

**MINUTES OF THE GOAL SETTING MEETING  
BENTON COUNTY BOARD OF COMMISSIONERS  
Tuesday, September 12, 2023  
9:00 a.m.**

**Present:** Pat Malone, Chair; Xanthippe Augerot, Commissioner; Nancy Wyse, Commissioner; Vance Croney, County Counsel; Rick Crager, Interim County Administrator

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

**Staff:** Shannon Bush, Darren Nichols, Community Development; Tomi Douglas, Jesse Ott, Natural Areas, Parks & Events; Cory Grogan, JonnaVe Stokes, Public Information; Amanda Makepeace, BOC Staff; Rachel McEneny, incoming County Administrator; Erika Milo, BOC Recorder; James Morales, Records & Elections; Jodi Robin, District Attorney's Office; Sarah Siddiqui, Equity, Diversity, & Inclusion; Matt Wetherell, Juvenile Department

**Guests:** Bill Kughn, Eileen Stark, Andy Sterling, residents; Alex Powers, Mid-Valley Media; Michael Skipper, CFM Advocates

**1. Opening:**  
**1. Call to Order**

Chair Malone called the meeting to order at 9:02 a.m.

**2. Introductions**  
**3. Announcements**

No announcements were made.

**2. Review and Approve Agenda**

The following item was added to the agenda:

**3.7 Potential Delegation of Authority for Child Abuse  
Multidisciplinary Intervention (CAMI) Grant Application – Xanthippe  
Augerot, Commissioner**

The following changes were made to the agenda:

**Item 3.7** was renumbered as **Item 3.8**  
**Item 3.8** was renumbered as **Item 3.9**

**3. Discussion Topics**

**3.1 Strategic Communications Update – Cory Grogan, Public Information  
Officer**

Grogan explained that staff are working to make Proclamations more meaningful. On October 3, 2023, a public celebration will be held in honor of Hispanic Heritage Month, followed by reading the Proclamation. Staff from Casa Latinos Unidos may read the Proclamation in Spanish. Grogan invited the Board to speak at the gathering.

The Board favored participating in the celebration.

Grogan provided a strategic communications update from August 2023 to the present (see packet). Highlights include:

- A successful advertising campaign for the Benton County Fair.
- Ongoing advertisements about wildfire awareness.
- A booth and sponsorship at the Corvallis Fall Festival on September 23-24, 2023.
- Publications including the Biennial Report, updated Historic Driving Tour, flood information in Spanish, and a Riparian Resources guide. Copies of the report will be sent to the Board, departments, and building lobbies.
- Staff plain language trainings.

Augerot suggested issuing a survey to gauge interest in an audio file version of the Tour, and mentioned a local service that distributes flyers.

Grogan to follow up on that service for County publications. Once the Board approves the Media Policy, staff will develop a Media Relations Plan, a Key Stakeholder Communication Plan, and a Crisis Communications Plan as part of a Comprehensive Strategic Communications Plan.

The Kalapuya Building branding update starts September 26, 2023. A web specialist will be hired to provide oversight, support, and training for the new County website. A photograph and video archive and a style guide will be available for staff use. Siddiqui and staff from Communications and Information Technology will ensure website accessibility.

Augerot mentioned comments from the visually impaired community that all web images need captions. Website accessibility is a high priority.

Grogan presented the 2023 Quarter Two analytics report (see packet). Current communication goals: 1. Get the right information to the right people at the right time. 2. Highlight Benton County's work in the community through the 2040 Thriving Community Initiatives. Community members are interacting much less with the County email list-serv, possibly due to summer activities. Website traffic from social media is up over Quarter One. The top County platform is Facebook. Staff seek to reach a wider demographic.

Although engagement with social media is usually low (1-3%) in general, the drop in email subscribers is concerning. The email open rate has decreased considerably, even among employees. Staff will evaluate content and are open to suggestions. Paid advertising shows good return on investment. Earned media from sharing information with news media partners is extremely important.

Chair Malone recessed the meeting at 10:08 a.m. and reconvened at 10:13 a.m.

**3.2 \*Federal Legislative Debrief – Rick Crager, Interim County Administrator; Michael Skipper, CFM Advocates**

Skipper reported on Fiscal Year (FY) 2023 Federal lobbying and the FY 2024 appropriations process (see exhibit 1). Benton County submitted seven requests in 2023; three were funded with a total of \$3 million: rural water and sewer infrastructure improvements, the Monroe Health Center, and regional Public Safety radio infrastructure. Benton did not receive funding for the Jackson-Frazier Wetland Boardwalk replacement, the Benton County Fairgrounds exhibit hall, or the Southwest 53<sup>rd</sup> Street overpass. A \$19.6 million grant request to the United States Department of Transportation (USDOT) for the overpass is still pending. No funding is final until Congress passes the funding package, hopefully by December 30, 2024. FY 2023 funding expires September 30, 2023. A short-term funding extension is expected, but a government shutdown could happen first.

CFM Advocates will continue to work on funding for the overpass, historic Courthouse (HCH), rural water infrastructure, and more. Many new Federal grant programs have been created. CFM will also start work on the 2024 Federal agenda. In October 2023, Skipper will meet with County department heads and staff to develop a new list of priority projects. Skipper encouraged the County to resubmit the boardwalk and exhibit hall projects through the 2024 earmark process. USDOT does not have a grant program for small transportation requests. There is not a program that aligns perfectly with the exhibit hall project, and the cost is high for an earmark (the County requested \$5 million, while earmarks are usually a maximum of \$3 million).

Augerot favored re-submitting both projects. The exhibit hall needs a compelling vision to interest State and Federal legislators. Other important projects include Children & Families Behavioral Health facilities needs, the Homelessness Navigation Center (HNC), and the HCH. Another need is Housing and Urban Development (HUD) policy changes about housing vouchers. The number of vouchers provided to Linn-Benton Housing Authority has not increased in a long time.

Skipper noted that HUD is a potential policy item for the 2024 Federal agenda. Skipper believed the Congressional delegation would be interested in supporting the HNC. The Federal grant program Save America's Treasures could apply to the HCH, but the maximum grant is \$750,000. Several Federal sources are available for the HCH seismic retrofit.

Malone favored prioritizing the HCH, as well as the boardwalk and the bridge.

Wyse concurred with Augerot's and Malone's priorities. Homelessness is a top community concern.

Skipper noted it might be advantageous if a non-profit service provider, rather than the County, submitted the HNC application.

Regarding the HNC, Wyse encouraged everyone to leverage the County's partnership with the City of Corvallis.

Augerot concurred, and noted that many partners are interested in the boardwalk and should be involved when the County presents that project to the delegation.

Skipper shared that if Congress passes the funding package in December 2023, the County would probably receive the funds in May-June 2024.

Malone noted that Emergency Operations Center funds from Senator Ron Wyden must be committed by May 2024.

### **{Exhibit 1: CFM Presentation}**

#### **3.3 Collaborative Permitting Project – *Darren Nichols, Community Development; Rick Crager, Interim County Administrator***

Crager explained that the Community Development permitting system is one of the larger requests in the 2023-25 biennial budget. The system could be used County-wide, so all departments need to join the discussion. The current budget allows \$100,000 for pre-planning; next, staff will to seek a facilitated contract for service.

Nichols explained that Community Development must draw information from many different sources, which can be difficult to coordinate. Other departments have similar challenges. Community Development processes about 2,000 permits per year, about one-third of which require two or more hours of staff review. This totals about \$130,000 per year in labor costs. A permitting package would:

- Provide better access to high-quality information for staff and customers.
- Increase efficiency, consistency, and transparency by consolidating information sources.
- Provide return on investment in about two to three years.
- Support staff recruitment, retention, and best practices.
- Help Benton County coordinate with the City of Corvallis. The current City and County systems cannot interface. Nichols was in discussions with Corvallis Community Development Director Paul Bilotta and team, who are interested and might be willing to make a shared investment.
- Improve reporting to the Board.
- Increase e-readiness, allowing the County to use emerging tools such as electronic plan review, electronic inspection reports, and remote perspective.

Nichols recommended hiring a third party to convene the conversation about needs, then assessing which type of system would meet those needs.

Crager added there are opportunities for connectivity between departments. The project involves an important Information Technology (IT) component.

Augerot expressed strong interest in such a system. Regular metrics would help the Board and Budget Committee evaluate County progress.

Malone and Wyse also expressed support for the project.

Nichols shared that the dialogue phase is expected to take about six months. The third phase is to collect all documents in one place, which IT has already begun. Phase four is to purchase the system, which incurs most of the cost.

Chair Malone recessed the meeting at 11:17 a.m. and reconvened at 11:22 a.m.

#### **3.4 Exotic Animal Ordinance (EAO) – *Tomi Douglas, Jesse Ott; Natural Areas, Parks, and Events***

Douglas explained that many community members felt the EAO as approved did not accomplish their intentions. Staff have engaged in many conversations on this issue with the United States Department of Agriculture, County Counsel, the Oregon State Veterinarian, and others.

Augerot stated she stood by the intent of the original EAO: to preclude traveling animal-based exhibits or circuses that involve extensive travel for wild and exotic animals for the purpose of entertainment, because of the inherent cruelty to such animals. It was never the Board's intention to interfere with 4-H or rodeo activities; the inclusion of horses in the ban was an oversight. Augerot favored retaining the EAO with its core value of prohibiting animal acts that mistreat animals, but modifying the EAO to be more functional and workable.

Wyse wished to retain the original intent and spirit of the current EAO, but in a way that is more workable and understandable for staff and the public.

Malone expressed concern about the current EAO, which has caused considerable problems. Malone favored reconvening the past work group and adopting a new Ordinance.

Wyse commented her main concern with the current EAO is that the County Animal Control Officer (ACO) does not have the expertise or capacity to enforce it.

Augerot expressed concern that none of the original EAO advocates were included in the work group; any new process should include that community and Fair Board members. A significant part of the community feels very strongly about mistreatment of animals in traveling exhibits. A modified Ordinance could achieve both objectives by incorporating plain language, clear processes, clearer communications, and advance discussion with community members. Augerot agreed with Wyse that the ACO lacks the necessary expertise. State and Federal governments do little enforcement in this area. The Board just wants to share its values on animal treatment.

Douglas noted that simply not booking circuses will cover many of the concerns. Other solutions could include funding enforcement training, establishing a trained animal welfare officer, and/or a community hotline to report concerns.

Van Arsdall stated a willingness to provide relevant training to ACO Erica O'Neill, but noted that O'Neill does not have time or opportunity to commit resources for investigations.

Augerot suggested forming another work group, including the original proponents of this EAO, to clarify the goal and how to achieve it. Augerot was uncomfortable with the current situation.

Wyse was comfortable amending this EAO or creating a different one, as long as the intent to prevent traveling animal shows remained the same. Another work group might not provide more information. Instead, staff could work on a draft, then request public comment.

Augerot felt Wyse's suggestion was workable, as long as the process was clearly communicated to the community.

Malone favored staff developing recommendations rather than forming another work group. Malone would prefer to draft a new EAO that is short and clean.

Augerot preferred to modify the original EAO, but expressed trust in staff's efforts.

Douglas offered to draft both a modified EAO and a new Ordinance.

**3.5 \*Parks Board Update on Jackson-Frazier Boardwalk Effort – Tomi Douglas, Jesse Ott, Natural Areas, Parks, and Events; David Smith, Parks Advisory Board**

Smith read a report (exhibit 2) on efforts to replace the decayed Jackson-Frazier Boardwalk with an improved, durable, fully accessible boardwalk. In 2021, Natural Areas, Parks & Events (NAPE) estimated replacement cost at \$1.2 million, but the estimate was made without engineering specifications. In 2022, NAPE received a \$600,000 Oregon Parks 50% matching grant towards replacement. NAPE would contribute the \$600,000 match, and the Alliance for Recreation and Natural Areas (AFRANA) would raise any remaining funds. However, by March 2023, the replacement cost estimate rose to \$2.7 million (including 7% inflation and 20% contingency), producing a target AFRANA could not meet. Public Works lacked capacity to provide engineering support at that time. In 2023, AFRANA withdrew its support for boardwalk demolition. Now NAPE is working on a technical design in order to award contracts in spring 2025. Meeting this schedule is essential to maintain grant eligibility. For the project to succeed, Public Works must have capacity for engineering support.

Ott described two options:

- The County could return the grant and reapply with adjusted numbers. Oregon State Parks ranked this project number one in the state, and has more funds now, so the project would probably rank high again. So far, the County has only spent Capital Improvement Project (CIP) funds, not grant funds. The cap for a grant request is \$3 million, so Benton could request more than \$600,000 this time.
- The County could request four six-month extensions of the current grant, to 2027. This would provide two more years of CIP sessions, other grant possibilities, and fundraising.

Augerot noted the project would also be eligible for an Oregon Department of Fish and Wildlife County Opportunity grant. Augerot believed the County could receive more funding from the legislative process, but not on this schedule, and recommended continuing to work with Benton Community Foundation to approach community donors.

Wyse added that she and Malone spoke to all Benton's Congressional delegates about the project, and will continue to request funds.

Smith requested direction. Staff capacity is limited. NAPE will finish the technical design, which will help with fundraising. Staff need to work closely with potential suppliers, but keeping momentum is difficult without a timeline for construction. Smith

asked about other financing opportunities to advance the project in 2024, such as a bridge loan.

Ott noted the next grant application is due January 2024. Recipients would not be notified until June 2024 at the earliest.

Augerot felt that with the extant boardwalk's condition worsening and costs rising, it might be best to return the grant and reapply. That would allow time to pursue alternative funding.

Crager and Malone favored reapplying. Malone noted that Skipper (CFM Advocates) might have suggestions of which legislators to approach.

Smith shared that Udell Engineering-Land Surveying and Structural Engineer Dave Conklin will provide all bid specifications within months. Draft Requests for Proposals should be available by Thanksgiving, to be issued on January 1, 2024.

Ott noted that all construction permits have been secured and will last for at least five years.

Augerot noted the project would have to pause in 2024 if the County reapplies for the grant. Applying for the extensions is risky, and the project probably needs funding sooner. The County should finish the design work before applying.

Malone concurred.

Smith added that the engineering is being funded by AFRANA donations, not Benton County. Vendors are anxious to know the project timeframe.

The Board affirmed support for the original replacement project as envisioned, rather than a reduced-scope project.

Smith explained that AFRANA fundraising has been suspended. AFRANA probably cannot raise more than \$.5 million, including the \$200-300,000 that has already been contributed.

Augerot suggested enlisting the Board and the County's contracted grant writer to help pursue private donor/foundation funds, especially given the science education and Equity, Diversity, and Inclusion aspects of the boardwalk.

## **{Exhibit 2: Jackson-Frazier Boardwalk Report}**

### **3.6 Approval of Annual Membership Renewal Notice from Albany Chamber of Commerce – *Benton County Commissioners***

Augerot shared that the benefit of membership is discounted event attendance.

**MOTION:** Augerot moved to approve the Board's membership in the Albany Chamber of Commerce. Wyse seconded the motion, which **carried 3-0.**

Malone suggested asking City of Albany Mayor Alex Johnson II about which events the Board should prioritize attending. Augerot to follow up.

### **3.7 Potential Delegation of Authority for Child Abuse Multidisciplinary Intervention (CAMI) Grant Application – *Xanthippe Augerot, Commissioner***

Augerot explained that the District Attorney's Office (DAO) is applying for a routine CAMI grant from the Department of Justice (DOJ), which now requires a Board Letter of Authorization for the District Attorney to sign the application.

Crager added that the DAO liaison had prepared a potential letter and the grant is included in the adopted budget.

Wyse stated her policy is not to vote on items that were not in the agenda and that she does not have information on. Wyse asked if the request was in writing.

Augerot replied the request was not in writing; this was a late item, but Counsel reviewed it.

**MOTION:** Augerot moved that the Board delegate signing authority to the District Attorney for the CAMI grant from the Department of Justice. Wyse seconded the motion, which **carried 2-1 (Wyse opposed)**.

### **3.8 County Administrator Updates – *Rick Crager, Interim County Administrator***

Crager has been reviewing matters with Department heads and updating McEneny. The State seeks agreement on its design for the new Courthouse (NCH). Based on the County's current analysis of square footage, the design is over budget; the State knows that reductions will be necessary. The hope is to begin construction in March 2024. Cost escalation has stabilized somewhat.

Crager and Augerot met with State Representative Dan Rayfield, who was optimistic about State resources to fund the NCH. Later this month the County should have a clearer sense of the State's stance on this preferred model. If the model is over budget and the State still resists more cuts, a different approach may be needed.

Augerot told Rayfield that the Benton County Courthouse agreement will set precedent for the entire Oregon Courthouse Capital Construction and Improvement Fund (OCCCIF) program.

Malone noted that the Association of Oregon Counties (AOC) Region Five meeting discussed this topic; many Commissioners agreed the OCCCIF process is too difficult and needs to be redesigned.

Crager observed that even though this is a bond-based source of NCH funding, the County could still ask for a different type of funding. There should be opportunity by January or February 2024. Crisis Center construction will begin soon. The InterCommunity Health Network Coordinated Care Organization may provide some capital support, which would help offset cost escalation and unanticipated



environmental consultant costs. The County will pursue additional State funding for the Jackson-Frazier Boardwalk, and can consider a bridge loan. Part of the Transient Lodging Tax (TLT) could possibly be dedicated to boardwalk debt service; Crager needs to discuss this with Counsel. Staff will start recruitment for the Board's Office Supervisor/ Executive Assistant position when McEneny arrives.

### **{Exhibit 3: County Administrator Video Log Proposal}**

#### **3.9 Commissioner Updates – Benton County Commissioners**

Wyse reported that the Board of Forestry is expected to approve the Habitat Conservation Plan (HCP), which has implications for Forest Trust Land counties. Oregon State University Policy Analyst Branden Pursinger estimates Benton's harvestable lands will go down 43%, but since Benton only harvests a small amount per year, the impact on the County will be relatively small. In 2022, revenue was about \$800,000, of which \$135,000 went to Benton County. The special districts and schools that receive the remaining funds will feel more impacts. Governor Tina Kotek's office has asked AOC to set up meetings to discuss what the State could do, whether counties want to resume managing those forests, or want a Payment-in-Lieu-of-Taxes (PILT). Wyse will attend one of those meetings tomorrow.

