



Goal #2: Institutional Governance and Policy

March 1, 2022

Goals & Objectives

- 1. Economic Development**
- 2. Institutional Governance & Policy**
- 3. Environment**
- 4. Education**
- 5. Quality of Life**

2022 Presentation Schedule

DATE

February 1, 2022

March 1, 2022

March 29, 2022

April 26, 2022

May 24, 2022

GOAL

1. Economic Development

2. Institutional Governance & Policy

3. Environment

4. Education

5. Quality of Life

June 21, 2022

July 26, 2022

September 27, 2022

October 25, 2022

November 29, 2022

1. Economic Development

2. Institutional Governance & Policy

3. Environment

4. Education

5. Quality of Life

Presentation Team

LEAD PRESENTER



Jenifer Ellin
Director of Fiscal &
Administrative Services



Deborah E. Hall
Deputy County
Administrator



Deborah A. Carpenter
Director, Planning and
Growth Management



Alexis Blackwell
Director, Human
Resources

Presentation Team - cont.



Jennifer Harris
Chief of Media



Wesley Adams
County Attorney



Kelly Robertson-Slagle
Director, Economic
Development

Operational Excellence

Charles County will promote operational excellence through effective management, efficient and equitable service delivery, and stakeholder engagement with diverse constituencies inside and outside of county government.

Smart City / County Concept

Using insights from data collection and management to help solve problems and improve the lives of residents

1

LANDFILL AUTOMATION

Software implementation

2

UTILITY OPERATIONS

Updated Supervisory Control
& Data Acquisition (SCADA)

3

SOFTWARE

Energov Permitting Software

4

VIRTUAL MEETINGS

Implementing new platform
for virtual hearings

5

RESIDENT RESPONSE SYSTEM

Department of Fiscal & Administrative Services

DFAS

Automated Technology

Continual modernization of
County technology tools to ensure
superior service to our residents

1

Implementation under way for
Financial and Human
Resources software.

- Go-live for financial
scheduled for July 2022.
- Go-live for HR and Payroll
is scheduled for April 2023

2

HR Software: Implemented
County-wide training solution

3

New Tax System: Currently
being researched

4

ARPA Reporting Software:
Currently being researched

Cyber Protection

Evaluate, acquire, and implement cybersecurity controls to mitigate evolving cybersecurity risks

- Policies and procedures – Migrated to new platform for IT Use and Security Policy for review, acceptance, and tracking
- Network security vulnerability assessment, to be conducted by external security company, scheduled for spring 2022
- Multi-Factor Authentication Implementation program in process
- Upgraded VPN infrastructure to support Multi-Factor Authentication
- Implemented new Security and Information Event Management System
- Implemented new one-click phishing reporting functionality for employees

