

VISION OF LANE COUNTY GOVERNMENT IN 2020

- County government will exist at a level the public supports
- The purpose of County government and scope of services may be limited
- County services will be under local control, and will not depend on federal funding
- Lane County will continue to provide contracted services for the state and federal governments

LANE COUNTY GOALS 2008-2010

1) Develop Lane County's economic engine

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

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

2) Provide outstanding customer/constituent service

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

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

3) Build public trust through intensive communication and engagement

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

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

4) Develop a five year plan

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

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