



Board of Commissioners

Office: (541) 766-6800

Fax: (541) 766-6893

4500 SW Research Way

Corvallis, Oregon 97333

bentoncountyor.gov

AGENDA

BOARD OF COMMISSIONERS MEETING

Goal-setting Work Session

Tuesday, March 12, 2024, 9:00 AM

How to Participate in the Board of Commissioners Meeting		
In Person	Video	Phone Audio
Kalapuya Building 4500 SW Research Way Corvallis, Oregon	Click for Zoom link	Dial: +1 253 215 8782
	Zoom Meeting ID: 925 5397 8493	
	Zoom Passcode: 770968	

The meeting location is accessible to persons with disabilities. A request for an interpreter for the hearing impaired or for other accommodations for persons with disabilities should be made at least 48 hours before the meeting by contacting the Board of Commissioners Office at 541-766-6800 or 800-735-2900 TTY, by email bocinfo@bentoncountyor.gov, or on the County's website at <https://boc.bentoncountyor.gov/contact/>.

The Board of Commissioners may call an executive session when necessary pursuant to ORS 192.660. The Board is not required to provide advance notice of an executive session; however, every effort will be made to give notice of an executive session. If an executive session is the only item on the agenda for the Board meeting, notice shall be given as for all public meetings (ORS 192.640(2)), and the notice shall state the specific reason for the executive session as required by ORS 192.660.

1. Opening

- 1.1 Call to Order
- 1.2 Introductions
- 1.3 Announcements

2. Review and Approve Agenda

Chair may alter the agenda

3. Approve the January 9, 2024 Goal-setting Meeting Minutes

4. Discussion Topics

- 4.1 30 minutes – Quarter 3 and Quarter 4 Analytic Reports – JonnaVe Stokes, Communications Coordinator
- 4.2 15 minutes – Discussion Regarding the Building Naming Process for 4185 SW Research Way – Rachel McEneny, County Administrator; JonnaVe Stokes, Communications Coordinator
- 4.3 15 minutes – Benton County Leadership Policies and Practices Review – Board of Commissioners
- 4.4 15 minutes – County Administrator Updates – Rachel McEneny, County Administrator
- 4.5 30 minutes – Commissioner Updates – Benton County Commissioners

5. Other

ORS 192.640(1) . . . notice shall include a list of the principal subjects anticipated to be considered at the meeting, but this requirement shall not limit the ability of a governing body to consider additional subjects.”

6. Executive Session

The Board will meet under ORS 192.660[2][d] – Labor Negotiations



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MINUTES BOARD OF COMMISSIONERS GOAL-SETTING MEETING

January 9, 2024, 9:00 AM

Present: **Xanthippe Augerot**, Chair; **Nancy Wyse**, Vice Chair; **Pat Malone**, Commissioner; **Vance Croney**, County Counsel; **Rachel McEneny**, County Administrator

Elected Officials: **Jef Van Arsdall**, Sheriff

Staff: **Rick Crager**, **Karen Vaughn**, Financial Services; **April Holland**, Health Services; **Tomi Douglas**, **Jesse Ott**, Natural Areas, Parks, and Events; **Cory Grogan**, Public Information Officer; **Maura Kwiatkowski**, **Amanda Makepeace**, Board of Commissioners Office; **Sean McGuire**, Sustainability

Guests: Peggy Lynch; Craig Hendrickson; Kristi Schrock; Brad Tylman; Zack Reeves, CFM Advocates

1. Opening

- 1.1 Chair Augerot called the meeting to order at 9:00 AM.
- 1.2 Introductions were made.
- 1.3 There were no announcements.

2. Review and Approve Agenda

The agenda was approved.

3. New Business

- 3.1 Acceptance of Purchase and Sale Agreement for 4185 SW Research Way**
– Rick Crager, Chief Financial Officer

Crager reminded the Board that in November 2023, the County executed a Letter of Intent to purchase the property.

Since then, the County conducted its due diligence. One major issue with the property was identified, that being the Heating, Ventilating, and Air Conditioning (HVAC) system. The cost to replace the HVAC system was estimated at between \$200,000 and \$300,000. Benton County proposed the Seller provide a \$300,000 credit; the Seller ultimately agreed to provide a \$200,000 credit.

A revised purchase agreement (different from that presented in the meeting packet but distributed to the Board in advance of the meeting) was prepared to reflect the change in the purchase price resulting from the HVAC credit. Croney indicated the agreement was approximately 97 percent complete; there may be a few minor adjustments, but no substantive changes will be made. Closing on the property is anticipated for mid-February, potentially earlier.

MOTION: Malone moved to authorize the Board Chair to enter into a purchase and sale agreement, and any other documents necessary for the acquisition of property located at 4185 SW Research Way, which will be targeted for meeting the space needs for Benton County's Children and Family Services programs.

Wyse offered a friendly amendment to Malone's motion to change the words "Board Chair" to the words "any Commissioner."

The motion, as amended by Wyse, was seconded by Augerot and **carried 3-0.**

3.2 Acceptance of Purchase and Sale Agreement for McBee Campground Property – Rick Crager, Chief Financial Officer

Croney reminded the Board the county previously entered into a letter of intent regarding the property. It has been Hull-Oakes Lumber Company's desire for the property to become part of Benton County's parks system.

Croney noted the property was conveyed from Hull-Oakes to the Alliance for Recreation & Natural Areas (AFRANA), which resulted from Hull-Oake's desire to have the conveyance occur prior to the end of the 2023 tax year. AFRANA agreed to serve as an intermediary in the acquisition until the county can complete all its required acquisition steps. The county is required to complete its acquisition steps by July 1, 2024, although Croney indicated that would likely occur sooner. The final acquisition agreement before the Board details the County's responsibilities regarding the property (insurance, access, reservations, etc.).

Ott reported the property is now set up as a day use area, including posted rules and other signage and coordination with law enforcement. Crager confirmed all appropriate insurance coverage is in place. To commemorate the acquisition, Ott presented the Commissioners with copies of the published history of the Benton County parks system. Augerot thanked everyone who help facilitate the acquisition, especially the Nystrom family of Hull-Oakes Lumber Company.

MOTION: Malone moved to approve the Acquisition Agreement for the McBee Campground property and authorize the Chair to sign it and all other transfer documents related to the acquisition. The motion was seconded by Wyse, **which carried 3-0.**

3.3 Oregon Health Authority Grant Agreement – Authorization for Board Chair to Execute Documents – Rick Crager, Karen Vaughn; Financial Services; Damien Sands, Health Services

Crager indicated the grant would be used to mitigate contaminated soil at the new Crisis Center. The grant must be recorded against the property because the grant is for a restricted use. Crager was requesting authority for the Board Chair to sign the agreement. The restricted use language in the agreement will be corrected relative to use definitions.

MOTION: Malone made a motion to authorize the Chair of the Board of Commissioners to execute the grant agreement with the Oregon Health Authority for \$1,126,592.21 to be used to mitigate contaminated soil at the Benton County Crisis Center project site, as well as any other documents related to the grant agreement. Wyse seconded the motion, **which carried 3-0.**

3.4 Renewal of Housing Alliance Membership – Xanthippe Augerot, Board Chair

Augerot presented the request, and Kwiatkowski discussed the membership renewal process. Augerot indicated the county's membership is managed in the Health Services Department, and it is valuable for Benton County to be a voice in the organization.

MOTION: Malone made a motion to approve renewal of Benton County's membership in the Oregon Housing Alliance and authorize payment of membership dues in the amount of \$750.00 each for Fiscal Years 2022-23 and 2023-24 (total cost of \$1,500.00). Wyse seconded the motion, which **carried 3-0.**

3.5 Letter of Support for Lane County Recommendation to Address Measure 110 – Xanthippe Augerot, Board Chair

Augerot referenced the update provided to the other Commissioners. With respect to Measure 110, which will be a centerpiece of the legislative session, Augerot asked whether the Board should take a position on the Lane County memorandum regarding Measure 110 and funding needed by counties to service individuals with Substance Use Disorder who become justice system involved. Augerot believes the position memorandum is well thought out and addresses the needs of counties.

At the January 8 Association of Oregon Counties (AOC) joint meeting of the Health and Human Services and Public Safety Committees, most of Lane County's recommendations

were acted upon. There are, however, some nuances in the Lane County position that are not present in the AOC position. Augerot was uncertain as to whether Benton County needs to take a position on the Lane County recommendations. It may be better to hold off to see what develops in the legislature so the county can be more strategic and timelier. Also, Senator Gelser-Blouin and Speaker Rayfield occupy strategic seats in the State Legislature relative to this issue.

Wyse asked about the reason the AOC selected only 8 of the 11 recommendations. Augerot indicated AOC staff were permitted to interact on Recommendations 8 and 10, but AOC was not ready to adopt them. AOC will work with the legislature on Recommendation 8, but there was significant concern regarding Recommendation 10. It appeared to duplicate what the legislature had just mandated, which is 24/7 crisis response teams in behavioral health. AOC questioned the need to set up a second response team when communities are struggling to staff the response teams. Much more discussion is needed on Recommendation 10. Malone indicated the AOC Legislative Committee did not discuss the Lane County recommendations in any detail.

Wyse was agreeable to holding off so long as the county remains vigilant about opportunities to have a voice on the issue. Regarding Recommendation 4, Wyse wanted to ensure Benton County is very clear about funding; the county cannot take on more work without funding to support that work. Augerot agreed. Malone concurred with holding off on a letter of support so long as our elected leadership understands the county's position.

Van Arsdall agreed this was the best course of action. The County can weigh in later in the legislative session. The Sheriff reiterated the need to ensure there is funding to execute any additional work for counties that may result from any Measure 110 recommendations.

Augerot indicated Representative Lewis attended and listened carefully at the joint AOC meeting and plans to introduce an omnibus Measure 110 bill. Augerot was pleased to see the consensus amongst commissioners at the AOC joint meeting.

3.6 Implementation of Addendum to the Agenda Process – Maura Kwiatkowski, Board of Commissioners Office

Kwiatkowski presented a proposal to add an addendum to the meeting agenda and packet process. An addendum to the agenda would allow staff to add time sensitive or urgent matters to the Board's agenda after the meeting packet has been published. By utilizing the addendum process, the Board and the public would have timely access to most of the agenda materials approximately one week in advance of meetings, with only limited agenda items added via the addendum. Addition of items to the addendum would require County Administrator approval.

MOTION: Malone made a motion to approve implementation of an addendum to the agenda procedure effective with the February 6, 2024 Board meeting. Wyse seconded the motion, which **carried 3-0**.

4. Discussion Topics

4.1 2024 Legislative Priorities Discussion – Rick Crager, Chief Financial Officer; Zack Reeves, CFM Advocates

Reeves provided an advance look at the 2024 legislative short session, which is a maximum of 35 days by law and includes balancing the budget. Each legislator is limited to two bills; committees are permitted to submit three bills. The first chamber work session deadline is the second week of the session, and there is limited time to pass bills.

Regarding housing and homelessness, the Governor has requested a \$600 million package. Much of the housing money would come from the state's reserve fund. The Governor will likely not get the \$600 million requested, but there will still be a substantial investment. The bill submitted by the Governor in the 2023 session failed last year. The new proposal includes some concessions to cities and increases the ability of developers to build more housing.

Malone indicated he had not heard about accessing the rainy-day fund, which has a current balance of \$1.8 billion, and asked whether there will be funding for infrastructure such as sewer and water, which are needed for additional development.

Augerot noted that system charges do not cover the cost of infrastructure, so developers are hesitant to consider developing land with no utilities due to the cost. Reeves indicated it is a positive that the legislature will look at other funding rather than cities being required to cut service development charges.

Wyse expressed concern about one-time, rather than sustainable, funding. Reeves agreed it is a valid concern; local governments will need to continually go back to the state for additional funds. Hopefully, sustainable funding will eventually be incorporated into the state's budget development process. Crager indicated County staff was having conversations about creative funding opportunities and partnering with others. He was intrigued by the concept of a homelessness pool of funding for local jurisdictions. State resources may not always be available; local jurisdictions need to be creative and flexible. Augerot agreed.

McEneny asked whether pension costs come from the state's rainy-day fund: Reeves responded that pension funding is included in department budgets. Legislators can access rainy day funds for a variety of reasons. Augerot noted there is some legislative reluctance to access those funds.

Reeves advised the other topic for the legislature will be changes to Measure 110. There is little consensus in the legislature regarding Measure 110; positions range from leaving it as is to fully repealing. All sides acknowledge something needs to be done. Some recriminalization is likely.

Augerot indicated there are many and regular discussions amongst the stakeholders. Recriminalization seems to be the biggest issue. AOC does not want to weigh in on the level of recriminalization needed; that needs to be decided by the legislature. Reeves acknowledged it is a complicated issue, and people are working hard to find solutions that work. Malone asked about getting agreement on the “low hanging fruit” items to advance those in the short session while working on the more difficult issues going forward. Reeves indicated that would be the worst-case scenario of outcomes – simply pushing the issue further out. The legislature needs to reach a conclusion; either after 35 days or coming back in a special session.

Crager advised that Benton County’s 2024 legislative priorities include two major funding requests. The first is a \$5 million request for the Children and Families Services building acquisition. If the county is successful at that full amount, it would create some flexibility around some of the county’s work at the Monroe Health Center, which encompasses mental health support services. The county still has a federal appropriations bill with a potential \$1 million for the replacement of the Monroe Health Center (a match is required). The county should learn more soon about the status of that federal appropriation.

The second priority is the new courthouse. The state’s portion is short of what is needed to provide up to a 50 percent match (a \$6.9 million request). County staff met with Oregon Judicial Department (OJD) staff last week. OJD is poised to moved forward, and Crager advised OJD the Commissioners are ready to help as the county is able. OJD is to take the lead with support from Benton County.

Reeves asked that Augerot plan to testify at some point during the session. February 7 is the revenue forecast due date followed by balancing the budget and making minor adjustments. Although there is less discretionary funding in 2024, Reeves believes Benton County is well positioned with its two requests.

Crager pointed out that the Children and Family Services building could be a bond funded project, but he believed a General Fund appropriation would be the best fit. The new courthouse would be a bond project.

Crager reminded of the January 20 legislative breakfast date. Augerot would also like to have a session wrap-up legislative breakfast in March; the tentative date is March 16.

McEneny asked about kicker reform. Reeves indicated reform would be difficult, and the topic would not be a short session discussion. Malone reported significant work on this issue in the past by former Senator Morris, but no progress was made. Augerot indicated a property tax discussion would likely occur in the 2025 legislative session.

Reeves and Crager will update the Commissioners as bills are submitted during the short session.

Malone advised of the January 24 ribbon cutting for the new Oak Creek evacuation route. Senator Gelsner-Blouin is scheduled to attend.

Augerot asked Reeves about LC 130 being introduced by Gelser-Blouin. It requires that the Oregon Health Authority provide services to people under 21 years of age who are charged with violating the law and who also have mental health issues to assess whether they are mentally able to proceed with a hearing. It is very similar to legislation Gelser-Blouin introduced last session. Reeves indicated the bill's requirements would be very expensive. CFM will monitor the bill's progress and keep the Board informed.

4.2 Leadership Policies Manual Review – Rachel McEneny, County Administrator

McEneny provided an overview of the roles and responsibilities of the County Administrator, County Counsel, and the Board of Commissioners. The County Administrator and County Counsel advise the Board day to day. The County Administrator currently has 17 direct reports.

Commissioners do not supervise department directors or employees; they discuss service level quality with the County Administrator. There are no concerns with Commissioners speaking with department directors, but the County Administrator should be consulted.

Augerot indicated she valued the Leadership Policies document; it defines the lanes for various roles. Beyond decisions regarding the County Administrator and County Counsel, who report to the Board, all staffing decisions are made by the County Administrator. The document also includes information about the County Administrator's relationships with other elected officials, specifically the Sheriff and District Attorney. Augerot did not have any changes to suggest but wanted to reaffirm the county wants to continue to rely on the document.

Malone noted the document is a good reminder of roles and responsibilities and had no changes to propose. He indicated the document should come before the Board regularly for review and potential changes.

Augerot agreed the reaffirmation of policies and practices was appropriate.

4.3 Discussion Regarding Establishment of a Fund to Construct a New Benton County Jail – Rick Crager, Chief Financial Officer

Crager informed that construction of a new jail would cost as much as \$60 million. The question is, how does the county create the cashflow and fund balance to sustain a debt service payment? How much debt can the county afford annually while maintaining the General Fund discretionary fund at the best practices level (approximately 30 percent of General Fund revenue/expenses)? Crager indicated that after courthouse funding, the discretionary fund is still in a good position.

Important considerations regarding funding a new jail include considering what key things will happen in the next few years that will allow the county to potentially borrow again.

Crager noted the PERS (Public Employment Retirement System) bonds would be paid off soon.

Crager suggested the county could create a fund and begin setting funds aside for the new jail. A range between \$26 and \$28 million would be a stable fund balance. Crager noted the county will be spending some money, including some increased salaries due to recent market studies. Additional costs will also be likely from the upcoming bargaining session. Craig noted a variety of approaches could be used, including putting aside funding positions for matching relative to a potential bond issue and a look at county fees to determine if they are being charged at the appropriate level. A good strategy is to always work to maximize unrestricted funds.

Crager reminded that \$36 million in bonds were issued for the new courthouse. If the county borrows to fund a new jail, what is the impact? It will take time for the county to get to a place where it can finance. Options include positioning the county for a potential future bond measure and looking at issuing 40-year bonds. Forty-year bonds are more expensive than the county's typical 20- or 30-year bonds, but it is an option. Bond rates are not particularly favorable at present. Crager requested guidance from the Board about how he should be thinking about the various options.

Augerot expressed a commitment to prioritizing the need for a new corrections facility; she does not want to wait until the county is in crisis. Augerot would like the Board to consider setting aside monies in a dedicated fund to demonstrate the county's commitment to a new corrections facility. She expressed that there is some community concern that the county continues to do other things while waiting to build a new jail. There is understanding that Children and Family Services facilities are a critical need.

Crager indicated he had some ideas about how the county could implement a designated account for a new jail. There is currently a good return on investment due to higher interest rate. Questions include, how can the fund balance be bolstered, and how can the county avoid reducing the amount available to set aside for a jail construction fund?

Augerot indicated the jail is a priority, and the Board needs to acknowledge that. Crager noted it is important to identify strategies to reduce General Fund costs.

Malone said the county did a good job funding the Emergency Operations Center, including securing matching funds. He believes the current design is what is needed. Malone went on the record as a identifying a new jail as a priority for him.

Crager indicated he would prepare a proposal to present to the Board for a dedicated effort to grow funds for a new jail, as well as other strategies to help accumulate funding as quickly as possible. There may be opportunities to sell existing properties to help fund a new jail. Crager advised he would return to the Board soon with an introductory proposal that will include the county's borrowing capacity (currently approximately \$10 million).

Malone agreed multiple funding streams would be required for jail financing.

Van Arsdall expressed appreciation for the Board's commitment to funding a new corrections facility and indicated anything the county can do would send a strong message to the community.

4.4 Board of Commissioners 2024 Calendar Review – Maura Kwiatkowski, Board of Commissioners Office

Kwiatkowski presented the Board's 2024 calendar as currently scheduled. Several conflicts with county holidays and other planned activities were resolved, and Kwiatkowski will update the calendar.

4.5 Board of Commissioners 2024 Committee Assignments – Board of Commissioners

Wyse indicated she would be assuming the lead Commissioner liaison role for the Corvallis Chamber of Commerce. Commissioner Malone will continue to serve as the Board liaison to the Chamber's Government Affairs Committee. It is a good idea to have two county representatives involved at the Chamber. Malone noted the Government Affairs Committee has not been very active lately. Previously, monthly meetings focused on City of Corvallis issues, but the meetings are a good venue to communicate county issues and news. Wyse had no other changes to her committee assignments.

Malone is a member of the Workforce Investment Board of Northwest Oregon Works. Benton is the only Willamette Valley county in the organization, and it is not the most advantageous position for Benton County. Malone would like to see Benton move to the Mid-Willamette Valley group. A formal application for this change was previously submitted to the Governor's Office, but then the pandemic occurred, and no action has been taken on that application. Malone will continue to serve on this board but would appreciate help from other commissioners. It may be timely to make a change when a new commissioner joins the Board in 2025.

Augerot indicated she had no change requests to her committee assignments.

4.6 County Administrator Updates – Rachel McEneny, County Administrator

McEneny provided County Administrator Updates.

- Sustainable Materials Management Plan: activities are underway to develop a task force charge, project timeline, and task force membership.
- Facilities Assessment. A request for proposals (RFP) will likely be issued in April for a countywide facilities assessment.
- An RFP is also being developed for an Equity, Diversity, and Inclusion Assessment.

- Reorganization options for health and human services as a whole are being reviewed. This will be a long-term process.
- McEneny will attend the National Association of Counties legislative conference in Washington, DC in February. This will be an excellent opportunity to promote county legislative priorities, including funding.
- McEneny is currently reviewing applications for the Assistant County Administrator position, and interviews will begin at the end of January. McEneny hopes to narrow the field to two final candidates by mid-February.
- The county's new website launched in December 2023. A few constituents have needed assistance locating meeting information. Staff is developing a procedure for the length of time video archives will be posted on the website. More information will be shared with the Board in the near future.

4.7 Commissioner Updates – Board of Commissioners

Malone expressed appreciation for CFM Advocates' legislative briefing at this meeting and noted the short session is a less than ideal process for complex issues.

Augerot reported she is working with staff on a flexible subsidy pool [including potential partnerships with Oregon State University (OSU) and Samaritan Health Services. She is also working with external partners on a pilot program and longer-term solutions for housing.

Augerot plans to attend the Martin Luther King, Jr. Peace Breakfast on the OSU campus. Other upcoming meetings include several related to Samaritan Health Services. She will be in Alsea the evening of January 17 to meet with community members.

The regular meeting recessed at 11:58 AM.

5. Executive Session

ORS 192.660[2][e] - Negotiations for Property Transactions

The Board entered Executive Session at 11:58 AM under ORS 192.660[2][e], Negotiations for Property Transactions. The Board exited the Executive Session at 12:41 PM.

The Board reconvened the regular meeting at 12:41 PM and adjourned the regular meeting at 12:41 PM.

Xanthippe Augerot, Chair

Maura Kwiatkowski, Recorder

4.1a Q3 - 2023 Outreach Final

Benton County Communications

Quarter 3 – 2023

Outreach impact & return on investments

Public Information, JonnaVe Stokes

January 2024



Review of Quarter 3 - 2023

Today's agenda

- **Vision, mission & core values**
- **Website** – **no data this quarter*
- **Social media** – *engagement, reach, growth & demographics*
- **Glossary** – *social media metrics*
- **Podcast** – *episode IV and V*
- **Email subscribers** – *open & engagement rates*
- **Advertising** – *print, digital, radio, social media & television*
- **Employee outreach** – *open & engagement rates*
- **Appendix** – *most and least viewed posts per platform*

Mission, Vision & Core Values

Key performance indicators: *traffic, growth, engagement*

Communication goals:

1. *Get the right info. to the right people at the right time.*
2. *Highlight Benton County's achievements to our community in alignment with the 2040 Thriving Community Initiative.*

2040 Thriving Community Initiative

Vision

Uphold and achieve our communities' core values today and tomorrow.

Mission

Deliver excellence and continual improvement in inclusive County government services, policies & operations.

Core Values

- Vibrant livable communities
- Supportive people & resources
- High quality environment & access
- Diverse economy that fits
- Community resilience

← Health + Equity →

Web traffic and sources

Quarter 3 – 2023: traffic, sources, most visited pages.

*No data available from Jun. 30 to Dec. 31, 2023.

Social media

Quarter 3 – 2023: glossary, engagement, reach, and industry averages.

Glossary – social media metrics

- **Reach** - the # of unique people who saw our content.
- **Impressions** - the # of times a post shows up in someone's timeline.
- **Engagement** - any action someone takes on our page or on one of our posts, includes: opens, clicks, likes, comments, shares, location check, tags.

Quarter 3 - 2022

Channel	Post reach	Video reach	Post engagement	Video engagement
Facebook	130,498	3,744	3,081	470
Instagram	34,360	-	1,194	-
LinkedIn	3,020	0	233	0
Linktree	*56	-	8	-
Nextdoor	15,851	-	21	-
Twitter / X	*15,771	-	398	-
YouTube	-	1,048	-	107
Totals	199,556	4,792	4,935	577

*Apr. and May #'s not available

Quarter 3 - 2023

Channel	Post reach	Video reach	Post engagement	Video engagement
Facebook	121,314	1,794	5,777	357
Instagram	27,491	-	704	-
LinkedIn	5,266	530	392	58
Linktree	310	-	106	-
Nextdoor	21,973	-	362	-
Twitter / X	26,125	-	704	-
YouTube	-	9,041	-	1,064
Totals	202,479	11,365	8,045	1,479

Social engagement

Likes, comments, shares, and clicks.

Social reach

Number of accounts that saw content on our pages.