Augerot stated that implementing the HCP into the Forest Management Plan is critical. This is a smaller issue here since Benton County contains only about 8,000 acres of Forest Trust Lands. A PILT-type arrangement seems good. The County lacks enough expertise to manage those forests, and the location is fairly inaccessible.

Wyse concurred. Wyse attended the AOC Governance, Revenue and Veteran's Steering Committee; many counties were interested in discussing courthouses. Past AOC President George Murdock is reviving a Courthouse Task Force, and Wyse was added to the group.

Augerot shared that a Courthouse Task Force is set up every few years to work with Oregon Judicial Department (OJD) on a funding priority list and review the queue. Benton's main stake is courthouse repairs and sharing the experience of working with OJD. Augerot offered to support Wyse in that role as needed.

Wyse noted that the District Five meeting was well attended, whereas few Commissioners attended the wildfire mapping discussion for Linn, Lane, and Benton Counties.

Malone commented that the draft Wildfire Hazard Map changed from five to three fire danger categories: low, medium, and high. Benton County is rated low; Emergency Manager Bryan Lee says that may not be accurate, and may reduce the County's ability to attract fire prevention grants.

Augerot felt the map makes low estimates, especially considering climate change. However, Benton does have a lower risk level than the rest of Oregon.

Augerot reported having many meetings with community members, including:

- A resident interested in improving transitional housing for individuals emerging from jail and respite care.

- Scott Smith, Restorative Justice Director for Neighbor-to-Neighbor Mediation, who is working on restorative justice programming for Benton County. Augerot would like Smith to present to the Board about this. Some funding might be available during the legislative short session.
- Residents and Dial-a-Bus (DAB) Board members John Gardner and Lorena Reynolds, who expressed frustration about a gap between past Dial-a-Bus (DAB) services and current Benton Area Transit services. Augerot asked Gardner, Reynolds, and staff to specify the service gap. Augerot will probably not be able to respond to DAB Board members' questions until results from the recent service audit are available.
- Thomas H. DeLuca, Dean of OSU College of Forestry, who gave Augerot a tour of the new Peavy Hall built with mass timber.

Augerot shared that a new Corvallis Chamber of Commerce Executive Director will begin work in November 2023. Augerot attended a presentation by MGT Consulting on Equity, Diversity, and Inclusion (EDI) work for Oregon Cascades West Council of Governments and Community Services Consortium. Augerot will provide MGT contact information to Siddiqui regarding a similar assessment for Benton County.

Wyse offered to respond to a letter from resident Anneliese Gast about the Coffin Butte Landfill appeal fee. Wyse attended the City of Monroe first responder event.

Augerot will attend events including the Vina Moses Center benefit, Court-Appointed Special Advocates fundraiser, Leadership Corvallis welcoming reception, and ABC House stakeholders dinner.

#### 4. Other

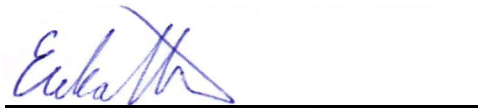
No other business was discussed.

#### 5. Adjournment

Chair Malone adjourned the meeting at 1:47 p.m.



Pat Malone, Chair



Erika Milo, Recorder

*\* NOTE: Items denoted with an asterisk do NOT have accompanying written materials in the meeting packet.\**

# CFM Federal Affairs

Knowledge  
Experience  
Results



[www.cfmadvocates.com](http://www.cfmadvocates.com)



**Benton  
County**  
OREGON



# CFM Federal Affairs Presentation

---



- Recent Successes
- FY 2024 Appropriations Process
- Next Steps



# 2023 Federal Agenda Update

---

- **Rural Water and Sewer Infrastructure Improvements**
  - \$1.16 million for sewer improvements included in draft Senate bill.
- **Monroe Health Center**
  - \$1 million included in draft House bill.
- **Regional Public Safety Radio Infrastructure**
  - \$963,000 included in draft Senate bill
- Jackson-Frazier Wetland Boardwalk
- Fairgrounds Exhibit Hall
- **SW 53<sup>rd</sup> Street Railroad Overcrossing**
  - \$19.6 million grant request pending.

# FY 2024 Appropriations Process

---

- FY 2023 funding expires September 30.
  - Congress returns from recess this week with just 10 scheduled days of votes before end of federal fiscal year.
  - Republican House and Democratic Senate approximately \$70 billion apart on FY24 spending levels.
- Short-term funding extension expected but government shutdown could happen first.
- Final FY24 spending likely to be finalized in Nov/Dec.

# Next Steps

---

- Grant applications (ongoing)
  - Expected and possible grant applications include SW 53<sup>rd</sup> Street Overcrossing, Historic Courthouse,
- 2024 Federal Agenda Preparation
  - Evaluate successes and brainstorm new projects.
    - CFM will be meeting with Commissioners, department heads, and staff over the next few weeks and months.
  - Update and prioritize new list of projects.
  - Begin briefing Congressional delegation on 2024 priorities.

# CFM Federal Affairs

Knowledge  
Experience  
Results



[www.cfmadvocates.com](http://www.cfmadvocates.com)



**Benton  
County**  
OREGON



9/12/2023

## **A report to the Benton County Board of Commissioners regarding the Jackson Frazier Boardwalk project.**

Prepared by David Smith, Chair, Park Advisory Board

As I am sure you are aware, but to set context, the Jackson Frazier Boardwalk is a much-loved element in the County Park system. Built in the late 1990s by volunteer labor for unknown cost, the uniquely designed floating boardwalk successfully provides all sorts of people with over a half-mile of easy walking into an otherwise inaccessible landscape. It has been long recognized that the treated wood structure, built without a foundation, had a limited life expectancy. AFRANA, acting on behalf of the Frenkel family that originally built the boardwalk, has been diligently collecting donations for years in anticipation of supporting the boardwalk's replacement when the time came.

That time came in 2021, and NAPE staff initiated a project to replace the boardwalk. They had an intern, did some research, and estimated that \$1.2 million would be enough to build an improved, long-lasting boardwalk. The design concept was to build a durable, vandal-proof, fully ADA-accessible boardwalk that would last 75+ years. NAPE did not want their successors to have to rebuild it again anytime soon. The idea was to do it right for the long-haul. The design was based on a steel piling foundation and cast concrete support structure and decking. This concept was used to apply for a matching grant from Oregon Parks. NAPE estimated it could come up with \$600K and that with the State match, the project would be fully funded. The State agreed, and the Grant was awarded.

This is the scenario NAPE presented to the Park Board in Summer 2022. I personally had little knowledge of the boardwalk project at that time, but understood it's importance, and vigorously encouraged the Park Board members to support the project in order to meet the ambitious timeline of completing a new boardwalk in 2023. We, the Park Board, took this on as a legacy project worthy of our time and financial support. A cooperative plan was devised with AFRANA where NAPE would take responsibility for the technical design and AFRANA would run a fund-raising campaign to meet the need and schedule.

The first questions we asked, in September 2022 (a year ago), were about what we were building and how much it would cost. However, other than the text of the Grant proposal, there was little supporting data. Most of the fundamental steps of project design and budgeting had not been done. NAPE had no engineering drawings of the existing boardwalk, no geotechnical information regarding the wetland soils, no dimensional specifications, and no engineering support. All they had to go on were a few conversations with design-build vendors, a GIS map, and some internet research.

It is a strong testament to the attractiveness of the project and Jesse Ott's powers of persuasion that he was able to win the State award of \$600k with so little supporting data. So late last summer, the Park Advisory Board learned, that between AFRANA, County CIP, NAPE in-kind contributions, and the State grant, \$1.2 million was lined up to rebuild the boardwalk in 2023.

The next questions asked were about structural design and engineering support from County Public Works. NAPE is a small department with no internal engineering or project management staff. The NAPE director at the time, Lynne McKee, had no relevant expertise, so only Deputy Director Jesse Ott and Resource Coordinator Adam Stebbins could work on the project. I was dismayed to learn that Public

Works engineering was not involved. They could not assist because of the work backlog created by the pandemic. All they could offer was a little help with permitting. No design engineering, no drawings, no cost estimating, no project management.

We intended to build a 25,000 square foot structure to last over 50 years in a harsh environment. I have an extensive professional background in capital project design, budgeting, and management. Details matter. A project of this magnitude cannot be successfully planned and executed without engineering support.

Seeing the need, several Park Board members stepped up and worked with NAPE staff to more fully develop the new design criteria and prepare a Class 20 Budget Estimate. AFRANA set out to build a fund-raising campaign, but of course needed to know the gap. It became quickly apparent that \$1.2 million would not be enough, but could it be done for under \$2 million?

NAPE conducted a vigorous effort to develop a budget by hiring consulting engineers, refining the design criteria, and talking with an assortment of suppliers, contractors, and other boardwalk owners. By March 2023, we had developed a Class 20 Budget estimate of \$2.7 million. This was a shock. We had less than half of the needed funding. The AFRANA-led campaign would need to secure another \$1.5 million. They were game to try and worked hard on preparing the campaign, wanting to be well-organized before publicly launching the effort.

At this time, last spring, it was apparent that the first step of the project, demolition and removal of the old boardwalk, would have to slide until after the County Fair due to lack of NAPE manpower. Please recall that NAPE Director McKee had resigned months earlier and no replacement was in place. This new schedule, with completion pushed back to Fall 2024, and the funding gap, were presented to the County commissioners in late March 2023. You all encouraged NAPE to continue.

There were, of course, many, many other important issues in front of the BOC and the County last spring. You don't need me to remind you of the pressures you were under prior to the May election.

NAPE continued to refine the technical design, and work with AFRANA to build the funding campaign. However, AFRANA is a small organization made up of volunteers with little experience in raising funds for capital projects. Although this is a worthy project with many strong selling points, it soon became apparent that the funding target was too big to meet, and AFRANA withdrew its support for demolishing the boardwalk in 2023.

The Park Board agreed. In June, Board leadership met with Jesse Ott and Tomi Douglas to discuss next steps. We decided that a reset of both the project management and funding strategies were necessary. This is a NAPE project that must be lead and driven by NAPE, not volunteers and consultants. AFRANA cannot be the primary fund-raiser. They should not be counted on for more than \$500k. NAPE and the County must find funds elsewhere to fill the gap, or, do a different project.

The Jackson Frazier Boardwalk Replacement Project is now in limbo. NAPE is diligently moving ahead on technical design in order to be ready to place purchase orders this winter with key suppliers for summer 2024 delivery. Holding to this schedule is essential to maintain compliance with the terms of the State grant. Otherwise, we will be in the awkward position of not being able to accept the State funds. To do so will require the County to fill the gap, to find the money.

There must be a way. This project is too important. There are ways. But the County can't keep hoping volunteers will figure it out. County leadership must take charge, and so far, it hasn't.

Why did this happen? What has brought us to this point? It is, quite simply, a failure of fundamental management. The original Grant application should have never been submitted. The NAPE department lacked the ability to properly plan the project, and no one else recognized it or stepped up to help. The time taken to fill the NAPE Director position was unconscionable. Jesse Ott's performance over the past couple years has been amazing. He has accomplished many remarkable things. But he's not superhuman. County leadership did not give Jesse Ott the resources required to be successful on the Jackson Frazier boardwalk project.

Benton County has not emerged well from the pandemic. From my perspective, this administration is still suffering from Long Covid. The disruptions caused by isolation and loss of key personnel are having serious effects on the remaining staff's ability to perform. And on their motivation.

I do not come to this conclusion lightly. I have been observing the inner-workings of Benton County as a volunteer on advisory boards and special committees for nearly 20 years. In my early years, I would frequently remark to others that I was impressed with how efficient and effective the County was at getting things done. I was an enthusiastic supporter of County staff. I could see the various departments working closely together to conduct projects by sharing skills and filling needs. This cooperative culture came from the view that everyone shares in success. The Benton County Team – At Your Service, Every Day.

Not long ago, Public Works, Parks, and Community Development were all housed in the Avery building. The Public Health people were always engaged, because everything is related to Public Health. There was a "culture of cooperation". Managers and key staff knew each other and what they were working on. They were not just colleagues, but friends. It was easy to go across the hall to get help finding answers.

Now, that culture has been damaged. Covid, retirements, relocations, and resignations have changed everything. Relationships have been weakened. People are working in silos – remotely. Key staff positions have been left vacant for way too long. Many feel overworked and under-appreciated. The result is that Parks can't get the help it should have; and did – back in the good old days.

Fixing this culture, rebuilding team spirit, should be a high priority for the new County Executive and this BOC. A good place to start is with how projects are implemented. Leadership needs to encourage managers to work more closely on developing solid project plans and costs. All capital projects need engineering support. Departments must have budget room to request and receive engineering assistance as needed. Public Works must have the capacity to give it.

In spite of a near-total lack of internal engineering support, NAPE is closing in on having a shovel-ready project. We have used 2023 County CIP funds and AFRANA donations to advance the technical design and submit land-use permit applications. We have a Class 20 budget that has been adjusted to \$3.0 million due to inflation, with about \$150k already spent on planning and engineering. We have retained a structural engineer to provide certified construction drawings, and another consulting engineer is finalizing the detailed layout of over 500 deep pilings, 8000 lineal feet of substructure, and 25,000 square feet of special design features to sub-centimeter accuracy. This Final Design will soon be used to write bid specifications and RFPs for the four critical contracts needed to supply the materials and

construct the new boardwalk. All this is on-pace to happen this winter so we can award contracts in the spring and break ground next summer to comply with the terms of the \$600 grant from State Parks.

The project is ready to happen. All we need is your assurance that the funds will be found to pay for it.

The boardwalk in the Jackson Frazier Wetland is a rare gem. At a time when access to nature is vital to public health, it's loss would be unforgivable. The County must find a way to fund the project.

We on the Park Board regard the boardwalk replacement as a legacy project. Building an improved boardwalk capable of providing full, all-season public access to this remarkable place will be an accomplishment worthy of a great deal of civic and government pride. The people of Benton County value their parks, and the Boardwalk is probably the one that most people value the most. It is close to many, accessible to all, and lets us visit a truly wonderful place whenever we want, or need to. NAPE has designed the new boardwalk to last for many years, many decades – maybe even a century with the right care. And I believe it will get plenty of Tender Loving Care because it is so well loved by the people that live closest to it and visit it nearly every day.

“Here, certainly, is a beautiful piece of wildness, a place to teach us about change and how ephemeral nature is, a place to get lost in, a changing fragment of the past, a living museum, classroom and laboratory, a peaceful place where one can take refuge from the hassles of everyday life and gain inspiration, and a place close to the settled landscape where one can celebrate and wonder about the diversity of the natural world. People must tread softly here. We need space to wander with leisure. To sit. To watch. To listen. To learn. “

- Bob Frenkel

Bob Frenkel made that observation 25 years ago when he led the cooperative effort with the volunteers and the County to build the first boardwalk. It would be a terrible shame to lose the boardwalk during your watch.

The boardwalk project is in limbo. We desperately need you, Commissioners, to get involved and lead us to a decision about what to do next. Should we keep pursuing this design in hopes of receiving funding? If so, then what's the schedule? Don't make staff keep investing resources on a shovel-ready project that will never see a shovel. Or should we start over with a new plan? We can cancel the current State grant, then reapply around a new, smaller, more affordable project. Or should we spend on repairs to keep the existing boardwalk serviceable? What nobody wants is to keep spinning our wheels until the boardwalk is condemned.

Rebuilding the Jackson Frazier Boardwalk is something that will make everyone feel good.

It's the "win" that this BOC needs and our citizens deserve. Regardless of what else happens, you will be able to say "at least we saved the boardwalk". Joe Taxpayer will thank you for it.

Do the right thing. Find a way to fund a new boardwalk in 2024. But if that's a bridge-to-far, then please lead us to the answer of what to do instead.

Thank you. I will take questions.



**Office:** (541) 766-6082

**Fax:** (541) 766-6893

205 NW 5<sup>th</sup> St.  
Corvallis, OR 97330

co.benton.or.us

## **Snapshot: County Administrator Travel VLOG - Public Outreach Campaign**

*Updated: August 30, 2023*

### **Objective**

Introduce Rachel McEneny, the new Benton County Administrator, to Benton County employees and community members through an engaging video blog (VLOG) documenting her journey to Oregon.

### **Themes**

- About Rachel
- Why Rachel is Choosing Benton County
- The Journey
- Feedback from the Audience about Benton County
- Promote In-Person Meet-and-Greet Event with Rachel

### **Participants**

- Rachel McEneny
- Cory Grogan
- Rachel's Father
- Yaeger
- John Harris

### **Equipment**

- [VLOG KIT](#)
- [Smartphone gimble](#)
- [SelfieStick](#)
- [Phone mount](#)

### **Deliverables and Timeline**

- **Equipment Info Sent to Rachel**
  - Cory to send equipment information to Rachel (by August 31).
- **Equipment Purchase Decision**
  - Decide whether Benton County will purchase the equipment or if Rachel will buy it personally (by September 20).

- **Commissioners Notification**
  - Cory to inform the Commissioners about the VLOG project (by September 10).
- **Event Coordination**
  - Coordinate with Tracy to gather information about the in-person meet-and-greet event with Rachel (by September 10).
- **Equipment Practice**
  - Rachel to practice using the VLOG Kit (by September 21).
- **Filming Dates: September 23, 25, 27**

#### **Episode 1 - September 23: Leaving New York (Rachel)**

- Intro to VLOG
  - Why filming the VLOG
  - Get to know a little bit about me
- Intro to dad and Yaeger
- Film surroundings with gimbal
- About the trip
- Something about Rachel that you should know
- Why coming to Benton County
- Best place to eat in Benton County
- Promote the in-person meet-and-greet event

#### **Episode 2 - September 25 (Rachel)**

- Intro
  - Elaborate on why filming the VLOG
  - Perhaps give another reason
- Describe where you are
- Film surroundings with gimbal
- Check in on dad and Yaeger
- Something about Rachel that you should know
- Something you are excited about coming to Benton County
- Best place to hike in Benton County
- Promote the in-person meet-and-greet event

#### **Episode 3 - September 27 (Rachel)**

- Intro
  - This is the third and last episode of the video blog of my journey to Benton County from New York. I am filming so you

can get to know me a bit better and to let you know why I am excited to come to Benton County.