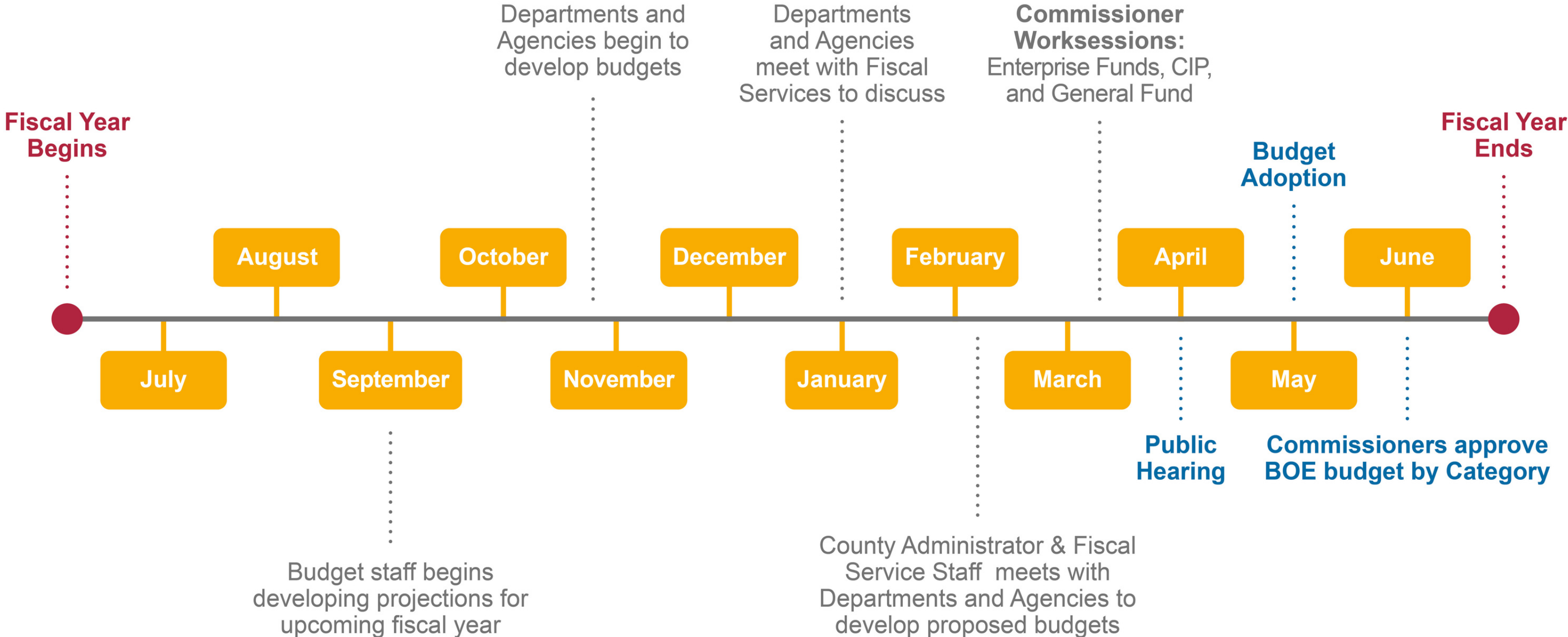
County Websites: New Platforms

	2018	2019	2020	2021
CharlesCountyParks.com	360,542	531,496	308,087	317,971
CharlesCountyMD.gov	2,056,321	2,796,635	3,331,704	4,107,765
ExploreCharlesCounty.com	8,378	6,704	24,804	120,712

Information and Data Programming

- Leverage technology to increase effectiveness of County government operations and promote transparency for our residents
 - Continue to expand teleworking and converting to laptop workstations; conduct virtual meetings; sign documents online; and provide COVID-19 screenings, loan and payroll processing, and website updates
- Goals and Objective updates are being revised to be more data driven to include infographics and trends to help tell the story
- Continued expansion and use of data warehouse technology to provide management with critical information needed to make informed decisions
- Develop and implement cross platform accessible SharePoint sites with automated workflows and document management to provide collaboration tools for teams

BUDGET TIMELINE



Planning & Growth Management

Streamline Services / Comprehensive Zoning

- Draft RFP for Zoning Code Rewrite
- Hired Assistant Chief of Planning and Legal Counsel
- Software upgrades to online permit system (to be completed in Spring 2022)
 - Improved efficiency
 - New Citizen Self Service Portal

