
COO Quarterly Report

FY 2014 -1st Quarter; July 2013- September 2013

After joining the current administration in June 2013, I was tasked with ensuring that the priorities of each operational department are aligned with the strategic vision of the Board of Commissioners. On a quarterly basis, the *COO Quarterly Report* will provide a summary of departmental initiatives and countywide accomplishments. It is my goal to ensure that the outcomes from each department contribute to advancing Clayton County as a whole.

Operational Areas of Focus

There are three core areas of focus that guide the priorities for each department:

- Commitment to Being Community Focused
- Standardizing Government Operations (Accountability & Efficiency)
- Contributing to a Positive Presence for Clayton County

Clayton County Wins Big

1. Starting in October 2013, job applicants will have the option to submit their applications through our website. Hard copies of applications will no longer be a requirement for consideration.
2. The Community Development team in partnership with Metro Fair Housing Services, Inc. hosted a Homebuyers Education Seminar in Spanish. This was a first for Clayton County!
3. The Parks & Recreation team hosted the Georgia Recreation and Parks Association (GRPA) state board of trustees meeting at the VIP Complex. That was the first time the conference was held in Clayton County since the organization was founded in 1945.

Transit Update

In October, the Transit Planning & Engineering Services Annual Contract RFP will be posted to our website. We anticipate presenting a recommendation to the BOC for award in December 2013.



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Content Guide:

- SPLOST 2004/2009
- County Beautification
- CCTV23 Enhancements
- Economic Development Strategic Plan
- Centralized County Contract Repository
- Branding Committee

Next Quarter at a Glance

October 2013

- Clayton County Government Internship Program
 - Business License/Alcohol Renewal Season
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November 2013

- SPLOST 2015
 - Clayton County Economic Development Collaborative (CCEDC)
-

December 2013

- Countywide Public Safety Digital Network Design & Construction (CPSDN) Project

SHOW ON THE ROAD

Tuesday, October 8, 2013

E. W. Oliver Elementary School
1725 Cheryl Leigh Drive
Riverdale, GA

4:00 pm – 7:00 pm

SPLOST 2004/2009

The 2004 and 2009 SPLOST projects are ongoing with no change in the estimated target completion dates. Master site plans for two co-mingled sites, NE Police Precinct and the Fueling Center/Animal Control Facility, have been determined with preliminary conceptual drawings complete, and are pending final approval from the project owners and/or leadership team. After final plans are approved, any change or additional budgetary considerations will need to be determined and presented appropriately.

SPLOST Project Categories:

- Parks & Recreation
- Transportation
- Public Safety
- Senior Services
- Library Improvements
- Information Technology Improvements

The Board of Commissioners is leading an effort to work with Directors, Elected Officials and Mayors of each city to compile a project list for consideration for SPLOST 2015. More details will be available in the next *COO Quarterly Report (FY2014; 2nd Quarter)*.

Community Development Business & Beautification Efforts

- Conducting GIS analysis of County Commercial corridors, major road intersections and certain retail businesses.
- UGA Extension Service and Community Development are collaborating to identify shared Arborist functions that will incorporate beautification requirements for business owners in Clayton County. The plan for Business Location Esthetics (BLE) may be introduced to businesses during the license renewal process and allow six months for compliance.
- Anticipating increased revenue from the airport as a result of ongoing collaboration with the City of Atlanta Concessionaires Department.

CCTV- 23 Enhancements & Partnerships

Clayton County Television Channel 23 (CCTV-23) implemented a communications email through Constant Contact and now sends out a monthly list of upcoming county events and new CCTV-23 videos. The current database contains 1,800 email addresses. In addition, CCTV-23 created a text to join listing and QR code for marketing.

CCTV-23 created and updated a total of 23 informational (jpeg) slides, captured video content for 16 events, edited and completed 18 videos that were posted to the website, channel, and cnet. Lastly, the team has partnered with Arts Clayton, Clayton County Public School System, City of Lovejoy, Clayton County Fire Department, and the Ad Council to create video content for the channel.

CCTV-23's social media platform includes You Tube, Twitter, Facebook, and Instagram. I encourage you to stay connected.

Economic Development Strategic Plan

In June 2013, the Board of Commissioners adopted the Clayton County Economic Development Strategic Plan. Since its adoption, the county and cities have held roundtables to discuss execution and ownership across the county. The Director of Economic Development, in collaboration with the Chief Operating Officer and stakeholders from each city, has prioritized the initiatives of the strategic plan as follows:

- Priority #1: Improve the Internal and External Image of Clayton County
- Priority #2: Refine Targeted Industry Sectors for Business Recruitment
- Priority #3: Recognize the Importance of Entrepreneurship & Small Businesses in Clayton County

Starting in October, each city, the County, the Chamber of Commerce, the Development Authority and other stakeholders will develop a more detailed plan of action to operationalize the strategic plan. More details will be available in the next *COO Quarterly Report (FY2014; 2nd Quarter)*.

Centralized County Contract Repository

In the spirit of transparency, the legal department developed a contract repository to provide a common location for all contracts to which the county is presently a party. The repository consists of the contracts presently in existence from the various departments. The originals of those contracts will be maintained in a safe filing cabinet in the legal department with a sortable spreadsheet by department. Further, the Information Technology department has created a location within the county's computer network for the saving of electronic copies of the executed contracts.

Clayton County Branding Committee

The Clayton County Branding Committee understands that our brand is our most valuable asset; therefore, we have to promote and protect it. The branding committee meets monthly to develop a framework that will reestablish an overall brand identity for the county.

The committee consists of representation from the majority of our departments. The vision, mission, core values statements and a strategic plan outline have been finalized for approval by the Board of Commissioners. Once approved, the committee will begin implementing the branding strategies across the county.

Next Steps:

- Finalize two logo samples for Board of Commissioners approval.
- Finalize the 5-Star Rating that coincides with the new brand design.
- Assign Areas of Focus to Branding Sub-Committees.
- Develop Mass Distribution Strategies for new brand adoption, once approved.

*** The Branding Committee is working diligently to ensure Clayton County has a positive presence! ***