County vs. industry averages

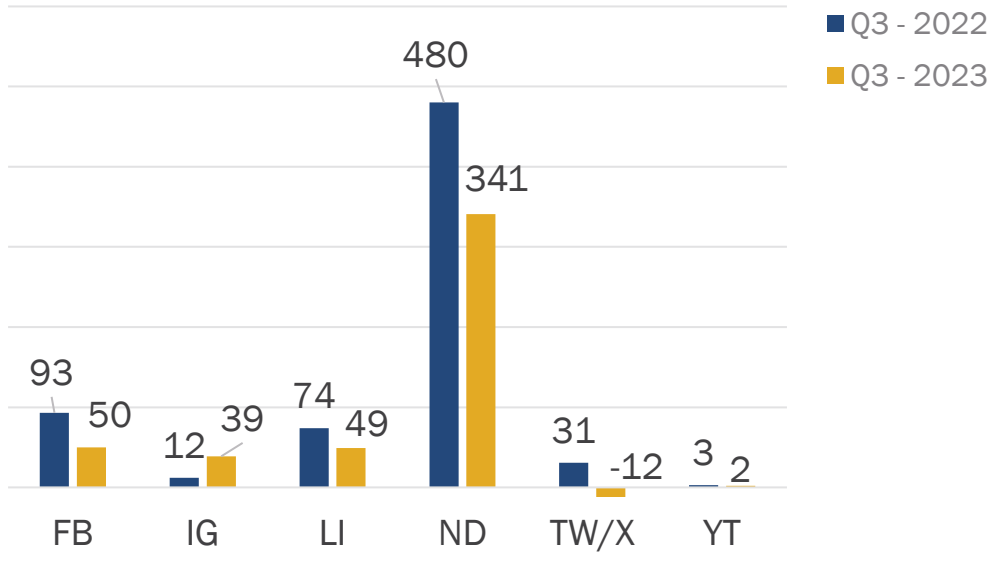
- Ave. engagement rates
 - Facebook = 1.75% vs. 1.62%
 - Instagram = 2.56% vs. 2.08%
 - LinkedIn = 7.76% vs. 2.40%
 - Linktree = 65.9% vs. 60.0% CTR
 - Nextdoor = 1.65% vs. 0.50%
 - Twitter/X = 2.69% vs. 1.36%
 - YouTube = 11.8% vs. 0.20%

*Nov. 2023 sources: Hootsuite, Social Status

A look at our audience

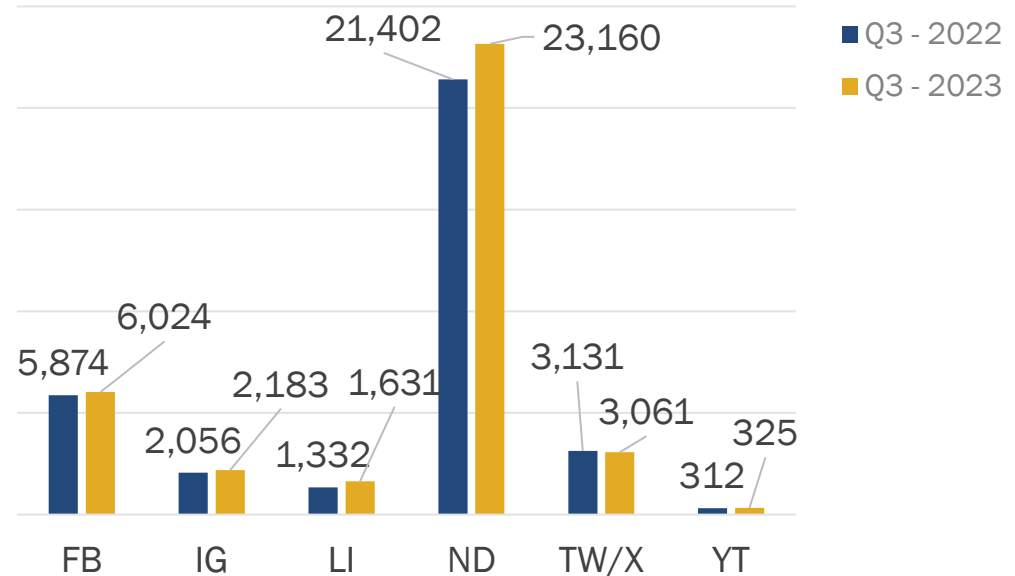
Quarter 3 – 2023: growth and demographics

Followers growth



Growth this quarter

469 new followers in Q3-23
 vs.
 693 new followers in Q3-22



Followers per channel

36,384 total followers in Q3-23
 vs.
 34,107 total followers in Q3-22

Follower demographics



Facebook

Corvallis - 37%
Albany - 12%
Philomath - 6%
Monroe - 2.3%
Lebanon - 2.2%
Eugene - 2%
Salem - 1.8%
Portland - 1.8%
S. Home - 0.8%

Under 25 - 3%
25-34 - 18%
35-44 - 28%
45-54 - 23%
55+ - 28%

76% women
24% men



Twitter /

No info. available



Instagram

Corvallis - 37%
Albany - 14%
Philomath - 7%
Eugene - 2.3%
Salem - 2.2%

Under 25 - 7.2%
25-34 - 23%
35-44 - 32%
45-54 - 21%
55+ - 17%

77% women
23% men



YouTube

Corvallis - 5.8%

Age
*Not enough data

Women 48%
Men 52%

Source
External 30%
Direct 19%
Playlists 18%

Not subscribed 92%
Subscribed 8%



Nextdoor

Springhill - 2,273
Philomath - 1,950
35th/Harrison - 1,196
Timberhill - 1,179
The Woods - 1,037
Coho/S.Town - 887
Campus - 810
W. Landing - 673
Crescent V. - 657
Chintimini - 636

46% of our followers



Linked in

Portland - 46%
Fayetteville, AR - 8%
Kennewick - 7%
Minneapolis, MN - 5%
Eugene - 4%
Seattle - 2%
Bend - 1%

50% visitor industries:
Advertising - 12%
Software Development - 9%
Info. Technology - 8%
Gov. Admin - 7%
Higher Education - 5%
Food & Beverage Svcs - 5%
Hospitals & Healthcare - 4%

Most & least viewed content

Quarter 3 – 2023: engagement and reach, see index.

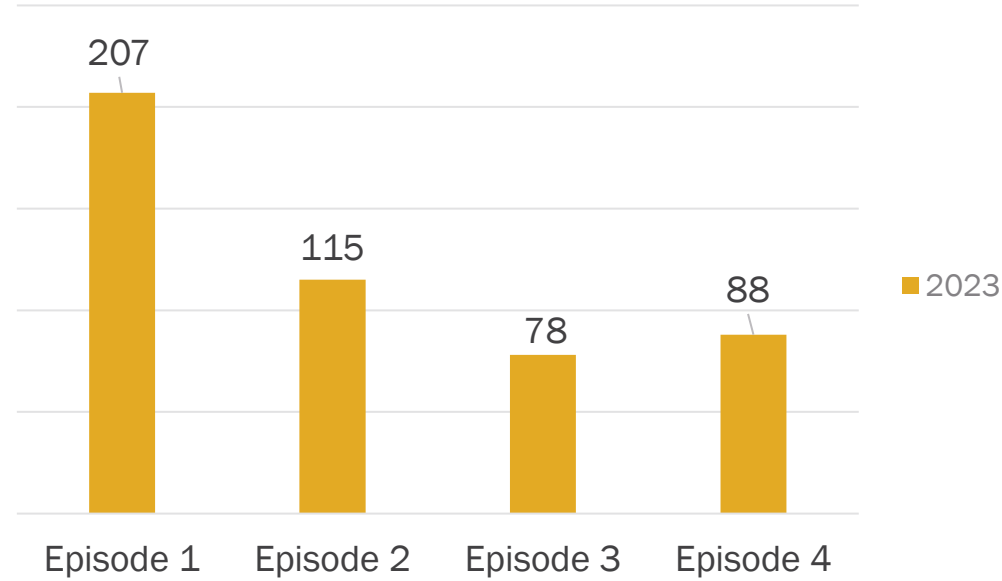
Podcasts

Quarter 3 – 2023: downloads and listening sessions

Engagement

PODCAST:

Benton County Public Podcast Episode IV (water quality) received 88 listening sessions.



Downloads & listening sessions

Email subscribers

Quarter 3 – 2023: engagement, reach, and industry averages.

Email subscribers

- Advisory Committee members
- American Rescue Plan Act grantees
- Employees
- E-newsletter
- Justice System Improvement Program
- Media outlets
- Solid Waste Process Workgroup

County vs. industry averages

- 2023 average open rate = **30%** vs. 17%
- 2023 average click rate = **3.8%** vs. 2%



Quarter 3 - 2022

Audience	Emails sent	New subscribers	Unsubscribes
E-news	49,977		
Employees	1,897		
JSIP	932		
Media	779		
SP Media	105		
SWPW	1,065		
Totals	54,755	725	79

Quarter 3 - 2023

Audience	Emails sent	New subscribers	Unsubscribes
E-news	44,752		
Employees	662		
JSIP	n/a		
Media	Not trackable		
SP Media	Not trackable		
SWPW	1,342		
Totals	46,756	86	21

Greenvelope

*No events during Quarter 3 - 2023

Advertising impacts

Quarter 3 – 2023: types of ads, engagement, reach, costs, and return on investments.

Types of ads

- **Print & digital**

- Alsea Valley Voice - 2
- Corvallis Advocate - 3
- Gazette-Times - 1
- Philomath News - 3

- **Radio**

- Corvallis KRKT (99.9 FM), KLOO (106.3 FM), KLOO (1340 AM), KEJO (1240 AM) - 1
- Corvallis KORC (105.9 FM) - 5
- Eugene KLCC (89.7 FM) - 0
- Lebanon KGAL (1580 AM / KSHO (94.1 FM/940 AM) - 1

- **Social Media**

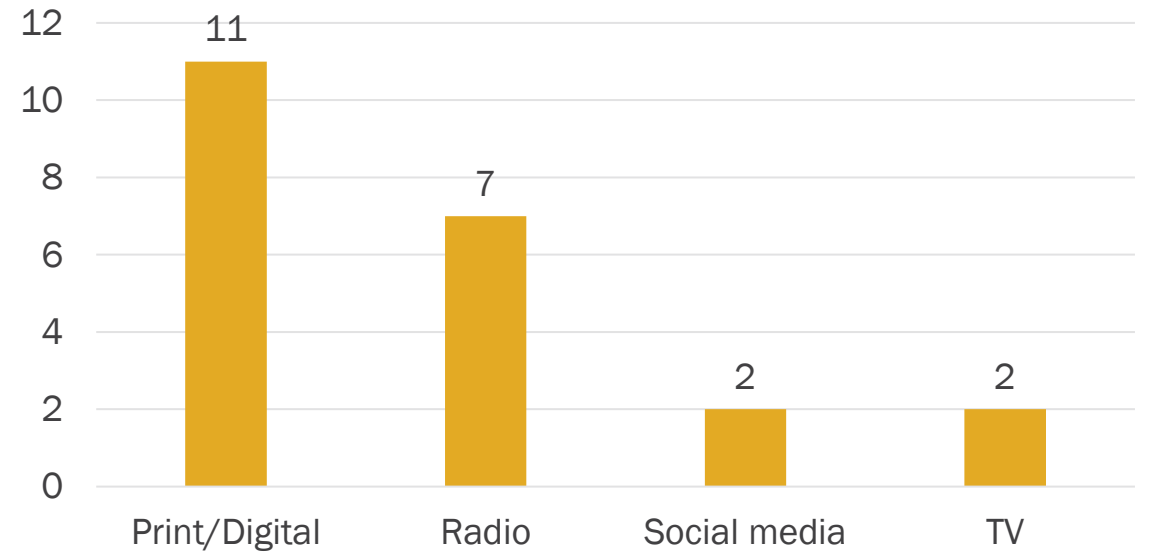
- Nextdoor - 1
- Facebook - 1

- **Television**

- KEZI - 2

Total ads shared

■ Q3 - 2023



Print & digital ads

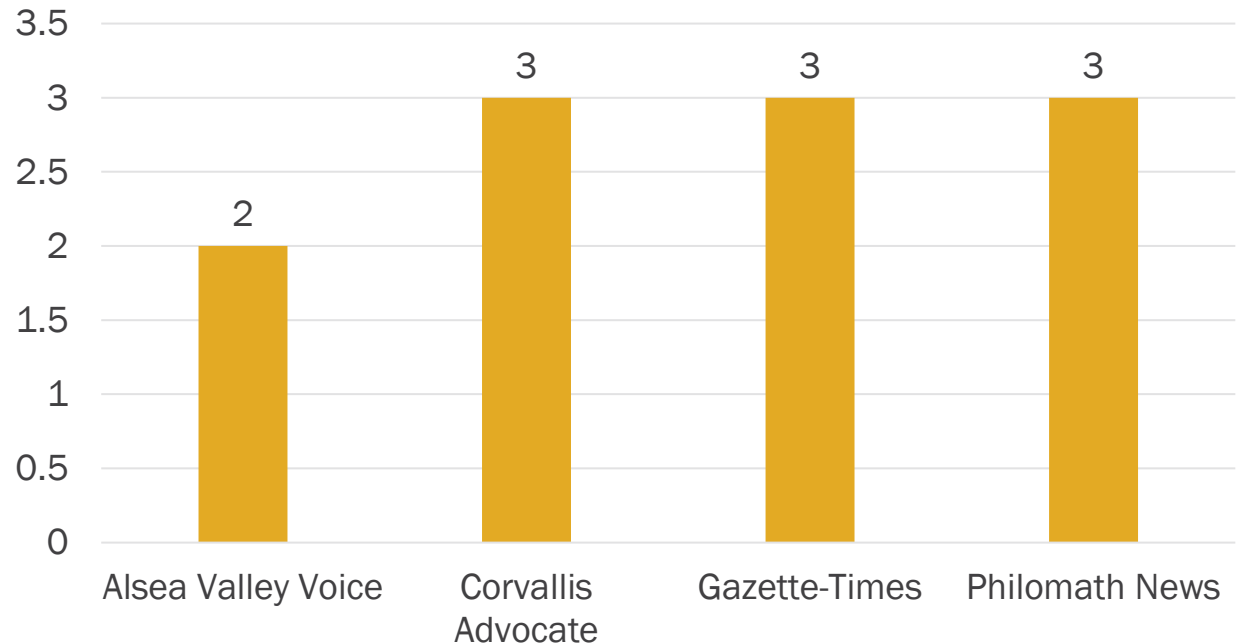
Total print and digital ads: 11

Total investment: \$5,354

- **Alsea Valley Voice - \$80**
 - Sign up for Enews – Jun./July \$40
 - Be Fentanyl Aware – Aug./Sept \$40
- **Corvallis Advocate - \$1,197**
 - Be Fentanyl Aware Eng/Sp – July
 - Keep Oregon Green – Aug.
 - Biennium Report – Sept.
- **Gazette-Times - \$3,750**
 - 99 Express & Be Fentanyl Aware – Jun. ?
 - BAT Lift – July/Aug. \$3,750
- **Philomath News - \$327**
 - Be Fentanyl Aware Eng/SP – July
 - Keep Oregon Green – Aug.
 - Biennium Report – Sept.

Ads printed

■ Q3 - 2023



Print & digital ads



Sign up for our E-news!

✉ pioinfo@bentoncounty.or.gov

🌐 <https://bit.ly/BentonCoGov-ENews>

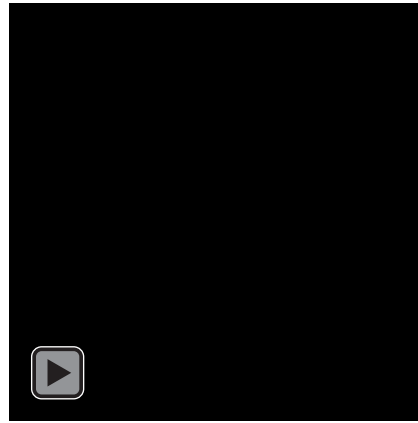
View our current job openings:
scan the QR code for more info




Tenga cuidado con el Fentanilo




bit.ly/BentonCoGov-Fentanilo



Want to learn more about Benton County Government?



 **Review the Biennium Report**
<https://bit.ly/BentonCoGov-BienniumReport>

 **Sign up for Enews**
<https://bit.ly/BentonCoGov-ENews>



TRY THE 99 EXPRESS!




The 99 Express is a commuter bus service between Corvallis and Adair Village that is provided by Benton Area Transit (BAT). The service provides 4 loops per day, Monday - Friday (except for Memorial Day, Independence Day, Labor Day, Thanksgiving Day, Christmas Day, and New Year's Day).

The service is free to passengers!

CONTACT US




Keep Oregon Green



#OregonOurOregon

Prevent Wildfires



DO YOUR PART: keeporengreen.org


At your service, every day.




bit.ly/BentonCoGov-FentanylAware


Be Fentanyl Aware






Want to learn more about Benton County Government?

 **Review the Biennium Report**
<https://bit.ly/BentonCoGov-BienniumReport>

 **Sign up for Enews**
<https://bit.ly/BentonCoGov-ENews>



Radio ads

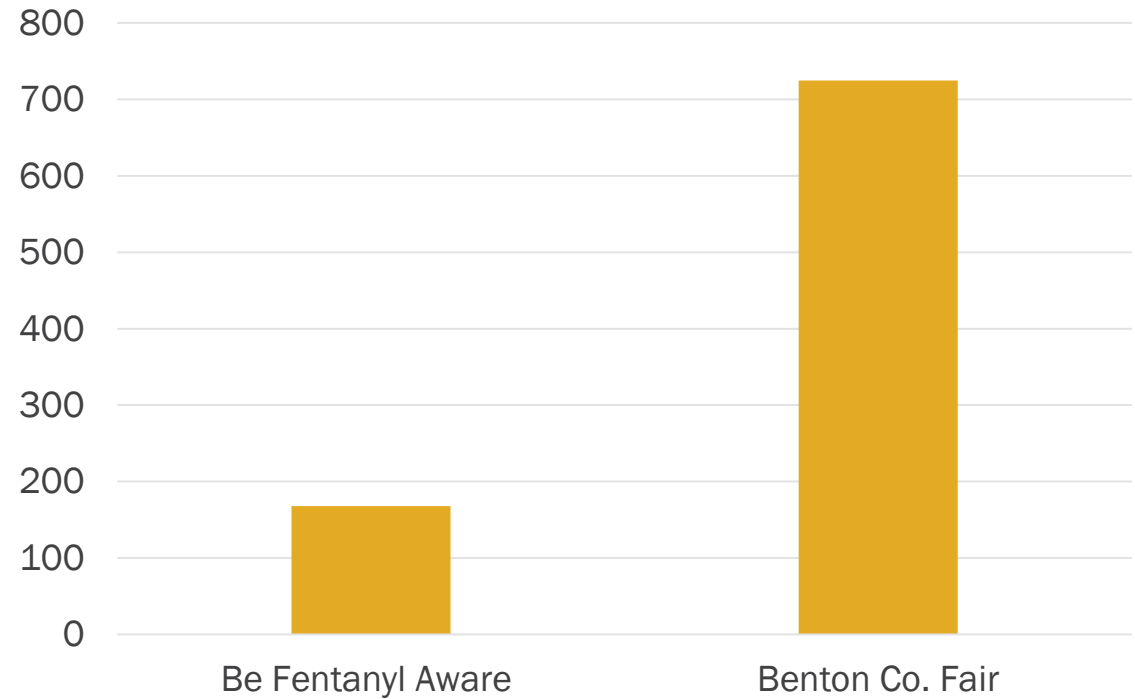
Total spots aired: 893

Total investment: \$1,600

- KORC (1.05.9 FM) - \$500
 - Be Fentanyl Aware ~ 168 ads \$250
 - Benton Co. Fair ~ 168 ads \$250
- KGAL (1580 AM / KSHO (94.1 FM/940 AM) – \$1,100
 - Benton County Fair & Rodeo – July 557 ads

Ads played

■ Q3 - 2023



Social media ads

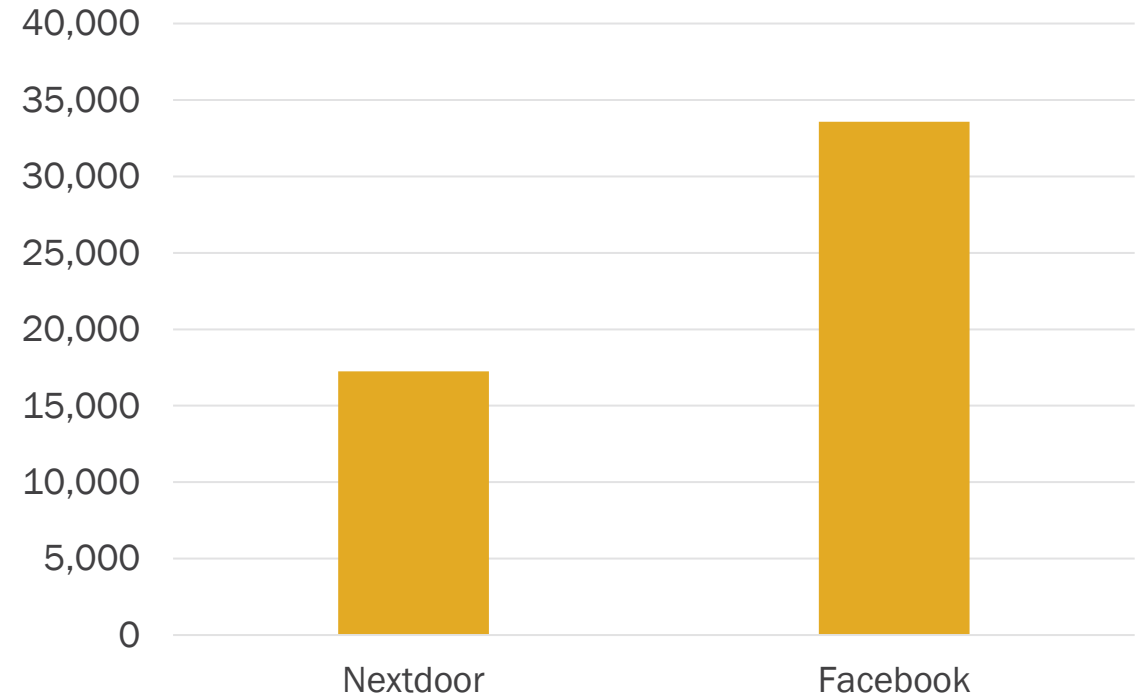
Total impressions: 50,832

Total investment: \$376

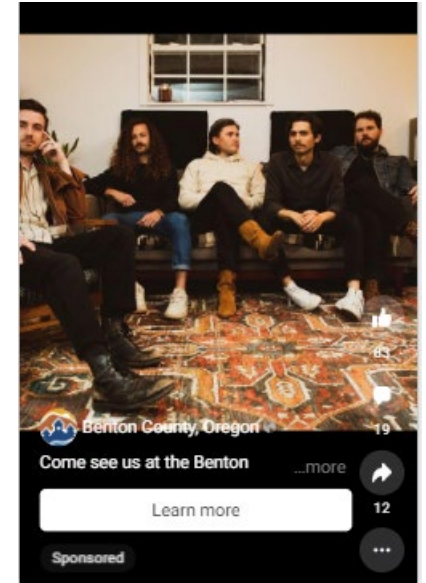
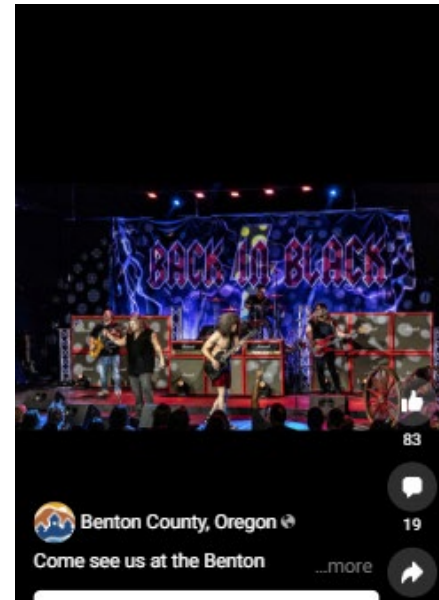
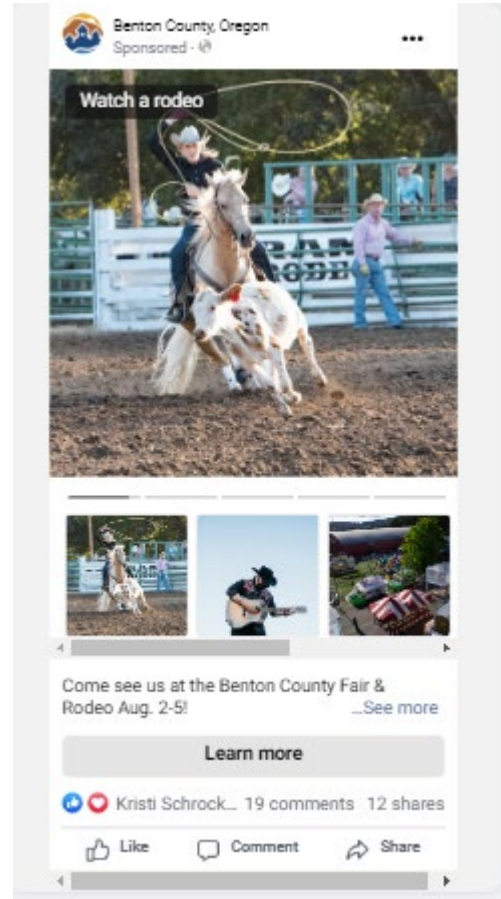
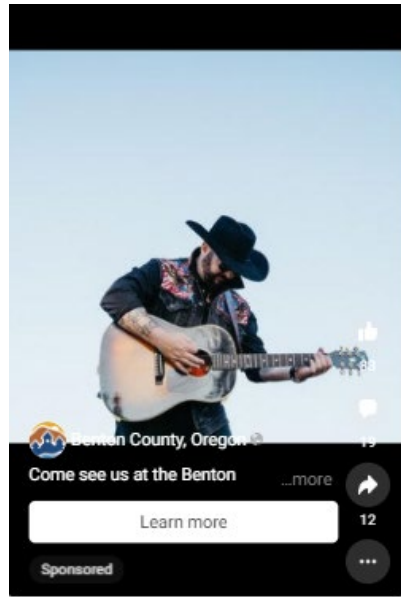
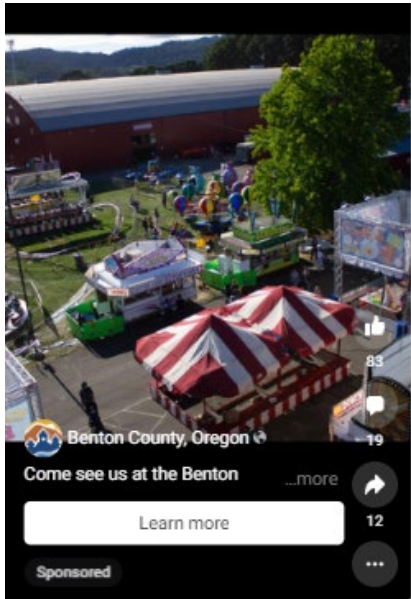
- Nextdoor \$148
 - Benton Co. Fair - July 1 ad
- Facebook \$228
 - Benton Co. Fair – July 1 ad

Ads shared

■ Q3 - 2023



Social media ads



TV ads

KEZI total ads: 245

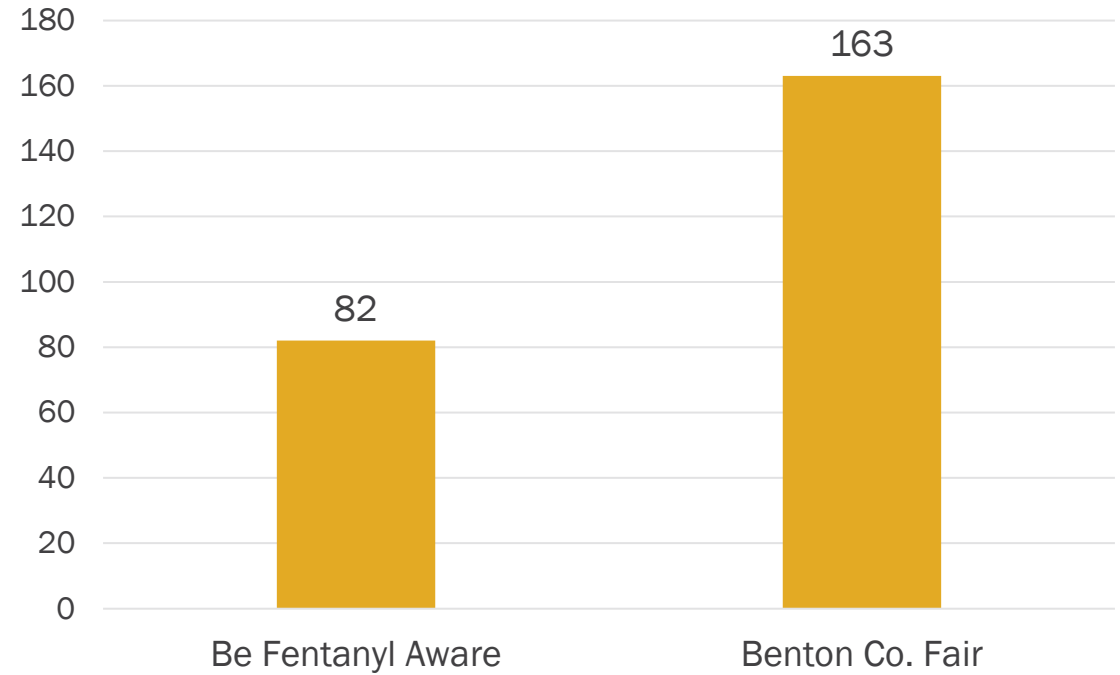
Total investment: \$3,750

- Be Fentanyl Aware – July 82 ads \$1,250
- Benton Co. Fair – July 163 ads \$2,500



Ads aired

■ Q3 - 2023



Television ads



Fentanyl

- Leading Cause of Drug Overdose in Oregon
- No Taste or Smell
- 50-100 Times Stronger than Morphine
- Pills Sold as Xanax, Adderall, OxyContin, MDMA, etc
- Powders Sold as Cocaine, Methamphetamine or Heroin
- Small amounts can cause an overdose

Fentanyl Aware

Benton Co. Fentanyl Aware_30_061623 (1)

Fentanyl awareness

This is a screenshot of a video player showing a public service announcement. The background is dark blue with a lighter blue, wavy pattern. The word 'Fentanyl' is written in large, white, bold letters at the top. Below it is a bulleted list of facts about the drug. At the bottom right, there is a logo for 'Fentanyl Aware' which includes a green circle with a white mountain range. The video player interface at the bottom shows a progress bar and control icons.