ONLINE PERMIT GUIDE



325

Average Number of Monthly Visitors

208

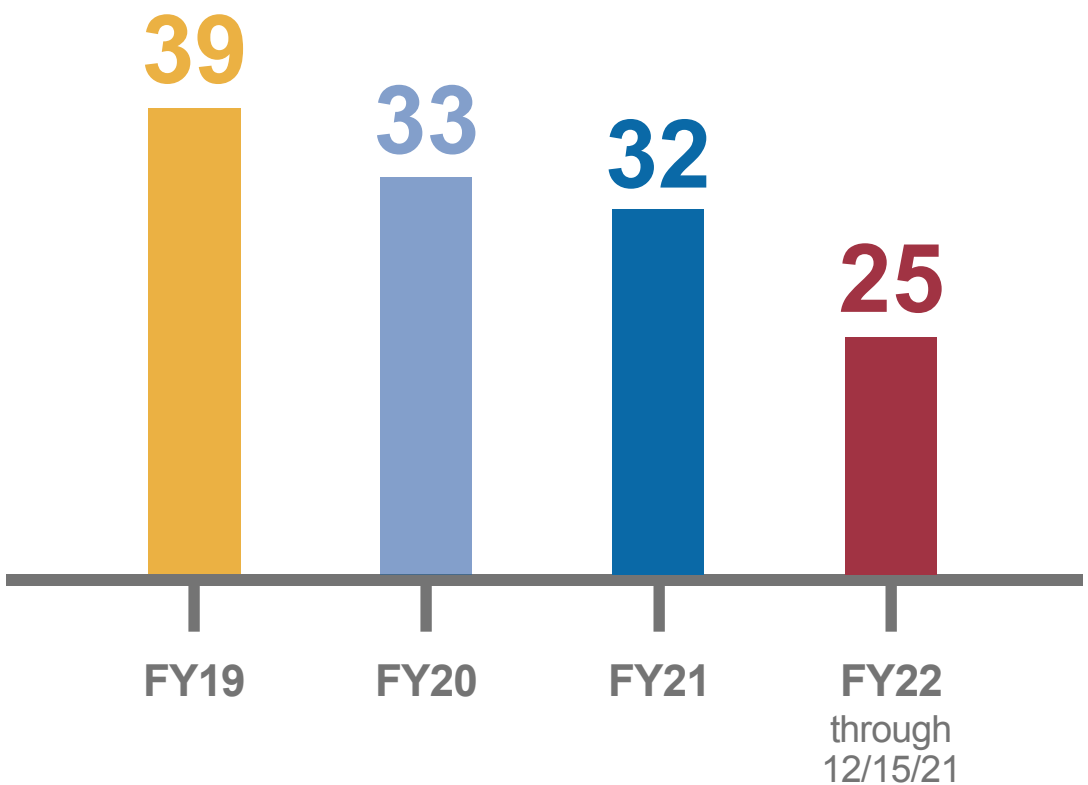
Average Number of New
Accounts Created per Month

