

Sherri Cassidy, CPFO, Chief Financial Officer
&
Ryan Parsell, Chief Public Information Officer

Board of County Commissioners
Holly Williams, District 1
Carrie Geitner, District 2
Stan VanderWerf, District 3
Longinos Gonzalez, Jr., District 4
Cami Bremer, District 5

CITIZEN OUTREACH GROUP

Citizen Outreach Group - November 15, 2021

Members Present
In Person and Via
Virtual/Teleconference
Meeting:

Stephanie Adams, Sarah Brittain Jack, Kelvin Dean,
Arthur Glynn, Jim Godfrey

Members Absent

Rafael Chanza, Lauren Hug, Roland Rainey

County Staff Present:

Sherri Cassidy, Nancy Nelsen, Ryan Parsell, Deanna Ruschioni

Commissioners Present:

Commissioner Chair, Stan VanderWerf

Guest Speakers:

Jeff Eckhart, El Paso County Chief Information Officer
Joe Palmer, El Paso County General Manager Technology Services

Guests:

David Brown, citizen

The meeting was called to order at 9:30 a.m.

Members Absent at the November 15, 2021 COG Meeting

A motion was made to accept the absence of Rafael Chanza, Lauren Hug, and Roland Rainey as unexcused absences unless they should attend later in the meeting; it was seconded, and all members present were in favor (5-0) with three members absent and three openings to be filled.

Administrative Items

A motion was made to approve the October 18, 2021 meeting minutes as written; it was seconded, and the minutes were approved unanimously by all members present (5-0) with three members absent and three openings to be filled.

Commissioner Liaison Comments

Commissioner Chair Stan VanderWerf expressed his appreciation for COG's outreach engagement in helping citizens understand what the County does; and then addressed a question one of the COG members had in regard to how the COG can fulfill the outreach portion from this committee outside of their present expectations. He mentioned several of the numerous events the Commissioners normally speak at throughout the year to spread the message about the County; however, he invited the COG members to share their ideas regarding any special events they might like to see the Commissioners speak at and how they can help the County to get invited to these events.

Stephanie Adams suggested the COG hold an idea session in 2022 where the members can discuss this further.

Countywide Strategic Plan Outline

Jeff Eckhart, Chief Information Officer and Joe Palmer, General Manager Technology Services provided an overview of the new Countywide Strategic Plan outline, highlighting the following:

- **DST (IT) 3 Roles: Digital Government Initiatives, Technology, Strategy**
- **Countywide Strategic Plan** - new from the past - more industry standard: Measuring success according to citizens data & employee engagement scores. County Administrator to be the plan sponsor and hold monthly strategy meetings.
- **Two Parts: Countywide Strategy & Individual Departments**
 - 3-5 year Vision & Purpose (Core Planning Teams)
 - 1-year OKRs (Objectives and Key Results)
 - Action Plans, Investments, and Projects
 - Monitoring
- **Monthly Moderated Session (capture organizational learning)**
 - Investments
 - Employee Performance
 - Technology Investments
 - Projects across the organization
 - Processes - internal consultative team (facilitation of the process itself will be brought in from an outside organization)
- **16 Interviews; 3-5 Year Vision, Ultimate Outcomes, Fundamental Questions/Challenges, Invest and Focus on Vital Few**
 - Human Capital
 - Residents
 - Infrastructure
 - Community
 - Communications
- **The Planning Timeline**
- **Performance Dashboard Exemplar**

- **Minimum Viable Product and Maturity Roadmap**
 - Year Zero: Laying the Foundation
 - Year One: Countywide Framework and Objectives, Accountability, Department Pioneers
 - Year Two: Full-scale Rollout, County and Department, Supporting Structure

Commissioner VanderWerf mentioned the Innovation and Technology Committee has provided a lot of input for this.

Stephanie Adams inquired about how the COG might be involved with the new County Strategic Plan. Joe Palmer mentioned they would invite this groups participation at every step along the way and will be happy to report out (bring the work of the planning team) to receive the COG's feedback.

Tough Jobs

Ryan Parsell, Chief Public Information Officer and Nancy Nelsen, Channel and Audio-Visual Team Lead spoke to a project the Public Information Office is working on called Tough Jobs. Its missions are targeting citizen awareness and to try to build up some of the brand representation such as social media connection. PIO is looking for a host and asked if the COG would be able to assist with the audition process in an effort to find the right person for their Tough Jobs video. Some of the topics to be covered in the video will be the Department of Public Works, Health Inspection, Roadkill Clean Up, and Fire Mitigation. Nancy Nelson will provide more information to the COG members via an e-mail.

2022 El Paso County Citizens College Update/Discussions:

Stephanie Adams, COG Chairperson asked the COG members about the status of each of their 2022 Citizens College sessions they have signed up for. She will provide the members an updated program at the first of the year. It was determined to hold the first COG meeting in January of 2022 to allow the members to finalize the 2022 Citizens College plans.

Meeting Adjourned: 11:00 a.m.