- Describe where you are
  - Film surroundings with gimbal
  - Check in on dad and Yeager
  - Something about Rachel that you should know
  - Something you are excited about coming to Benton County
  - One thing I should know about Benton County
  - Promote the in-person meet-and-greet event
- **Post-Production: Filming Completed withing 48 hours of receiving video**
    - Post the VLOG to YouTube.
    - Share it on social media.
  - **Video Editing and Posting**
    - Cory, JonnaVe, and John Harris to edit and post/share the video.
    - John Harris to develop a VLOG template.
  - **Episode Posting on September 25, 27, and 29 (Cory or JV)**
    - YouTube
    - Benton County Employees' channels
    - Social media channels
  - **Analytics and Evaluation**
    - JV or Cory to pull analytics, including employee views, social media reach, and engagement.

This plan outlines the strategy and timeline for Rachel McEneny's VLOG as part of the public outreach campaign for Benton County, with specific tasks and dates for each phase of the project.

### **Additional Information**

My hope is you will be able to shoot three blogs and send the video within 24 hours of shooting. We could then release the edited version within 48 hours of receiving the video.

You could drop video files on a Google Drive. My ask would be to try and keep any verbal sections to 2 to 5 minutes. Miscellaneous footage of driving, areas shots, Yeager and Dad should be between 15 and 30 seconds (unless dads talking and telling his story of course). Don't feel you have to pan in every shot, simple lock-down shots are great too. We can edit everything together.

For equipment, you may also want to get a selfie stick and a car mount for your phone. Shoot video driving, etc. Benton County can purchase the equipment if you would like.

Here are some shots to get:

- Front door getting ready to leave
- Packed car/truck
- Shots of dad and dog doing stuff
- Get footage of car driving
- Shots of surrounding
- Shots of signs in areas you are at or have been through

### **Episode 1: Leaving New York**

- Intro: Introduce yourself and the blog: I'm Rachel McEneny the new Benton County Administrator, documenting my travel for you to get to know me a bit and share my excitement. A blog on the way to Oregon to show the progress of our trip. Learn about me, meet my dad and dog (shot of dad waving and dog). Say hi dad. (Idea is setting the stage for what to expect on the episodes, "I'll be posting a couple of updates about our journey to Benton County...")
- Excited to come to Benton County because ...
- Say hi dad ...
- Another shot of dog ...
- A little about me ...
- A shot from the road/first stop ...
- I'd like to learn more about Benton County, best place to hike ...
- I'm excited to meet folks in person, join me on \_\_\_\_\_ for \_\_\_\_\_
- That's all for my first check-in will be sending another update near our halfway point of the trip
- Thanks for tuning in and we'll be posting another update soon. Say bye dad and Yeager

### **Episode 2: Somewhere in middle America**

- I'm Rachel McEneny the new Benton County Administrator, and this is our second v-log about our journey to Benton County. Checking in from \_\_\_\_\_ with my dad and dog. Shot of area. We're about halfway(?) to Oregon. What a journey. Can't wait to see the west coast. This is a blog on the way to Oregon to show the progress of our trip and to introduce myself to you. Shot of dog. Say hi dad. (Idea for this episode is more personal about you, dad, Yeager, hobbies, family, what you have been doing on the journey, what you have enjoyed seeing and what you are looking forward to in Benton County, both personally and professionally. I see this as the real "Get to know and introduce Rachel" episode.) episode
- We really enjoy....
- So far we have seen some really cool things....
- Excited to come to Benton County because ...
- Say hi dad ...
- Another shot of dog ...
- A little about me ...
- A shot from the road ...



- I'd like to learn more about Benton County, best community event...
- I'm excited to meet folks in person, join me on \_\_\_\_\_ for \_\_\_\_\_
- That's all for our second installment, will be sending another update as we approach Oregon
- Thanks for tuning in, say bye dad and Yeager

### Episode 3: Entering Oregon

Close to arriving, really excited be here, really excited to explore great places to go in Benton County thanks for watching (This is the final episode and should highlight your arrival to Oregon First, then eventually Benton County. What do you see, anything you didn't expect visually, how is your excitement level the closer you get. What does dad think, is Yeager looking excited, etc. Lastly it should be at your final destination to sign off, thank everyone for following and tuning in and let folks know you're excited to meet the community.)

Crossing borders entering Oregon, shots of signs, states, cities b-roll footage, making progress, Oregon and Benton County shots,

- I'm Rachel McEneny the new Benton County Administrator, and this is the third and final installment of our v-log about our journey to Benton County. We're entering Oregon! I'm so excited to be here, it's beautiful. Shots enetering Oregon, things that impress you, shot of dog. Dad, thoughts?
- How has the journey gone.
- Favorite parts, has anticipation been building.
- What's it been like documenting this experience with dad and Yeager
- Excited to come to Benton County because ...
- What do you want to say about the journey dad ...
- Another shot of dog ...
- A shot from the road ...
- I'd like to learn more about Benton County, best place to eat ...
- I'm excited to meet folks in person, join me on \_\_\_\_\_ for \_\_\_\_\_
- Thanks for tuning in, any closing thoughts for everyone dad?
- Signoff from Rachel, Dad and Yeager



Board of Commissioners

Office: (541) 766-6800

Fax: (541) 766-6893

4500 SW Research Way

Corvallis, OR 97333

co.benton.or.us

## AGENDA

### BENTON COUNTY BOARD OF COMMISSIONERS MEETING

#### Goal-setting Work Session

Tuesday, September 12, 2023 9:00 AM

How to Participate in the Board of Commissioners Meeting		
In-Person	Video	Phone Audio
Kalapuya Building	<a href="#">Click for Zoom link</a>	Dial: +1 253 215 8782
4500 SW Research Way	Zoom Meeting ID: 925 5397 8493	
Corvallis, OR	Zoom Passcode: 770968	

### 1. Opening

- 1.1 Call to Order
- 1.2 Introductions
- 1.3 Announcements

### 2. Review and Approve Agenda

### 3. Discussion Topics

- 3.1 30 minutes – Strategic Communications Update – *Cory Grogan, Public Information Officer*
- 3.2 45 minutes – Federal Legislative Debrief – *Rick Crager, Interim County Administrator; Michael Skipper, CFM Advocates*
- 3.3 30 minutes – Collaborative Permitting Project – *Darren Nichols, Community Development; Rick Crager, Interim County Administrator*
- 3.4 15 minutes – Exotic Animal Ordinance – *Tomi Douglas, Jesse Ott; Natural Areas, Parks, and Events*

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.

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 to the Board of Commissioners Office, (541) 766-6800.

9/8/2023 3:12 PM

- 3.5 20 minutes – Parks Board Update on Jackson-Frazier Boardwalk Effort – *Tomi Douglas, Jesse Ott, Natural Areas, Parks, and Events; David Smith, Parks Advisory Board*
- 3.6 5 minutes – Approval of Annual Membership Renewal Notice from Albany Chamber of Commerce – *Benton County Commissioners*
- 3.7 15 minutes – County Administrator Updates – *Rick Crager, Interim County Administrator*
- 3.8 30 minutes – Commissioner Updates – *Benton County Commissioners*

#### **4. 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.”

---

*The Board of Commissioners may call an executive session when necessary pursuant to ORS 192.660. When the executive session is part of a regular, special, or emergency meeting, and the need for the executive session is known in advance, the Board need not provide advance notice, but will strive to do so. If the need is not known in advance, the Board shall announce when it goes into and when it comes out of executive session. If an executive session only will be held, notice shall be given as for all public meetings (ORS 192.640 (2)). The proper cite under ORS 192.660 shall always be given.*

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 to the Board of Commissioners office 541-766-6800.

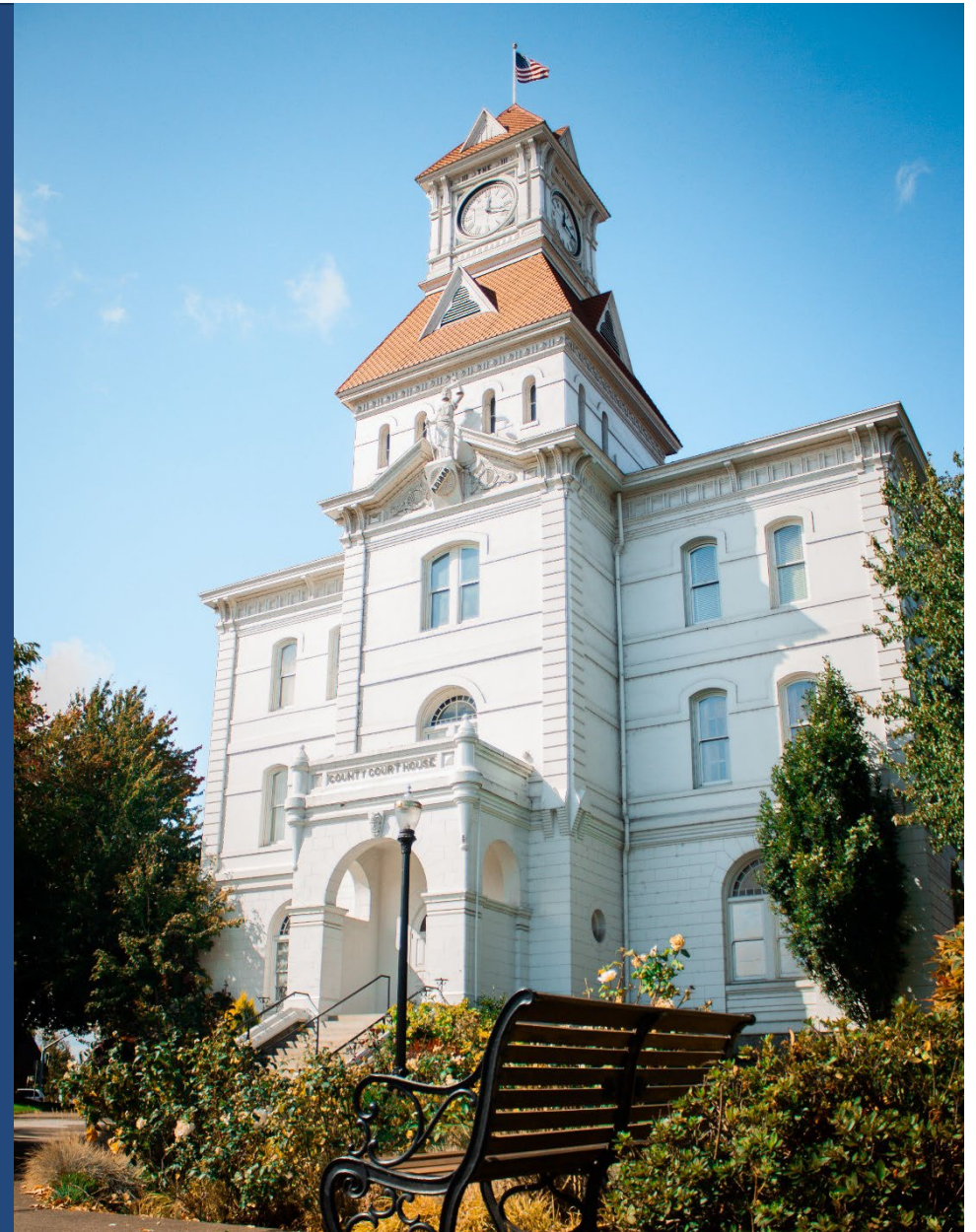
# Benton County Communications

Quarter 2 – 2023

Outreach impact & return on investment

Public Information, JonnaVe Stokes

July 2023



# Review of Quarter 2 - 2023



# Today's agenda

- Vision, mission & core values
- Website - Traffic, sources & top pages
- Social media - Engagement, growth & top content
- Email subscribers - Open & engagement rates
- Advertising impacts - Print, digital, radio & television
- Employee outreach - Open & engagement rates
- Glossary of metrics
- Appendix

# 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 work in our community through 2040 Thriving Community Initiatives.*