240

Average Number of Guides
Created per Month

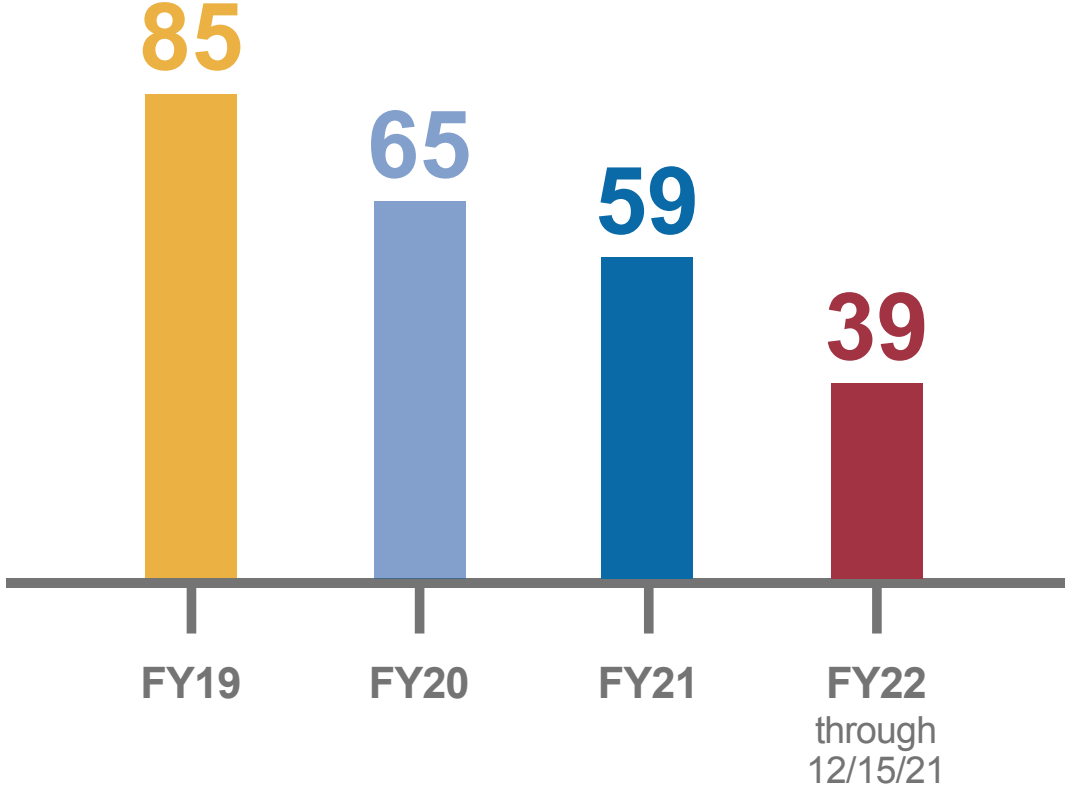
RESIDENTIAL PERMITS

Average number of days to issue a permit



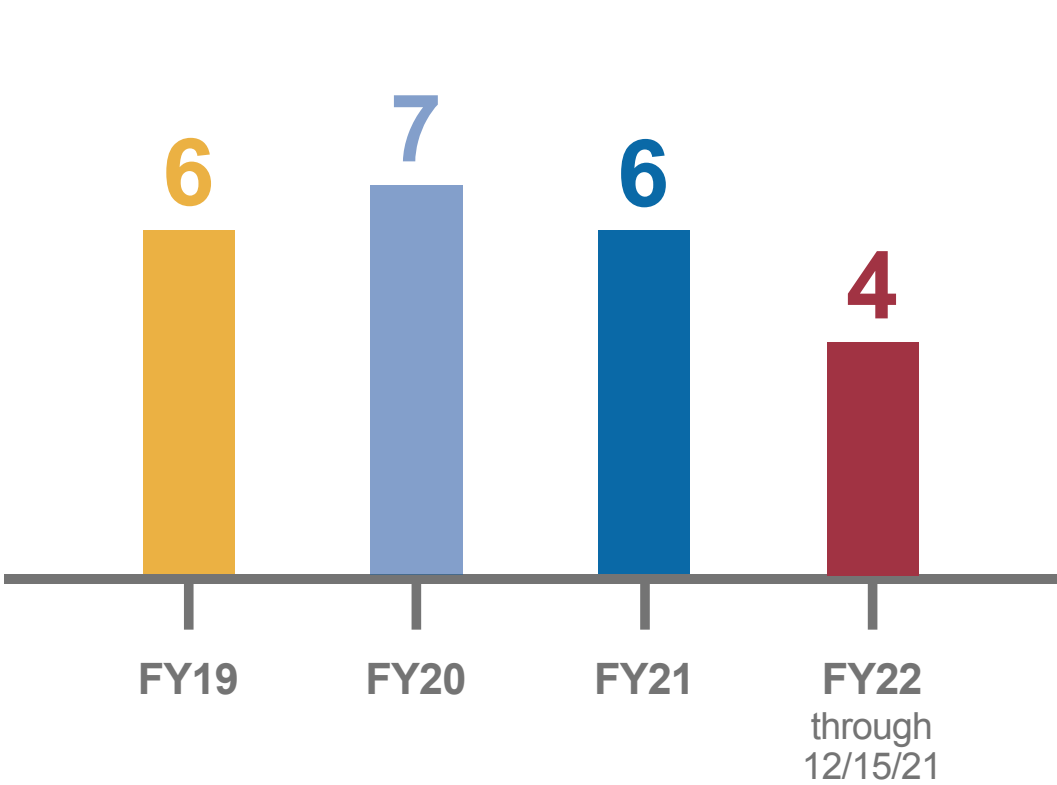
COMMERCIAL PERMITS

Average number of days to issue a permit



TRADE PERMITS

Average Number of days to issue a permit



PGM

Improved Customer Services - Permitting

The process for permit applicants to request a permit extension or withdraw their permit was streamlined and made to be more customer friendly.