BENTON COUNTY
Fair
& RODEO
CORVALLIS • OREGON

August 2nd - 5th

**Benton
County**
OREGON

BCF_Mainstage Acts Benton Co tag_30_062723 (...)

Benton County Fair

This is a screenshot of a video player showing a promotional advertisement for the Benton County Fair. The background is dark blue with a night sky and a Ferris wheel. The fair's logo is prominently displayed at the top right, featuring a yellow Ferris wheel and the text 'BENTON COUNTY Fair & RODEO CORVALLIS • OREGON'. Below the logo, the dates 'August 2nd - 5th' are shown. At the bottom, there is a logo for 'Benton County OREGON' which includes a white mountain range. The video player interface at the bottom shows a progress bar and control icons.

Advertising return on investment

- **Print & digital reach - \$5,354**

- Alsea Valley Voice - 1,500
- Corvallis Advocate - reach?
- Gazette-Times - 111,639
- Philomath News - 275,120

- **Radio reach - \$1,600**

- KGAL (1580 AM / KSHO (94.1 FM/940 AM) ~ 90,000
- KORC (1.05.9 FM) - 7,301 online and 10-20x listenership ~ 98,685

- **Social media reach - \$376**

- Nextdoor - 17,255
- Facebook - 33,577

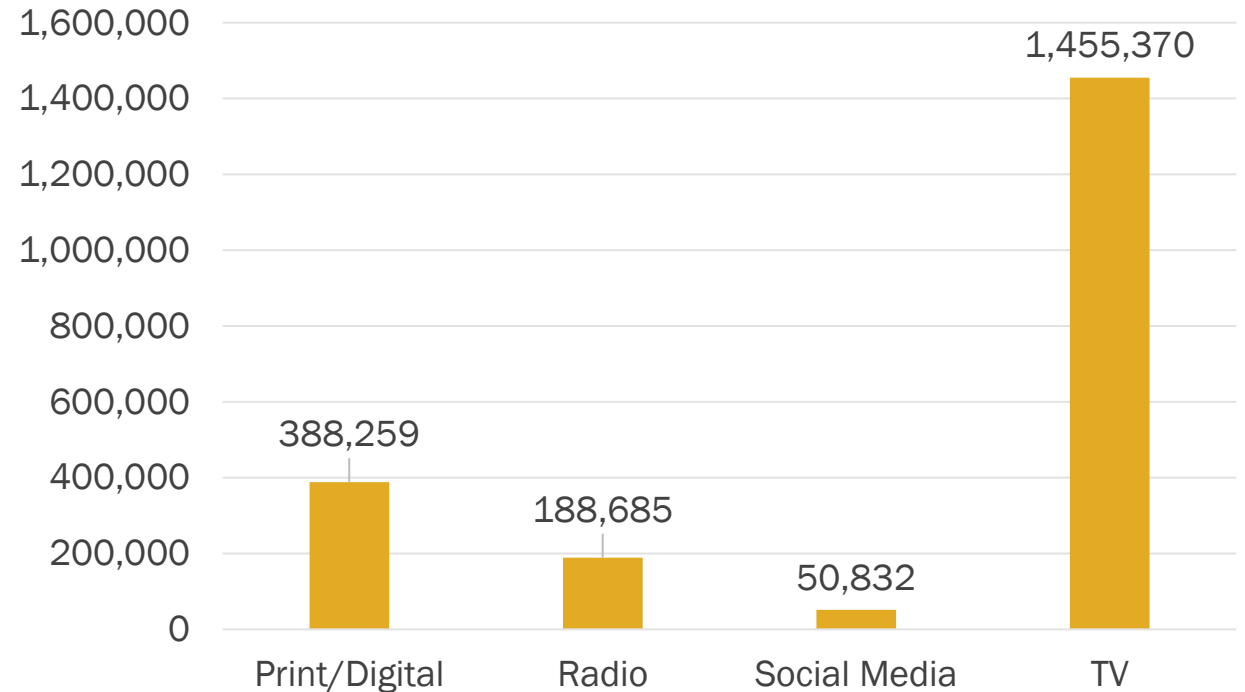
- **Television reach - \$3,750**

- KEZI - 1,455,370



Total reach

■ Q3 - 2023



Total reach combined: 2,083,146 viewers and listeners

Total spent on ads: \$11,800

Earned media - July

County adjusts budget ahead of deadline

Benton County breaks ground on new crisis center

Benton hears trash report; Republic says Coffin Butte is filling up fast

Benton County commissioners settle on plan for waste management

Benton County finalizes design for mental health crisis center

Ground broken for Benton County's delayed crisis center

Video: County officials break ground for Benton crisis center

As I See It: The real reason why Measure 2-140 failed

Benton County breaks ground on new crisis center offering 24/7 mental health support

"Benton County Talks Trash" Solid Waste Process Workgroup Scheduled to Present Final Report

Benton County Fleet Crew places 4th among Best Public Fleets

Letter: Land was annexed at owner's request

Letter More 'No camping' signs, enforcement

As I See It: Bigger landfill is not the plan

She died in Benton County Jail

Benton County Fair set for Aug. 2 through 5

Sustainable Materials Management Plan Request for Proposal temporary task force meetings

State says 'no': Benton efforts to fund homeless center fall flat

Road Closures in North Albany: Springhill Drive & West Thorton Lake Drive

Clarification about Misinformation Regarding "Benton County Talks Trash" Solid Waste Process Workgroup

Benton County announces hiring of new county administrator

Benton County Fair underway, runs through August 5

Benton County Economic Development Office Announces \$260,000 For Small Business Grants

Benton County selects Albany, New York official for admin job

Benton County Sheriff's Office accepting applications for Citizens' Academy

Upcoming Sustainable Materials Management Plan Request for Proposal temporary task force meetings

Benton County, Corvallis Greenbelt Help Endangered Wildflower To Recover

Total press releases sent in July: 6

Earned media - August

All the Saturday photos: Benton County Fair 2023

Benton County Fair to Conclude on High Note, Saturday, Aug. 5

County Decides To Seek \$20 Million For SW 53rd Street Project

Approves Speed Change On Oak Creek

Friday Afternoon To Monday Evening

Gallery: Benton County Fair

2023 Benton County Fair opens

Benton County Sheriff's Office sponsoring school supply drive

Benton County Fair kicks off with rides, rodeo and fun

Benton Employment Numbers

Temporary intersection closure set for Philomath

State hospital patients still held longer than court-ordered timelines, report finds

Region moves to extreme fire danger beginning Saturday

Benton County Looks At Final Recs For Solid Waste Plan

Fire ban, possible record heat on the way for Benton, Linn counties

Out-of-town investors banking on Corvallis, here's why

Too hot? Here's where to cool off in Linn and Benton counties

City of Monroe declares water emergency, enacts restrictions

Benton County Fire Risk Set To Extreme

Benton County: Excessive Heat Warning and Air Quality Alert in effect

Temperatures soar. The people of the mid-Willamette Valley persevere

Summit Summer Festival to brighten rural Benton County this Saturday

Remains of missing woman found at Coffin Butte Landfill

Wyden visits OSU to talk grapes, soy sauce, salsa and coffee

Deputies arrest man in fir tree outside Blodgett

As I See It: Do officials have the courage to move in right direction?

Mid-Willamette Valley sees uptick in COVID, but data is sparse

Body pulled from Willamette River in Albany

Benton County 2021-2023 Biennium Report Now Accessible to the Public

Road Closure in Philomath: Chapel Drive at East Fork Newton Creek

Benton County Steps Closer To Broadband For All

Councilor Gabe Shepherd Announces County Commissioner Run

Local Unemployment Drops

Earned media - September

Benton County Assessor's Office to conduct property reappraisals in September, October

County Conducting Property Reappraisals

Benton Area Transit upgrades dispatch system for improved passenger convenience

September is National Preparedness Month, Benton County Urges Preparedness as Disasters Become More Frequent

Upgrades Slated For Benton Area Transit Riders

County agriculture and wildlife co-existence program open for grant applications starting October 1.

Benton County To Receive \$2.4 Million To Fight Homelessness

Coffin Butte mechanics protest alleged unfair labor practices

Benton County Commissioner Nancy V. Wyse Seeks Second Term

Benton County Announces Request for Proposals for Sustainable Material Management Plan

Benton County ties new media policy to how objective reporters are

Letter: Writer has energy for a last hurrah

Meet the new Benton County Administrator

Letter: Do your job or get out of the kitchen

Total press releases sent in Sept: 5

Index

Most and least viewed content and videos for:

- Facebook
- Instagram
- LinkedIn
- Linktree
- Nextdoor
- Twitter/X
- YouTube



Facebook most viewed Q3 - 2023



4,734 / 128

It's FAIR week! Come join us at the Benton County Fair & Rodeo starting at 11am tomorrow through midnight this Saturday. Listen to great musicians, watch a rodeo, catch a fun ride, watch the 4-H shows, or come for the fair food. 🏆🏆🏆 Veterans and active military enjoy FREE fair admission every day with military ID.

View the daily schedules:
<http://ow.ly/E1pi50K9Qee>



3,802 / 46

****Español a continuación****

The US National Weather Service Portland Oregon has issued a FIRE WEATHER WATCH for Benton County and the surrounding area; effective until 8:00 pm on Monday, Aug. 14. A red flag warning means high fire danger due to high winds and low humidity.

Learn more about Benton County fire restrictions:
<https://ow.ly/KE2F50PxNs6>



3,259 / 34

During wildfire season, if you need info about food, shelters, recovery, referrals, emotional support and staying healthy, you can find important info at:
<https://ow.ly/Kxly500V3o8>



2,734 / 83

The Benton County Sheriff's Office would like to hear from YOU!

Your feedback is important to help identify the risks and vulnerabilities in YOUR community! Benton County Emergency Management is updating the Natural Hazard Mitigation Plan. Natural hazard mitigation is any sustained action taken to reduce or remove the long-term risk to life, property, and the environment from natural hazards.

Take the survey: <https://tinyurl.com/4v6k8d3k>
En Español: <https://tinyurl.com/2netxrh3>

Get more info about community emergency plans: <https://tinyurl.com/kbvz5e4v>

Facebook least viewed Q3 - 2023



Overdose Awareness Vigil | Remembering those lost to overdose

Thursday, August 31
5:00 pm - 7:00 pm

First Christian Church
602 SW Madison Ave.
Corvallis, OR 97333

Presented by Benton County's Harm Reduction Program.

#IOAD2023

179 / 3 shared post

*** Español a continuación ***

August 31 is International Overdose Awareness Day (IOAD), the world's largest campaign to end overdose by raising awareness and reducing stigma.

This year's theme is "Recognizing those people who go unseen." Join us for a candlelight vigil to remember those who have died from overdose...



Mary's Peak CLEANUP

Saturday, Oct 7th, 2023
9am - 1pm

A National Public Lands Day Cleanup Event!!!

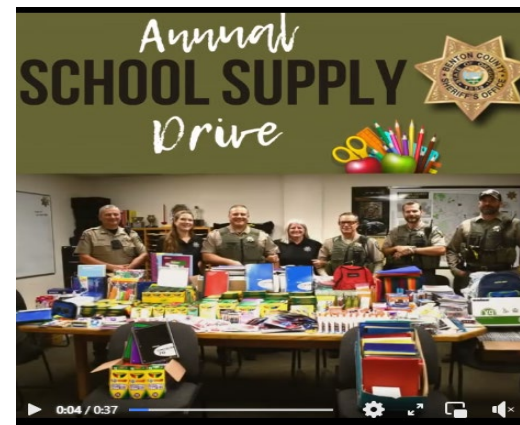
TRASHNOLAND.ORG

Mary's Peak Cleanup 09-16-2023 - Trash No Land
Volunteers will gather at the Mary's Peak target shooting pit on Sat...

205 / 4 shared post

Marys Peak cleanup Sat. Oct. 7th, 2023 from 9am-1pm.

A national public lands day cleanup event.




Annual **SCHOOL SUPPLY Drive**

This year was the 14th Annual Benton County Sheriff's Office **School Supply Drive**. BCSO is happy to be part of an incredible community!

209 / 2

This year was the 14th Annual Benton County Sheriff's Office **School Supply Drive**. BCSO is happy to be part of an incredible community!



Autumn is one of the most beautiful - and colorful - times of the year in

Check out all there is to do:
<https://ow.ly/Eff750PjtZ>

220 / 2

Autumn is one of the most beautiful - and colorful - times of the year in

Check out all there is to do:
<https://ow.ly/Eff750PjtZ>

Facebook most viewed GIFs/videos Q3 - 2023



2,101 / 2

Benton County offices will be closed Tue. July 4, 2023 in observance of Independence Day. The Benton County Sheriff's Office will continue with patrols during the closure.

Offices will reopen Wed. July 5, 2023, at 8am.



811 / 22

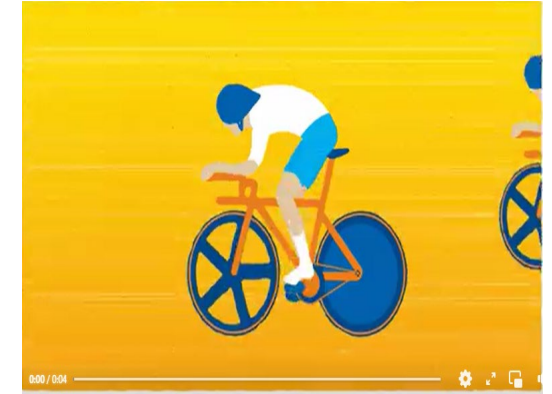
Benton County is thrilled to introduce its new County Administrator, Rachel McEneny, to the community. Rachel's journey to Oregon, documented through an engaging video blog alongside her father and trusty companion, Yaeger the dog, is an opportunity to learn a little about Rachel before she starts her leadership role with the County next week.



495 / 4

Autumn is one of the most beautiful - and colorful - times of the year in

Check out all there is to do: <https://ow.ly/Eff750PjtZ>



490 / 18

This SATURDAY the @Cycle Oregon Classic runs from 8am-4pm. This bicycle tour will have close to 1,000 participants riding from Alesia to the @City of Albany, Oregon.

Facebook least viewed GIFs/videos Q3 - 2023



223 / 1

July 18, 2023 Board Meeting.



230 / 1

July 25, 2023 Information Sharing Meeting



244 / 2

August 1, 2023 Board Meeting.















277 / 7

August 15, 2023 Board Meeting.

Facebook competitors Q3 - 2023

Overview

Get an overview of your efforts and how they compare to those of your competitors. Examine how often your competitors post and how that may affect engagement and audience growth.

SOCIAL ACCOUNT	POSTS ▼	POSTING FREQUENCY	AVERAGE ENGAGEMENT	FANS	AUDIENCE GROWTH
 Linn County, Oregon <i>added on Feb 7, 2023</i>	236	3 posts/day	11.21	2.7K	 ↗ 16.46%
 Oregon Office of State Fire Marshal <i>added on Feb 7, 2023</i>	148	2 posts/day	97.53	27K	 ↗ 5.33%
 Oregon Department of Emergency Management <i>added on Feb 7, 2023</i>	143	2 posts/day	16.48	25K	 ↗ 2.35%
 Benton County, Oregon <i>your account</i>	122	1 posts/day	6.87	5.3K	 ↗ 1.51%
 Lane County Government <i>added on Feb 7, 2023</i>	66	1 posts/day	35.42	25K	 ↗ 1.17%
 Polk County Oregon Board of Commissioners <i>added on Feb 7, 2023</i>	17	0 posts/day	4.71	1.1K	 ↗ 5.62%

Facebook competitors by engagement Q3 - 2023

Post performance

Show **Top-performing posts** by **Reactions: Like**

Review the posts from each account that got the most or the least likes, comments, and engagement. Your competitors' most successful posts can also serve as inspiration whenever you're stuck on what to publish next.

Benton County, Oregon
Aug 1, 2023

It's FAIR week! Come join us at the Benton County Fair & Rodeo starting at 11am tomorrow through midnight this Saturday. Listen to great musicians, W...




👍 24 💬 6 ➦ 15

Your post 83 reactions: like

Linn County, Oregon
Jul 14, 2023

Clint Black is doing a terrific job at the Linn County Fair!




👍 89 💬 2 ➦ 7

13% less than yours 72 reactions: like

Lane County Government
Jul 4, 2023


A Red Flag (Fire Weather) Warning is in effect for Lane County (including the Eugene-Springfield, Junction City, Coburg, Creswell and Cottage Grove ar...




👍 95 💬 8 ➦ 231

10% more than yours 91 reactions: like

Facebook competitors by engagement Q3 - 2023


 **Polk County Oregon Board of Commissioners**
Aug 8, 2023

The Board of Commissioners and staff would like to recognize Doug Akin for Special Thanks and Recognition. Jennifer Lief, along with Noelle Carroll's...




👍 25 💬 6 ➦ 8

84% less than yours **13** reactions: like


 **Oregon Department of Emergency Management**
Aug 6, 2023

Our hearts go out to U.S. Forest Service- Rogue River-Siskiyou National Forest, the wildland firefighting community, and the family and friends who ar...




👍 230 💬 8 ➦ 15

30% more than yours **108** reactions: like

 **Oregon Office of State Fire Marshal**
Aug 5, 2023

We are sending our deepest condolences to our firefighting family on the U.S. Forest Service- Rogue River-Siskiyou National Forest while they grieve t...



👍 625 💬 34 ➦ 77

267% more than yours **305** reactions: like

Facebook government agencies vs. Benton County Q3 - 2023

Compare **Government** with **Benton County, Oregon**

Metric	Industry	You	Change
Page impressions impressions	1.6M	258K	▼ 84.2%
Audience growth rate new fans	-5.76%	1.51%	
Post engagement rate engagement rate	1.6%	2.98%	
Posting frequency posts/day	0.71	1.33	▲ 86%

There's room to grow. You got 1.4M fewer impressions than your industry average. Get more eyes on your content by posting when your audience is online. [See your best times to post](#)

Way to go, rockstar! Your fan growth rate is higher than the industry average. Keep going—try a Facebook group to build an engaged community. [Learn how to use Facebook groups](#)

Nothing but gold stars for you! Your post engagement rate is higher than the industry average. To get even more interactions, try boosting your best posts. [Find posts to boost](#)

Great work, all-star! You've published 0.61 more posts per week than your industry average. Make sure you review your post performance to see what's working. [Review post performance](#)



Instagram most viewed Q3 - 2023



1,198 / 98

Español a continuación

The @NWSPortland has issued a FIRE WEATHER WATCH for Benton County and the surrounding area; effective until 8:00 pm on Monday, Aug. 14.



1,003 / 32

ICYMI: The @corvallisbentonedo, in partnership with @centralwcu, will distribute \$260K to small businesses in Corvallis and Benton County that have been adversely impacted by the COVID-19 pandemic.

Get additional details at:
<https://www.centralwcu.org/bcbusgrants>



868 / 21

Sharing from our partners @corvallis.pd:

It is important to know how to get alerts during emergencies to help you and your loved ones stay safe. Sign up for local alerts in Corvallis and Benton County using OR-Alert at <https://www.ready.gov/alerts>



829 / 25

Benton County is thrilled to introduce its new County Administrator, Rachel McEneny, to the community. Rachel's journey to Oregon, documented through an engaging video blog alongside her father and trusty companion, Yaeger the dog, is an opportunity to learn a little about Rachel before she starts her leadership role with the County next week.

Instagram least viewed Q3 - 2023



English continued below

Join us in recognizing Suicide Prevention Month.







Here are 2 ways you can participate:

We hope you enjoy your holiday. All Benton County offices will reopen at 8am tomorrow.

Instagram competitors Q3 - 2023

Overview

Get an overview of your efforts and how they compare to those of your competitors. Examine how often your competitors post and how that may affect engagement and audience growth.

SOCIAL ACCOUNT	POSTS ▼	POSTING FREQUENCY	AVERAGE ENGAGEMENT	FOLLOWERS	AUDIENCE GROWTH
 bentoncogov your account	99	1 posts/day	5.48	2.2K	 ▲ 2.94%
 cityofalbany added on Aug 18, 2023	38	0 posts/day	43.26	2.6K	No data for this date range 
 corvallis.or added on Oct 4, 2023	5	0 posts/day	34	-	No data for this date range 

Instagram competitors by engagement Q3 - 2023

Post performance

Show

Top-performing posts

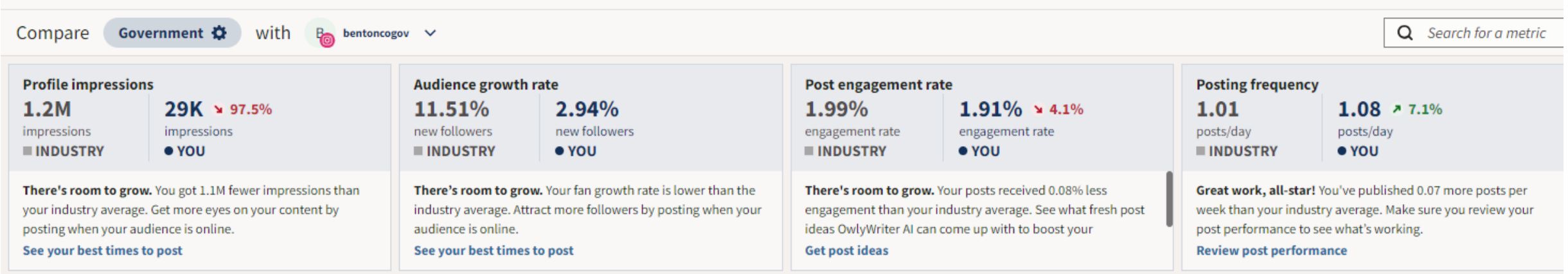
by

Estimated engagement

Review the posts from each account that got the most or the least likes, comments, and engagement. Your competitors' most successful posts can also serve as inspiration whenever you're stuck on what to publish next.



Instagram government agencies vs. Benton County Q3 - 2023



LinkedIn most viewed Q3 - 2023



505 / 38

Benton County is pleased to announce Rachel McEneny has been offered and accepted the position of County Administrator! McEneny brings a wealth of experience and a proven track record of effective leadership in various administrative roles.



423 / 6

Benton County Announces Request for Proposals for Sustainable Material Management Plan

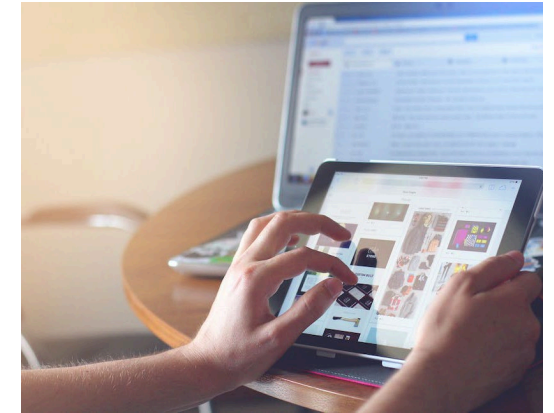
Benton County is inviting qualified firms throughout Oregon, nationally, and internationally to submit proposals for the development of a Sustainable Materials Management Plan.



263 / 11

Benton County is hiring!

Our featured position this month is Deputy District Attorney: <https://lnkd.in/gpgXgQtd>.



238 / 9

We are seeking a skilled and passionate Web Content Specialist to join our team! At Benton County, we believe in creating a positive impact on our community, and we need your expertise to help us achieve our goals.

LinkedIn least viewed Q3 - 2023



 **Justice System Improvement Program**

86 / 2

English continued below

Reminder: There is still time to complete the Justice System Improvement Program survey! The survey will close on September 1.



 **Justice System Improvement Program**

112 / 3

Español a continuación

Share your thoughts, take the Justice System Improvement Program Post-election Survey by Sept. 1.

Following the May 16, 2023, Special Election, Benton County is seeking feedback from voters about bond measure 2-140, Bonds for Community Safety, Mental Health & Homelessness Services Facilities.



 **Benton County OREGON**
co.benton.or.us

131 / 1

Learn about water quality, testing and monitoring, compliance, emerging issues, and protecting local water systems with Benton County Environmental Health Manager Scott Kruger, Benton County Public Information Officer Cory Grogan & host Dan Crall.



At your service, every day.

151 / 5











We're #hiring a new Planning Official / Land Use & Planning Division Manager in Corvallis, Oregon. Apply today or share this post with your network.

LinkedIn videos Q3 - 2023

*No videos shared this quarter.