# 2040 Thriving Community Initiatives

## 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 →

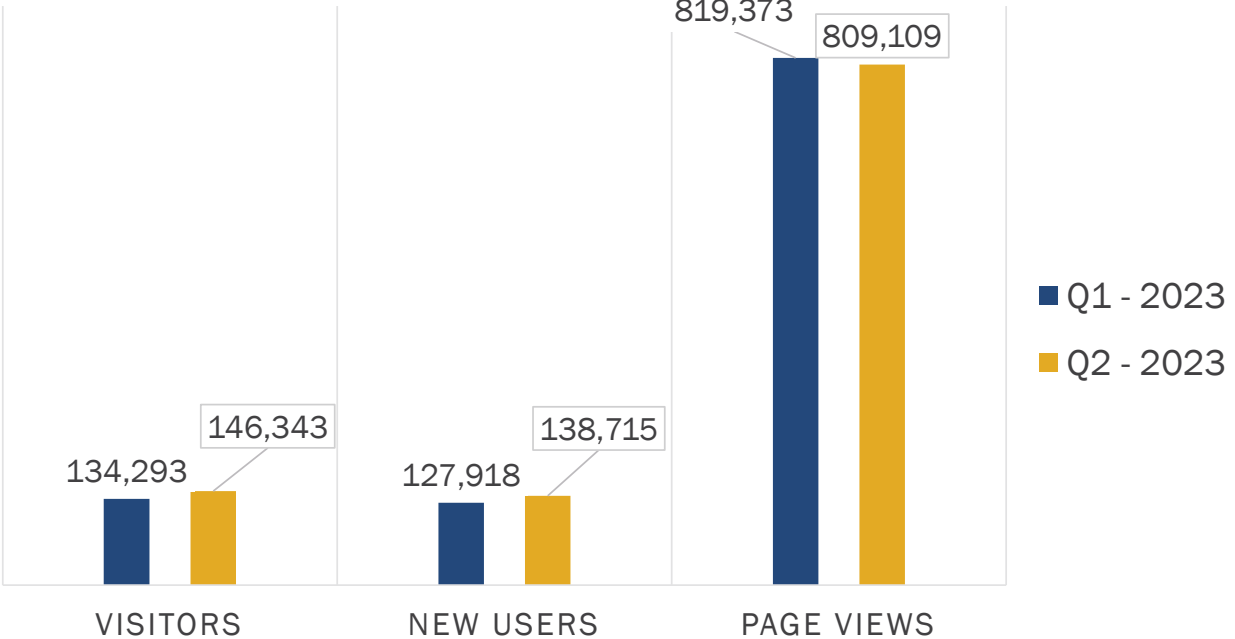
# Web traffic and sources

---

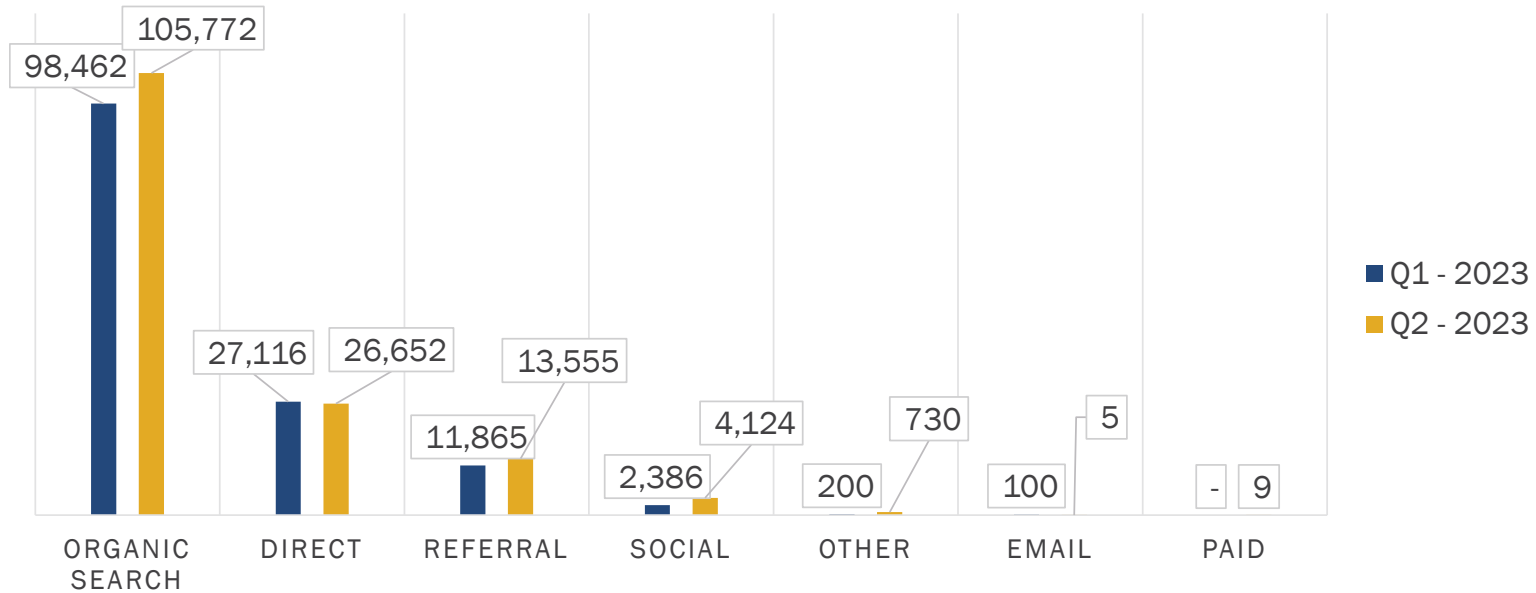
Quarter 2 - 2023 Traffic



# Total web traffic



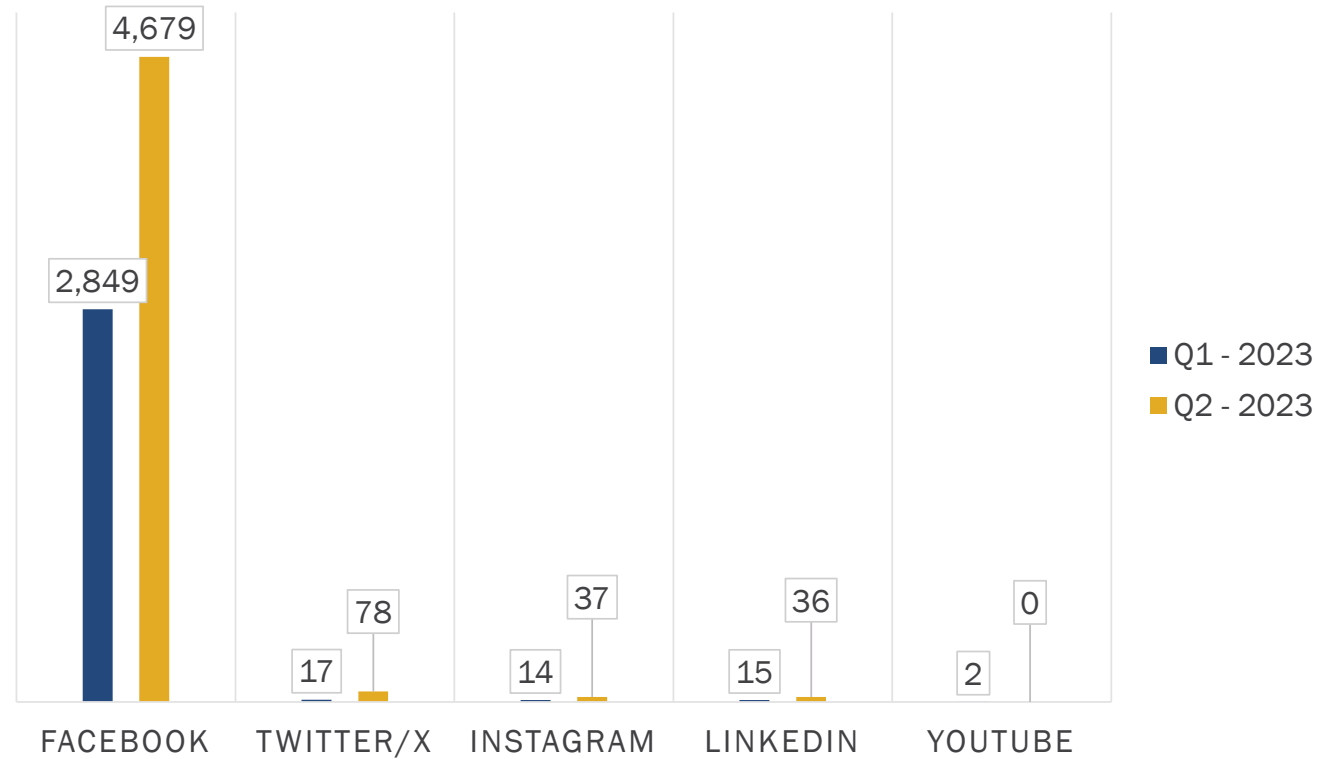
# Traffic sources



- **Organic search** = traffic that comes to your site from a search engine, but that isn't paid for.
- **Direct** = traffic that does not come from a referring website.
- **Referral** = traffic that arrives on your website through another source, like through a link on another domain.
- **Social** = traffic coming to your website, mobile site or mobile app from social networks and social media platforms.
- **Other** = traffic that is not recognized within Google's default system defined channel rules like "Email" or "Social".



# Traffic by social channel



# Top 5 viewed pages

## Quarter 1 - 2023

1. 169,361 Inmate custody list - Sheriff's Office
2. 104,417 Property search results - Assessment
3. 38,776 Inmate release list - Sheriff's Office
4. 20,339 Daily activity log - Sheriff's Office
5. 20,255 Homepage - Board of Commissioners

## Quarter 2 - 2023

1. 151,204 Inmate custody list - Sheriff's Office
2. 120,816 Property search results - Assessment
3. 57,425 Inmate release list - Sheriff's Office
4. 22,517 Daily activity log - Sheriff's Office
5. 18,299 Homepage - Board of Commissioners

# Social media

---

Quarter 2 - 2023 Engagement



## Social engagement

Likes, comments, shares, and link clicks.

## Social reach

Number of accounts that saw content on our pages.

**NEW:** Benton County Public Podcast series, episode II (JFW) and III (2023 wildfire season) receive 166 listening sessions.



### Quarter 1 - 2023

Channel	Post reach	Video reach	Post engagement	Video engagement
Facebook	*69,012	*5,232	*1,638	180
Instagram	*23,992	*1,409	*682	*206
LinkedIn	8,993	55	1,155	43
Linktree	217	n/a	20	n/a
Nextdoor	50,754	n/a	131	n/a
Twitter / X	30,900+	n/a	248	n/a
YouTube	n/a	*613	n/a	*24
<b>Totals</b>	<b>183,868</b>	<b>7,309</b>	<b>4,303</b>	<b>1,902</b>

### Quarter 2 - 2023

Channel	Post reach	Video reach	Post engagement	Video engagement
Facebook	121,314	3,243	5,465	421
Instagram	27,491	0	704	0
LinkedIn	5,266	530	392	59
Linktree	310	n/a	106	n/a
Nextdoor	21,973	n/a	220	n/a
Twitter / X	26,125	n/a	704	n/a
YouTube	n/a	1,601	n/a	84
<b>Totals</b>	<b>202,479</b>	<b>7,446</b>	<b>7,591</b>	<b>323</b>

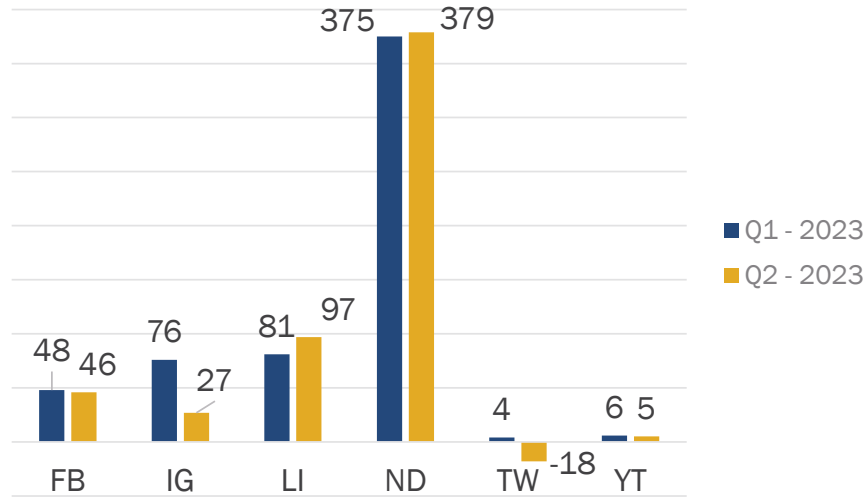
# A look at our audience

---

Quarter 2 - 2023 Engagement

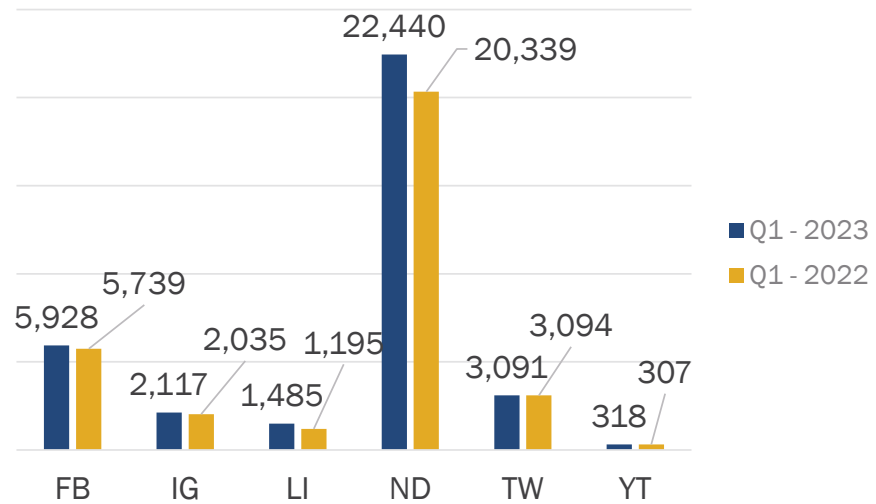


# Follower growth



## Growth this quarter

554 new followers



## Followers per channel

35,933 total followers





# Follower demographics



## Facebook

**Corvallis – 38.5%**  
Albany – 11.9%  
Philomath – 6%  
Monroe – 2.4%  
Lebanon – 2.2%  
Eugene – 1.9%  
Salem – 1.8%  
Portland – 1.6%  
Adair – 0.9%

Under 25 – 3.4%  
25-34 – 18.7%  
**35-44 – 27.8%**  
45-54 – 23.1%  
55+ - 27%

**75.6% women**  
24.4% men



## Twitter / X

No info. available



## Instagram

**Corvallis – 37.6%**  
Albany – 14.1%  
Philomath – 6.5%  
Eugene – 2.3%  
Salem – 2%

Under 25 – 7.2%  
25-34 – 24%  
**35-44 – 31.7%**  
45-54 – 20%  
55+ - 18.1%

**77% women**  
23% men



## YouTube

**Corvallis – 1.6%**  
  
Age and gender:  
**\*Not enough data**



## Nextdoor

Springhill – 2,193  
Philomath – 1,838  
Timberhill – 1,166  
35<sup>th</sup>/Harrison – 1,127  
The Woods – 991  
Coho/S.Town – 848  
Campus – 781  
W. Landing – 649  
Crescent V. – 616  
Chintimini – 593

**47% of our followers**



## Linked in

**Portland – 50.0%**  
Fayetteville – 10%  
Kennewick – 7.8%  
Minneapolis – 5.9%  
Eugene – 4.3%  
Seattle – 2.1%  
Iowa City – 1.2%  
Bend – < 1%

Industries:  
**Government – 44%**  
Higher Education – 6.2%  
Healthcare – 2.4%  
Info. Technology – 2.3%  
Mental Health – 1.7%  
Education Admin Programs – 1.5%  
Non-profit – 1.5%  
Hospitals – 1.4%  
Construction – 1.2%



# Top + bottom social content

---

Quarter 2 - 2023 Engagement



# Facebook top content - Q2 2023



**12,455 / 499**

Starting today, you'll see ODOT in the water on a floating platform drilling near the existing Van Buren Bridge to prepare for construction. Learn more about construction and potential impacts:  
<http://ow.ly/Hm21500G0I4>



**8,370 / 529**

The Benton County Fair & Rodeo proudly presents the 2023 Main Stage line-up!

See which artists are performing this year:  
<http://ow.ly/mWGF500wZz7>



**7,308 / 241**

It's National Fentanyl Awareness Day

DYK, this is a national public health crisis? People, especially young people, are ingesting illegally made fentanyl without knowing it and dying at alarming rates as a result.

Learn the facts about fentanyl: <http://ow.ly/VxJA5002tr7>



**4,631 / 204**

Construction activities have started on the Van Buren Bridge.

@oregondot is working on the east side of the river to set up the construction staging area. More equipment will move into the staging area over the next several weeks. Learn more about construction staging and potential impacts: <http://ow.ly/CCHh5002wg6> or get more details: <http://ow.ly/L4FE5002wg9>



# Facebook bottom content - Q2 2023

**Did you know?**  
In the Linn, Benton, Lincoln region, there were 14 service areas with fewer than 5 mental health care providers in 2021.

Benton County HEALTH DEPARTMENT  
Partnership for Community Health Linn, Benton & Lincoln Counties

201 / 4

En/Sp Learn what impacts health in your community and share your feedback about the health priorities for Linn, Benton, and Lincoln counties.

Take a very short survey to help identify the top 3 health issues in your community. <https://bit.ly/>

**KNOW THE SIGNS OF AN OVERDOSE**

LEARN MORE Fentanyl Aware

204 / 11

Our first Fentanyl awareness information session is TOMORROW at 6:30pm. Please share!

For more info, please visit: <http://ow.ly/hlPe500jZbC>

1865 June 19

**GENERAL ORDER**

224 / 4

How did #Juneteenth become a holiday?

It became a holiday when freed people decided to hold a celebration every June nineteenth.

Learn more about how Juneteenth became a holiday: <http://ow.ly/C2Xx50JtQ6V>

Benton County OREGON

Benton County Solid Waste Process Workgroup is "Talking Trash"

Provide your feedback

You can learn more at [Bit.ly/BentonCoGov-BCTT](http://bit.ly/BentonCoGov-BCTT) OR scan the code for more info.

242 / 4

En/SP Don't forget that tomorrow night is the LAST Benton County "Talks Trash" – Solid Waste Process Workgroup in-person Community Open House event!

MORE: <https://bit.ly/BentonCoGov-BCCTApr4OpenHouse>

# Facebook top GIFs/videos - Q2 2023



Highway 20 at Granger Avenue and Independence Highway

15,542 / 1,329

Check out the latest @OregonDOT's safety improvements along U.S. 20 between North Albany and Corvallis:  
<https://youtu.be/Etf8pPyuyUU>



0:01 / 0:27

768 / 178

Come on out to the Jackson-Frazier Wetland today from 4-6pm. The Alliance For Recreation and Natural Areas will be hosting tours of the site. Come learn about wildflowers, wetlands and boardwalks (maybe even see an elk 😊)

<https://www.afrana.org/home>



JUNE TEENTH FREEDOM DAY  
JUNE 19

681 / 21

Benton County Offices will be closed on Monday, June 19, 2023, in observance of the Juneteenth holiday.

The Benton County Sheriff's Office will continue with patrols during the closure.



June 20, 2023 Board Meeting - Recorded live  
Benton County, Oregon

Meeting Room

3:45 / 38:16

zoom

252 / 20

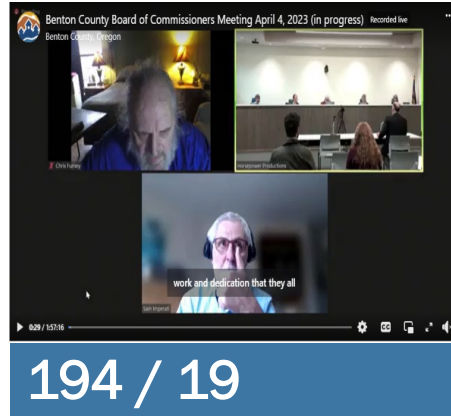
Benton County Board of Commissioners Meeting June 20, 2023



# Facebook bottom GIFs/videos - Q2 2023



Part 1 Benton County Board of Commissioners Meeting April 4, 2023



Part 2 Benton County Board of Commissioners Meeting April 4, 2023



Benton County Board of Commissioners Meeting April 18, 2023



Benton County Board of Commissioners Meeting May 2, 2023



# Instagram top content - Q2 2023



1,309 / 54

Construction activities have started on the Van Buren Bridge. @oregondot is working on the east side of the river to set up the construction staging area. Learn more about construction staging and potential impacts: <http://ow.ly/CCHh5002wg6> or get more details: <http://ow.ly/L4FE5002wg9>



941 / 58


Thank you @or.drones for these amazing aerial photos of the Van Buren Bridge construction being completed by @oregondot



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

925 / 30

The unofficial vote count shows that Measure 2-140 will not pass. The County remains committed to addressing core issues of community safety, mental health, and homelessness. We would like to thank community members who shared their voices and voted. Participating in elections is one of the key freedoms of American life. Check out the story by @kezi9news: <http://ow.ly/KweV500s9sP> and



614 / 29

All Benton County offices are closed today in observance of Juneteenth.

On Mar 1, 2022 the #BentonCountyBoardOfCommissioners adopted a resolution to encourage staff & community members to participate in celebration, education & reflection on June 19.

Review the proclamation (p. 69): <http://ow.ly/aCoF500EJc1>



# Instagram bottom content - Q2 2023



With wildfire season around the corner, on WED join @oregonstatefiremarshal and @oregonoem for tips on how to prepare yourself for evacuation. Learn what steps you can take to prepare yourself, your family, and your pets.



This month see who's playing at the fair, join us for an open house, help update our natural hazard mitigation plan, and more!

Sign up and/or review the June E-news at:  
<https://conta.cc/45N94yf>

#BentonCoGov  
#AtYourServiceEveryDay



112 / 2

Benton County honors National Public Works Week: The American Public Works Association's theme this year is "Connecting the World Through Public Works." Public works connects all of us through infrastructure and service, enhancing the quality of life for the communities these professionals serve.

Thank you Public Works Professionals #NPWW



This month see what happened at the Kalapuya Open House, celebrate National Preservation Month, share your feedback about road improvements, and more!

Sign up and/or review the May E-news at:  
<http://ow.ly/ACaj500cEWk>

#BentonCoGov  
#AtYourServiceEveryDay



# LinkedIn top content - Q2 2023



734 / 67

On Tuesday, the Benton County Board of Commissioners recognized the County's Fleet Team for being awarded 4th place in the 2023 NAFA Fleet Management Association's 100 Best Public Fleets competition!



373 / 82

Thank you Gerding Builders for your support on the #Sustainable Kalapuya Building project that will serve Benton County for many years into the future! + REPOST from Gerding Builders



442 / 28

Attend a meet-and-greet event for the County Administrator finalists, send congratulations to the #fleetmanagement team, watch the new Crisis Center groundbreaking ceremony, and more!



315 / 24

BC, Corvallis, and the CSC are part of a pilot program sponsored by Oregon State HB 4123 to support a coordinated response to homelessness. As required by HB 4123 (2022), staff from the newly formed Benton County Coordinated Homelessness Response Office are preparing a 5-year strategic plan to be finalized this summer.



# LinkedIn bottom content - Q2 2023



The Benton County "Talks Trash" Solid Waste Process Workgroup has published its final report <https://lnkd.in/g8m9aQxJ>.

Thank you to community members and stakeholders who volunteered thousands of hours supporting the workgroup!



