a range of future scenarios

Next Steps: Jennifer Inman to review 2001 Strategic Plan and Board's Goals and report back to Board with recommendations for planning process.

III. RECOMMENDATION

Accept this report and affirm these County Goals for 2008-2010.

IV. ATTACHMENTS

None.