LinkedIn competitors Q3 - 2023











Follower metrics ⓘ Ranked by new followers

Page	Total followers	New followers
1  City of Eugene	4,537	826
2  Lane County Government	3,946	743
3  Benton County	1,724	391
4  City of Corvallis	1,235	299
5  Oregon Department of Emergency Management	396	297
6  City of Albany Oregon	891	239
7  Benton County Sheriff's Office	515	119
8  Oregon State Fire Marshal	204	116
9  Lincoln County	665	86
10  Polk County Sheriff's Office Oregon	51	53

LinkedIn competitors by engagement Q3 - 2023

Organic content metrics 

Ranked by total engagements

Page	Total engagements	Total posts
1  City of Eugene	115	13
2  Lane County Government	98	14
3  Benton County, Oregon	83	14
4  City of Albany Oregon	19	8
5  City of Corvallis	19	4
6  Polk County Sheriff's Office Oregon	2	0
7  Benton County Sheriff's Office	1	0
8  Lincoln County	0	0
9  Oregon Department of Emergency Management	0	0
10  Oregon State Fire Marshal	0	0



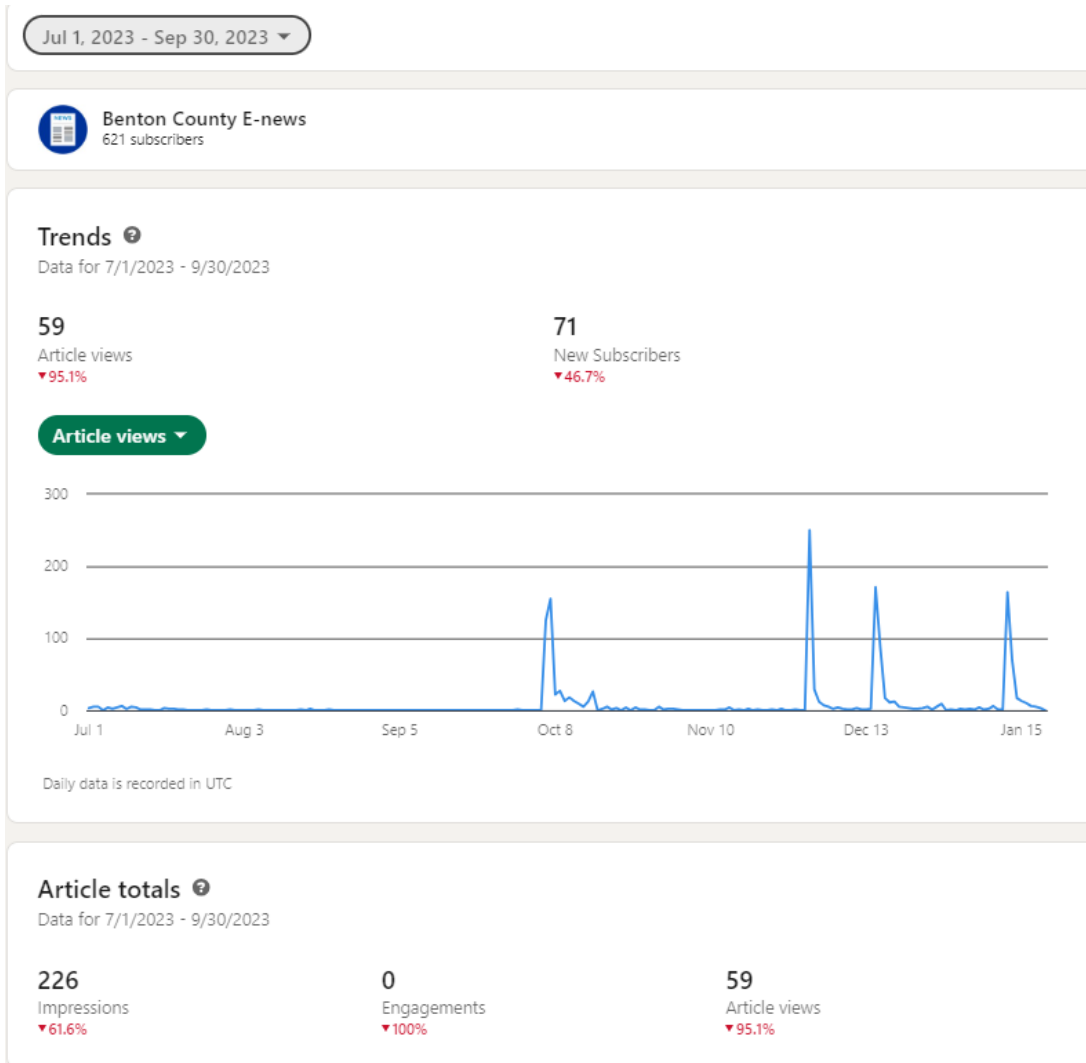
LinkedIn government agencies vs. Benton County Q3 - 2023

Compare **Government** with **Benton County** Search for a metric

Metric	Industry	You	Change	Insight	Action
Page impressions	125K	3.3K	▼ 97.3%	There's room to grow. You got 121K fewer impressions than your industry average. Get more eyes on your content by posting when your audience is online.	See your best times to post
Audience growth rate	4.47%	5.02%		Way to go, rockstar! Your fan growth rate is higher than the industry average. Keep going—take a course to learn more ways to grow your community.	Take the course
Post engagement rate	1.99%	5.45%		Nothing but gold stars for you! Your post engagement rate is higher than the industry average. To get even more interactions, try boosting your best posts.	Find posts to boost
Posting frequency	0.57	0.15	▼ 73.3%	There's room to grow. You've published 0.42 fewer posts per week than your industry average. Stuck on what to post? Get our AI to write your post captions for you.	Create posts with AI



LinkedIn newsletter views Q3 - 2023



Linktree most viewed Q3 - 2023

*no least viewed links available



7 engagements

View the daily schedules:
<http://ow.ly/E1pi50K9Qee>



20 / 4

If you need a space to cool off, please visit one of Corvallis' and Benton County's cooling centers located at:
<https://ow.ly/RhTz50PyR2A>



20 / 4

Get your local produce at the Philomath Farmers' Market.

More:
<https://ow.ly/YuXM50PEACC>



17 / 6

Business grants available for BC small businesses.

Total views: 252

Total clicks: 77

Nextdoor most viewed Q3 - 2023

* no options to post videos



5,451 / 15

Benton County is pleased to announce Rachel McEneny has been offered and accepted the position of County Administrator.



kezi.com | Live. Local. Late Breaking.
Eugene breaking news, weather and live video.
Covering local politics, crime, health, education and sports for Eugene and the Willamette...
kezi.com

3,419 / 2

Benton County is pleased to announce the availability of its Biennium Report for 2021 through 2023, a comprehensive report highlighting our county's activities, achievements, and future.



2,465 / 4

Road Closures in North Albany: Springhill Drive & West Thornton Lake Drive

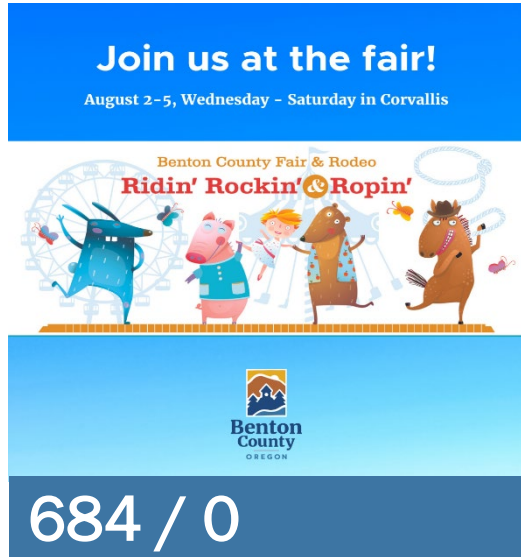


2,462 / 5

POLL:
Have you identified more than one way to leave your neighborhood in an emergency? September is #NationalPreparednessMonth, and it's a great time to learn about how to stay safe from natural hazards.


Nextdoor least viewed Q3 - 2023

*no options to post videos



Join us at the fair!
August 2-5, Wednesday - Saturday in Corvallis

Benton County Fair & Rodeo
Ridin' Rockin' & Ropin'



684 / 0

The excitement is building for the annual Benton County Fair!



We are listening.
Please add your voice to the JSIP community survey.

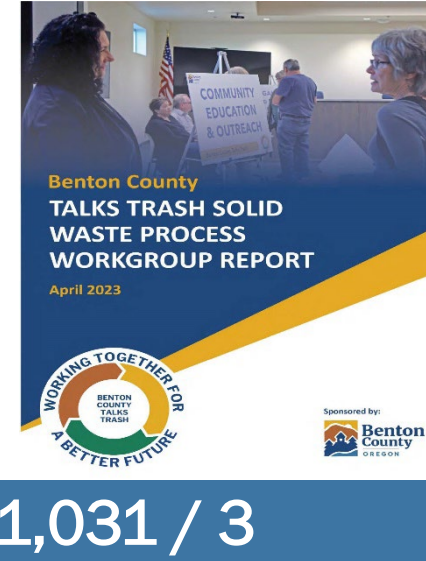
Estamos escuchando
Comparta su opinión en la encuesta comunitaria sobre el JSIP.




Justice System Improvement Program

1,080 / 3

Share your thoughts, take the Justice System Improvement Program Post-election Survey by September 1



Benton County
TALKS TRASH SOLID WASTE PROCESS WORKGROUP REPORT
April 2023



1,031 / 3

Benton County is inviting qualified firms throughout Oregon and elsewhere to submit proposals for the development of a Sustainable Materials Management Plan.



B A T
BENTON AREA TRANSIT

1,110 / 3

In a move to enhance passenger convenience and efficiency, Benton Area Transit (BAT) is gearing up for a major software upgrade.

Twitter/X most viewed Q3 - 2023



12,875 / 268

Benton County is pleased to announce Rachael McEneny has been offered and accepted the position of County Administrator!

Learn more about the new County Administrator:
<https://t.co/Omn9o0yuU9>



6,268 / 77

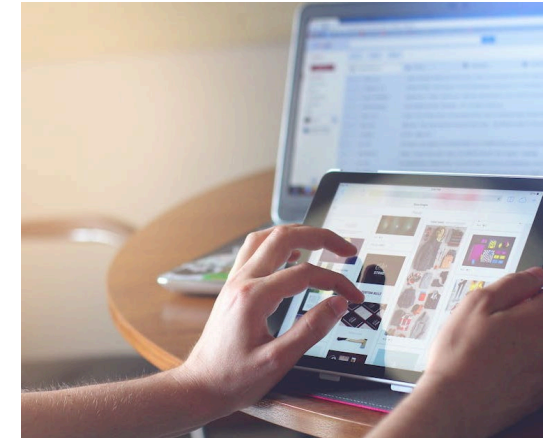
⚠ Major to Extreme risk for heat related illness continues today - tomorrow for NW Oregon & SW Washington. This heat is dangerous for the entire public! Find tips on how to stay safe during this heat at <http://ready.gov/heat> #ORwx #WAwx



3,700 / 74

It's going to be extremely HOT today!

If you need a space to cool off, please visit one of the @cityofcorvallis and Benton County's cooling centers located at: <https://ow.ly/YV8c50PyR2C>



1,616 / 63

Please share!

We are seeking a skilled and passionate Web Content Specialist to join our team! At Benton County, we believe in creating a positive impact on our community, and we need your expertise to help us achieve our goals.

Review the position:
<https://ow.ly/CcEk50PiEYI>

Twitter/X least viewed Q3 - 2023

103 / 0

S01 - E05 Benton Public Podcast - Episode 5
<https://rss.com/podcasts/bentonpublicpodcast/1129576/>
via @rss



104 / 1

Autumn is one of the most beautiful - and colorful - times of the year in the @cityofcorvallis

Check out all there is to do:
<https://ow.ly/CW0850PJtTy>



128 / 1

Upcoming TRAINING opportunity:

WHAT: Learn how to help someone who may be developing a mental health problem or experiencing a crisis & connect them to care.

MORE:
<https://ow.ly/zFAI50PJui4>



123 / 4

Friday is the LAST day to share your feedback & help the @BentonCoSheriff's Office update the Natural Hazard Mitigation Plan. Identify risks & vulnerabilities in YOUR community:
<https://tinyurl.com/4v6k8d3k>









En Español:
<https://tinyurl.com/2netxrh3>

Get more info:
<https://tinyurl.com/kbvz5e4v>

Twitter competitors Q3 - 2023

Overview

Get an overview of your efforts and how they compare to those of your competitors. Examine how often your competitors post and how that may affect engagement and audience growth.

SOCIAL ACCOUNT	POSTS ▼	POSTING FREQUENCY	AVERAGE ENGAGEMENT	FOLLOWERS	AUDIENCE GROWTH
 @OregonOEM <small>added on Feb 7, 2023</small>	607	7 posts/day	12.44	23K	 ▼ -0.34%
 @OSFM <small>added on Feb 7, 2023</small>	173	2 posts/day	30.7	9.7K	 ▲ 6.95%
 @BentonCoGov <small>your account</small>	126	1 posts/day	1.89	3.1K	 ▼ -0.29%
 @LaneCountyGov <small>added on Feb 7, 2023</small>	97	1 posts/day	6.67	9.7K	 ▲ 0.05%

Twitter competitors by engagement Q3 - 2023

Post performance


Show

Top-performing posts ▾


by

Estimated engagement ▾

Review the posts from each account that got the most or the least likes, comments, and engagement. Your competitors' most successful posts can also serve as inspiration whenever you're stuck on what to publish next.


 **@BentonCoGov**
Aug 14, 2023

It's going to be extremely HOT today! If you need a space to cool off, please visit one of the @cityofcorvallis and Benton County's cooling centers L...



8 likes 2 comments 5 shares

Your post 15 estimated engagement


 **@LaneCountyGov**
Aug 14, 2023

** WILDFIRE EVAC NOTICE FOR LOOKOUT FIRE (8/13 @ 2220)** Level 3 (GO NOW) evacuation notices: ● Taylor Rd. ● North Bank Rd. ● All areas north of Hwy. ...

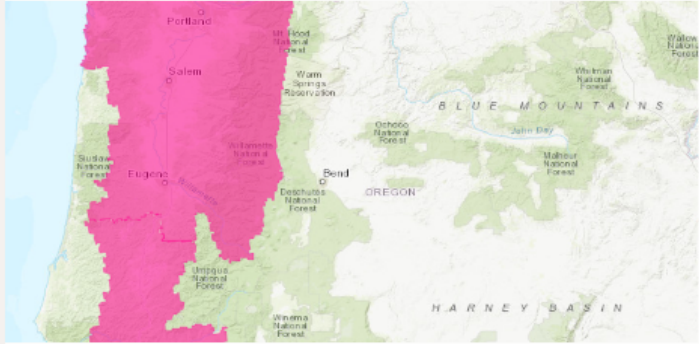


28 likes 3 comments 22 shares

300% more than yours 60 estimated engagement

 **@OSFM**
Aug 14, 2023

#RedFlagWarnings remain in place through this evening for much of Western Oregon. These weather conditions can lead to extreme fire danger. Prevent W...



94 likes 8 comments 57 shares

987% more than yours 163 estimated engagement

Twitter government agencies vs. Benton County

Q3 - 2023

<p>Post impressions</p> <table><tr><td>391K impressions ■ INDUSTRY</td><td>49K ▼ 87.5% impressions ● YOU</td></tr></table>	391K impressions ■ INDUSTRY	49K ▼ 87.5% impressions ● YOU	<p>Audience growth rate</p> <table><tr><td>-2.42% new followers ■ INDUSTRY</td><td>-0.29% new followers ● YOU</td></tr></table>	-2.42% new followers ■ INDUSTRY	-0.29% new followers ● YOU	<p>Post engagement rate</p> <table><tr><td>1.27% engagement rate ■ INDUSTRY</td><td>2.61% engagement rate ● YOU</td></tr></table>	1.27% engagement rate ■ INDUSTRY	2.61% engagement rate ● YOU	<p>Post link clicks</p> <table><tr><td>806.45 clicks ■ INDUSTRY</td><td>274 ▼ 66% clicks ● YOU</td></tr></table>	806.45 clicks ■ INDUSTRY	274 ▼ 66% clicks ● YOU
391K impressions ■ INDUSTRY	49K ▼ 87.5% impressions ● YOU										
-2.42% new followers ■ INDUSTRY	-0.29% new followers ● YOU										
1.27% engagement rate ■ INDUSTRY	2.61% engagement rate ● YOU										
806.45 clicks ■ INDUSTRY	274 ▼ 66% clicks ● YOU										
<p>There's room to grow. You got 342K fewer impressions than your industry average. Get more eyes on your content by posting when your audience is online. See your best times to post</p>	<p>Way to go, rockstar! Your fan growth rate is higher than the industry average. Keep going—take a course to learn more ways to grow your community. Take the course</p>	<p>Nothing but gold stars for you! Your post engagement rate is higher than the industry average. To get even more interactions, try boosting your best posts. See your best times to post</p>	<p>There's room to grow. You've received 532.45 fewer clicks than your industry average. Try posting when your audience is online and more likely to engage with you. See your best times to post</p>								

YouTube most viewed videos Q3 - 2023



455 / 9 hrs

Benton County Agriculture & Wildlife Protection Program



133 / 4.9 hrs

New Benton County Administrator documents journey to Oregon



64 / 4.8 hrs

Benton County Podcast Episode 4



54 / 17.2 hrs

July 5, 2023 BOC meeting

Total video views: 2,654

YouTube least viewed videos Q3 - 2023



14 / 9.2 hrs

September 19, 2023 BOC meeting



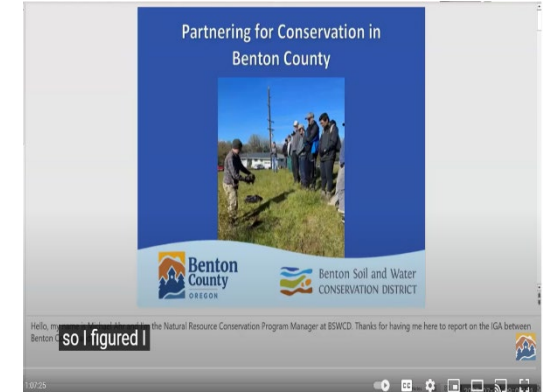
20 / 2.7 hrs

Benton County Podcast Episode 5



20 / 0.3 hrs

Join the Great ShakeOut



24 / 5.2 hrs

July 25, 2023 BOC meeting



At your service,
every day.



/BentonCoGov



@BentonCoGov



@BentonCoGov



/BentonCountyGov



Benton County

4.1b Q4 - 2023 Outreach Final

Benton County Communications

Quarter 4 – 2023

Outreach impact & return on investments

Public Information, JonnaVe Stokes

January 2024



Review of Quarter 4 - 2023

Today's agenda

- **Vision, mission & core values**
- **Website** – **no data this quarter*
- **Social media** – *engagement, reach, growth & demographics*
- **Glossary** – *social media metrics*
- **Podcast** – *episode VII*
- **Email subscribers** – *open & engagement rates*
- **Advertising** – *print, digital, radio, social media & television*
- **Employee outreach** – *open & engagement rates*
- **Appendix** – *most and least viewed posts per platform*

Mission, Vision & Core Values

Key performance indicators: *traffic, growth, engagement*

Communication goals:

1. *Get the right info. to the right people at the right time.*
2. *Highlight Benton County's achievements to our community in alignment with the 2040 Thriving Community Initiative.*

2040 Thriving Community Initiative

Vision

Uphold and achieve our communities' core values today and tomorrow.

Mission

Deliver excellence and continual improvement in inclusive County government services, policies & operations.

Core Values

- Vibrant livable communities
- Supportive people & resources
- High quality environment & access
- Diverse economy that fits
- Community resilience

← Health + Equity →

Web traffic and sources

Quarter 4 – 2023: traffic, sources, most visited pages.

*No data available from Jun. 30 to Dec. 31, 2023.

Social media

Quarter 4 – 2023: glossary, engagement, reach, and industry averages.

Glossary – social media metrics

- **Reach** - the # of unique people who saw our content.
- **Impressions** - the # of times a post shows up in someone's timeline.
- **Engagement** - any action someone takes on our page or on one of our posts, includes: opens, clicks, likes, comments, shares, location check, tags.
- **Influencer** - a user on social media who has established credibility in a specific industry.

Quarter 4 - 2022

Channel	Post reach	Video reach	Post engagement	Video engagement
Facebook	103,475	5,525	6,310	386
Instagram	35,990	-	1,209	-
LinkedIn	4,008	505	353	28
Linktree	247	-	33	-
Nextdoor	44,734	-	56	-
Twitter / X	52,087	-	1,421	-
YouTube	-	8,446	-	726
Totals	240,541	14,476	9,382	754

Quarter 4 - 2023

Channel	Post reach	Video reach	Post engagement	Video engagement
Facebook	103,571	6,330	5,490	139
Instagram	30,281	1,254	1,004	1,769
LinkedIn	3,169	1,281	59	18
Linktree	411	-	132	-
Nextdoor	55,966	-	412	-
X	38,580	-	291	-
YouTube	-	17,075	-	974
Totals	231,978	25,940	7,388	2,900

Social engagement

Likes, comments, shares, and clicks.

Social reach

Number of accounts that saw content on our pages.

County vs. industry averages

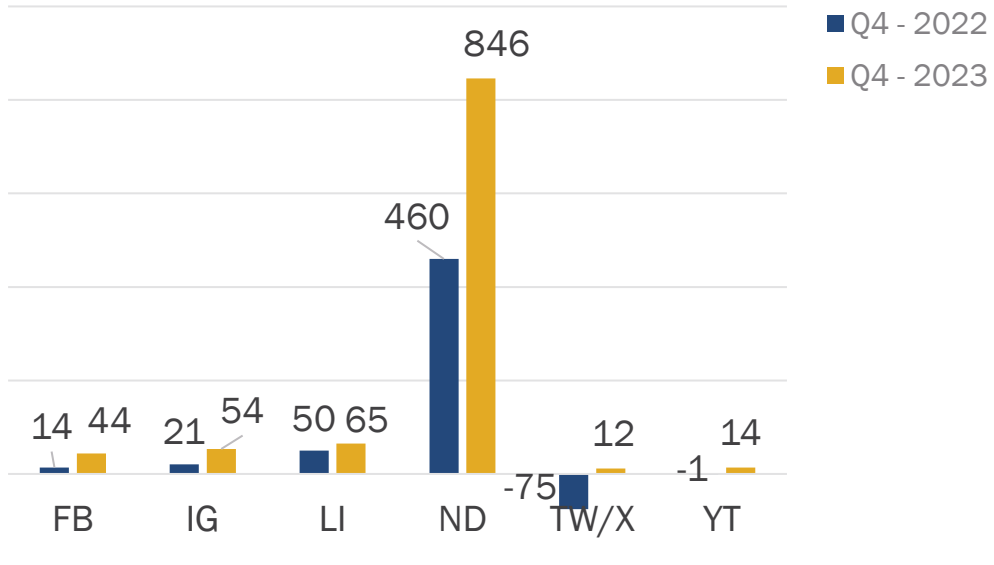
- Ave. engagement rates
 - Facebook = 5.1% vs. 1.62%
 - Instagram = 8.7% vs. 2.08%
 - LinkedIn = 1.7% vs. 2.40%
 - Linktree = 32% vs. 60.0% CTR
 - Nextdoor = 0.74% vs. 0.50%
 - Twitter/X = 0.75% vs. 1.36%
 - YouTube = 5.7% vs. 0.20%

*Nov. 2023 sources: Hootsuite, Social Status

A look at our audience

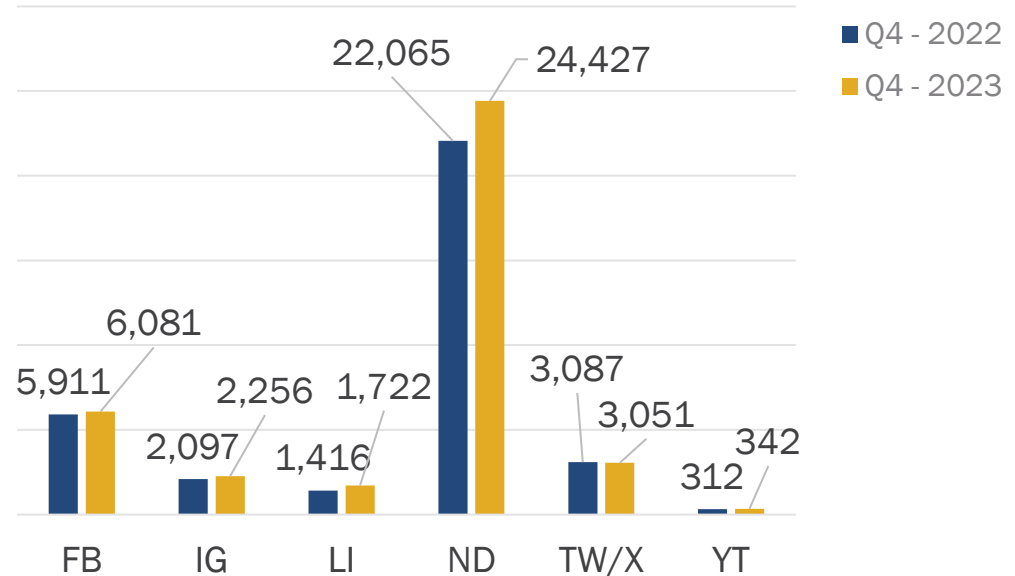
Quarter 4 – 2023: growth and demographics

Follower growth



Growth this quarter

414 new followers in Q4-23
vs.
469 new followers in Q4-22



Followers per channel

37,879 total followers in Q4-23
vs.
34,888 total followers in Q4-22

Follower demographics



Facebook

Corvallis – 37%
Albany – 12%
Philomath – 6%
Monroe – 2.3%
Lebanon – 2.1%
Eugene – 1.9%
Salem – 1.8%
Portland – 1.8%
S. Home – 0.8%

Under 25 – 3%
25-34 – 18%
35-44 – 28%
45-54 – 23%
55+ - 28%

76% women
24% men



Instagram

Corvallis – 34%
Albany – 16%
Philomath – 7%
Portland – 3%
Eugene – 2%

Under 25 – 7%
25-34 – 23%
35-44 – 32%
45-54 – 22%
55+ - 17%

77% women
23% men



LinkedIn

Portland – 47%
Fayetteville, AR – 8%
Kennewick – 7%
Minneapolis, MN – 5%
Eugene – 4%
Seattle – 2%
Bend – 1%

Visiting industries:
Business Dev. – 11%
Research – 9%
Operations – 8%
Social Svcs. – 8%
Info. Technology – 6%
Sales – 4%
Administrative – 4%
Customer Svc. – 4%
Marketing – 4%
Education – 3%

Device:
Desktop – 62%
Mobile – 39%



Linktree

Tidewater – 56%
Corvallis – 11%
Philomath – 6%
Albany – 6%
Portland – 5%
Seattle – 3%
Other – Arizona, New York

Source:
Direct – 82%
Instagram – 12%
Google – 2%
Office.net – 0.7%
website – 0.7%

Device:
Desktop – 82%
Mobile – 13%



Nextdoor

Springhill – 2,299
Philomath – 1,983
35th/Harrison – 1,199
Timberhill – 1,192
The Woods – 1,047
Coho/S.Town – 891
Campus – 816
W. Landing – 675
Crescent V. – 670
Chintimini – 645

46% of our community



X

No info. available



YouTube

Corvallis – 7.6%
Albany – 0.4%

Age:
65+ – 100%

Gender:
Women 62%
Men 38%

Source:
External – 38%
Direct – 22%
Browse – 9%
Suggested – 9%
Channels – 8%
Playlists – 5%
Notification – 0.7%
Other – 0.6%

Not subscribed 92%
Subscribed 8%

Influencers



Facebook

News:
 Corvallis Advocate – 3,400
 Gazette Times – 15,000
 Philomath News – 2,400

Radio:
 KRKT 99.9 Cricket Country – 16,000
 KEJO 1240 Joe Radio – 373
 KLOO 1340 Fox Sports – 1.2 million
 KLOO 106.3 Timeless Rock – 3,500
 COMEDY 990 – 393
 KGAL 1580 – 2,000
 KSHO 94.1 FM/920AM – 1,000
 KLCC – 11,000
 KORC 105.9 – 316

Television:
 KEZI – 107,000
 KVAL – 97,000

Instagram

News:
 Corvallis Advocate – 1,291
 Gazette Times – 236
 Philomath News - 402

Radio:
 KRKT 99.99 Cricket Country – 163
 KLOO 1340 Fox Sports – 870
 KLCC – 2,928
 KORC 105.9 – 188

Television:
 KEZI – 9,243
 KVAL – 3,735

Linked in

News:
 Corvallis Advocate – 59
 Philomath News

Radio:
 KLCC – 44

Television:
 KVAL - 286

X

News:
 Corvallis Advocate - 870
 Gazette Times – 6,787
 Philomath News – 213

Radio:
 KRKT 99.9 Cricket Country – 471
 KEJO 1240 Joe Radio – 1,835
 KLOO 1340 Fox Sports – 3,964
 KLOO 106.3 Timeless Rock – 28
 KLCC – 5,388