Episode 1 of Benton County's brand new Public Podcast: <https://lnkd.in/gzigsFw>

Episode 1 of the series features history of Coffin Butte, Solid Waste Workgroup, what & what we can all do to decrease consumption. Stay tuned for our next episode in May!



Community members,

Tomorrow is the LAST DAY to submit your feedback on the Benton County "Talks Trash" Solid Waste Process Workgroup final report.

View the report: <http://ow.ly/2xKS50NjvYw>

Share your feedback: <http://ow.ly/ZAAM50NjvYy>

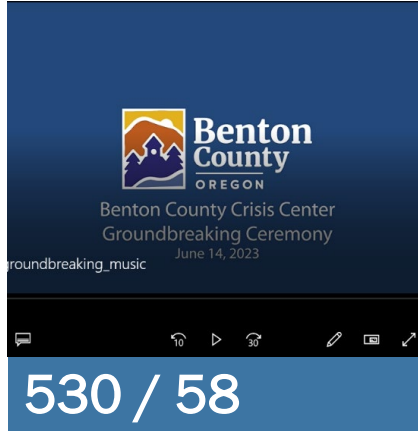


Next Friday is the LAST Day to submit your feedback on the Benton County "Talks Trash" Solid Waste Process Workgroup FINAL report.

View the report: <http://ow.ly/2xKS50NjvYw>

Share your feedback: <http://ow.ly/ZAAM50NjvYy>

# LinkedIn videos - Q2 2023



This morning, elected officials, architects, builders, staff, and partners attended the official groundbreaking ceremony for the future Benton County Crisis Center. The County is working to create a voluntary walk-in treatment-centered facility to serve as an alternative to the emergency room and provide stabilization for individuals experiencing mental health crises, along with referrals and support for ongoing behavioral health services.

Watch a video of the ceremony: <https://ow.ly/e7y450000j5>

View the photos: <https://ow.ly/4va750000j8>



# Linktree top content - Q2 2023



20 / 7 engagements

Benton County Fair & Rodeo proudly announces 2023 Main Stage Line-up!



20 / 4

Van Buren Bridge project details



20 / 4

Linn Together Mental Health First Aid Trainings



17 / 6

Benton County Public Podcast - episode #1

# Nextdoor top content - Q2 2023

\*no options to post videos



3,773 / 95

The Benton County Board of Commissioners officially received the Benton County Talks Trash Solid Waste Process Workgroup final report on June 13 during the Board's Goal Setting Meeting at the Kalapuya Building in Corvallis.



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

3,660 / 95

The unofficial vote count shows that Measure 2-140 will not pass. The County remains committed to addressing core issues of community safety, mental health, and homelessness.



2,952 / 95

BC, Corvallis, and the CSC are part of a pilot program sponsored by Oregon State HB 4123 to support a coordinated response to homelessness. As required by HB 4123 (2022), staff from the newly formed Benton County Coordinated Homelessness Response Office are preparing a 5-year strategic plan to be finalized this summer.



1,809 / 2

This month see who's playing at the fair, join us for an open house, help update our natural hazard mitigation plan, and more!

# Nextdoor bottom content - Q2 2023

\* no options to post videos



Meet the  
**COUNTY ADMINISTRATOR  
FINALISTS**

Aaron Cubic Rachel McEneny Nancy Newton

Benton County  
www.co.benton.or.us | ploinfo@bentoncounty.or.gov

**879 / 2**

Benton County is pleased to announce an upcoming event, "Meet the County Administrator Finalists," providing community members with an opportunity to interact with the final three candidates for the position of County Administrator.



**Benton County Public  
PODCAST**  
- Episode 2

Hear about the work happening at the Jackson-Frazier Wetland with Natural Resources Coordinator Adam Stebbins, Natural Areas Parks & Events Deputy Director Jesse Ott & host Dan Crall

Benton County  
OREGON  
co.benton.or.us

**1,094 / 1**

Benton County is excited to announce episode two of its new public podcast, the "Benton County Public Podcast". This podcast is a platform for County officials and community members to engage in meaningful conversations about the issues that matter most to the residents of Benton County.



**The May  
e-newsletter  
is here!**

Benton County  
OREGON

**1,110 / 0**

This month see what happened at the Kalapuya Open House, celebrate National Preservation Month, share your feedback about road improvements, and more!



**The April  
e-newsletter  
is here!**

Benton County  
OREGON

**1,162 / 0**

Thank you to community members and stakeholders who volunteered thousands of hours supporting the workgroup!

An extended public comment period starts tonight and runs through May 26 using this link: <https://www.surveymonkey.com/r/BentonCoGov-FinalReportFeedback>.





# Twitter / X top content - Q2 2023



**2,714 / 133**

Starting today, you'll see @OregonDOT in the water on a floating platform drilling near the existing Van Buren Bridge to prepare for construction. Drilling will happen during the day between 8am & 5pm, Mon - Fri.




 **Benton County**  
OREGON


At your service,  
*every day.*

**927 / 38**

Emergency Management is looking for your feedback to update the County's Natural Hazard Mitigation Plan.

Take the survey today:  
<http://ow.ly/Yfsh500uFES>





 **Benton County**  
OREGON

At your service,  
*every day.*

**869 / 28**

Today is the LAST day to share your feedback and help update the County's Natural Hazard Mitigation Plan.



 **Benton County**  
OREGON

At your service,  
*every day.*

**633 / 18**

Emergency Management is looking for your feedback to update the County's Natural Hazard Mitigation Plan.

Provide your feedback by June 13 at: <https://t.co/PIKbr7fTmW>

@BentonCoSheriff  
<https://t.co/fv1BYnKpbh>



# Twitter / X bottom content - Q2 2023



23 / 22

Repost of shared pics by or.drones



27 / 2

Repost of shared pics by or.drones



47 / 2

Thank you for these aerial photos @or.drones



51 / 2

Repost of shared pics by or.drones



# YouTube top videos – Q2 2023



**Regional Community Health Improvement Planning**  
2022-2026

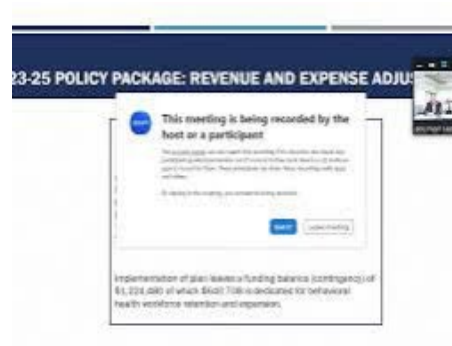
Partnership for Community Health  
Linn, Benton & Lincoln Counties

**1,489**

2023 Regional Health Assessment Presentation – English

STEP 1: Watch this video!  
STEP 2: Take the survey!

To learn more, visit [bit.ly/BCHD-CommunityHealthImprovement](https://bit.ly/BCHD-CommunityHealthImprovement)



**23-25 POLICY PACKAGE: REVENUE AND EXPENSE ADJUSTMENTS**

This meeting is being recorded by the host or a participant

**1,442**

Benton County 23-25 Budget Committee Meeting May 8, 2023



**Benton County Public PODCAST**  
- Episode 1

"Talking Trash" with Solid Waste Process Workgroup member Kathryn Duvall, Community Development Director Greg Verret & host Dan Crall

**882**

Benton County Public Podcast – Episode 1



**796**

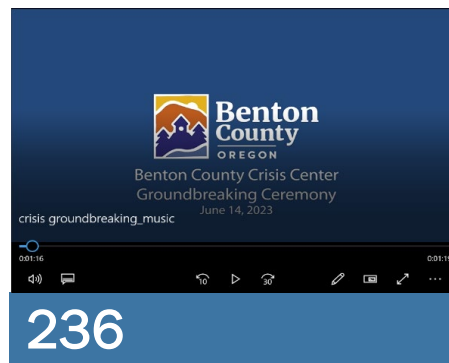
Benton County Board of Commissioners Meeting June 6, 2023

# YouTube bottom videos - Q2 2023



216

2023 Evaluación Regional de la Salud Comunitaria - Presentacion en Español



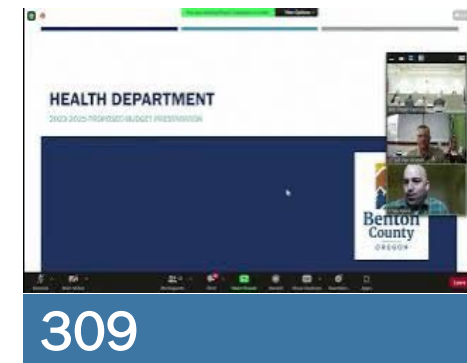
236

Benton County Crisis Center groundbreaking ceremony - June 14, 2023



272

Behind the scenes of the H.O.P.E. Advisory Board Meeting - May 24, 2023



309

Benton County 2023-25 Budget Committee Meeting, May 1, 2023

# Glossary – social media

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

# Email subscribers

---

Quarter 2 - 2023 Engagement



## Email subscribers 11,490

- 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 = **20%** vs. **40%**
- 2023 average click rate = **2.2%** vs. **2%**



### Quarter 1 - 2023

Audience	Emails sent	Open rate	Engagement rate	New subscribers	Unsubscribes
E-news	82,824	50%	2%		
Employees	2,498	24%	4.5%		
JSIP	1,451	41%	6%		
Media	1,691	Not trackable	Not trackable		
SP Media	67	18%	0%		
SWPW	3,376	34%	6.2%		
<b>Totals</b>	<b>91,907</b>	<b>Ave. 33%</b>	<b>Ave. 3.7%</b>	<b>3,341</b>	<b>681</b>

### Quarter 2 - 2023

Audience	Emails sent	Open rate	Engagement rate	New subscribers	Unsubscribes
E-news	<b>89,187</b>	<b>14%</b>	<b>1.13%</b>		
Employees	<b>1,873</b>	<b>16.5%</b>	<b>2%</b>		
JSIP	<b>864</b>	<b>23%</b>	<b>1%</b>		
Media	<b>990</b>	Not trackable	Not trackable		
SP Media	<b>64</b>	18%	0%		
SWPW	<b>1,149</b>	<b>27%</b>	<b>6.7%</b>		
<b>Totals</b>	<b>94,127</b>	<b>Ave. 20%</b>	<b>Ave. 2.2%</b>	<b>99</b>	<b>206</b>

# Greenvelope

**Kalapuya Open House – Apr., 41% open rate**

- 129 views, 177 engagement, 82 attending

**Crisis Center groundbreaking ceremony – Jun., 53% open rate**

- 78 views, 57 engagement, 47 attending

**Meet the County Administrator finalists – Jun., 39% open rate**

- 208 views, 88 engagement, 70 attending

**Average open rate: 44%**



**Benton  
County**  
OREGON

## OPEN HOUSE

Kalapuya Bldg, 4500 SW Research Way,  
Corvallis, OR 97333



🕒 Thursday, April 20, from 5:30 p.m. to 7:00 p.m.

For more information or to RSVP email: [pioinfo@bentoncountyor.gov](mailto:pioinfo@bentoncountyor.gov)

## Meet the Benton County Administrator Finalists



Wednesday, June 28, 2023, 4:30 - 6 p.m.  
Kalapuya Bldg, 4500 SW Research Way, Corvallis

For more information or to RSVP email: [pioinfo@bentoncountyor.gov](mailto:pioinfo@bentoncountyor.gov)

## Breaking Ground



Benton County  
Crisis Center  
240 NW 4th Street  
Corvallis, OR

Wednesday, June 14, 2023 at 10 a.m.

For more information or to RSVP email: [pioinfo@bentoncountyor.gov](mailto:pioinfo@bentoncountyor.gov)

# Advertising impacts

---

Quarter 2 - 2023 Engagement



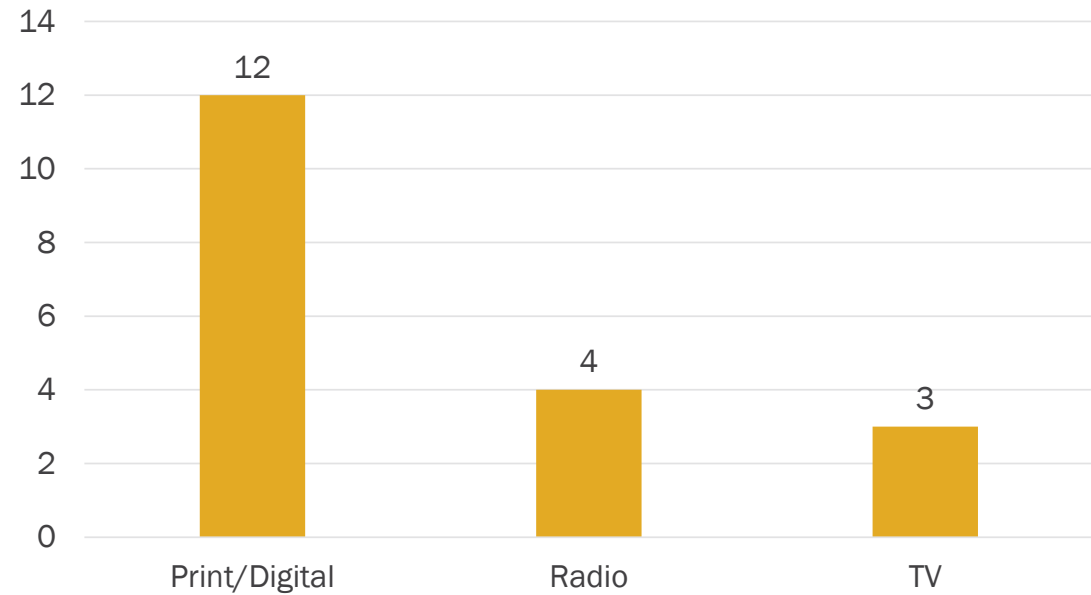
# Types of ads

- **Print & Digital**
  - Alsea Valley Voice - 1
  - Corvallis Advocate - 3
  - Gazette-Times - 5
  - Philomath News - 3
- **Radio**
  - KRKT (99.9 FM), KLOO (106.3 FM), KLOO (1340 AM), KEJO (1240 AM) - 1
  - KORC (1.05.9 FM) - 3
- **Television**
  - KEZI - 3



## Total ads shared

■ Q2 - 2023





# Print & digital ads

Print and digital ads: 12

Total investment: \$9,829

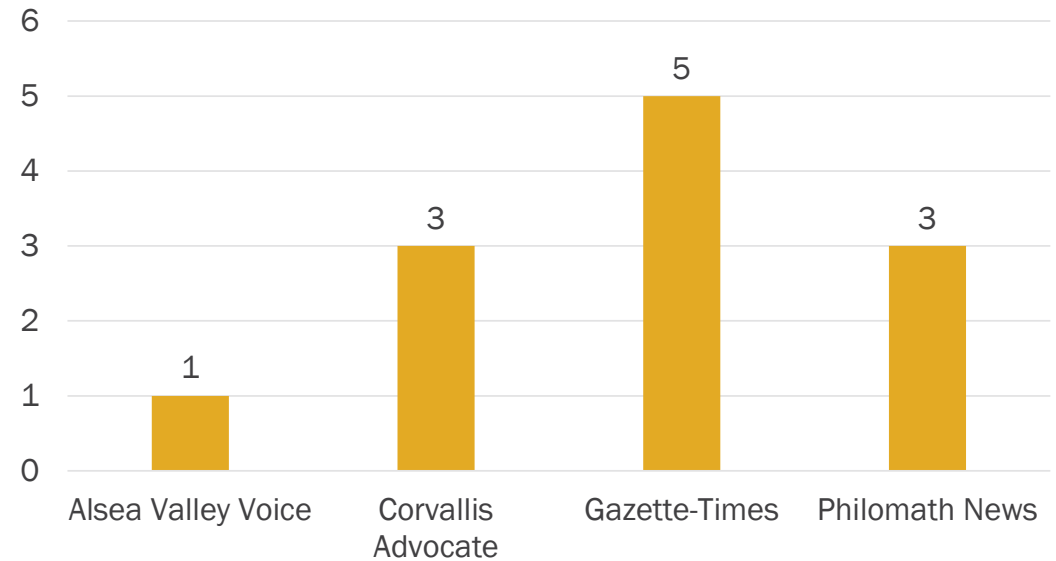
- **Alsea Valley Voice - \$55**
  - We're hiring - Apr./May \$55
- **Corvallis Advocate - \$1,197**
  - Kalapuya open house - Apr.
  - We're Hiring & County Administrator - May \$399
  - Fentanyl awareness - Jun.
- **Mid Valley Media/Amplified Media - \$8,250**
  - Kalapuya open house - Apr. \$1,000
  - We're Hiring County Administrator - May \$1,000
  - 99 Express, Fentanyl awareness & Advisory Board and Committee vacancies - Jun. \$3,750, \$1,000, \$1,500
- **Philomath News - \$327**
  - Kalapuya open house - Apr.
  - County Administrator- May
  - Fentanyl awareness Eng/SP - Jun.



**Benton  
County**  
OREGON

## Ads printed

■ Q2 - 2023



### GT Facebook Ride the BAT ads:

- 115,802 impressions
- 1,290 engagements

### GT Facebook Advisory Boards ads:

- 59,854 impressions
- 559 engagements
- 10 applicants from social media and 6 from web, family/friend, newspaper and agency.

Total reach 481,937

# Print & digital ads

[bit.ly/BentonCoGov-Fentanilo](https://bit.ly/BentonCoGov-Fentanilo)

Benton County HEALTH DEPARTMENT

**Benton County**  
OREGON

Sign up for our E-news!

✉ [pioinfo@bentoncountyor.gov](mailto:pioinfo@bentoncountyor.gov)

🌐 <https://bit.ly/BentonCoGov-ENews>

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

**BENTON COUNTY**  
**ADVISORY**  
COMMITTEES & BOARDS

Apply now for vacancies!