1

REMINDERS

2

**EXTENSION /
WITHDRAW FORM**

3

MEETING REQUEST

4

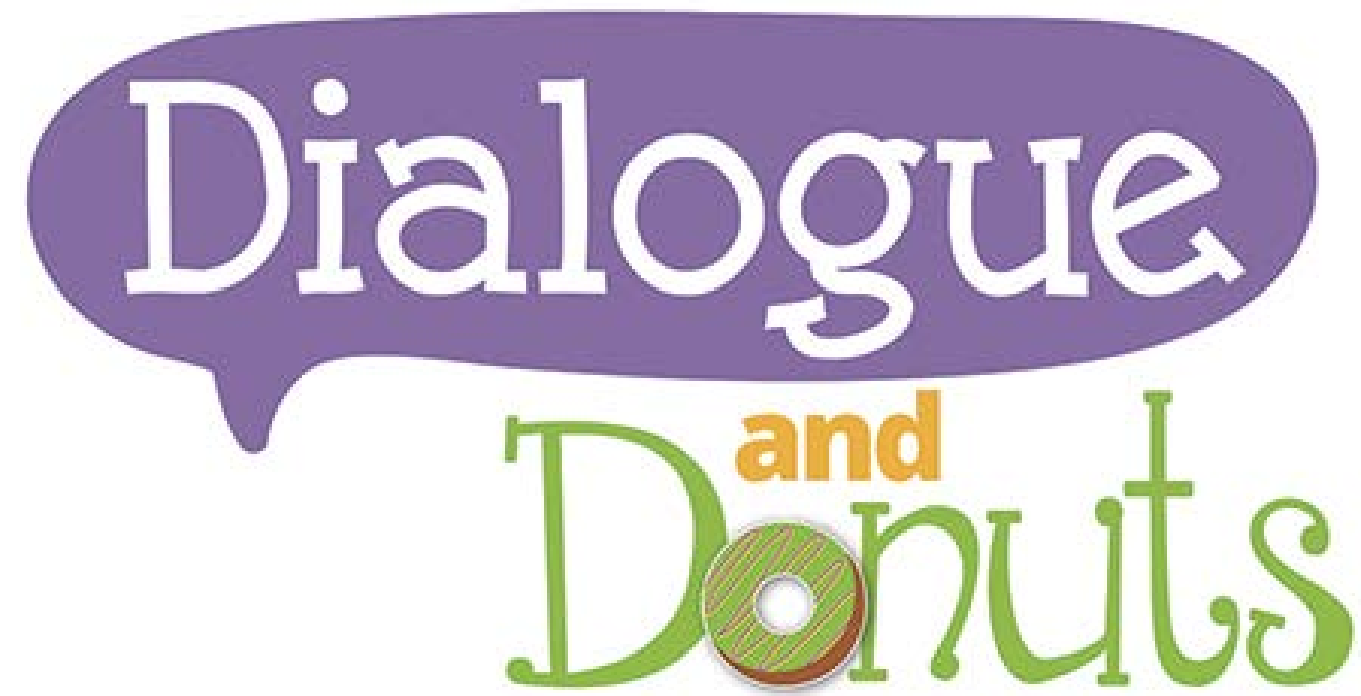
ONLINE SURVEYS

Human Resources

HR: Diversity / Cultural Competence

- 1 Diversity & Sensitivity training**
- 2 Understanding the organization: inclusive leadership with a focus on diversity, equity, and inclusion for Executive Leadership Team (ELT) and Senior Leadership Team (SLT) through CSM**
- 3 Emotional intelligence for ELT and SLT via Learn**
- 4 GARE learning cohort**

HR: Diversity / Cultural Competence cont'd



PROGRAM GOAL

Provide an opportunity for CCG Staff to come together to learn more about critical elements of DEI. Engage with their colleagues and form an understanding of how knowing this information can positively impact our work.

July | Getting to Know You

34 Participants

August | Inclusive Leadership

37 Participants

September | Equality and Equity

35 Participants

October | Understanding Microaggressions

24 Participants

November | Importance of Allyship

37 Participants

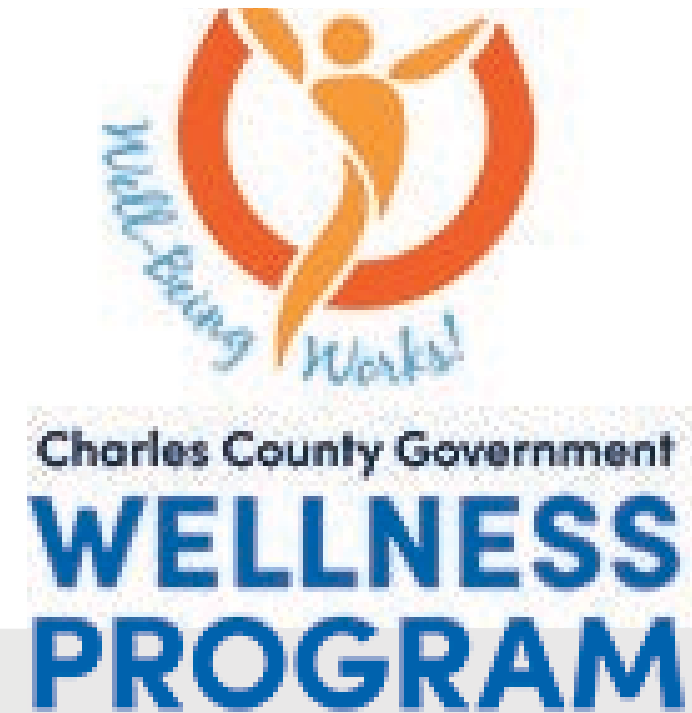
December | Justice, Equity, Diversity, and Inclusion (JEDI)/ Affinity Groups