Television:
 KEZI – 67,600
 KVAL – 36,900

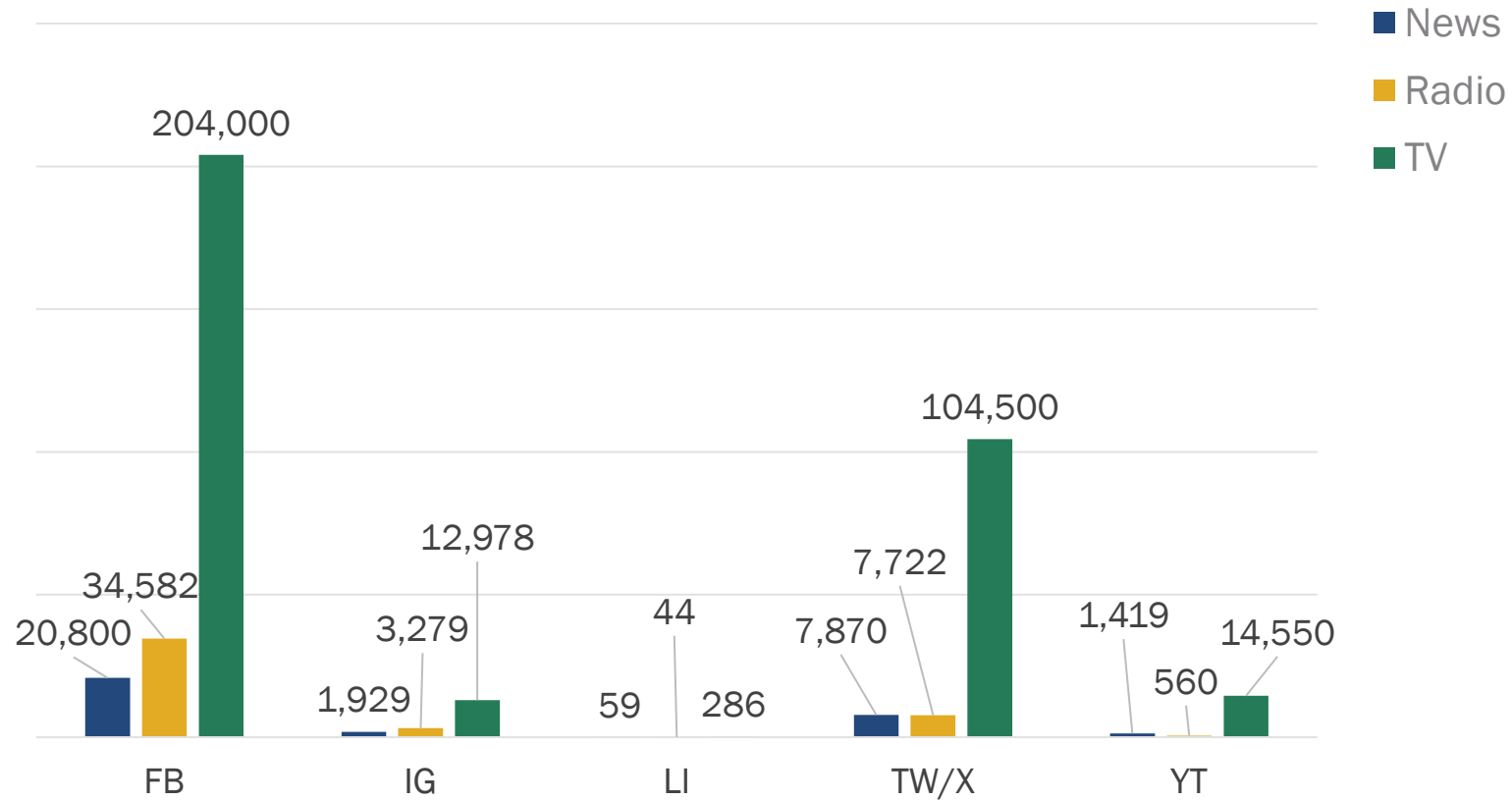
YouTube

News:
 Corvallis Advocate – 54
 Gazette Times – 1,331
 Philomath News – 34

Radio:
 KRKT 99.9 Cricket Country – 20
 KEJO 1240 Joe Radio – 45
 KLOO 1340 Fox Sports – 744
 KLOO 106.3 Timeless Rock – 15
 COMEDY 990 – 13
 KLCC – 467

Television:
 KEZI – 14,100
 KVAL – 450

Influencers



Total followers: 414, 578

Most & least viewed content

Quarter 4 – 2023: engagement and reach, see index.

Podcasts

Quarter 4 – 2023: downloads and listening sessions

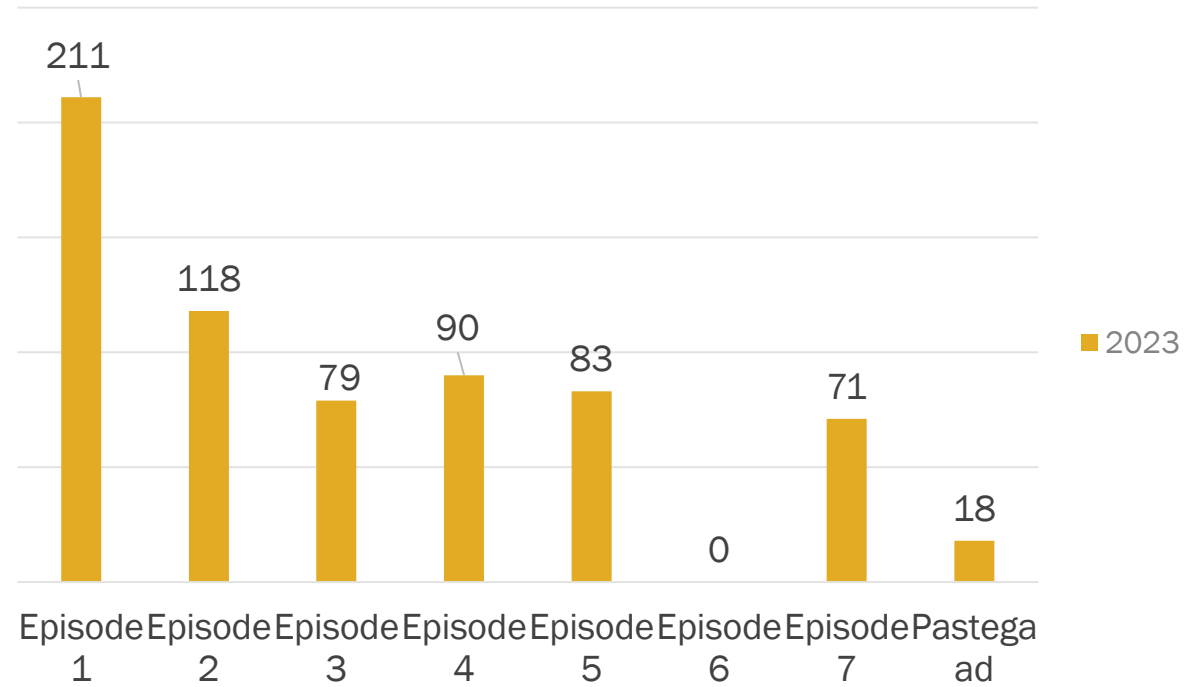
Engagement

Downloads & listening sessions

PODCAST:

Benton County Public Podcast Episode VII - Pastega holiday lights & Pastega ad received 89 listening sessions.

TOTAL DOWNLOADS: 670



Email subscribers

Quarter 4 – 2023: engagement, reach, and industry averages.

Email subscribers

- Employees
- E-newsletter
- Hubert K. McBee Campground
- Media outlets
- Solid Waste Process Workgroup

County vs. industry averages

- 2023 average open rate = **32.4%** vs. 17%
- 2023 average click rate = **7.5%** vs. 2%



Quarter 4 - 2022

Audience	Emails sent	New subscribers	Unsubscribes
E-news	65,276		
Employees	2,047		
JSIP	920		
SWPW	1,733		
Totals	69,976	139	119

Quarter 4 - 2023

Audience	Emails sent	New subscribers	Unsubscribes
E-news	54,849		
Employees	1,278		
McBee	118		
SWPW	804		
Totals	57,049	280	6

Greenvelope

County Administrator meet and greet – Oct. 2

- *no tracking available sent through PIO info email

Hispanic Heritage celebration – Oct. 3

- 19% open rate, 71 views, 50 engagements, 37 attending

Military Appreciation celebration – Nov. 7

- 24% open rate, 53 views, 95 engagements, 45 attending

Average open rate: 22% industry 17-28%

Average engagement rate: 12% industry 3%

*Source mailmunch



Advertising impacts

Quarter 4 – 2023: types of ads, engagement, reach, costs, and return on investment.

Types of ads

- **Print & digital**

- Alsea Valley Voice - 2
- Corvallis Advocate - 4
- Gazette-Times - 2
- Philomath News - 3

- **Radio**

- Corvallis KRKT (99.9 FM), KLOO (106.3 FM), KLOO (1340 AM), KEJO (1240 AM) - 2
- Corvallis KORC (105.9 FM) - 2
- Eugene KLCC (89.7 FM) - 2
- Lebanon KGAL (1580 AM / KSHO (94.1 FM/940 AM) - 0

- **Social Media**

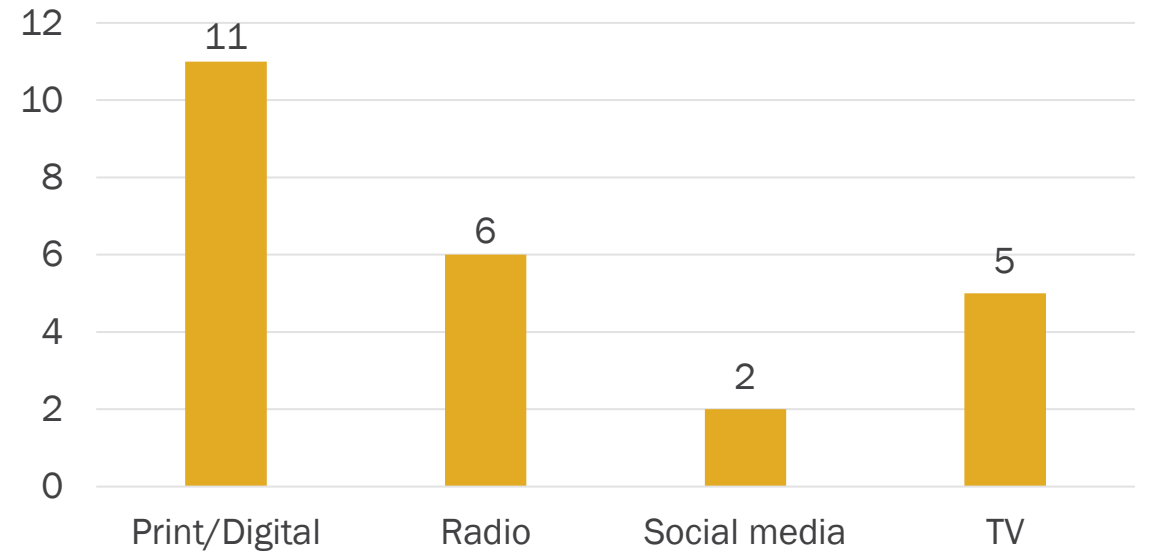
- Google - 1
- LinkedIn - 1

- **Television**

- KEZI - 3 + 2 digital
- KVAL - 2

Total ads shared

■ Q4 - 2023



Print & digital ads

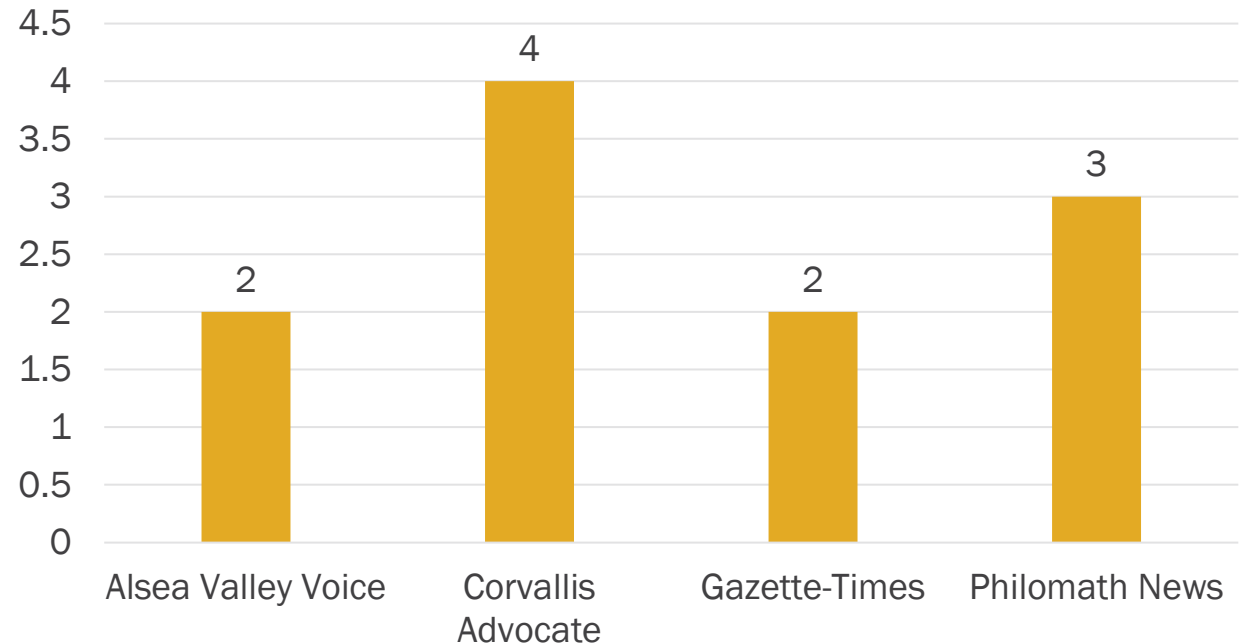
Total ads: 11

Total investment: \$3,593

- **Alsea Valley Voice - \$80**
 - Biennium report – Oct./Nov. \$40
 - COVID/flu ad Eng/Sp – Dec./Jan. \$40
- **Corvallis Advocate - \$1,995**
 - Biennium report – Oct. \$399
 - Stay Informed – Nov. \$399
 - COVID/flu ad Eng/Sp – Nov./Dec \$1,197
- **Gazette-Times - \$1,000**
 - COVID/flu ad Eng/Sp – Nov./Dec \$1,000
- **Philomath News - \$518**
 - Biennium Report – Oct. \$109
 - Stay Informed – Nov. \$109
 - COVID/flu ad Eng/Sp – Nov./Dec. \$300

Ads printed

■ Q4 - 2023



Print & digital ads



Want to learn more about Benton County Government?

 **Review the Biennium Report**
<https://bit.ly/BentonCoGov-BienniumReport>

 **Sign up for Enews**
<https://bit.ly/BentonCoGov-ENews>



STAY INFORMED IN BENTON COUNTY

Being well-informed is essential, and knowing how to access accurate and timely information from your local government is important. Here's how to do that in Benton County.

SIGN UP FOR FLASHALERT

flashalert.net/id/BentonCoGov

SIGN UP FOR E-NEWS

co.benton.or.us

FOLLOW US ON SOCIAL MEDIA

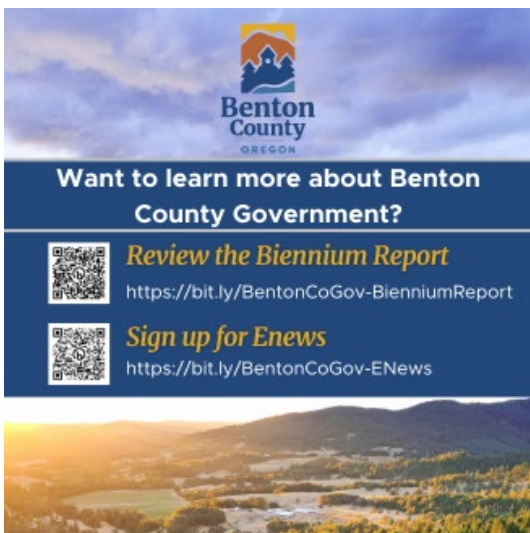


flickr Benton County Oregon | Flickr  YouTube @BentonCoGov





Don't let COVID and flu get you down this winter

The newest COVID-19 vaccine is now available. Get your COVID and flu vaccines today! Visit vaccines.gov

Want to learn more about Benton County Government?

 **Review the Biennium Report**
<https://bit.ly/BentonCoGov-BienniumReport>

 **Sign up for Enews**
<https://bit.ly/BentonCoGov-ENews>



STAY INFORMED IN BENTON COUNTY

Being well-informed is essential, and knowing how to access accurate and timely information from your local government is important. Here's how to do that in Benton County.

SIGN UP FOR FLASHALERT
flashalert.net/id/BentonCoGov

SIGN UP FOR E-NEWS
co.benton.or.us

FOLLOW US ON SOCIAL MEDIA



flickr Benton County Oregon | Flickr  YouTube @BentonCoGov



Don't let COVID and flu get you down this winter

The newest COVID-19 vaccine is now available. Get your COVID and flu vaccines today! Visit vaccines.gov




Radio ads

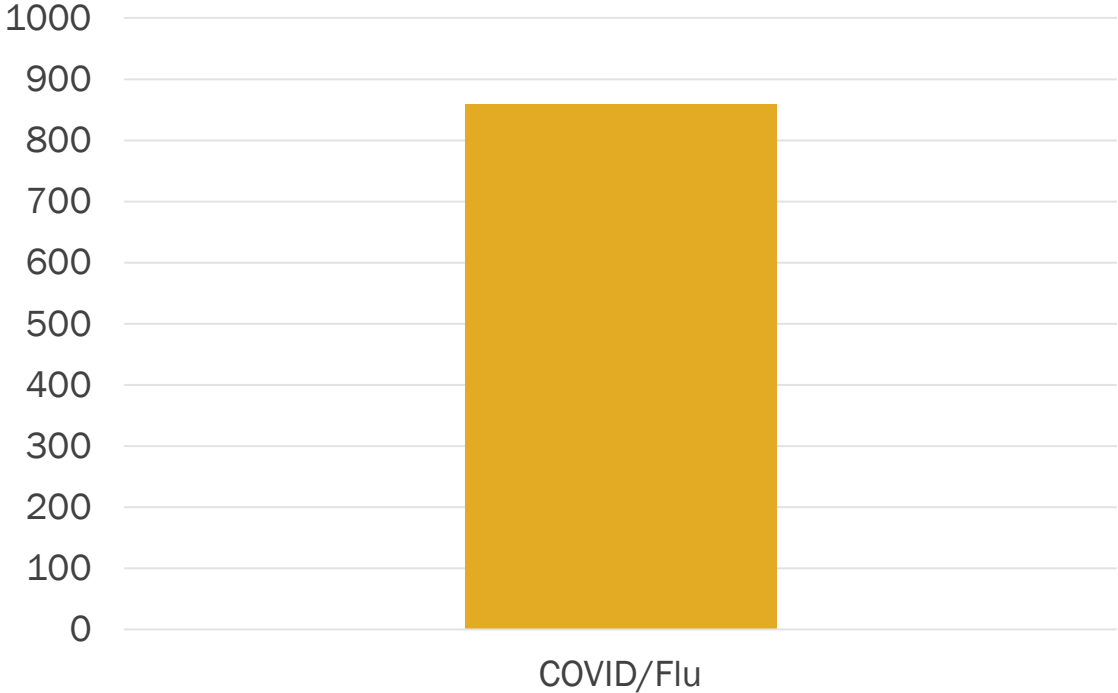
Total spots aired: 860

Total investment: \$5,700

- Corvallis KRKT (99.9 FM), KLOO (106.3 FM), KLOO (1340 AM), KEJO (1240 AM) - \$ 2,500
 - COVID/Flu Nov. ~ 244 ads \$1,450
 - COVID/Flu Dec. ~ 207 ads \$1,450
- KLCC (89.7 FM) - \$2,500
 - COVID/Flu Nov. ~ 43 ads \$700
 - COVID/Flu Dec. ~ 107 ads \$1,800
- KORC (1.05.9 FM) - \$700
 - COVID/Flu Nov. ~ 180 ads \$350
 - COVID/Flu Dec. ~ 186 ads \$350

Ads played

■ Q4 - 2023



Social media ads

Total impressions: 27,026

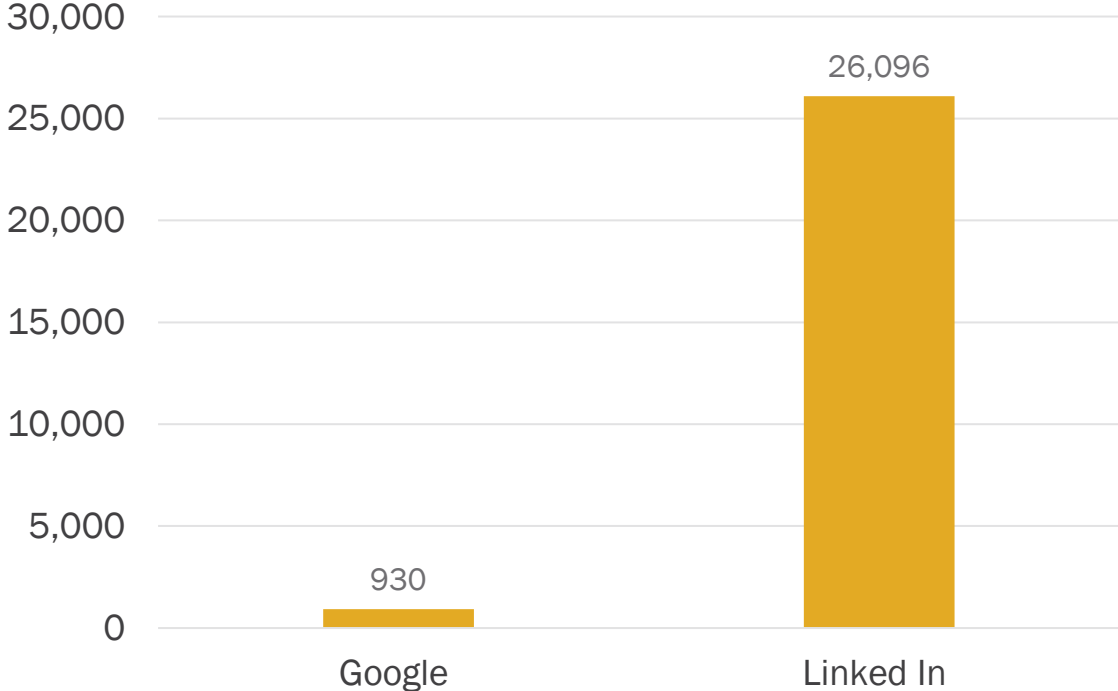
Total investment: \$506

- Google \$206
 - COVID/Flu ad Eng/Sp – Nov./Dec.
- Linked In \$300
 - COVID/Flu ad Eng – Nov.



Ads shared

■ Q4 - 2023



Social media ads



No deje que el COVID y la influenza lo afecten este invierno

¡La vacuna más nueva contra el COVID-19 ya está disponible. Obtenga sus vacunas contra el COVID y la influenza hoy mismo!
Visite vacunas.gov






Don't let COVID and flu get you down this winter

The newest COVID-19 vaccine is now available.
Get your COVID and flu vaccines today!
Visit vaccines.gov



TV ads

Total ads: 475

Total investment: \$8,760

KEZI - \$5,950

- COVID/Flu – Nov. 101 ads \$1,100
- COVID/Flu – Nov. 2 digital ads \$1,500
- COVID/Flu – Dec. 123 ads \$1,100
- Pastega Christmas Lights – Dec. 129+ ads \$750
- COVID/Flu – Dec. 2 digital ads \$1,500

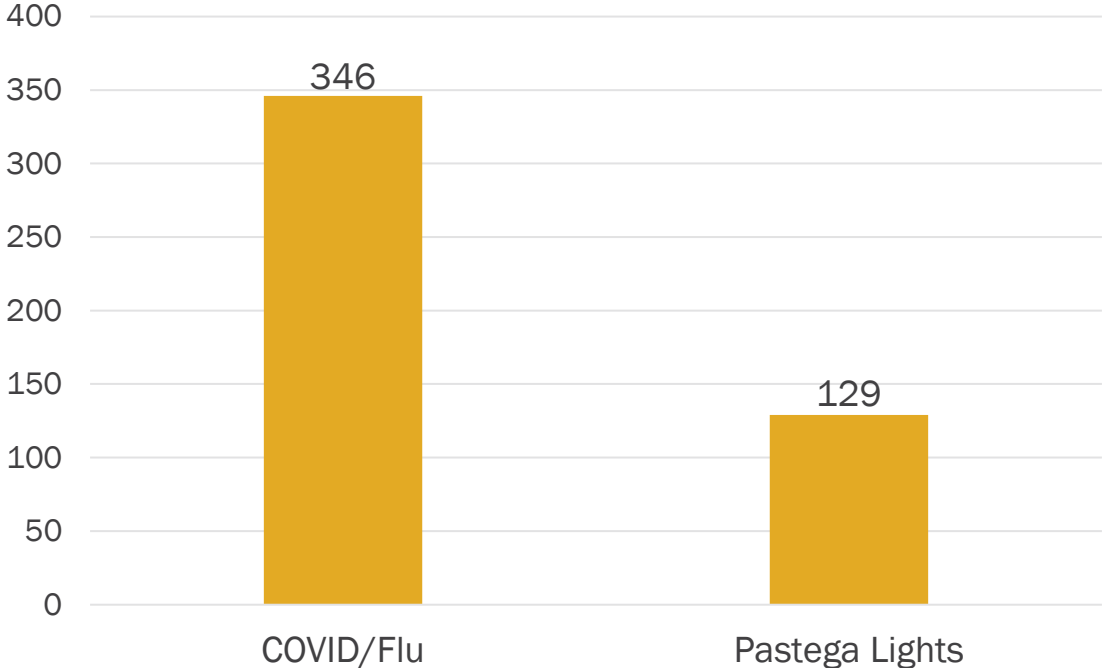
KVAL - \$2,810

- COVID/Flu – Nov. 59 ads \$1,405
- COVID/Flu – Nov. 59 ads \$1,405



Ads aired

■ Q4 - 2023



Television ads



A television advertisement for a COVID/flu campaign. It features a young girl with a vaccine sticker on her arm, standing in front of a white brick wall. The video player interface includes the Benton County Health Department logo, the text "Visit vaccines.gov", and a QR code. A blue banner at the bottom of the video frame contains the text "COVID/flu campaign".



A television advertisement for the Pastega Christmas Light Display at the Benton County Fairgrounds. It shows a large, illuminated Christmas tree and other light displays at night. The video player interface includes the Benton County Oregon logo, the text "Pastega Christmas Light Display at the Benton County Fairgrounds", and a play button. A blue banner at the bottom of the video frame contains the text "Pastega Christmas lights".