- Board of Property Tax Appeals
- Disposal Site Advisory Committee & Solid Waste Advisory Council
- Environment & Natural Resources Advisory Committee
- Food Services Advisory Committee
- Mental Health, Addictions & Developmental Disabilities Advisory Committee
- Natural Areas & Parks Board
- Planning Commission

[www.co.benton.or.us](http://www.co.benton.or.us)  
541-766-6890

**OPEN HOUSE**

Kalapuya Building  
4500 SW Research Way, Corvallis

🕒 Thursday, April 20, from 6:00 - 7:30 p.m.

Open House and Corvallis School District party  
Enjoy fun, games, music, and art with a rainforest from the Corvallis School District.  
Learn about our new building and talk to leaders from Benton County.

For more information or to RSVP email:  
[pioinfo@bentoncountyor.gov](mailto:pioinfo@bentoncountyor.gov)

**APPLY FOR THE POSITION OF**  
**County Administrator**

We're hiring for a County Administrator and other jobs at Benton County. For more information and to apply visit:  
[raftelis.hire.trakstar.com](http://raftelis.hire.trakstar.com)

Learn more about available jobs at: <https://bit.ly/BentonCoGov-Jobs>

**APPLY NOW!**

**Environment & Natural Resources**  
**Advisory Committee**

Research topics and provide input to the Commissioners and county departments in areas related to Benton County's 2040 Vision Statement on Environment & Natural Resources.

**Vacancies: 2 residents or property owners**

**ADVISORY**  
COMMITTEES & BOARDS

[www.co.benton.or.us](http://www.co.benton.or.us)  
541-766-6890

# Radio ads

Total listeners 338,259

Radio total spots: 706

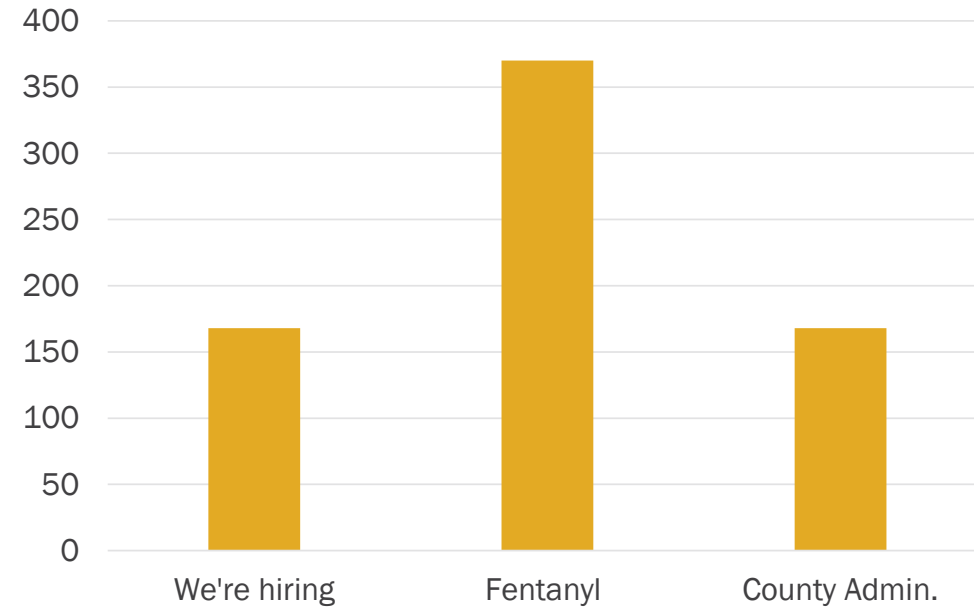
Total investment: \$2,250

- KRKT (99.9 FM), KLOO (106.3 FM), KLOO (1340 AM), KEJO (1240 AM)
  - Fentanyl awareness 160 ads \$1,500
- KORC (1.05.9 FM)
  - We're hiring 168 ads \$250
  - CA 210 ads \$250
  - Fentanyl awareness 168 ads \$250



## Ads ran

■ Q2 - 2023



# TV ads

KEZI Total views: 1,156,790

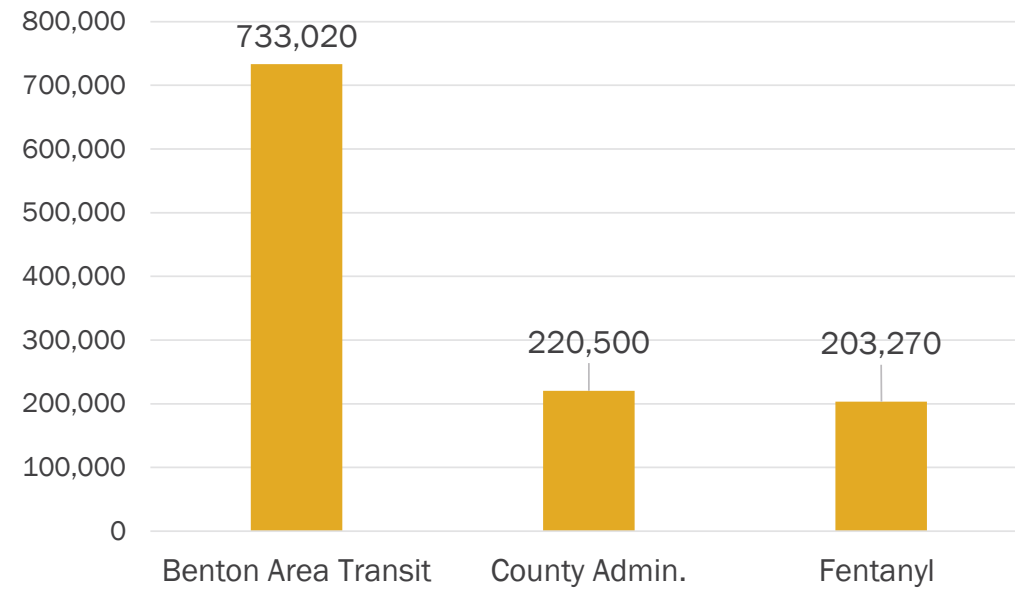
Total investment: \$3,600

- County Administrator – Apr./May \$750
- Benton Area Transit – Apr./May/Jun. \$2,250
- Fentanyl awareness – Jun. \$600



## Viewership

■ Q2 - 2023



# Television ads



BENTON AREA TRANSIT  
RidetheBAT.com

**Benton Area Transit**



**Benton County**  
OREGON

COUNTY ADMINISTRATOR

HELP YOUR COMMUNITY THRIVE!

APPLY TODAY!

KEZI 9 SUPPORTING LOCAL BUSINESS

SEARCH FOR JOBS NOW: [kezi.com/Hiring](http://kezi.com/Hiring)

**We're hiring a CA**



**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

**Fentanyl awareness**

# Advertising return on investment

- **Print & digital reach**

- Alsea Valley Voice – 750
- Corvallis Advocate – 44,031
- Gazette-Times – 231,153
- Philomath News – 206,039

- **Radio reach**

- KRKT (99.9 FM), KLOO (106.3 FM), KTHH (AM), KEJO (AM) – 166,000/week
- KORC (1.05.9 FM) – 6,259+

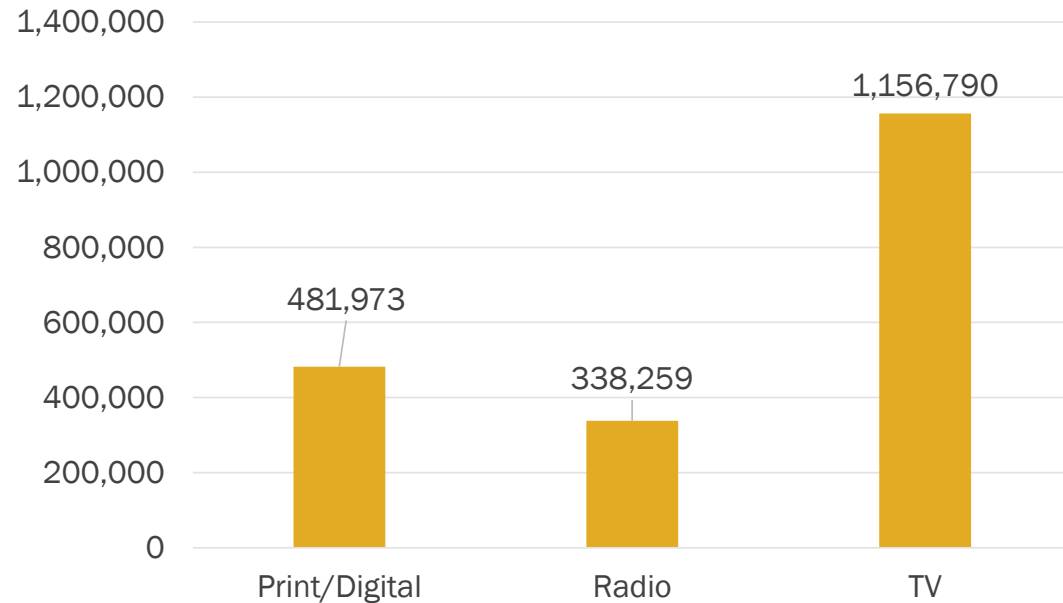
- **Television reach**

- KEZI – 1,156,790



## Total reach

■ Q2 - 2023



Total reach combined: **1,986,524**

Total spent on ads: **\$15,679**

# Earned media examples - April

- [Solid Waste Process Workgroup talks trash at community open house](#)
- [City talks aging facilities and investments, county launches podcast to talk landfill](#)
- [County juvenile department reports increase in referrals](#)
- [Benton homeless center hinges on state funds, not bond](#)
- [Q-and-A on bond measure planned for Wednesday](#)
- [Benton county mulls opposing fema floodplain updates](#)
- [Benton County Solid Waste Process Workgroup open house invites community members to "Talk Trash"](#)
- [Drop-in Center x2](#)
- [Drop-in center located in Benton County provides safe space for people who are unhoused & housing-insecure](#)
- [Benton County Commissioners respond to landfill concerns x2](#)
- [Benton County Board of Commissioners responds to petition regarding Coffin Butte landfill](#)
- [Benton County to advisers about landfill: Stop advising us](#)
- ['Talk Trash' series continues with public comment opportunities x2](#)
- [Corvallis League of Women Voters host forum on upcoming County bond measure x2](#)
- [Benton County releases final report from 'Talks Trash' Workgroup](#)
- [Changes ahead for Benton County health services?](#)
- [Benton County Budget Committee seeking new appointee](#)
- [County relocating Mental Health Crisis center x3](#)
- [Kalapuya Building open house Apr. 20](#)
- [Benton County provides update on Justice System Improvement Program development](#)
- [Benton County Expands Housing Grant to Linn County](#)
- [Proclamation](#)
- [Officials face extensive questions at community safety measure town hall](#)
- [Search is on to hire for Benton mental health crisis response team](#)
- [County considers new mobile mental health unit](#)
- [Community invited to Kalapuya Open House and Corvallis School District art exhibit](#)
- [CITYSPEAK TOWN HALL: Weighing a new justice facilities tax, Ballot Measure 2-140](#)



# Earned media examples - May

- [Benton County finalizes design for mental health crisis center x2](#)
- [County slates public health assessment talks and health assessment available for public review](#)
- [Benton County's bond measure in the hands of voters](#)
- [Your ballot is due May 16, here's how we're voting](#)
- [Benton County issues response to Corvallis bond measure questions](#)
- [County seeks input for health improvement plan](#)
- [Benton County is Hiring](#)
- [Benton County launches Fentanyl Aware Campaign x3](#)
- [County officials ally with state mental health lobbying effort](#)
- [Benton County Crisis Center temporarily relocates ahead of replacement](#)
- [Measure 2-140 fails in special election, meaning no new Benton Co. jail](#)
- [First election results: Benton County bond measure passage looks bleak](#)
- [Monroe's clinic outgrows space to meet community needs](#)
- [Fentanyl Awareness Campaign Starts](#)
- [Measure 2-140 gives Benton County another shot at a new jail, as well as sheriff's office and homeless services](#)
- [Benton County Fair & Rodeo Proudly Presents 2023 Main Stage Line-up!](#)
- [Emergency Management seeks feedback for Natural Hazard Mitigation Plan](#)
- [Benton County's \\$110M bond measure will undergo postmortem](#)
- [Benton County proclaims May as wildfire prevention month](#)
- [Armed Forces Day-Peace Officers Memorial Day Ceremony and Flag-Placement Event](#)
- [Residents and officials in Corvallis react to failure of homelessness and justice system bond](#)
- [Measure 2-140 gives Benton County another shot at a new jail, as well as sheriff's office and homeless services](#)
- [Working for a better Benton County](#)
- [Corvallis and Benton county partner to help homeless](#)
- [Benton County finishes draft of homelessness response plan](#)
- [Benton County Fair & Rodeo Proudly Presents 2023 Main Stage Line-up! X2](#)
- [Backyard burning ban arrives early in Benton County](#)
- [Benton County officials host multiagency fentanyl awareness session](#)
- [OSU ROTC Cadets honor veterans with flag raising at historic Benton County cemetery](#)
- [Coordinated Homelessness Response Update: Draft Strategic Plan Presented](#)
- [Ranked-choice voting may head to a statewide election](#)
- [Health partnership delivers County reports](#)
- [Emergency management seeks feedback for natural hazard mitigation plan x2](#)
- [Gender pronouns, discrimination center of Benton ex-employee's lawsuit](#)
- [Learning stay safe while living with the threat of wildland fires](#)





# Earned media examples - June

- [County adjusts budget ahead of deadline](#)
- [Benton County breaks ground on new crisis center x7](#)
- [Benton hears trash report; Republic says Coffin Butte is filling up fast](#)
- [Benton County commissioners settle on plan for waste management x3](#)
- [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](#)
- [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 x2](#)



At your service,  
*every day.*



/BentonCoGov



@BentonCoGov



@BentonCoGov



/BentonCountyGov



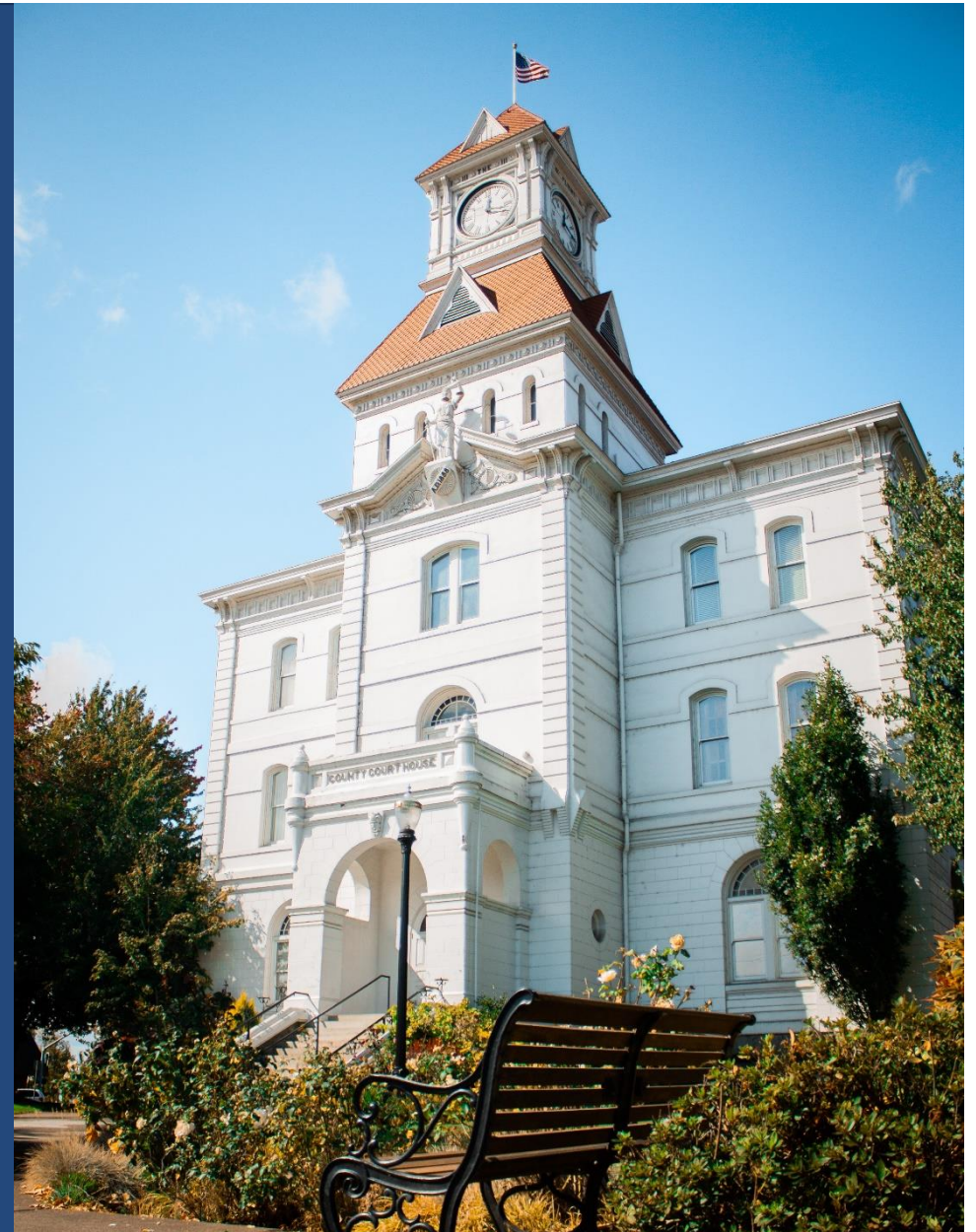
Benton County

# Strategic Communications Update

August 2023 to Present and Future

Cory Grogan

September 2023



# Awareness & Outreach

## Benton County Public PODCAST

### - Episode 4

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



- **Benton Public Podcast Episode 5**
  - Corvallis Daytime Drop-In Center
- **JSIP Feedback Collection Update**
  - Focus groups
  - Short online survey to learn more about voter's thoughts and concerns about measures 2-140.
  - Shared the survey through all regular county communication channels.
  - Survey closed September 1 and offered in both English and Spanish.
- **County Administrator coming to Benton County VLOG**
  - About Rachel
  - Why Rachel is Choosing Benton County
  - The Journey
  - Feedback from the Audience about Benton County
  - Promote In-Person Meet-and-Greet Event with Rachel

# Advertising

- Benton County Fair
- Wildfire Awareness



# Community Outreach

## Benton County Fair





## Upcoming Events

- Sponsorship
  - Mainstage banner
  - Logo on all materials
  - Vendor space
  - Website
  - Thank you in Gazette-Times

# External Communications & Social Media



- OSU Zimbabwean Music Fest
- County Administrator Hiring
- Road Closures
- Adult Mental Health First Aid
- Open Streets Corvallis Volunteers
- National Water Quality Month
- STIF & MHADDAC Vacancies
- Annual School Supply Drive
- National Water Quality Mont
- Early Learning Hub Childcare Grant
- Sign up for OR-Alerts & LB Alerts
- LGBTQ+ Youth Suicide Prevention
- BC Assessor's Office Reappraisals
- Republic Recycling Event
- BCSO Citizens' Academy
- Benton County Fair
- Podcasts
- AWPP
- 988 Crisis Support
- Wildfire Smoke
- JSIP Survey
- Fire Weather Watch
- Cooling Centers
- NHMP survey
- BAT Services
- #KnowBeforeYouGo
- Air Quality Alert



# Benton County Products

## Product Tracker



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



Wednesday, August 23, 2023

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. This document offers insight into the County's performance over the past two years and outlines its vision for the future.

