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Agenda Cover Memorandum

Agenda Date: JULY 12, 2006
To: Board of County Commissioners
Department: County Administration/Public Information
Presented By: Melinda Kletzok
Subject: Update on Public Information Initiative: "Lane County Working for You"

I. DISCUSSION:

The Board of County Commissioners will review recent progress made in Lane County's Public Information Program, which is designed to implement a key element of the Lane County Strategic Plan. In order to help citizens become knowledgeable about County government services, programs and budget, the Board authorized an enhanced effort in January 2006 and asked that staff provide updates on the progress of the program periodically throughout the year.

II. ISSUE/PROBLEM:

The Board has focused considerable attention on the gaps in citizen awareness and understanding of the key issues jeopardizing the sustainability and stability of Lane County Government. The need to fill those gaps in awareness has been articulated by numerous community task forces, surveys and the news media. The Board adopted public information and outreach as one of its key strategic objectives more than seven years ago, and has reiterated the priority of effective communications on numerous occasions since. It has deliberately expanded the capacity of its public information program, beyond earned media and website materials, in order to make information more accessible, timely and relevant to citizens, voters and property owners in Lane County. The Board has made a priority of reviewing and analyzing the public information efforts through regular progress reports in order to determine their effectiveness and impact.

III. DISCUSSION:

The following is a brief synopsis of the key milestones achieved since the last report made to the Board on June 7, 2006:

- A total of 18 urban and rural community presentations have reached 530 people and 11 more presentations are scheduled through September 2006. Another 1,400 face-to-face contacts were made at the Working for You display at the Valley River Center in June.
- Working for You video/DVD has been created, distributed to management team and commissioners, and loaded onto the Internet and Intranet.
- Working for You e-mail signatures were sent to all staff, and a screen saver is also in process.
- Working for You public service announcements (PSAs) have been created in Spanish. All PSAs continue to run on local radio and TV outlets, and appear in local newspapers. Local media was generous in providing matching donations of spots.
- A Working for You Internet site is accessible at www.lanecounty.org
- News outreach on more than 16 facets of Lane County's service has reached television, radio, and television outlets.
- Fourth edition of the new employee publication "Working Connections" has been distributed.

Upcoming events and products include:

- A Lane County: Working for You booth at the County Fair will feature interactive, fun and informative activities (August)
- In September, the Working for You handout will be distributed as an insert in *The Register-Guard* (September)
- Working for You themes will be incorporated into the County's Performance Counts conference (September)
- Continuing community outreach, news and media placements (Ongoing)

I. IMPLEMENTATION/FOLLOW-UP

The Working for You initiative is in full swing and will continue to provide community outreach, public service announcements, advertising, handouts and events throughout 2006. The recommendation is to suspend board updates and come back in the fall with a report on effectiveness of the initiative.