Advertising return on investment

- **Print & digital reach for \$3,593**

- Alsea Valley Voice – 1,500
- Corvallis Advocate – reach?
- Gazette-Times – 21,000
- Philomath News – 267,313
- KEZI – 249,832

- **Radio reach for \$5,700**

- KRKT (99.9 FM), KLOO (106.3 FM), KLOO (1340 AM), KEJO (1240 AM) ~ 166,000/week = 1.328 million
- KLCC (89.7 FM) ~ 629,300
- KORC (1.05.9 FM) – 9,174 online and 10-20x listenership ~ 137,610

- **Social media reach for \$506**

- Google – 930
- Linked In – 26,096

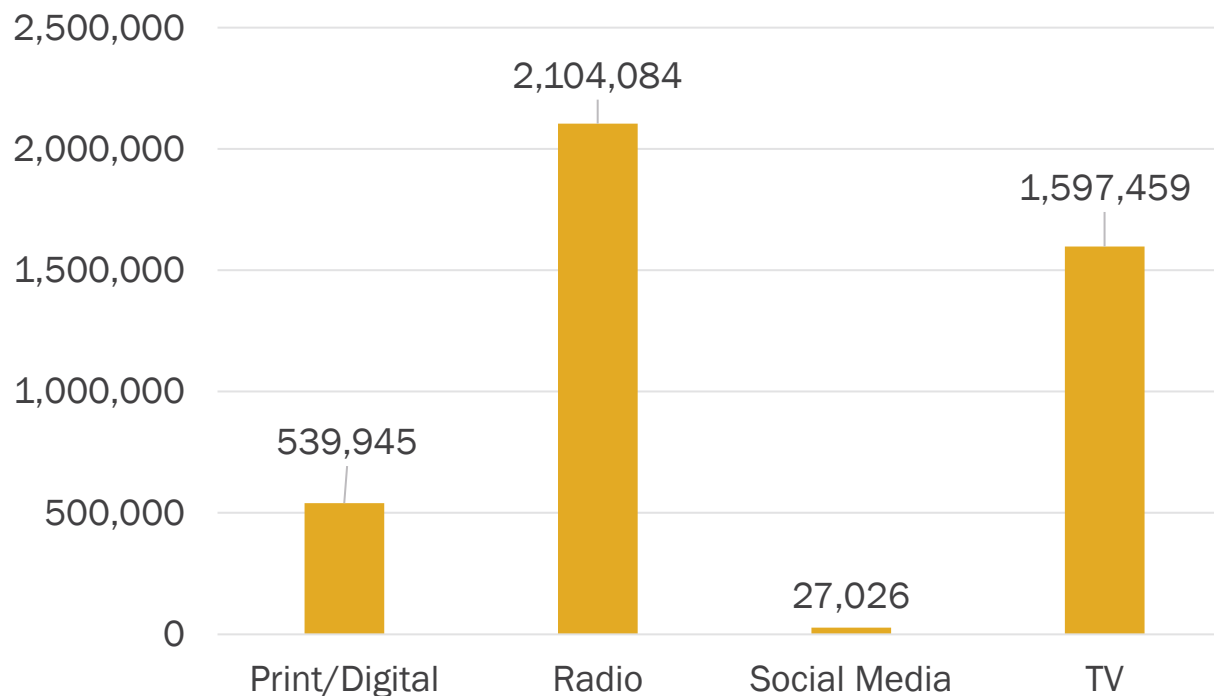
- **Television reach for \$8,760**

- KEZI – 1,106,459
- KVAL – 491,000



Total reach

■ Q4 - 2023



Total reach combined: 4,268,514 viewers and listeners

Total spent on ads: \$16,059

Earned media - October

[Benton County Assessor's Office announces availability of 2023 tax statements and certified values](#)

[Benton County celebrates unity and diversity in 2023 Hispanic Heritage Month with proclamation and gathering](#)

[As I See It: Benton County acts again to silence all landfill critics](#)

[Letter: Paper's article is extremely important](#)

[Not for online](#)

[Benton County First In Oregon With Disability Program](#)

[Dead man found at Benton courthouse](#)

[First-time Benton County event brings regional partners together to safeguard against flooding](#)

[Benton County Developmental Diversity Open House](#)

[Letter: Do your job or get out of the kitchen](#)

[Oregon to receive nearly \\$2.7 million to improve road safety](#)

[A dental program in North Albany gives hope to people in need of oral healthcare](#)

[Freeze warning in effect for Benton County, warming centers available](#)

[Letter: None of requests has been fulfilled](#)

[Benton County agencies attend training session for de-escalation of 'high risk' situations](#)

[Benton County Sheriff's Office planning operation to stop porch pirates ahead of holiday season](#)

[Mushroom Day at Beazell coming Nov. 5](#)

[County's Developmental Diversity Program plans open house](#)

[Benton County issues warning ahead of deer hunting season](#)

[Letter: Challenge property taxation as well](#)

[Who repressed speech at Coffin Butte event?](#)

Earned media - November

[Recent Covid Vaccine Available In Benton County](#)

[Newest COVID-19 vaccine available in Benton County](#)

[Benton County And Local Partners Offer Fentanyl Info Sessions](#)

[Cow elk left to waste near Benton border](#)

[As I See It: Let's support our local union workers](#)

[Local measures to watch for the 2023 special election](#)

[Alert system test in Linn & Benton](#)

[EPA: Methane gas levels at Coffin Butte landfill are concerning](#)

[Local officials recommend getting new COVID booster before holiday surge](#)

[Benton County's Disposal Site Advisory Committee Activities Temporarily Suspended](#)

[Why this could be the last holiday season for Corvallis' famed drive-thru light display](#)

[Corvallis mushroom hunter rescued on Thanksgiving](#)

[Disposal site advisory committee says county staff is stonewalling communications](#)

[Letter: Let's put a stop to this censorship now](#)

[Warming centers open in Benton County](#)

[Benton County Military Appreciation Month](#)

[Benton County bids farewell to traditional holiday light display](#)

[Benton County puts landfill committee on ice](#)

Total press releases sent in Nov: **11**

Earned media - December

[HOPE Executive Committee Meeting](#)

[Benton County sandbag stations established as part of regional flood watch](#)

[Flood Watch in Benton County: What you need to know](#)

[As I See It : DSAC is an agent of change](#)

[Benton County Getting New Website](#)

[Benton County Sheriff's Office warns about public USB charging stations](#)

[Oregon gave away money for EV stations; Linn and Benton didn't apply](#)

[Drivers getting stuck after ignoring flooded roadway](#)

[County Reverses Some Controversial Media Policies](#)

[Benton Sheriff's Porch Pirate Sting Nets Arrests](#)

[Sew Happy Art Display At Benton County Fairgrounds](#)

[Benton to pen a sustainable materials management plan; what that means](#)

[Stay warm this weekend: Benton County prepares for freezing temps with warming centers](#)

[Letter Commissioners need to be voted out](#)

[Highly pathogenic bird flu confirmed in Benton County](#)

[As I See It: Saving Creation as we create housing](#)

[Corvallis Mens Shelter reopens, beds to be added to women's](#)

[Benton County deputies work to clear hazard trees from Alsea River](#)

[Benton County asks the public to help name a new road](#)

[Letter: Mushroom hunter expresses gratitude](#)

[Letter: Rest of us can do our homework now](#)

[Historic building burns in Benton County wildlife refuge](#)

Total press releases sent in Dec: 6

Index

Most and least viewed content and videos for:

- Facebook
- Instagram
- LinkedIn
- Linktree
- Nextdoor
- Twitter/X
- YouTube



Facebook most viewed Q4 - 2023



6,710 / 909

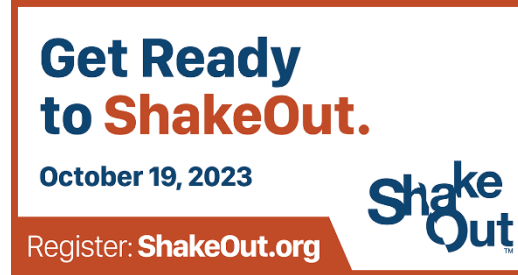
It's time to bring your friends and family to enjoy the Pastega Christmas Light Display show at the Benton County Event Center & Fairgrounds, 110 SW 53rd Street, Corvallis. The light show is open from 5 - 10pm TODAY through New Year's Eve!



5,033 / 669

The Oregon Department of Transportation is almost done with the new temporary detour bridge. Crews are working on the driving surface and connecting it to both sides of the Willamette River.

Sign up or view the latest updates at:
<https://ow.ly/8K5e50Q4Klu>



4,840 / 97

Don't forget this THURSDAY is the Great Oregon ShakeOut!



3,730 / 322

The US National Weather Service Portland Oregon has issued a Flood Watch for various regions in Oregon, including Benton County.

View the following list of available sandbag stations in Benton County:
<https://ow.ly/13JC50Qfese>

Facebook least viewed Q4 - 2023



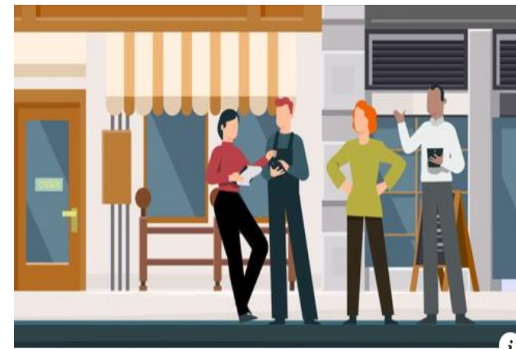
146 / 8

DYK its National Disability Employment Awareness Month?Every Oct. we're given the opportunity to celebrate employees & workers with disabilities across the country for their contributions to past & present employment practices, policies & community advancement.



202 / 3

On 9/26, BC convened a groundbreaking regional floodplain discussion in coordination with local, state, and federal agencies



227 / 9

The City of Corvallis 2023 Community Survey – open to all residents



233 / 8

We are 1 hour away from participating in the Great Oregon ShakeOut!

Facebook most viewed videos Q4 - 2023



October 17, 2023 Board of Commissioners Meeting

704 / 2

October 17, 2023 Board of Commissioners Meeting



At your service,
every day.

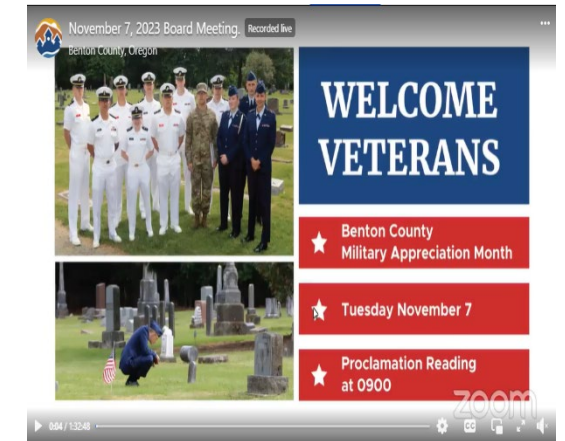
489 / 3

We are hiring! This month's featured position is Planning Official / Land Use & Planning Division Manager:
<https://ow.ly/V40s50PZhVm>



455 / 1

October 24, 2023 BOC Information Sharing meeting



385 / 15

November 7, 2023 BOC meeting

Facebook least viewed videos Q4 - 2023



It's ShakeOut TIME!

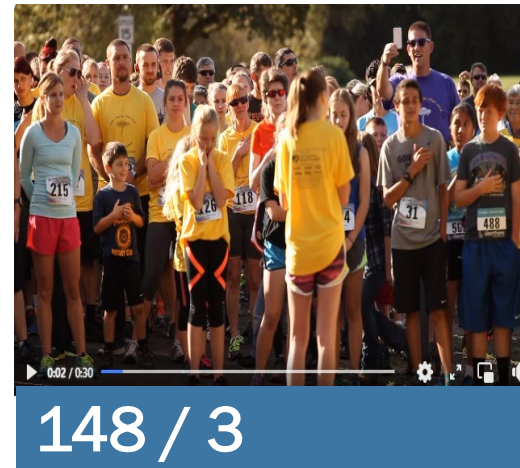
✓ DROP! ✓ COVER! ✓ HOLD ON!

Learn more about earthquake safety at:
www.youtube.com/watch?v=vm2CvIkVUTE



DYK its National Disability Employment Awareness Month?

Every Oct. we're given the opportunity to celebrate employees and workers with disabilities across the country for their contributions to past and present employment practices, policies, and community advancement.



In case you haven't heard Lilly's Lope for Hope is happening THIS Saturday! All proceeds support mental health counseling and prevention education for Philomath and Benton County youth.















The Oregon State Fire Marshal is kicking off #FirePreventionMonth this October. This year's theme is "Cooking safety starts with YOU! Pay attention to fire prevention."

Facebook competitors Q4 - 2023

Overview

Get an overview of your efforts and how they compare to those of your competitors. Examine how often your competitors post and how that may affect engagement and audience growth.

SOCIAL ACCOUNT	POSTS ▼	POSTING FREQUENCY	AVERAGE ENGAGEMENT	FANS	AUDIENCE GROWTH
 Linn County, Oregon <small>added on Feb 7, 2023</small>	138	2 posts/day	7.6	2.8K	 ↗ 4.33%
 Benton County, Oregon <small>your account</small>	134	1 posts/day	8.57	5.4K	 ↗ 0.92%
 Oregon Department of Emergency Management <small>added on Feb 7, 2023</small>	78	1 posts/day	35.62	25K	 ↗ 0.6%
 Oregon Office of State Fire Marshal <small>added on Feb 7, 2023</small>	56	1 posts/day	58.29	27K	 ↗ 0.15%
 Lane County Government <small>added on Feb 7, 2023</small>	48	1 posts/day	23.88	25K	 = 0%
 Polk County Oregon Board of Commissioners <small>added on Feb 7, 2023</small>	19	0 posts/day	5.42	1.2K	 ↗ 1.05%

Facebook competitors by engagement Q4 - 2023

Benton County, Oregon
Nov 24, 2023

It's time to bring your friends and family to enjoy the Pastega Christmas Light Display show at the Benton County Event Center & Fairgrounds, 110 SW 5...



78 likes 9 comments 25 shares

Your post 123 reactions: like

Linn County, Oregon
Nov 1, 2023

Some photos of Linn County staff dressed up for Halloween.




48 likes 0 comments 0 shares

68% less than yours 39 reactions: like

Lane County Government
Nov 6, 2023

What incredible news from Lane County Parks! They've announced the launch of David's Chair, a fantastic initiative that's making the beach and ocean...



148 likes 11 comments 36 shares

17% less than yours 102 reactions: like




Facebook competitors by engagement Q4 - 2023

 Polk County Oregon Board of Commissioners
Nov 15, 2023




22 0 0

82% less than yours 22 reactions: like


 Oregon Department of Emergency Management
Oct 17, 2023

Are you ready to #ShakeOut? The Great Oregon ShakeOut earthquake drill is happening this Thursday, October 19, at 10:19 a.m. Nearly 600,000 Oregonians...




524 137 190

263% more than yours 447 reactions: like

 Oregon Office of State Fire Marshal
Nov 14, 2023

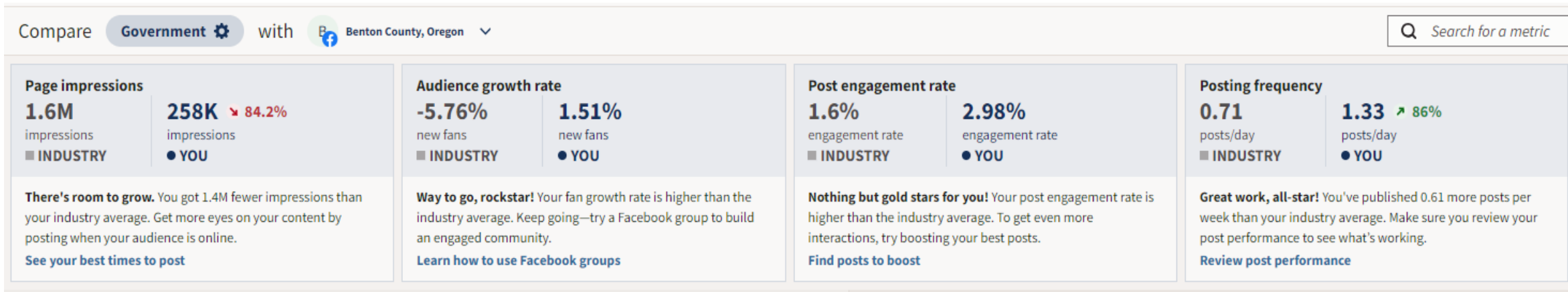
SPECIAL DELIVERY: Two new hazmat response vehicles were delivered to Hazmat Team 13 at Salem Fire Department today. These new vehicles are a part o...



240 25 17

74% more than yours 214 reactions: like

Facebook government agencies vs. Benton County Q4 - 2023



Instagram most viewed Q4 - 2023



1,509 / 163

53rd Street in Corvallis is CLOSED at this time.

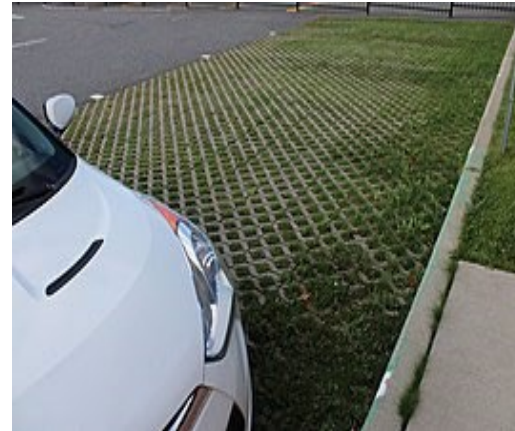
At 8:45am, Deputies responded to a vehicle stalled out after making the choice to cross the flooded road. For up-to-date road closures go to: co.benton.or.us/emergency-road-notifications



979 / 35

The National Weather Service has issued a Flood Watch for various regions in Oregon, including Benton County.

View the following list of available sandbag stations in Benton County: <https://ow.ly/LxNf50Qfes4>



860 / 29

Minimize paving on your property. The more pavement there is, the more water we flush into fast-moving storm systems, picking up pollutants on the way. Allowing water to soak into the ground can prevent flooding, recharge groundwater supplies, and dilute contaminants.

Learn more:
<https://ow.ly/MtHi50Pa3r8>

[photo: Normand Lemieux]



736 / 66

It's time! Bring your friends and family to enjoy the Pastega Christmas Lights show at the @bentoncountyfair and event center, 110 SW 53rd Street, Corvallis. The light show is open from 5 - 10pm TODAY through New Year's Eve!

Instagram least viewed Q4 - 2023



100 / 0

DYK its National Disability Employment Awareness Month?

Every Oct. we're given the opportunity to celebrate employees & workers with disabilities across the country for their contributions to past & present employment practices, policies & community advancement.



111 / 0

All Benton County offices will be closed Friday, November 10, 2023, in observance of Veteran's Day.



126 / 4

Don't forget that you can compost your old pumpkins using your gray cart.

Composting is a simple way to recover waste & reduce greenhouse gas emissions. Learn more about products that @republic_services collects: <https://ow.ly/jrzj50Q1GCN>



127 / 0

Español a continuación
Do you have a monster in your office?

It's free and easy to recycle your old electronics. Unused TVs, computers and printers often contain hazardous materials such as lead & mercury.

Instagram most viewed videos Q4 - 2023



Benton County
OREGON

At your service,
every day.

458 views / 6

We are hiring! This month's featured position is Planning Official / Land Use & Planning Division Manager:
<https://ow.ly/V40s50PZhVm>



Benton County
OREGON

At your service,
every day.

308 / 1

Are you a great communicator with a reputation for public service?

Our CD Dept. is looking for their next Building Official. Community leaders with vision and commitment to public service are invited to help guide the future of the Dept.'s Building Division.



Benton County
OREGON

Happy Thanksgiving
from Benton
County

Benton County
OREGON

288 / 3

Wishing you a wonderful Thanksgiving from Benton County!

Instagram least viewed videos Q4 - 2023



275 views / 1

All Benton County offices will be closed on Monday, December 25, 2023 in observance of the Christmas Holiday.



254 / 1

Wishing you ALL a happy and safe holiday season from Benton County!









186 / 3

All Benton County offices will be closed on Monday, January 1, 2024 in observance of the New Year's holiday.

Instagram competitors Q4 - 2023

Overview

Get an overview of your efforts and how they compare to those of your competitors. Examine how often your competitors post and how that may affect engagement and audience growth.

SOCIAL ACCOUNT	POSTS ▼	POSTING FREQUENCY	AVERAGE ENGAGEMENT	FOLLOWERS	AUDIENCE GROWTH
 bentoncogov <i>your account</i>	108	1 posts/day	7.83	2.3K	 ↗ 2.32%
 cityofalbany <i>added on Aug 18, 2023</i>	36	0 posts/day	36.22	2.7K	 ↗ 3.18%
 corvallis.or <i>added on Oct 4, 2023</i>	13	0 posts/day	35.69	2.7K	No data for this date range 

Instagram competitors by engagement Q4 - 2023

Post performance

Show **Top-performing posts** by **Estimated engagement**

Review the posts from each account that got the most or the least likes, comments, and engagement. Your competitors' most successful posts can also serve as inspiration whenever you're stuck on what to publish next.



Instagram government agencies vs. Benton County Q4 - 2023

Industry benchmarking ? Oct 01 - Dec 31, 2023

Compare **Government** with **bentoncogov** ▼ Search for a metric

Metric	Industry	You	Change
Profile impressions impressions	1.5M	32K	▼ 97.8%
Audience growth rate new followers	-1.51%	2.32%	▲ 21.6%
Post engagement rate engagement rate	1.92%	2.33%	▲ 21.6%
Posting frequency posts/day	0.95	1.17	▲ 23.2%

There's room to grow. You got 1.4M fewer impressions than your industry average. Get more eyes on your content by posting when your audience is online. [See your best times to post](#)

Way to go, rockstar! Your fan growth rate is higher than the industry average. Keep going—take a course to learn more ways to grow your community. [Take the course](#)

Nothing but gold stars for you! Your posts received 0.41% more engagement than your industry average. To get even more interactions, try boosting your best posts. [Find posts to boost](#)

Great work, all-star! You've published 0.22 more posts per week than your industry average. Make sure you review your post performance to see what's working. [Review post performance](#)

LinkedIn most viewed Q4 - 2023



692 / 112

Benton County has a long history of supporting its military Veterans. The tradition continues as the Board of Commissioners signed a proclamation recognizing Nov. 11 as Veterans Day and declaring November as Military Appreciation Month throughout Benton County.



611 / 40

BC welcomes new County Administrator Rachel McEneny, commissioners and employees celebrate #HispanicHeritageMonth, partners work to build #FloodAwareness, apply for an #AWPP grant, listen to the latest podcast, and join our #DD team for an open house!



582 / 19

Website changes are coming soon, celebrate #CERT, help name a county road, listen to episode 7 of the BC Podcast, check out featured celebrations in December, review HolidaySafety tips, update your vaccines, see upcoming #BOC meetings, apply to be a Parole and Probation Deputy, and send us feedback about how we are doing.



532 / 27

Benton County thanks Pastega family and volunteers, Community Health Center earns six awards, Board of Commissioners temporarily suspend Disposal Site Advisory Committee activities, 29th Annual Shop with a Cop, and lighting project meets LED goal.

LinkedIn least viewed Q4 - 2023



502 / 77

The #BoardOfCommissioners attended the Association of Oregon Counties conference this morning with Governor Tina Kotek.

STAY INFORMED IN BENTON COUNTY

Being well-informed is essential, and knowing how to access accurate and timely information from your local government is important. Here's how to do that in Benton County.

SIGN UP FOR FLASHALERT

flashalert.net/id/BentonCoGov

SIGN UP FOR E-NEWS

co.benton.or.us

FOLLOW US ON SOCIAL MEDIA



[flickr](#) [Benton County Oregon | Flickr](#) [YouTube @BentonCoGov](#)

243 / 9

DYK you can get the latest information from Benton County on multiple platforms?

LinkedIn videos Q4 - 2023



370 views / 21

We are hiring! This month's featured position is Planning Official / Land Use & Planning Division Manager:
<https://lnkd.in/geDJMQHj>



310 / 25

Are you a great communicator with a reputation for public service?

Our CD Dept. is looking for their next Building Official.













70 / 11

Wishing you ALL a happy and safe holiday season from Benton County!

LinkedIn competitors Q4 - 2023

Follower metrics ⓘ











Ranked by new followers

Page	Total followers	New followers
1  Oregon Department of Emergency Management	471	276
2  Lane County Government	3,987	183
3  City of Eugene	4,598	136
4  Benton County, Oregon	1,744	124
5  City of Corvallis	1,253	109
6  City of Albany Oregon	909	66
7  Benton County Sheriff's Office	518	29
8  Oregon State Fire Marshal	204	26
9  Lincoln County	665	24
10  Polk County Sheriff's Office Oregon	53	5

LinkedIn competitors by engagement Q4 - 2023

Organic content metrics ⓘ

Ranked by total engagements

Page	Total engagements	Total posts
1  Lane County Government	170	51
2  Oregon Department of Emergency Management	100	8
3  City of Eugene	80	4
4  Benton County, Oregon	75	9
5  City of Albany Oregon	73	15
6  City of Corvallis	70	3
7  Benton County Sheriff's Office	4	1
8  Lincoln County	0	0
9  Oregon State Fire Marshal	0	0
10  Polk County Sheriff's Office Oregon	0	0

LinkedIn government agencies vs. Benton County Q4 - 2023

Industry benchmarking ?

 Oct 01 - Dec 31, 2023 ▼

Compare **Government**  with  Benton County ▼

Metric	Industry	You	Change	Insight	Action
Page impressions impressions	132K	4.9K	▼ 96.3%	There's room to grow. You got 127K fewer impressions than your industry average. Get more eyes on your content by posting when your audience is online.	See your best times to post
Audience growth rate new followers	-4.09%	3.86%		Way to go, rockstar! Your fan growth rate is higher than the industry average. Keep going—take a course to learn more ways to grow your community.	Take the course
Post engagement rate engagement rate	2.14%	7.04%		Nothing but gold stars for you! Your post engagement rate is higher than the industry average. To get even more interactions, try boosting your best posts.	Find posts to boost
Posting frequency posts/day	0.56	0.1	▼ 82.4%	There's room to grow. You've published 0.46 fewer posts per week than your industry average. Stuck on what to post? Get our AI to write your post captions for you.	Create posts with AI



LinkedIn newsletter views Q4 - 2023

 **Benton County E-news**
625 subscribers

Trends

Data for 10/1/2023 - 12/31/2023

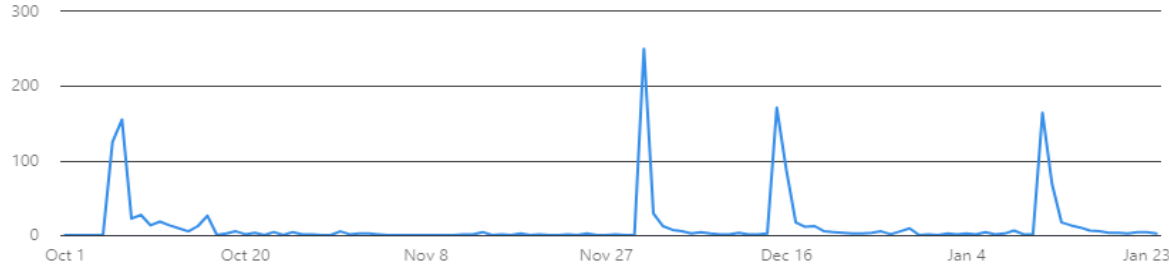
1,129

Article views
▲1,781.7%

54

New Subscribers
▼24%

Article views ▾



Daily data is recorded in UTC

Article totals

Data for 10/1/2023 - 12/31/2023

1,577

Impressions
▲597.8%

84

Engagements

1,129

Article views
▲1,781.7%



Linktree most viewed Q4 - 2023

*no least viewed links available



6 engagements

Apply for an Agricultural Wildlife Protection Grant



6

We are hiring!