The Biennial Review is now accessible online for all residents and stakeholders who wish to learn more about the County's accomplishments and goals. Additionally, hard copies of the report can be requested by emailing [pioinfo@bentoncountyor.gov](mailto:pioinfo@bentoncountyor.gov).

#### What is a Biennial Review?

A Biennial Review is an overview of Benton County's initiatives, projects, and services over a two-year period. It supports the County's efforts for transparency and accountability. By sharing this report with the public, Benton County aims to keep our community well-informed about activities and progress.

"The Biennial Review represents our commitment to openness and transparency. It provides an opportunity for the community to gain understanding of how their County government is working to serve their needs and improve the quality of life in Benton County," said Benton County Public Information Officer Cory Grogan.

#### How to Access the Biennial Review:

The Biennial Review can be easily accessed by visiting the Benton County website. If you prefer a hard copy of the report, please send your request to [pioinfo@bentoncountyor.gov](mailto:pioinfo@bentoncountyor.gov), and we will be happy to provide you with one.

We encourage all community members, businesses, and stakeholders to take advantage of this resource to gain insights into Benton County's activities, achievements, and vision for the future. Feedback and involvement are essential as we continue to work toward a better Benton County.

###

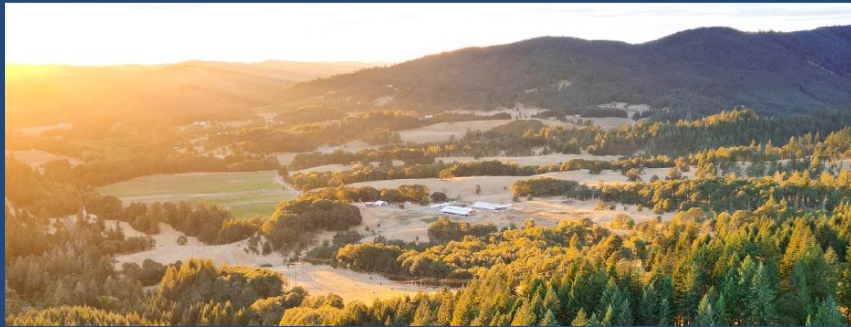
*Benton County is an Equal Opportunity-Affirmative Action employer and does not discriminate on the basis of disability in admission or access to our programs, services, activities, hiring and employment practices. This document is available in alternative formats and languages upon request. Please contact Cory Grogan at 541-745-4468 or [pioinfo@co.benton.or.us](mailto:pioinfo@co.benton.or.us).*

# Publications



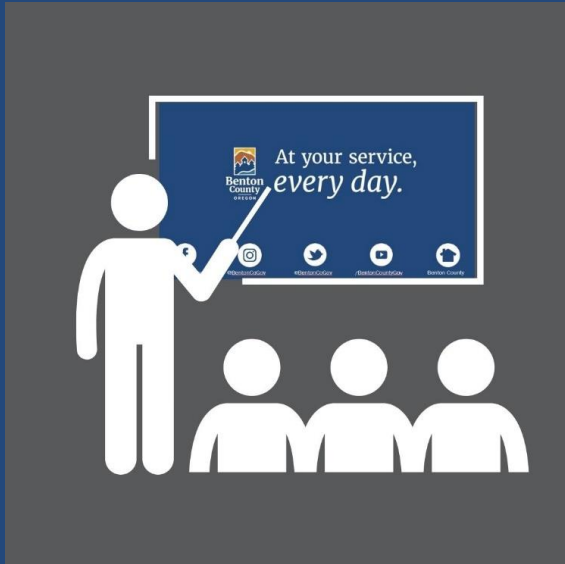
## Biennium Report 2021-2023

*Highlighting activities, achievements, and financial performance by Benton County*



- Historical Driving Tour
- Flood Publication – Spanish
- Riparian Resources
- Biennium Report

# Training



## Plain Language

- Language that is plain to one set of readers may not be plain to others. Material is in plain language if your audience can:
  - Find what they need
  - Understand what they find the first time they read or hear it
  - Use what they find to meet their needs
- There are many techniques that can help you achieve this goal. Among the most common are:
  - Reader-centered organization
  - “You” and other pronouns
  - Active voice, not passive
  - Short sentences and paragraphs
  - Common, everyday words
  - Easy-to-follow design features (lists, headers, tables)

## Media

- TBD

# Communications Planning



- Editorial calendar & project list
- Media relations & strategic communications policy updates
- Comprehensive Strategic Communications Plan

# Branding



- **Kalapuya branding update**
  - September 26 start date

# Website Project

- **Web Specialist**
  - Oversight
  - Support
  - Training
- **Plain Language Training**
  - Overview
  - Workshop
- **Photo and video archive**



At your service,  
*every day.*



/BentonCoGov



@BentonCoGov



@BentonCoGov



/BentonCountyGov



Benton County

## BOC Agenda Checklist Master

### Agenda Placement and Contacts

---

**Suggested Agenda Date** 09/12/23

View [Agenda Tracker](#)

**Suggested Placement\*** BOC Tuesday Meeting

**Department\*** Finance

**Contact Name\*** Rick Crager

**Phone Extension\*** 15417666246

**Meeting Attendee Name\*** Rick Crager, Michael Skipper (CFM)

### Agenda Item Details



**Item Title\*** Federal Legislative Debrief

- 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\*** 45 minutes

**Board/Committee Involvement\***  Yes  No



Advertisement <sup>\*</sup>

Yes

No

## Issues and Fiscal Impact

### Item Issues and Description

**Identified Salient Issues \***

Michael Skipper from CFM will join the Board to get an overview and updated of the 2024 Federal Appropriations Process. Currently, Benton County has \$3.1 million of resources identified in appropriations bill as follows:

Rural Sewer Infrastructure Improvements (\$1.16 million)

Through the sponsorship of Representative Hoyle, \$1,160,000 of Federal Funds has been included in the Senate EPA Appropriations Bill for a rural sewer infrastructure project. If this is approved, it will provide \$1,450,000 (federal funds plus county match) to address the necessary improvements for the aging sewer system in the Alpine and Alsea Service District. This project will not only help ensure community safety but will also prevent utility bills from increasing for what is already a financially burdened population.

Monroe Health Center (\$1.0 million)

Representative Hoyle has also sponsored \$1.0 million of Federal Funds that is included in the Agriculture Appropriation Bill to support a new modular facility for the Monroe Health Care Clinic. The County has already secured approximately \$800,000 of resources for this project, and these additional resources will enable the County to begin moving forward. The Monroe Health Center is a School-Based Health Center adjacent to Monroe Grade School. It's a small, outdated modular building that can no longer accommodate the growing healthcare needs of the community. Benton County is requesting funding to build a new Health Center on the existing site, dramatically increasing the available square footage to facilitate more equipment and staff and allow more healthcare services to be provided onsite.

Regional Public Safety Radio Infrastructure (\$963,000):

Through the sponsorship of Senators Merkley and Wyden, Benton County was identified in the Commerce, Justice, Science, and Related Agencies Appropriations Bill to receive \$963,000 from DOJ-COPS Tech under Community Based Projects for our Regional Public Safety Radio Infrastructure Project. These funds along with our \$240,750 required match will install antennas and purchase radios necessary to improve public safety and emergency response. A significant challenge with Benton County's radio communications is the lack of interoperability and situational awareness caused by law enforcement and Fire/EMS utilizing different radio systems. Law enforcement and public works use 700 Megahertz(MHz) frequencies while all Fire/EMS agencies utilize very high frequency (VHF)systems. Furthermore, many parts of the rural county have "dead-zones" in which no radio communications are available. Federal funding would support the installation of three 700MHz antennas and purchase of new radios to eliminate "dead-zones" and achieve interoperability between law enforcement and Fire/EMS.

Michael will talk about the successes to date as well as areas we might be able to improve going forward on future requests. There will also be discussion about the 2025 process and ideas which the BOC currently has in terms of priority setting.

**Options \***

No 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](#).

### 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** No recommendations - Discussion Only

**Recommendations\***

**Meeting Motions\*** I move to ...

No recommendations - Discussion Only

## 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.

**Comments (optional)**

If you have any questions, please call ext.6800

**Department  
Approver**

RICHARD CRAGER

<p>1. Dept Approval</p> <hr/> <p>Department Approval</p> <hr/> <p>Comments</p> <p>Signature</p> <div data-bbox="722 478 1166 619"></div>
<p>2.</p> <hr/> <p>Counsel Approval</p> <hr/> <p>Comments</p> <p>Signature</p> <div data-bbox="748 934 1208 1075"></div>
<p>3.</p> <hr/> <p>County Administrator Approval</p> <hr/> <p>Comments</p> <p>Signature</p> <div data-bbox="748 1367 1195 1507"></div>
<p>4.</p> <hr/> <p>BOC Final Approval</p> <hr/> <p>Comments</p> <p>Signature</p> <div data-bbox="735 1776 1175 1917"></div>

## BOC Agenda Checklist Master

### Agenda Placement and Contacts

---

**Suggested Agenda Date** 09/12/23

View [Agenda Tracker](#)

**Suggested Placement\*** BOC Tuesday Meeting

**Department\*** Board of Commissioners

**Contact Name\*** Rick Crager

**Phone Extension\*** 6246

**Meeting Attendee Name\*** Rick Crager, Darren Nichols

### Agenda Item Details



**Item Title\*** Collaborative Permitting Project

- 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 <sup>\*</sup>

Yes

No



## Issues and Fiscal Impact

---

### Item Issues and Description

---

**Identified Salient Issues \***

The 2023-25 budget process included a proposed policy package that focused on better unifying communications, increasing transparency, and improving overall operations and customer service delivery among departments involved in development services, primarily including Community Development, Environmental Health, Public Works, Assessment, and Records & Elections. Currently, each of these departments operate as distinctly separate entities, using various software programs and databases and receiving varying messages and direction from department leaders. This often leads to lack of continuity between departmental operations and results in increased communication and collaboration barriers between departmental staff (e.g., permitting software), as well as challenges in service delivery to the public.

The Policy Package included a relatively large request for resources in which the County could not fully fund in the biennial budget due to other competing priorities. However, the Board of Commissioners did adopt a \$100,000 investment in which they would sponsor to begin the preliminary stages of this work.

The \$100,000 was to be invested in the first two of four recommended stages outlined in the Policy Option Package. The first is hiring a third-party facilitator to convene relevant departments, identify needs, deficits, and barriers in interdepartmental communication, collaboration, and service delivery. Then, determine an efficient and effective "Development Services" (DS) model/strategy for Benton County DS operations going forward. This work would then lead to the second stage in which the same, or second facilitator, would convene and lead interdepartmental discussion of shared permitting software needs, as well as identify permitting software redundancies and obsolete programs that can be removed, resulting in cost savings.

The results of this work would lead to the next steps and additional investments that would be needed for the potential consolidations of historic records, and evaluation and investment of a new/replacement permitting system. If this moves forward, it will require additional budget resources not planned in the 2023-25 budget.

**Options \***

The purpose of this discussion is to seek the Board's input, as project sponsor, for soliciting a third-party (or alternative resource) to begin the interdepartmental collaboration and discussion. Staff would like the Board's feedback on their observations, goals, and/or objectives related to this project need.

**Fiscal Impact \***

- Yes  
 No

**Fiscal Impact Description \***

\$100,000 is approved in the Board of Commissioners 2023-25 Budget for this work.

## 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 \*** The goal of this work is to create a more efficient and effective services delivery model for Benton County resulting in a positive impact to all core values.

**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 \*** The goal of this work is to create a more efficient and effective services delivery model for Benton County resulting in a positive impact to all focus areas and vision.

## Recommendations and Motions

---

### Item Recommendations and Motions

---

**Staff Recommendations\*** Recommend the Board of Commissioners provide input on project scope and direct staff to move forward to solicit for a third-party contractor.

**Meeting Motions\*** I move to ...  
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.

**Comments (optional)**

If you have any questions, please call ext.6800

**Department  
Approver**

RICK CRAGER

<p>1. Dept Approval <u>Department Approval</u></p> <p>Comments</p> <p>Signature </p>	<p>5. <u>BOC Final Approval</u></p> <p>Comments</p> <p>Signature </p>
<p>2. <u>Counsel Approval</u></p> <p>Comments</p> <p>Signature </p>	
<p>3. <u>Finance Approval</u></p> <p>Comments</p> <p>Signature </p>	
<p>4. <u>County Administrator Approval</u></p> <p>Comments</p> <p>Signature </p>	

## BOC Agenda Checklist Master

### Agenda Placement and Contacts

---

**Suggested Agenda Date** 09/12/23

View [Agenda Tracker](#)

**Suggested Placement\*** Work Session

**Department\*** Natural Areas, Parks and Events

**Contact Name\*** Tomi Douglas

**Phone Extension\*** 6090

**Meeting Attendee Name\*** Tomi Douglas

### Agenda Item Details



**Item Title\*** Exotic Animal Ordinance Discussion

**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

**Board/Committee Involvement\***  
 Yes  
 No

Advertisement\*

Yes

No

## Issues and Fiscal Impact

---

### Item Issues and Description

---

**Identified Salient  
Issues\***

Commissioners have indicated they would like to readdress the Exotic Animal Ordinance. Staff is seeking specific direction on next steps.

**Options\***

Discussion and direction to staff.

**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 \*** The Exotic Animal Ordinance primarily relates to the Fairgrounds, which is a key part of maintaining Benton County's vibrant agricultural economies and livestock industries.

- 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 \*** The Benton County Fairgrounds are a key part of our diverse economy, but we must also consider public safety, communicable diseases, and animal welfare into our policies.

## Recommendations and Motions

---

### Item Recommendations and Motions

---

**Staff Recommendations\*** Staff requests next steps direction from the Board regarding the Exotic Animal Ordinance.

**Work Session Motions\*** I move to ...  
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.





Benton County Exotic Animal Ordinance.pdf 78.72KB

Wild-Exotic Animal Ordinance, Redline.docx 35.18KB

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

**Department  
Approver**

MAURA KWIATKOWSKI

1. Dept Approval
<b>Department Approval</b> <hr/>
<b>Comments</b>
<b>Signature</b> 
2.
<b>Counsel Approval</b> <hr/>
<b>Comments</b>
<b>Signature</b> 
3.
<b>County Administrator Approval</b> <hr/>
<b>Comments</b>
<b>Signature</b> 
4.
<b>BOC Final Approval</b> <hr/>
<b>Comments</b>
<b>Signature</b> 

## LOST DOGS

### 9.505 Finders of Lost Dogs.

- (1) Any person who finds and harbors a dog shall notify the Animal Control Program and furnish a description of the dog within forty-eight (48) hours of finding the dog.
- (2) The finder may surrender the dog to the Animal Control Program or retain possession of it, subject to surrender upon demand of the Animal Control Deputy.
- (3) Ownership of a lost dog which has been found can be acquired through compliance with provisions of ORS 98.005. [Ord. 4A, adopted February 7, 1979; Ord. 85-0002; Ord. 90-0061; Ord. 97-0122; Ord. 2012-0245; Ord. 2016-0274]

## DOG KENNELS

**9.605 Kennels.** Use, operation and conditions of hobby and commercial kennels shall be in accordance with all applicable provisions of the Benton County Development Code. [Ord. 90-0061; Ord. 97-0122]

## APPEALS

**9.705 Animal Control Hearings.** [Ord. 4A, adopted February 7, 1979; Ord. 85-0002; Ord. 90-0061; Ord. 97-0122; Ord. 99-0147; repealed by Ord. 2007-0218]

**9.720 Hearing Procedures.** [Ord. 4A, adopted February 7, 1979; Ord. 85-0002; Ord. 90-0061; Ord. 97-0122; Ord. 99-0147; repealed by Ord. 2007-0218]

## BAN ON THE USE OF WILD OR EXOTIC ANIMALS IN TRAVELING ANIMAL DISPLAYS AND/OR ACTS

**9.805 DEFINITIONS.** As used in BCC Chapter 9, Section 8:

- (1) **Animal Display** means any exhibition, fair, act, circus, ride, trade show, carnival, race, parade, or similar undertaking in which a wild or exotic animal is required to perform tricks, give rides, fight or participate as accompaniments for the purpose of entertainment, amusement, or benefit of a live audience, whether or not a fee is charged.
- (2) **Mobile or Traveling Housing Facility** means any transporting vehicle such as a truck, trailer or railway car, used to transport or house wild or exotic animals while traveling for an animal display.
- (3) **Traveling Animal Display** means any animal display in which wild or exotic animals are transported to, from or in between locations in a mobile or traveling housing facility, for the purpose of such animal display. This shall not include the transportation of a wild or exotic

animal between United States Department of Agriculture licensed sanctuaries and zoos for the purpose of providing lifetime care.

(4) **Wild or Exotic Animal** means any live animal from any of the following scientific classifications, including any hybrid of such animal. The animals listed in parentheses are intended as examples and not to be construed as an exhaustive list, or limit the generality of each group of animals, unless otherwise specified:

- (a) Artiodactyla (including hippopotamuses, giraffes, camels, but excepting alpaca, cattle, llama, swine, sheep, and goats);
- (b) Crocodilia (including alligators and crocodiles);
- (c) Elasmobranchii (including nurse sharks and lemon sharks);
- (d) Elephantidae (elephants);
- (e) Felidae (including tigers, lions, jaguars, leopards, cheetahs, and cougars, but excluding domestic cats);
- (f) Hyaenidae (hyenas);
- (g) Marsupialia (including kangaroos);
- (h) Non-human primates (including apes, monkeys, and lemurs);
- (i) Perissodactyla (including rhinoceroses, tapirs, and zebras);
- (j) Pinnipedia (including seals, sea lions, and walruses);
- (k) Struthio (ostriches); and
- (l) Ursidae (bears).
- (m) Canidae (including wolves, coyotes, foxes, except domestic dogs)
- (n) Cetacea (including whales, dolphins, porpoises)
- (o) Edentata (including anteaters, sloths, armadillo)
- (p) Mustelidae (including skunks, weasels, mink, badgers, river otters, sea otters)
- (q) Procyonidae (including raccoons, coatis, kinkajous, ringtails)
- (r) Testudinidae (tortoise)

- (s) Viverridae (including civets, mongooses, bearcat)
- (t) Varanidae (monitor lizards, Komodo dragons) [Ord. 2018-0290]

## **PROHIBITIONS**

### **9.810 Prohibitions.**

- (1) It shall be unlawful for any person to allow for the participation of a wild or exotic animal in a traveling animal display.
- (2) The following facilities, institutions, persons, entities, associations and government agencies are exempt from compliance with BCC 9.810(1):
  - (a) Any facility accredited by the Association of Zoos and Aquariums (AZA), World Association of Zoos and Aquariums (WAZA), Oregon Wildlife Rehabilitation Association (OWRA), the National Wildlife Rehabilitation Association (NWRA), International Association of Avian Trainers and Educators (IAATE) or the International Wildlife Rehabilitation Council (IWRC);
  - (b) Any licensed or accredited academic, research or medical institution, including any such institution dedicated to the training of service animals, but excluding wild animal training programs for the purpose of traveling animal displays;
  - (c) Veterinary clinics or wildlife rescue and rehabilitation facilities, which are licensed or permitted by the state of Oregon;
  - (d) Persons temporarily transporting wild or exotic animals through the county provided that the transit time shall not be more than three days and that such animals shall not be presented for animal displays while in the county;
  - (e) Persons owning or keeping a trained exotic primate as a service animal pursuant to ORS 609.345.
  - (f) The employee or contractor of a filmmaker (as defined in ORS 284.368) for the purposes of producing a film (as defined in ORS 284.368). [Ord. 2018-0290]

## **ENFORCEMENT**

### **9.815 Enforcement.**

- (1) The Animal Control Officer shall monitor and enforce compliance with chapter 9, Section 8. [Ord. 2018-0290]
- (2) Enforcement may be initiated by citation.

**9.820 Penalties.** Violation of BCC chapter 9 shall be deemed a violation of County laws and is punishable upon conviction of a fine of \$500.00 for each separate violation and a fine of \$1,000 for a continuing violation; each day of continued violation is a separate offense and is separately punishable, but may be joined in a single prosecution. In addition, Benton County shall have the right to pursue any other remedy provided to it in law or in equity. [Ord. 2018-0290]



ORDINANCE NO 2018-0290. PROPOSED CHANGES, DRAFTED WITH ASSISTANCE FROM ARLENE MEREMS

**BEFORE THE BOARD OF COMMISSIONERS  
FOR THE STATE OF OREGON, FOR THE COUNTY OF BENTON**

**In the Matter of Amending the )  
Benton County Code Chapter 9, ) Ordinance No. 2018-0290  
Banning the Display of Wild/Exotic Animals )**

THE BENTON COUNTY BOARD OF COMMISSIONERS HEREBY ORDAIN AS FOLLOWS:

WHEREAS, wild or exotic animals used in traveling animal displays suffer severe and extended confinement, are deprived of natural movements, free exercise, and natural behaviors, and are prone to chronic stress, behavioral, health, and psychological problems.; and

WHEREAS, constant travel, temporary and collapsible facilities, and prolonged confinement and physical coercion are inherently part of traveling animal displays, and these conditions subject wild or exotic animals to chronic stress that compromises their welfare while also creating risks for the public and workers; and

WHEREAS, wild or exotic animals used in traveling performances bring people dangerously close to unpredictable wild or exotic animals by displaying animals in inappropriate, uncontrolled areas that are not suited for the exhibition of such animals; and

WHEREAS, the itinerant nature of traveling animal displays using wild or exotic animals complicates oversight such that agencies and authorities cannot properly monitor, evaluate, or follow through regarding the condition of animals or facilities, or their history of injuries, incidents, illnesses, violations, or other issues, and so cannot properly protect animals, workers, or the public; and

WHEREAS, the use of wild or exotic animals for entertainment contributes to the trade of these animals by perpetuating their breeding and sale; and

WHEREAS, Benton County deems it is in the public interest to prevent animal cruelty by prohibiting traveling animal displays that include wild or exotic animals for public entertainment or amusement within the County.

NOW, THEREFORE, the Benton County Board of Commissioners ordain as follows:

1. Short Title. This ordinance shall be known as "Amendment to Benton County Code Chapter 9."
2. Text Amendment. Benton County Code Chapter 9 is hereby amended as noted in the attachment marked Exhibit A.

ORDINANCE NO 2018-0290. PROPOSED CHANGES, DRAFTED WITH ASSISTANCE FROM ARLENE MEREMS

**BAN ON THE USE OF WILD OR EXOTIC ANIMALS IN TRAVELING ANIMAL DISPLAYS AND/OR ACTS**

**Commented [AX1]:** Could delete this phrase, if we simply catalog the banned animals by common name.

**9.805 DEFINITIONS.** As used in BCC Chapter 9, Section 8:

- (1) **Animal Display** means any exhibition, fair, act, circus, ride, trade show, carnival, race, parade, or similar undertaking in which a wild or exotic animal is required to perform tricks, give rides, fight or participate as accompaniments for the purpose of entertainment, amusement, or benefit of a live audience, whether or not a fee is charged.
- (2) **Mobile or Traveling Housing Facility** means any transporting vehicle such as a truck, trailer or railway car, used to transport or house wild or exotic animals while traveling for an animal display.
- (3) **Traveling Animal Display** means any animal display in which wild or exotic animals are transported to, from or in between locations in a mobile or traveling housing facility, for the purpose of such animal display. This shall not include the transportation of a wild or exotic animal between United States Department of Agriculture licensed sanctuaries and zoos for the purpose of providing lifetime care.
- (4) **Wild or exotic animal** means any of the live animals listed below from any of the following scientific classifications including any hybrid of such animal. ~~The animals listed in parentheses are intended as examples and not to be construed as an exhaustive list, or limit the generality of each group of animals, unless otherwise specified:~~
  - (a) ~~Artiodactyla (including H~~hippopotamuses, giraffes, camels, deer, antelope, and chevrotains);
  - (b) ~~A~~Crocodylia (including alligators, and crocodiles) and camans
  - (c) ~~E~~lasmobranchii (including nurse sSharks, skates and rays and lemon sharks)
  - (d) ~~E~~lephantidae (cElephants)
  - (e) ~~F~~elidae (including tTigers, lions, jaguars, leopards, panthers, cheetahs, and cougars), lynx, bobcat, ocelot, margay, fisher cats, and European wild cats ~~but excluding domestic cats~~
  - (f)(c) ~~H~~yaenidae (hyaenas)
  - (f) ~~H~~ycenas
  - (g) ~~M~~arsupialia (including kangaroos)Kangaroos, koalas, wombats, wallabies, opossums and gliders
  - (h) ~~N~~on human primates (including apes, monkeys, and lemurs)Gorillas, chimpanzees, orangutans, bonobos, monkeys and lemurs
  - (i) ~~P~~erissodactyla (including rhinoceroses, tapirs, but excluding Equidae)Rhinoceroses, tapirs and zebras
  - (j) ~~P~~innipedia (including Sseals, sea lions, and walruses)
  - (k) ~~S~~truthio (ostriches and emus)
  - (l) ~~U~~rsidae (bears)
  - (m) ~~C~~anidae (including wolves, coyotes, foxes, except domestic dogs)African wild dogs and jackals
  - (n) ~~C~~etacea (including whales, dolphins, and porpoises)
  - (o) ~~E~~dentata (including anteaters, sloths, and armadillos)
  - (p) ~~M~~ustelidae (including skunks, weasels, martens, mink, badgers, river otters, and sea otters)

ORDINANCE NO 2018-0290. PROPOSED CHANGES, DRAFTED WITH ASSISTANCE FROM ARLENE MEREMS

- (q) ~~Procyonidae (including raccoons, coatis, kinkajous, ringtails, cacomistles and olingos)~~
- (r) ~~Testudinidae (Tortoises)~~
- (s) ~~Viverridae (including civets)~~ Civets, mongooses, bearcats and genets)
- (t) ~~Varanidae (Monitor lizards, Komodo dragons)~~ [Ord. 2018-0290]

Formatted: Highlight

**PROHIBITIONS**

**9.810 Prohibitions.**

(1) It shall be unlawful for any person to allow for the participation of an animal listed in Section 9.805(4) in a traveling animal display.

Formatted: Highlight

(2) The following facilities, institutions, persons, entities, associations and government agencies are exempt from compliance with BCC 9.810(1):

(a) Any facility accredited by the Association of Zoos and Aquariums (AZA), World Association of Zoos and Aquariums (WAZA);

Commented [AM2]: Sarah Spangler (former Chintimini ED) explained that some of the wildlife rehab associations listed in 9.810 (2)(a) are simply membership associations and do not provide any oversight or requirements for animal care standards. Therefore, they don't meet the intention of the exemption and should be removed.

(b) Any licensed or accredited academic, research or medical institution, including programs of the USDA Cooperative Extension Service (e.g., 4-H) and any such institution dedicated to the training of service animals, but excluding wild animal training programs for the purpose of traveling animal displays;

Commented [AM3]: OSU Extension programs such as 4-H are exempt under the academic exemption. However, to make this crystal clear, 4-H is now expressly identified as exempt.

(c) Veterinary clinics or wildlife rescue and rehabilitation facilities, which are licensed or permitted by the state of Oregon;

(d) Persons temporarily transporting animals listed in Section 9.805 (4) through the county provided that the transit time shall not be more than three days and that such animals shall not be presented for animal displays while in the county;

(e) Persons owning or keeping a trained primate as a service animal pursuant to ORS 609.345.

(f) The employee or contractor of a filmmaker (as defined in ORS 284.368) for the purposes of producing a film (as defined in ORS 284.368). [Ord. 2018-0290]

(3) Animals not listed in Section 9.805(4) may be prohibited or restricted under ORS or OAR.

Commented [AX4]: I.e., the above list may not 100% cover species that are banned for display by other state statute or regulation.

**ENFORCEMENT**

**9.815 Enforcement.**

ORDINANCE NO 2018-0290. PROPOSED CHANGES, DRAFTED WITH ASSISTANCE FROM ARLENE MEREMS

ORDINANCE NO 2018-0290. PROPOSED CHANGES, DRAFTED WITH ASSISTANCE FROM ARLENE MEREMS

(1) The Animal Control Officer shall monitor and enforce compliance with chapter 9, Section 8. [Ord. 2018-0290]

(2) Enforcement may be initiated by citation.

**9.820 Penalties.** Violation of BCC chapter 9 shall be deemed a violation of County laws and is punishable upon conviction of a fine of \$500.00 for each separate violation and a fine of \$1,000 for a continuing violation; each day of continued violation is a separate offense and is separately punishable, but may be joined in a single prosecution. In addition, Benton County shall have the right to pursue any other remedy provided to it in law or in equity. [Ord. 2018-0290]

Formatted: Indent: Left: 0"

## BOC Agenda Checklist Master

### Agenda Placement and Contacts

---

**Suggested Agenda Date** 09/12/23

View [Agenda Tracker](#)

**Suggested Placement\*** Work Session

**Department\*** Natural Areas, Parks and Events

**Contact Name\*** Jesse Ott

**Phone Extension\*** 541-766-6002

**Meeting Attendee Name\*** David Smith, Chair, Parks Advisory Board

### Agenda Item Details



**Item Title\*** Jackson-Frazier Boardwalk Effort Update

**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\*** 15-20 minutes

**Board/Committee Involvement\***  Yes  
 No

**Name of  
Board/Committee**

Parks Advisory Board

**Advertisement\***

Yes

No

## Issues and Fiscal Impact

---

### Item Issues and Description

---

**Identified Salient Issues\*** Update on the success and challenges of replacing the Jackson-Frazier Boardwalk up to this point and thoughts from Parks Advisory Board Chair David Smith.

**Options\*** Not Applicable

**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 \*** The Jackson-Frazier Boardwalk is Benton County's most accessible and used park amenity in an award-winning wetland restoration. This boardwalk is used by seniors, children, and the mobility impaired.

**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 \*** The Jackson-Frazier Boardwalk is essential for providing outdoor access to Benton County's most vulnerable populations.



## 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.

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

**Department Approver** TOMI DOUGLAS

1.	<p><b>Department Approval</b></p> <hr/> <p><b>Comments</b></p> <p><b>Signature</b> </p>
2.	<p><b>County Administrator Approval</b></p> <hr/> <p><b>Comments</b></p> <p><b>Signature</b> </p>
3.	<p><b>BOC Final Approval</b></p> <hr/> <p><b>Comments</b></p> <p><b>Signature</b> </p>



September 1st, 2023

Marriah De La Vega  
Benton County  
PO Box 3020  
Corvallis, OR 97339-3020

Dear Marriah,

On behalf of the Chamber Board of Directors and staff, I thank you for your support and commitment to Albany and the local business community. Your support has been instrumental in enabling us to stimulate the local economy, provide opportunities for our members to network, communicate important information, gather and share data, and advocate for businesses.

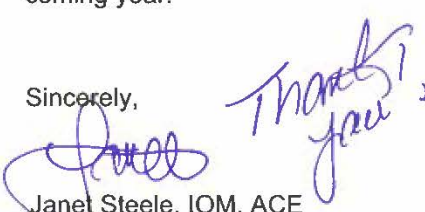
Your investment helps us provide programs, events, and services that shine a spotlight on area businesses, promote business activities, and foster entrepreneurship. Through the Business Extravaganza, Membership Forums, Leadership Albany and other programs we provide opportunities to hear and learn from great speakers, and connect and build your customer base.

Additionally, the Chamber's advocacy for businesses with local, state and federal elected officials promotes a pro-business climate and influences public policy. It is our mission to actively represent the interests of our members in advocating for favorable business conditions. Recently, we were able to stop a proposed City of Albany employee systems development charge on businesses for the use of parks, and help halt a DEQ rule for businesses to create a trip reduction plan for their employees.

Your annual membership renewal invoice is included with this letter. If you have any questions or are unable to pay your investment by August 30th, please reach out to me at [jsteele@albanychamber.com](mailto:jsteele@albanychamber.com) or 541-926-1517.

Thank you again for your continued support of the Albany Area Chamber. We look forward to serving you in the coming year.

Sincerely,

  
Janet Steele, IOM, ACE  
President

  
Jennifer Stanaway  
Board Chair

*Albany General Hospital Foundation*

**Spark growth.**  
435 1st Ave. W  
PO Box 548  
Albany, OR 97321  
541.926.1517  
[albanychamber.com](http://albanychamber.com)



Albany Area Chamber of Commerce  
 435 1st Ave. W.  
 P.O. Box 548  
 Albany, OR 97321  
 (541) 926-1517 | fax:(541) 926-7064  
 info@albanychamber.com  
 www.albanychamber.com

## ABE Quote

Quote Date: 9/1/2023  
 Quote Number: 88343

**Benton County**  
**Marriah De La Vega**  
**PO Box 3020**  
**Corvallis, OR 97339-3020**

		Membership Level	Due Date
		Silver	9/30/2023
Description	Quantity	Rate	Amount
Silver Membership Investment Annual	1	\$723.00	\$723.00
Voluntary Contribution Good Government Council (Add \$50)	1	\$0.00	\$0.00
Voluntary Contribution Scholarship Fund (Add \$25)	1	\$0.00	\$0.00

Subtotal: \$723.00  
 Payment/Credit Applied: \$0.00  
 Balance: \$723.00

### "Your Business & Community Advocate"



**Please return this portion with your payment.**

Member Name: Benton County  
 Member Account ID: 7670

Quote #: 88343

Please make checks payable to Albany Area Chamber of Commerce.

Check # \_\_\_\_\_ Payment Amount: \$ \_\_\_\_\_

To pay online, please login using your Chamber account. Please contact our office at (541) 926-1517 or info@albanychamber.com if you would like to request a login. Cash or Checks only for Chamber Dollars.



**Board of Commissioners**

Office: (541) 766-6800

Fax: (541) 766-6893

4500 SW Research Way  
Corvallis, OR

97333

September 11, 2023

Benton County Board of Commissioners  
P.O. Box 3020  
Corvallis, Oregon 97339-3020

CAMI Fund Coordinator  
Oregon Department of Justice  
Crime Victims' Services Division  
1162 Court St. NE  
Salem, Oregon 97301-4096

Dear CAMI Fund Coordinators:

This letter is to advise you that, on behalf of the Benton County Board of Commissioners, John M. Haroldson, District Attorney for Benton County, is hereby given authority to sign all CAMI grant applications and reporting forms on behalf of the Benton County District Attorney's Office.

Please do not hesitate to contact me should you have questions or require additional information.

Sincerely,

A handwritten signature in blue ink that reads "Pat Malone".

Pat Malone  
Chair, Benton County Board of Commissioners