6

Visit our website



4

Preparedness gift ideas

Total views: 411

Total clicks: 132

Nextdoor most viewed Q4 - 2023

* no options to post videos



10,722 / 72

Part of 53rd Street is closed due to flooding. Please DO NOT attempt to cross the flooded roadway. Your safety is our top priority!



9,481 / 10

The National Weather Service has issued a Flood Watch for various regions in Oregon including Benton County, effective December 4 at 4:11 a.m. The Flood Watch is set to expire on December 7 at 4:00 a.m.

See Sandbag Locations:.....



8,493 / 70

POLL: Help us name a Benton County road.

Lend your voice! Benton County is in the process of naming the street where our new courthouse and District Attorney's office will be located off Highway 20.



6,768 / 15

Benton County News October 6, 2023

Welcome to BC's new Administrator, BC celebrate Hispanic Heritage Mth, Regional partners safeguard against flooding, apply for an AWPP grant, listen to BC podcast episode 5, join us for the DD open house!

Nextdoor least viewed Q4 - 2023



960 / 2

Benton County Enews update – November 30 2023

BC thanks Pastega family, CHC earns 6 awards, BC temporarily suspends DSAC, 29th annual shop w/ a cop, lighting project meets LED goals



3,364 / 11

A new art display Sew Happy has recently been installed at the Benton County Fairgrounds and Event Center Floral Courtyard.



Military Appreciation Month Gathering and Proclamation in Benton County

4,751 / 16

The tradition continues as the Board of Commissioners signed a proclamation recognizing Nov. 11 being Veterans Day and declaring November as Military Appreciation Month throughout Benton County.

Lost power due to the storm?

If you are left without power due to a storm, follow these tips:



Unplug electronics to avoid damage from electrical surges.



Keep refrigerators and freezers closed.



Use generators outside only.



5,498 / 7

POLL: Colder weather is headed our way 🥶

Do you know to do these three things when the power goes out?. Neighbors, here is what you need to know when the power goes out.

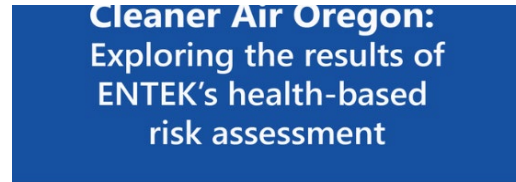
Twitter/X most viewed Q4 - 2023



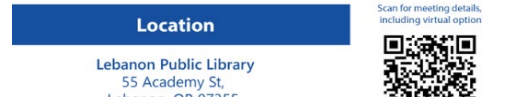
13,900 / 121

FOUR new trains start today for a total of 12 b/t SEA&PDX! Did you get your tickets?

There's still time!
<http://AmtrakCascades.com>.



Join the conversation
Nov. 30, 2023, 5 - 7 p.m.
(Open-house discussion with DEQ and OHA experts at 5 p.m., presentation starts at 5:30 p.m.)



2,001 / 25

Join Oregon DEQ & @OHAOregon at an open house & talk about results of ENTEK's Cleaner Air Oregon health-based risk assessment!

Thurs., 11/30

5-5:30 pm: Open House & Conversation

#AirQuality 1/2



1,842 / 5

✅ The community is invited to share their feedback on all aspects of life in Corvallis through the biennial Community Survey. The survey is available online through October 16:
https://polco.us/Corvallis_OP2023

The results will be shared with the City Council & public later this year.



797 / 1

ICYMI: Resources are available for individuals thinking about starting a family childcare business and those who already provide in-home childcare to others.

Get more info:
<https://ow.ly/Fh0050PZih8>

Twitter/X least viewed Q4 - 2023



99 / 0

Looking for last-minute gift ideas? Give the gift of preparedness!

The @BentonCoSheriff has a great list of possible gifts: <http://ow.ly/VGTv50xtMSu>.



108 / 1

All Benton County offices will be closed on Monday, December 25, 2023 in observance of the Christmas Holiday. The @BentonCoSheriff's office will continue with patrols during the closure.

Happy holidays from Benton County...



110 / 0

It's fun to decorate for the winter holidays, but holiday decorations can increase your risk for a home fire.

As you deck the halls this season, be fire smart: <https://ow.ly/vxlw50QeCH5>

@NFPA



115 / 1

Attend a no cost training and become a Trauma Informed Care instructor for your organizations and community.









Feb. 5-9, 2024 from 8:30am-4:30pm (lunch provided) in Newport.

Apply by Dec. 29: <http://bit.ly/>

Twitter competitors Q4 - 2023

Overview

Get an overview of your efforts and how they compare to those of your competitors. Examine how often your competitors post and how that may affect engagement and audience growth.


SOCIAL ACCOUNT	POSTS ▼	POSTING FREQUENCY	AVERAGE ENGAGEMENT	FOLLOWERS	AUDIENCE GROWTH
 @OregonOEM <small>added on Feb 7, 2023</small>	607	7 posts/day	12.44	23K	 ▼ -0.34%
 @OSFM <small>added on Feb 7, 2023</small>	173	2 posts/day	30.7	9.7K	 ▲ 6.95%
 @BentonCoGov <small>your account</small>	126	1 posts/day	1.89	3.1K	 ▼ -0.29%
 @LaneCountyGov <small>added on Feb 7, 2023</small>	97	1 posts/day	6.67	9.7K	 ▲ 0.05%

Twitter competitors by engagement Q4 - 2023


Post performance

Show **Top-performing posts** by **Estimated engagement**

Review the posts from each account that got the most or the least likes, comments, and engagement. Your competitors' most successful posts can also serve as inspiration whenever you're stuck on what to publish next.

 **@BentonCoGov**
Nov 17, 2023

Yesterday, our facilities crew installed Benton County's Courthouse Christmas tree. A BIG thank you to our public works employees! #BentonCoPublicWor...



5 likes 1 comment 1 share

Your post 7 estimated engagement

 **@LaneCountyGov**
Nov 6, 2023

Exciting Coastal News from Lane County Parks! We're thrilled to announce the launch of David's Chair, a fantastic initiative that's making the ...



38 likes 1 comment 9 shares

643% more than yours 52 estimated engagement

 **@OSFM**
Oct 16, 2023

RT @Readygov: Earthquakes are a threat to many parts of the US. Whether you are at home, work or school, you should know to protect yoursel...


0 likes 0 comments 52 shares

643% more than yours 52 estimated engagement


Twitter government agencies vs. Benton County

Q4 - 2023

Industry benchmarking ?

 Oct 01 - Dec 31, 2023 ▼

Compare **Government**  with  @BentonCoGov ▼

 Search for a metric

Metric	Industry	You	Change	Insight
Post impressions impressions	435K	21K	▼ 95.3%	There's room to grow. You got 414K fewer impressions than your industry average. Get more eyes on your content by posting when your audience is online. See your best times to post
Audience growth rate new followers	-2.92%	-0.42%		Way to go, rockstar! Your fan growth rate is higher than the industry average. Keep going—take a course to learn more ways to grow your community. Take the course
Post engagement rate engagement rate	1.31%	1.89%		Nothing but gold stars for you! Your post engagement rate is higher than the industry average. To get even more interactions, try boosting your best posts. See your best times to post
Post link clicks clicks	728.03	117	▼ 83.9%	There's room to grow. You've received 611.03 fewer clicks than your industry average. Try posting when your audience is online and more likely to engage with you. See your best times to post

YouTube most viewed videos Q4 - 2023



724 / 34 hrs

New Benton County Administrator documents journey to Oregon



223 / 4.5 hrs

Benton County Thanks Pastega Family and Volunteers for Years of Holiday Lights and Cheer



Military Appreciation Month Gathering and Proclamation in Benton County

153 / 6.2 hrs

Military Appreciation Month Gathering and Proclamation in Benton County



October 17, 2023 Board of Commissioners Meeting

126 / 14 hrs

October 17, 2023 BOC meeting

Total video views: 3,176

YouTube least viewed videos Q4 - 2023



16 / 0.2 hrs

Programa dental basado en la escuela de los condados de Benton y Linn



December 5, 2023 Board of Commissioners Meeting

25 / 4.6 hrs

December 5, 2023 BOC meeting

Meeting Agenda

I. Welcome, Meeting Housekeeping, Overview of Agenda.....	4:00pm
II. Public Comment (up to 10 minutes)	4:00pm
III. Roll call and approve September 2023 meeting minutes.....	4:10pm
IV. Co-Chair Election.....	4:15pm
V. HOPE Board Action Items in HB 4123 Strategic Plan.....	4:30pm
VI. HOPE Advisory Board Bylaw Amendments.....	5:00pm
VIII. Next Steps	5:55pm



H.O.P.E. Advisory Board Meeting - October 25, 2023

27 / 5.2 hrs

October 25, 2023 HOPE Advisory Board meeting



December 19, 2023 Board of Commissioners Meeting video

36 / 6.4 hrs

December 19, 2023 BOC meeting



At your service,
every day.



/BentonCoGov



@BentonCoGov



@BentonCoGov



/BentonCountyGov



Benton County

BOC Agenda Checklist Master

Agenda Placement and Contacts

Suggested Agenda Date 03/12/24

View [Agenda Tracker](#)

Suggested Placement * Work Session

Department * Board of Commissioners

Contact Name * Maura Kwiatkowski

Phone Extension * 5417666800

Meeting Attendee Name * Rachel McEneny, County Administrator

Agenda Item Details 

Item Title * Discussion Regarding the Building Naming Process for 4185 SW Research Way

Item Involves * Check all that apply

- Appointments
- Budget
- Contract/Agreement
- Discussion and Action
- Discussion Only
- Document Recording
- Employment
- Notice of Intent
- Order/Resolution
- Ordinance/Public Hearing 1st Reading
- Ordinance/Public Hearing 2nd Reading
- Proclamation
- Project/Committee Update
- Public Comment
- Special Report
- Other

Estimated Time * 15 minutes

Board/Committee Involvement * Yes No

Advertisement*

Yes

No

Issues and Fiscal Impact

Item Issues and Description

**Identified Salient
Issues***

Benton County recently completed the purchase of the building located at 4185 SW Research Way. The purpose of this acquisition is to provide additional needed space for the Children and Family Services Program.

Guidance from the Board of Commissioners is requested regarding the process for naming the building, in accordance with Board of Supervisors Policy A109, Resource Naming.

Options*

Provide guidance and/o preferences regarding naming of the building.

Fiscal Impact*

- Yes
 No

2040 Thriving Communities Initiative

Mandated Service?* Yes No

2040 Thriving Communities Initiative

Describe how this agenda checklist advances the core values or focus areas of 2040, or supports a strategy of a departmental goal.

To review the initiative, visit the website [HERE](#).

Values and Focus Areas

Check boxes that reflect each applicable value or focus area and explain how they will be advanced.

Core Values* Select all that apply.

- Vibrant, Livable Communities
- Supportive People Resources
- High Quality Environment and Access
- Diverse Economy that Fits
- Community Resilience
- Equity for Everyone
- Health in All Actions
- N/A

Explain Core Values Selections* N/A

Focus Areas and Vision* Select all that apply.

- Community Safety
- Emergency Preparedness
- Outdoor Recreation
- Prosperous Economy
- Environment and Natural Resources
- Mobility and Transportation
- Housing and Growth
- Arts, Entertainment, Culture, and History
- Food and Agriculture
- Lifelong Learning and Education
- N/A

Explain Focus Areas and Vision Selection* N/A

Recommendations and Motions

Item Recommendations and Motions

Staff Not Applicable
Recommendations*

Work Session I move to ...
Motions* Not Applicable

Attachments, Comments, and Submission

Item Comments and Attachments

Attachments

Upload any attachments to be included in the agenda, preferably as PDF files. If more than one attachment / exhibit, please indicate "1", "2", "3" or "A", "B", "C" on the documents.

a109_resource_naming_v2.pdf

160.91KB

Comments (optional)

If you have any questions, please call ext.6800

Department

AMANDA MAKEPEACE

Approver

1.

Department Approval

Comments

Signature

Amanda Makepeace

2.

Counsel Approval

Comments

Signature

Vance H. Croney

3.

County Administrator Approval

Comments

Signature

Rachel L McEneny

4.

BOC Final Approval

Comments

Signature

Amanda Makepeace



Benton County

Policy

Policy Title:	Resource Naming				
Policy Number:	A109	Version:	2.0	Effective Date:	04/16/2013

Board of Commissioners

04/16/2013

Approved By

Date Adopted

Overview

Purpose/Rationale:

To provide a systematic method for naming public lands and facilities.

Scope:

This policy applies to all county-owned lands and facilities, including improvements such as buildings and bridges, but excludes streets and roadways.

Policy Owner:

Board of Commissioners

Policy

1. Authority

- a. The Board of Commissioners shall have the sole authority to name any county land or facility.

2. Acceptable Sources for Names

- a. Acceptable names shall be drawn from at least one of the following:
 - Public figures or groups who have made significant contributions to the area;
 - Culturally or historically significant persons to the county as a whole;
 - A person, group, place, or feature significantly identified with the land or facility being named; or
 - Other sources as determined appropriate by the Board of Commissioners

2. Approval

- a. Prior to submission to the Board of Commissioners, the suggested names shall be reviewed by applicable stakeholders, possibly to include advisory boards and committees. The resulting recommendations shall be forwarded to the Board of Commissioners, in writing, for approval.

Definition(s):

Word:	Definition:
County Lands	Any lands under the ownership or control of the County.
County Facilities	Facilities under the ownership or control of the County. The term “county facilities” includes improvements to real property, such as buildings and bridges, but does not include streets.

Keywords:

Landmarks, roads, facility, resource, name, land

Category:

Administrative

Contact(s):

Name: Public Works **Phone:** (541)766-6821

Policy History:

- **Version 2.0:**
 - Revise requirement to include applicable advisory committees and boards.
- **Version 1.0:**
 - 04/16/2013- Original format, Fourth condition added to 2.2 to conform to current practice; text edited for grammar and consistency



Benton County

Procedure

Procedure

1. Submission for Approval

a. After consideration by the applicable boards and committees the request shall be

Procedure Title:	Resource Naming				
Procedure Number:	A109	Version:	2.0	Effective Date:	04/16/2013

submitted to the Board of Commissioners through the regular agenda process

BOC Agenda Checklist Master

Agenda Placement and Contacts

Suggested Agenda Date 03/12/24

View [Agenda Tracker](#)

Suggested Placement * Work Session

Department * Board of Commissioners

Contact Name * Maura Kwiatkowski

Phone Extension * 5417666800

Meeting Attendee Name * Board of Commissioners

Agenda Item Details 

Item Title * Benton County Leadership Policies and Practices Review

Item Involves * Check all that apply

- Appointments
- Budget
- Contract/Agreement
- Discussion and Action
- Discussion Only
- Document Recording
- Employment
- Notice of Intent
- Order/Resolution
- Ordinance/Public Hearing 1st Reading
- Ordinance/Public Hearing 2nd Reading
- Proclamation
- Project/Committee Update
- Public Comment
- Special Report
- Other

Estimated Time * 30 minutes

Board/Committee Involvement * Yes No

Advertisement*

Yes

No

Issues and Fiscal Impact

Item Issues and Description

Identified Salient Issues*

The Oregon Constitution, Oregon Revised Statutes, and the Benton County Charter speak to the powers, duties and responsibilities of County government, which are exercised by the Board of Commissioners (the Board).

The Board will review "Benton County Leadership Policies & Practices," which are the "Operational Agreements of the Board, County Administrator & County Attorney."

Options*

Discussion only.

Fiscal Impact*

- Yes
- No

2040 Thriving Communities Initiative

Mandated Service?* Yes No

2040 Thriving Communities Initiative

Describe how this agenda checklist advances the core values or focus areas of 2040, or supports a strategy of a departmental goal.

To review the initiative, visit the website [HERE](#).

Mandated Service Description* If this agenda checklist describes a mandated service or other function, please describe here.

The Oregon Constitution, Oregon Revised Statutes and the Benton County Charter speak to the powers, duties and responsibilities of County government, which are exercised by the Board of County Commissioners (the Board).

Values and Focus Areas

Check boxes that reflect each applicable value or focus area and explain how they will be advanced.

Core Values* Select all that apply.

- Vibrant, Livable Communities
- Supportive People Resources
- High Quality Environment and Access
- Diverse Economy that Fits
- Community Resilience
- Equity for Everyone
- Health in All Actions
- N/A

Explain Core Values Selections* N/A

Focus Areas and Vision* Select all that apply.

- Community Safety
- Emergency Preparedness
- Outdoor Recreation
- Prosperous Economy
- Environment and Natural Resources
- Mobility and Transportation
- Housing and Growth
- Arts, Entertainment, Culture, and History
- Food and Agriculture
- Lifelong Learning and Education
- N/A

Explain Focus Areas and Vision Selection* N/A

Recommendations and Motions

Item Recommendations and Motions

Staff

Not applicable.

Recommendations*

Work Session

I move to ...

Motions*

No action requested.

Attachments, Comments, and Submission

Item Comments and Attachments

Attachments

Upload any attachments to be included in the agenda, preferably as PDF files. If more than one attachment / exhibit, please indicate "1", "2", "3" or "A", "B", "C" on the documents.

Benton County Leadership Policies and Practices,
2021 March.pdf 415.86KB

Comments (optional) If you have any questions, please call ext.6800

Department Approver AMANDA MAKEPEACE

1.

Department Approval

Comments

Signature

Amanda Makepeace

2.

Counsel Approval

Comments

Signature

Vance H. Croney

3.

County Administrator Approval

Comments

Signature

Rachel L McEneny

4.

BOC Final Approval

Comments

Signature

Amanda Makepeace



Benton County Leadership Policies & Practices

*Operational Agreements of the Board, County
Administrator & County Attorney*

March 2021



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GOVERNING STATEMENT

In Oregon, counties are political subdivisions of state government, mandated to perform certain functions and services in accordance with state law. The Oregon Constitution, Oregon Revised Statutes and the Benton County Charter speak to the powers, duties and responsibilities of County government, which are exercised by the Board of County Commissioners (the Board). Those include, but are not limited to:

- Adopting a biennial County budget;
- Managing the business concerns of the County;
- Representing the county and having the care of County property;
- Administering public assistance programs;
- Providing services for the aged and veterans;
- Providing and maintaining adequate courtrooms and other court facilities for the state judicial district;
- Maintaining and operating a County jail;
- Maintaining County roads and bridges;
- Negotiating and entering into intergovernmental agreements with other governmental entities; and
- Adopting and enforcing resolutions and ordinances regarding health, safety and welfare issues.

The Board may exercise only those powers granted to counties that are specifically authorized in either state statute, the Oregon Constitution or county charter.

Within the Board's mandated authority, the Board can make decisions and take actions that have the effect of law (i.e. establish regulations) as well as create policy that is ultimately implemented by county staff. The Board is also authorized to take administrative actions to manage the business affairs of the County and to establish such offices as are necessary for the efficient management of the business and concerns of the County.

The Board recognizes the need to delegate with clarity to the two sole employees, the County Administrator and County Attorney, to effectively fulfill the obligations and responsibilities of the Board. However, the Board, as the governing body of the County, is ultimately responsible and accountable to the community members of Benton County. The complexities of issues facing the County and the competing interests among community stakeholders make a strict delegation of policy and day-to-day operations impractical. Rather, this Board's governance policy shall be rooted in a clear delineation of task responsibility and an expectation that the Board is adequately and routinely informed of the performance of the various assigned tasks.

The intent of this Board is to focus on developing policy and providing high-level organizational leadership along with the County Administrator who focuses on day-to-day operational tasks. The Board will maintain meaningful control of the organization while allowing others to perform the day-to-day operations. Maintaining meaningful control

requires that the County Administrator and County Attorney routinely advise the Board on day-to-day operational tasks. The Board will be informed of, but not dictate, the handling of such tasks. Through such active and routine communication, the Board can provide appropriate input to ensure that assigned tasks are consistent with the Board's overall vision and strategic direction. The Board can jointly determine with the County Administrator and County Attorney what operational tasks may overlap or otherwise impact policy and require more active Board involvement.

The Board's intent is to delegate to the County Administrator and County Attorney with great clarity by completing three steps:

1. Expressing the expectations of the tasks being delegated and the level of input and communication expected from the Board.
2. Assigning the expectations with no ambiguity and to be held accountable for meeting the expectations.
3. Regularly checking that expectations are being met.

The Board's policies shall be the primary vehicle for delegating tasks, recording expectations, and monitoring on a regular basis. In these policies, the Board does not intend to form any type of contractual employment arrangement with any employee or person. Rather these are guidelines intended to clarify task responsibility. The document is purposefully written to allow flexibility in interpretation with the expectation that the Board, County Administrator, and County Attorney will continually and jointly communicate on the need for refinement or more specificity as particular circumstances may warrant.

The Board has five general categories of policies which express the expectations for involvement and delegation:

Policy 1.0 - Governance Commitments of the Board

The Governance Commitments of the Board will clarify how the Board will work together, how the Board will conduct business, and how the Board will interact with community members and outside agencies of the County.

Policy 2.0 - Board / Staff Linkages

This Board/Staff Linkages policy will clarify the delegation and task assignment as to departmental operations and staff oversight to the Board's two sole employees, the County Administrator and the County Attorney.

Policy 3.0 - Executive Limitations

Executive Limitations delineate task expectations, constraints on authority, and required Board input within which the County Administrator and County Attorney can act.

Policy 4.0 - Strategic Direction

The Board will provide overall guidance and direction for County operations.

Policy 5.0 - Code of Conduct and Ethics

The Board of County Commissioners shall operate in an ethical and legal manner.

Policy 1.0 GOVERNANCE COMMITMENTS OF THE BOARD

Policy 1.1 County Commissioners Governance Commitments

The Board is committed to working with each other, other elected officials, staff, and community members in a manner that emphasizes collaboration, courage, respect, preparedness, fiscal responsibility and communication.

1.1.1. Display Collaboration. The Board shall display collaboration in a concerted effort to reach compromise or consensus. The Board is committed to the following:

- a. Sharing initial perceptions;
- b. Finding common ground and document decisions (i.e. an action item record);
- c. Exploring options;
- d. Working together to develop action steps to move forward;
- e. Focusing on the positive aspects of the roles and achievements.

1.1.2. Display Courage. The Board will display courage and is committed to the following:

- a. Acting in the best interest of residents of Benton County;
- b. Committing to goals both individually and collectively;
- c. Pursuing the Board goals with courage and determination;
- d. Being willing to admit when wrong and exhibit the willingness to change;
- e. Being willing to ask if programs or ideas are necessary and fiscally defensible.

1.1.3. Display Respect. The Board is committed to display respect for each other as Board members, the process, the schedules, the agenda, and timelines. The Board is committed to the following:

- a. Being non-judgmental during interactions;
- b. Allowing disagreement among colleagues, staff and community members;
- c. Respecting the opinions of one another.

1.1.4. Prepare Proactively. The Board will prepare proactively and is committed to the following:

- a. Preparing for Board business, planning, Board discussion time and work sessions by reading staff reports and supporting materials in advance;
- b. Avoiding surprises with each other, the County Administrator and the County Attorney by raising agenda-related issues in advance with the County Administrator and/or County Attorney.

1.1.5. Communicate. The Board will effectively communicate by committing to the following:

- a. Targeting communication toward the County's strategy, Board goals, budget and agenda items for the next meeting;
- b. Making communication with each other a priority;

- c. Structuring time for communication with each other, the County Administrator, and the County Attorney;
- d. Avoiding surprises with each other, the County Administrator, and the County Attorney (examples of situations that should be communicated include contacts with the press, taking public positions individually, and taking actions individually that could have an effect on the public, the County or the staff);
- e. Ensuring all Board members' voices are heard;
- f. Noticing meetings;
- g. Avoiding negative criticism of other Board members; provide constructive criticism.

1.1.6. Public Input. The Board will actively engage and seek input from community members on matters of public interest and concern in order to make informed decisions.

1.1.7. Division of Labor. The Board will practice the effective division of labor by committing to the following:

- a. Commit to sharing the workload, particularly as related to County representation on various boards and committees;
- b. Fulfilling separate roles while ensuring cross checks between these roles;
- c. Practicing accountability to the Board as a whole and each other individually.

1.1.8. Opinions and Votes. Any member of the Board will respect the legitimacy of the opinions and reasoning of other commissioners when and after making Board decisions. A member of the Board who votes in the minority is free to express dissent but will respect the process and legitimacy of the majority decision.

1.1.9. Process and Performance. The Board will regularly monitor and discuss the Board's process and performance to ensure the continuity of the Board's governance capability through self-evaluation, continuing education and training. The Board will seek facilitation assistance to conduct the self-evaluation and to improve the governance capability if deemed necessary.

Policy 2.0 BOARD/STAFF RELATIONSHIPS & EXPECTATIONS

The Board oversees two employees - the County Administrator and County Attorney.

Policy 2.1 County Administrator Delegation

The Board's link to the day-to-day operations of county departments, including elected offices, is the County Administrator. Implementation and subsidiary decision making regarding these tasks is hereby delegated to the County Administrator pursuant to the guidelines, requirements, and constraints set forth herein.

2.1.1. With the exception of legal issues, the County Administrator shall have supervisory and operational control over the day-to-day functions required to carry out the policies and objectives of the Board. A Board member may communicate directly with staff to obtain information to assist in the Board's policy making functions.

When this occurs, other than in casual conversations, the Board member will notify the County Administrator as a courtesy. Significant requests by individual board members of staff will be directed through the County Administrator.

The County Administrator will make every reasonable effort to accommodate requests for information, but, if in the opinion of the County Administrator, such requests will require an amount of staff time or resources that would be detrimental to other necessities the County Administrator may ask the full Board for guidance (as a general rule, any request by an individual board member that may consume more than 8 hours of staff time will be brought to the Board for guidance). The Board will avoid giving direction to persons who report directly or indirectly to the County Administrator.

2.1.2. Only decisions of the Board acting as a Board are binding on the County Administrator. Decisions or instructions of individual Board members are not binding on the County Administrator except in instances when the Board has specifically authorized such exercise of power. However, the responsibility of the County Administrator is to discuss individual Board member's decisions or instructions at the next available opportunity with the full Board to ensure consistency and compliance with Board policies and objectives. The responsibility of the County Administrator, and not the individual Board members, is to communicate with the full Board to obtain consensus on decisions, instructions, or requests of individual Board members.

2.1.3. The boundaries between policy and day-to-day operations may, at times, not be clearly delineated and may overlap. The Board may change the latitude of choice given to the County Administrator to accommodate changes in policy or vision. However, the Board will respect the authority given to the County Administrator herein until such time as a modification or reduction in task authority is clearly identified. The Board's delegation remains contingent upon a clear communication

channel between the Board and County Administrator. The County Administrator's responsibility is to discuss with the full Board at the next available opportunity any tasks not clearly delineated or may overlap with policy issues to obtain consensus on such task.

- 2.1.4. The negotiation of contracts may be handled by either the County Administrator (or designee) or the County Attorney, depending on the nature of the issue, as may be agreed upon by the County Administrator and the County Attorney or as directed by the Board.
- 2.1.5. Any deviation from Board policies should be by approval of the Board. All deviations should be communicated to the Board at the next available opportunity by the County Administrator.

Policy 2.2. County Administrator Communication

The County Administrator is responsible for ensuring that the work of the Board is informed and supported. The desire of the Board is to delegate the day-to-day functions to the County Administrator while recognizing that the quality of County government depends upon the partnership and team concept between the Board, County Administrator, County Attorney, and staff.

2.2.1. Accordingly, the County Administrator will:

- a. Inform and seek the guidance of the Board on issues that may have an impact on the policy making functions of the Board;
- b. Make the Board aware of all relevant and changing trends, conditions, public reactions, or events that may affect the assumptions upon which the Board policy has been previously based;
- c. Inform the Board of internal and external communications or actions that are, in the County Administrator's judgment, salient and important;
- d. Inform and seek the guidance of the Board on both policy and operational issues that may have an impact on public relations or the public perception regarding how the County is operating;
- e. Routinely inform the Board of operational issues, strategies, objectives and accomplishments. The Board does not desire to dictate these functions, but rather to be informed and provide input on operational functions that may have unintended effects on Board policy or public perception;
- f. In order to support fully informed Board discussions, input and choices, provide the Board with as many staff and external (including unpopular or politically charged) points of view, issues and a range of options as needed, including fiscal ramifications. The information provided to the Board will be concise and complete in a user-friendly format;
- g. Ensure that the Board receives materials on a timely basis to allow for adequate review;

- h. Communicate with an individual board member at the earliest opportunity if, in the County Administrator's opinion, the Board member is not in compliance with the Board's own leadership policies and Board/Staff relationships and expectations. If this approach is unsuccessful in remedying the situation, the County Administrator will communicate with the Board as a whole;
- i. Foster open communication and strive to create a coordinated approach to the functions of County government.

2.2.2. The Board recognizes that the County Administrator's duty of loyalty is to the entire Board rather than individual commissioners. The balancing of this loyalty requires the County Administrator to exercise discretion as to the sharing of information amongst Board members about the acts of or the opinions and beliefs held by individual Board members.

Policy 2.3. County Administrator Relations with Other Elected Officials

The County Administrator is responsible for ensuring that the work of the other Elected Officials (District Attorney and Sheriff) is supported. The County Administrator is responsible for coordinating and working with the other Elected Officials to ensure Board priorities are accomplished while respecting the autonomous nature of the other Elected Officials.

2.3.1. Accordingly, the County Administrator will:

- a. Inform and discuss with the other Elected Officials when taking action that may impact employees in the Elected Official's respective offices;
- b. Routinely inform the other Elected Officials of Board priorities, policies, mission, and goals and any modifications or shifts in these areas that may impact the functions of the Elected Official's respective offices;
- c. Inform, discuss, and seek input in preparation of the budget for the other Elected Officials and strive to amicably develop a budget that reflects fiscal integrity, Board priorities, and other Elected Officials priorities to the extent possible;
- d. Work cooperatively with the other Elected Officials and maintain healthy working relationships in carrying out the functions of the County;
- e. Be accessible to the other Elected Officials and foster open communication in order to create a coordinated approach to the functions of County government.

However, as noted, the County Administrator may not exercise control over any matters that are delegated by state statute to any elected county official.

Policy 2.4. County Attorney Delegation

The Board's link to the legality of operations is the County Attorney. Implementation and subsidiary decision making regarding the legal representation of the County is hereby delegated to this individual pursuant to the guidelines, requirements, and constraints set forth herein. The County Attorney's Office is subject to the same personnel policies and procedures as all other County departments.

- 2.4.1. The County Attorney shall have supervisory and operational control over the legal representation of the County. The County Attorney shall provide legal services to the Board as well as County Elected Officials (unless a conflict of interest exists between the Board and the elected official), County departments, and County boards. The County Attorney shall oversee the legal representation of the County on all legal matters including the preparation, the prosecution and defense of lawsuits, the settlement of all outstanding claims and the general representation of County government.
- 2.4.2. The negotiation of contracts may be handled by either the County Administrator (or designee) or the County Attorney, depending on the nature of the issue, as may be agreed upon by the County Administrator and the County Attorney or as directed by the Board.
- 2.4.3. Only decisions of the Board acting as a Board are binding on the County Attorney. Decisions or instructions of individual Board members are not binding on the County Attorney except in instances when the Board has specifically authorized such exercise of power. However, the responsibility of the County Attorney is to discuss individual Board member's decisions or instructions at the next available opportunity with the full Board to ensure consistency and compliance with Board policies and objectives. The responsibility of the County Attorney and not the individual Board members, is to communicate with the full Board to obtain consensus on decisions, instructions, or requests of individual Board members.
- 2.4.4. The boundaries between policy and day-to-day legal operations may, at times, not be clearly delineated and may overlap. The Board may change the latitude of choice given to the County Attorney to accommodate changes in policy or vision.

However, the Board will respect the authority given to the County Attorney herein until such time as a modification or reduction in task authority is clearly identified. The Board's delegation remains contingent upon a clear communication channel between the Board and County Attorney. The County Attorney's responsibility is to discuss with the full Board at the next available opportunity any tasks not clearly delineated or may overlap with policy issues to obtain consensus on such task.

- 2.4.5. Any deviation from Board policies should be by approval of the Board. All deviations should be communicated to the Board at the next available opportunity by the County Attorney.

Policy 2.5. County Attorney Communication

The County Attorney is responsible for ensuring that the Board is informed and supported in all legal matters. The desire of the Board is to delegate the legal representation to the County Attorney while recognizing that the quality of County government depends upon the partnership and team concept between the Board, County Administrator, County Attorney, and County staff.

2.5.1. Accordingly, the County Attorney will:

- a. Inform and seek the guidance of the Board on all significant legal issues that may expose the County to detrimental liability;
- b. Educate the board on legal issues and liabilities in performing Board duties;
- c. Make the Board aware of all threatened or possible claims of action, all applicable changes in the law, or any other event that may expose the County to liability or otherwise affect the effective implementation of Board policies, missions, and goals;
- d. Inform the Board of internal and external communications or actions that, in the County Attorney's judgment, are salient and important;
- e. Inform and seek the guidance of the Board on legal issues and actions that may have an impact on public relations or the public perception regarding how the County is operating;
- f. Routinely inform and seek the guidance of the Board on day-to-day negotiations, prosecution, or defense of issues that may have a detrimental impact on public relations or the public perception regarding how the County is operating;
- g. Routinely inform the Board about legal issues and status of ongoing projects. The Board does not desire to dictate these functions, but rather to be informed and provide input on legal issues that may have unintended effects on Board policy or public perception;
- h. Provide the Board with as many staff and external points of view, issues and a range of options as needed for fully informed Board choices. The information provided to the Board will be concise and complete in a user-friendly format;
- i. Ensure that the Board receives materials on a timely basis to allow for adequate review;
- j. Communicate individually with Board members but will strive to deal with the Board as a whole;
- k. When practical, obtain all Board member's input on applicable decision making items;
- l. Communicate with an individual board member at the earliest opportunity if, in the County Attorney's opinion, the Board member is not in compliance with the Board's own leadership policies and Board/Staff relationships and

- expectations. If this approach is unsuccessful in remedying the situation, the County Attorney will communicate with the Board as a whole;
- m. Foster open communication and strive to create a coordinated approach to the representation of County government.

2.5.2. The Board recognizes that the County Attorney's duty of loyalty is to the entire Board rather than individual commissioners. The balancing of this loyalty requires the County Attorney to exercise discretion as to the sharing of information amongst Board members about the acts of or the opinions and beliefs held by individual Board members.

Policy 2.6. County Attorney Relations with Other Elected Officials

The County Attorney has been authorized by the Board to support the other Elected Officials (District Attorney and Sheriff) in legal matters.

2.6.1. Accordingly, the County Attorney will:

- a. Make the other Elected Officials aware of all threatened or possible claims of action, all applicable changes in the law, or any other event that may expose an Elected Official to liability or otherwise affect the functions of an Elected Official's respective offices;
- b. Routinely inform and seek the guidance of the other Elected Officials on negotiations, prosecution, or defense of issues that may have an impact on the Elected Official's respective offices;
- c. Zealously represent the other Elected Officials' best interests;
- d. Inform and discuss with the other Elected Officials representation that may conflict with Board priorities and ensure that the other Elected Officials are properly represented if such conflict would preclude effective representation by the County Attorney's Office;
- e. Work cooperatively with the other Elected Officials and maintain healthy working relationships in carrying out the legal representation of the County so the Elected Officials can continue to utilize in-house representation for cost savings;
- f. Be accessible to the other Elected Officials and foster open communication in order to create a coordinated approach to the representation of County government.

However, as noted, the County Attorney may not exercise control over any matters that are delegated by state statute to any elected County official.

Policy 3.0 EXECUTIVE LIMITATIONS

Policy 3.1. County Administrator Limitations

The County Administrator should not cause or allow any practice, activity, decision, or organizational circumstance that is unlawful, imprudent, or in violation of Board policies, directives, or commonly accepted business and professional ethics.

3.1.1. Staff Treatment. With respect to staff, the County Administrator will:

- a. Prevent conditions, procedures or decisions that are discriminatory, disrespectful, unfair, unsafe, undignified, disorganized or unclear, unnecessarily intrusive or that fail to provide appropriate confidentiality and privacy;
- b. Operate with an up-to-date employee handbook that assists in clarifying day-to-day operations and will operate with written personnel rules/employee handbook that clarify rules for staff, provide for a fair and effective handling of grievances, and protect against wrongful conditions;
- c. Be accessible to staff;
- d. Promote clear communication with all levels of the organization when policies or procedures change;
- e. Promote an organizational culture of trust;
- f. Maintain a rapport and professional relationships with departmental directors and Elected Officials;
- g. Operate with an established organizational chart and act inside the appropriate chain of command.

3.1.2. Fiscal Health. With respect to fiscal health, the County Administrator will not:

- a. Jeopardize the fiscal integrity of County government;
- b. Cause or allow the development of fiscal jeopardy or loss of fiscal integrity in accordance with Board objectives and policies;
- c. Allow the County's assets to be unprotected, inadequately maintained or unnecessarily risked;
- d. Expend more funds than are available or allow cash to drop below the amount needed to settle payroll and debts in a timely manner;
- e. Allow the general fund and other fund balances to decline below percentages and reserves as established by the Board in the Board's Reserve Policy;
- f. Engage in any purchases wherein normally prudent protection has not been given against conflict of interest or may not engage in purchasing practices in violation of state law or County purchasing procedures;
- g. Use any fund for a purpose other than for which the fund was established;
- h. Fail to keep and maintain financial policies and procedures;
- i. Fail to report out-of-the-ordinary fiscal events to the Board in a timely manner;

- j. Relinquish responsibility or accountability for maintaining fiscal health of the organization.

3.1.3. Budget. In accordance with the Fiscal Health requirements set forth herein, the County Administrator and Budget Officer, will not allow budgeting that:

- a. Deviates from statutory requirements;
- b. Deviates materially from Board priorities related to allocation among competing budgetary needs;
- c. Contains inadequate information to enable credible projection of revenues and expenses;
- d. Plans the expenditure in any fiscal year of more funds than are conservatively projected to be received in that period, or which are otherwise available;
- e. Reduces fund balances or reserves in any fund to a level below that established by the Board as outlined in the County's Reserve Policy;
- f. Fails to maintain a budget contingency plan capable of responding to significant shortfalls within the County's budget;
- g. Fails to provide for an annual audit that adequately protects the County's fiscal assets;
- h. Fails to contain as many staff and external points of view (including unpopular or politically charged) as needed for fully informed Board choices, decisions, or input;
- i. Fails to be educational and informative to the staff and community members of Benton County;
- j. Fails to be derived from multi-year plans and projections;
- k. Omits credible projection of revenues and expenses, separation of capital and operational items, cash flow projections, and disclosure of planning assumptions;
- l. Results in new positions or material increases to salary and benefits without specific approval of the Board. The County Administrator's responsibility is to communicate with the Board on what constitutes material increases;
- m. Fails to overlook opportunities to secure funding sources outside the County;
- n. Fails to develop a long-term plan for projecting on-going operating, maintenance and replacement expenses for existing and proposed capital improvements.

3.1.4. Employee Compensation and Benefits. With respect to employment, compensation, and benefits to employees, consultants, contract workers and volunteers, the County Administrator will not:

- a. Cause or allow jeopardy to the County's public image or allow discrimination based on race, sex, age, marital status, religion, sexual orientation, national origin, color, veteran status, political affiliation, gender identity, marital status, genetic information or disability;

- b. Fail to seek Board guidance and direction on material changes to compensation and benefit structures and will not allow the County to be without acceptable compensation and benefit guidelines;
- c. Fail to ensure compensation policies are consistent, fair, incorporate standard business practices, and promote the hiring and retention of highly qualified personnel;
- d. Change compensation and benefits of the County Administrator;
- e. Promise or imply permanent or guaranteed employment.

3.1.5. Capital Improvement Programs. With respect to planning for and reporting on capital equipment and improvement programs, the County Administrator will not:

- a. Jeopardize the programmatic or fiscal integrity of the County;
- b. Allow the development of a capital improvement program which significantly deviates from the Board's stated priorities;
- c. Plan to use more funds than are projected to be available in any fiscal period for expenditures;
- d. Fail to project on-going operating, maintenance, and replacement expenses in making such determination;
- e. Fail to provide the Board detailed costs, benefits, budgets, and progress of each capital improvement program to allow accurate assessment both prior to and during construction;
- f. Fail to ensure a maintenance schedule is developed and followed as fiscally practicable.

3.1.6. All Other County Programs. With respect to planning for and reporting on all County programs, the County Administrator will not:

- a. Jeopardize or otherwise adversely impact the policies, objectives and strategies of the Board;
- b. Allow the development of a program which deviates materially from the Board's stated priorities;
- c. Fail to project initial and on-going costs of such programs;
- d. Fail to provide the Board detailed costs and benefits of each program to allow accurate assessment both prior to and during implementation;
- e. Fail to seek guidance and policy direction from the Board regarding significant program modifications or transfer to other organizations.

3.1.7. Asset Protection. With respect to the County's assets, the County Administrator will not:

- a. Allow the County's assets to be unprotected, inadequately maintained, abused, or unnecessarily risked;
- b. Fail to have in place adequate property and liability insurance for County operations;

- c. Subject facilities and equipment to improper wear and tear or insufficient maintenance;
- d. Allow internal control standards and disbursement of funds controls to be less than that necessary to satisfy generally accepted government accounting/auditing standards;
- e. Fail to properly and proactively maintain building and equipment and will not lack safeguards against theft, loss, or damage of property;
- f. Unnecessarily expose County government, this Board or staff to claims of liability.

3.1.8. Emergency Plans. With respect to emergency planning, the County Administrator will work with the Sheriff's Office and Emergency Management to:

- a. Have in place adequate plans to prevent and/or respond to emergencies and/or disasters;
- b. Have a functional and actionable emergency operations plan and a continuity plan for the County;
- c. Take appropriate action immediately to ensure the safety of the public and public assets, including authorizing specific actions by county staff;
- d. Ensure that emergency plans are operational through training of appropriate personnel.

3.1.9. Public Treatment. With respect to the public, the County Administrator will:

- a. Ensure high standards regarding the treatment of community members and guests;
- b. Ensure that the public gets the best possible services and facilities given available resources;
- c. Ensure that attention is paid to detail and that quality service that demonstrates a high level of professionalism is provided.

3.1.10. Public Information. With respect to information, the County Administrator will provide for and manage the dissemination of County information to further transparency and maintain a positive image.

3.1.11. Jurisdictional Relationships. With respect to external relationships, the County Administrator will develop strong ties and cooperative relationships with local jurisdictions including but not limited to other appointed and Elected Officials.

3.1.12. Efficient Operations. With respect to internal operating procedures, the County Administrator will ensure that the County has internal procedures for the well-being of the County to promote effective and efficient County operations. With respect to efficient operations, the County Administrator will:

- a. Ensure that the expectations are clear and employees are held accountable in a consistent manner;

- b. Ensure that poor performance is addressed in a swift, consistent and respectful manner;
- c. Seek input from employees, at all levels where appropriate, and incorporate applicable feedback into decision making.

3.1.13. Education. With respect to education, the County Administrator will make the Board, County Elected Officials, and county staff aware of changes or pending changes to the law that may adversely impact the policies, visions, and functions of County government.

3.1.14. Professional Training. With respect to training, the County Administrator will maintain and upgrade the professional knowledge, skills and development of staff to effectively carry out the expected duties.

3.1.15. Absence from the County. Absence from the County. The County Administrator will not leave the County without ensuring adequate coverage by another member(s) of the County management team who can perform the tasks of County Administrator while absent

3.1.16. Board Goals and Objectives. Upon the direction of the Board, the County Administrator will work with the Board to establish, and annually update, the Board's goals and objectives.

Policy 3.2. County Attorney Limitation

The County Attorney should not cause or knowingly allow any practice, activity, decision, or organizational circumstance that is unlawful or may expose the County to unwarranted liability.

3.2.1. Staff Treatment. With respect to staff, the County Attorney will:

- a. Reduce the County's legal exposure from conditions, procedures or decisions that are discriminatory, disrespectful, unfair, unsafe, undignified, disorganized or unclear, unnecessarily intrusive or that fail to provide appropriate confidentiality;
- b. Be accessible to staff.

3.2.2. Employee Compensation, Benefits, and Relations. With respect to employment, compensation, and benefits to employees, consultants, contract workers and volunteers, the County Attorney will reduce the County's legal exposure from discrimination based on race, sex, age, marital status, religion, sexual orientation, national origin, color, veteran status, political affiliation, gender identity, marital status, genetic information or disability.

3.2.3. Representation. With respect to representing the County in litigation, negotiations, and all other matters, the County Attorney will:

- a. Zealously represent the County's best interests;

- b. Avoid representing the County in any situation that presents a conflict of interest;
 - c. Foster the goals and objectives of the Board;
 - d. Maintain a professional demeanor both internally and externally;
 - e. Take appropriate and timely action to reduce liability to the County;
 - f. Assure that the County is properly represented in all legal proceedings and that all legal documents are approved for form and legality;
 - g. Provide enough detail on the costs and benefits of each legal matter to allow the Board to accurately assess the proposed matter both prior to and during implementation.
- 3.2.4. Education.** With respect to education, the County Attorney will make the Board, County Elected Officials, and County staff aware of changes or pending changes to the law that may adversely impact the policies, visions, and functions of County government.
- 3.2.5. Availability.** With respect to availability, the County Attorney will provide adequate staff coverage for weekly Board meetings, applicable staff meetings, staff inquiries, and other needed legal services.
- 3.2.6. Outside Counsel.** With respect to outside representation, the County Attorney will:
- a. Obtain necessary outside counsel to adequately protect the County’s interest in a cost-effective manner;
 - b. Ensure the services from outside counsel are competent, appropriate, and within approved budgets.
- 3.2.7. Public Treatment.** With respect to the public, the County Attorney will:
- a. Ensure high standards regarding the treatment of community members;
 - b. Ensure a high level of professional conduct;
 - c. Ensure professionalism among County Attorney’s office staff.
- 3.2.8. Professional Training.** With respect to training, the County Attorney will maintain and upgrade the professional knowledge, skills and development of staff to effectively represent the County.
- 3.2.9. Absence from the County.** The County Attorney will not leave the County without ensuring adequate coverage by another member(s) of the County Attorney’s Office who can perform the tasks of County Attorney while absent.

Policy 4.0 STRATEGIC DIRECTION

Policy 4.1. Strategic Direction

4.1.1. Goals and Objectives. The Board will provide leadership in order to establish a strategic, long-term direction for the organization. In that regard, the Board will establish goals and objectives that provide guidance and direction to the County Administrator for implementation organization wide on an annual basis.

4.1.2. Values. The County will support, foster, and encourage the following values from the Board and staff:

- a. Honesty and integrity – Exhibit professional conduct to build and preserve the public trust.
- b. Respect – Consistently demonstrating courtesy, understanding and concern for community members, colleagues and visitors alike.
- c. Dedication to public service – Understanding that the purpose is to serve the needs of the public.
- d. Open and transparent government – Ensuring that the public is well informed and welcoming public involvement.
- e. Responsible stewardship of public resources – Demonstrating the utmost care and competence in managing the financial and property resources of the County.
- f. Accountability – Being dedicated through duty and action to the community members, inspiring confidence in County government.

Policy 4.2. Chair's Responsibility

The responsibility of the Chair is to maintain procedural integrity of Board meetings. The Chair shall also represent the Board as delegated by the full Board or when necessary to deal with exigent circumstances.

4.2.1. The Chair will ensure that the conduct of the Board will be held openly, orderly, efficiently, and with dignity to facilitate an orderly meeting. The Chair shall keep the discussion content consistent with the agenda and allocated time to the extent reasonably possible.

4.2.2. The Chair will work cooperatively with the County Administrator to prepare the agenda for full Board meetings. The County Administrator will inform and seek the guidance of the full Board on items to be placed on the agenda that may be of a politically sensitive nature.

4.2.3. The Chair will act on behalf of the full Board when so delegated by the Board or when absolutely necessary to protect the County with a situation requiring immediate action when full Board participation cannot be obtained. The responsibility of the Chair, or through the County Administrator, is to communicate and obtain guidance

from the full Board at the earliest opportunity when such actions are taken. Except as set forth in this section, the Chair will obtain all Board members' input on applicable decision making items. The Chair represents the Board only when so delegated such authority by the full Board.

- 4.2.4. The Chair is responsible for responding to correspondence addressed to the full Board
- 4.2.5. The Chair will preside over meetings and sign documents on behalf of the Board of County Commissioners.
- 4.2.6. The Chair will seek to obtain consensus among board members on significant discussion issues in Board meetings.
- 4.2.7. The Chair will initiate the annual evaluation process for the County Administrator and the County Attorney.
- 4.2.8. The Chair will be responsible to be available to the County Administrator and the County Attorney for consulting, as necessary. Individual Board members can meet with the County Administrator as necessary.

Policy 5.0 CODE OF CONDUCT AND ETHICS

Policy 5.1. Code of Conduct and Ethics

5.1.1. The Board shall operate in an ethical and legal manner and is committed to the following:

- a. Promoting decisions which benefit the public interest;
- b. Promoting public confidence in county government;
- c. Performing the duties of the Board diligently and promptly;
- d. Maintaining a positive image;
- e. Providing the best service or product at the lowest costs without sacrificing quality and fiscal responsibility;
- f. Maintaining a respectful attitude towards employees, other public officials, colleagues and the public;
- g. Effectively and efficiently working with government agencies and organizations in order to further the interests of the County;
- h. Accepting the responsibility that the mission is that of a servant to the public;
- i. Advocating for the best interests of the County and the community members at the local, regional, state and national levels;
- j. Recognizing and avoiding or disclosing conflicts of interest;
- k. Recognizing and avoiding situations that might create an appearance of impropriety;
- l. Acting with integrity.

5.1.2. **Statutory Responsibilities.** Members of the Board of County Commissioners will act in accordance with the Oregon Revised Statutes in relation to the Board's responsibilities and authorities. The Board will not:

- a. Perform any statutorily precluded act.
- b. Accept any statutorily precluded gift ([ORS 244.025](#)).

5.1.3. **External Communication Protocols.** The appropriate communication protocol for engagement of another local government or public entity on official business involving the County is acknowledged as follows:

- a. County Elected Official to external Elected Official;
- b. County Administrator to external appointed Agency Head (City/County Administrator, Superintendent, etc.);
- c. County Attorney to external Agency Attorney;
- d. County staff to external staff.

However, there are exceptions recognized to this protocol. The Board members will maintain appropriate channels of communication by using best judgement, to avoid any appearance of impropriety or undue influence, and to keep one another and the County Administrator informed when such contacts do occur.

- 5.1.4. Boards and Commissions.** The Board believes that citizen involvement in County government is a positive and valuable resource to the Board as the governing body of Benton County. Consequently, the Board appoints numerous boards, commissions and committees to serve in an advisory capacity, to fulfill functions and duties established by the Board and to undertake specific assignments as directed by the Board. Board and Commission appointments shall be made in accordance with Benton County Policy I.A.9, which may be amended from time to time.
- 5.1.5. Compliance.** Compliance with all policies contained herein shall be reviewed by the Board on an annual basis, or more frequently, if necessary.

APPENDIX

DOCUMENT REVIEW CHANGES

The following are document changes & discussions which occurred during the Benton County Board of Commissioners Goal-Setting Meetings – **January 12, 2021 & February 9, 2021**. The sections not mentioned below were agreeable to the Board with no further discussion.

LOCATION	DESCRIPTION
Document	Change the word ‘citizens’ to ‘community members’
Document	Removed the use of gender neutral pronouns
Section 1.1.4	County Administrator acknowledged the importance of receiving information with advance notice, and strives to send information out on Fridays before the meetings.
Section 1.1.9	Chair commented the Board needs to refer to this section to create an honest evaluation.
Section 2.1.1	Chair acknowledged this can be difficult at times but appreciates the feedback. Discussion of additional language specifying how communication should be relayed to the County Administrator. No changes made at this time.
Section 2.1.5	Discussion of additional language specifying an emergency due to delegation of Board Chair as decision authority. No changes made at this time.
Section 2.2.1.f	Previously this was Section 2.2.f prior to updated document formatting. Discussion circled back to needing information timely, as discussed in Section 1.1.4.
Section 2.3	County Administrator informed Board of the monthly meetings with the Elected Officials.
Section 3.1.1	Removed ‘treatment’ from section header sentence
Section 3.1.3	Commissioner would like the negative language addressed. County Administrator agreed but the document is more prescriptive and if listing allowed items, the document would be much larger. Removed ‘Chief’ from ‘Budget Officer.’
Section 3.1.3.e	Removed ‘Board reserve policy’ and replaced with ‘county reserve policy.’
Section 3.1.5	Board would like this to be re-written
Section 3.1.6.d	Statement re-written
Section 3.1.8	Agreed to include Sheriff and Emergency Management
Section 3.1.9	Removed ‘citizens, residents and guests’ and replaced with ‘community members and guests’
Section 3.1.13	Questioned to include County Council; Section 3.2.4 addressed concern
Section 3.2	This section was not reviewed but County Attorney stated County Council can review this section with the Board upon request
Section 3.2.7	Header – Removed ‘Citizen’ and replaced with ‘Public’
Section 4.1.1	Moved ‘on an annual basis’ to the end of the section
Section 4.2.1	Removed ‘attempt to’ from first sentence – ‘Chair will ensure...’ not ‘attempt to ensure....’
Section 4.2.2	Removed Chair in second sentence to only include the County Administrator on the politically sensitive issues.
Section 4.2.3	Discussion to include language for Chair responsibility and correspondence. The Chair is currently responsible in practice. Added new 4.2.4 to reflect discussion
Section 4.2.4	New section to capture Chair responsibility regarding correspondence to full Board

APPENDIX

LOCATION	DESCRIPTION
Section 4.2.6	Formally Section 4.2.5. Included 'in Board meetings' when needing consensus
Section 4.2.8	Formally Section 4.2.7. Removed 'As the liaison to the Board' and inserted 'The Chair...'. Included responsibility of the Chair to be available for consulting. New language for individual Board members meeting with County Administrator
Section 5.1.2	Referenced ORS 244.025
Section 5.1.3	Provided more clarity between Elected Officials and external individuals
Section 5.1.5	Discussed mechanism to review document for compliance, with agreement there is none but to review annually in this way.