34 Participants

January | Crucial Conversations: Speaking Truth to Power

27 Participants

Employee Engagement



TOP PERFORMERS

- 2020 - 20 nominations
 - 2 individual winners
 - 1 team winner
- 2021 - 21 nominations
 - 1 individual winner
 - 3 team winners

INNOVATOR AWARDS

- Relunched 2021
- 4 submissions
 - 1 team winner
 - 1 under review
 - 2 did not move forward

WELLNESS

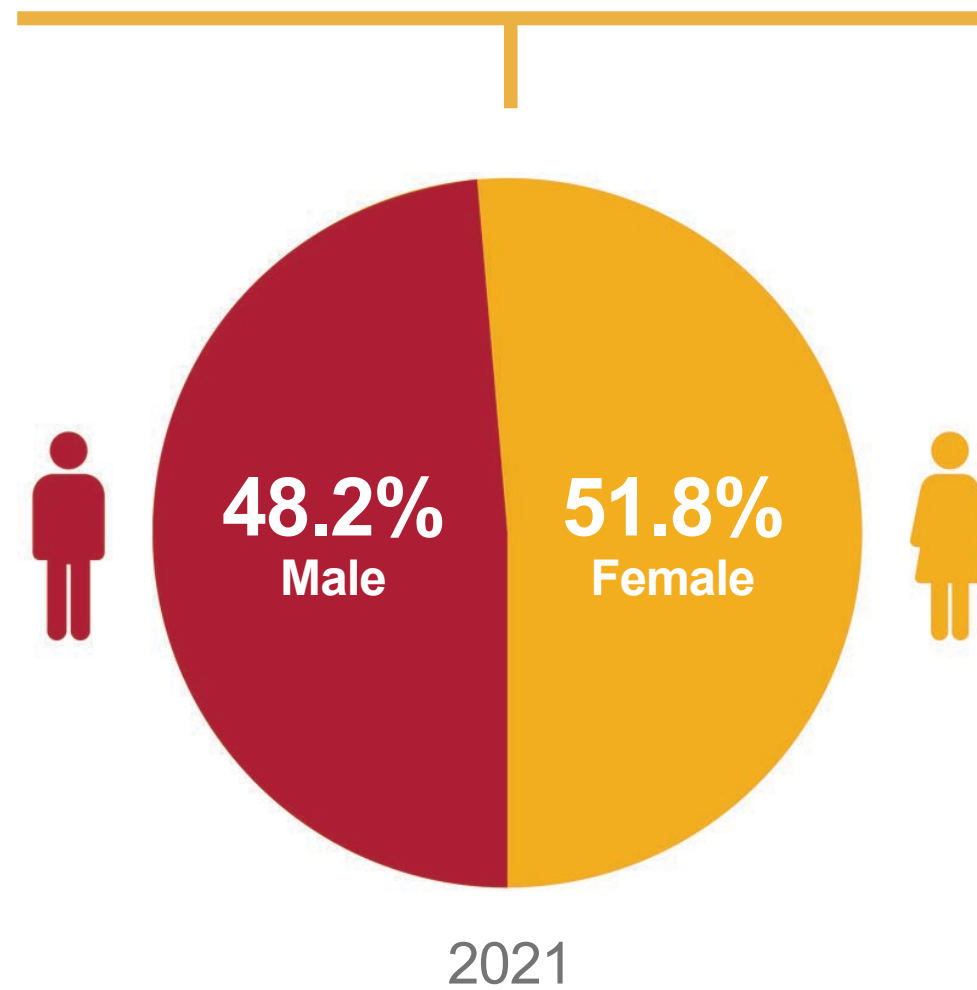
- WALKTOBER
 - 179 Participants, over 50,000,000 steps!
- Exemplar Award Healthiest Maryland Businesses

CHARLES COUNTY DATA

CENSUS COMPARISON

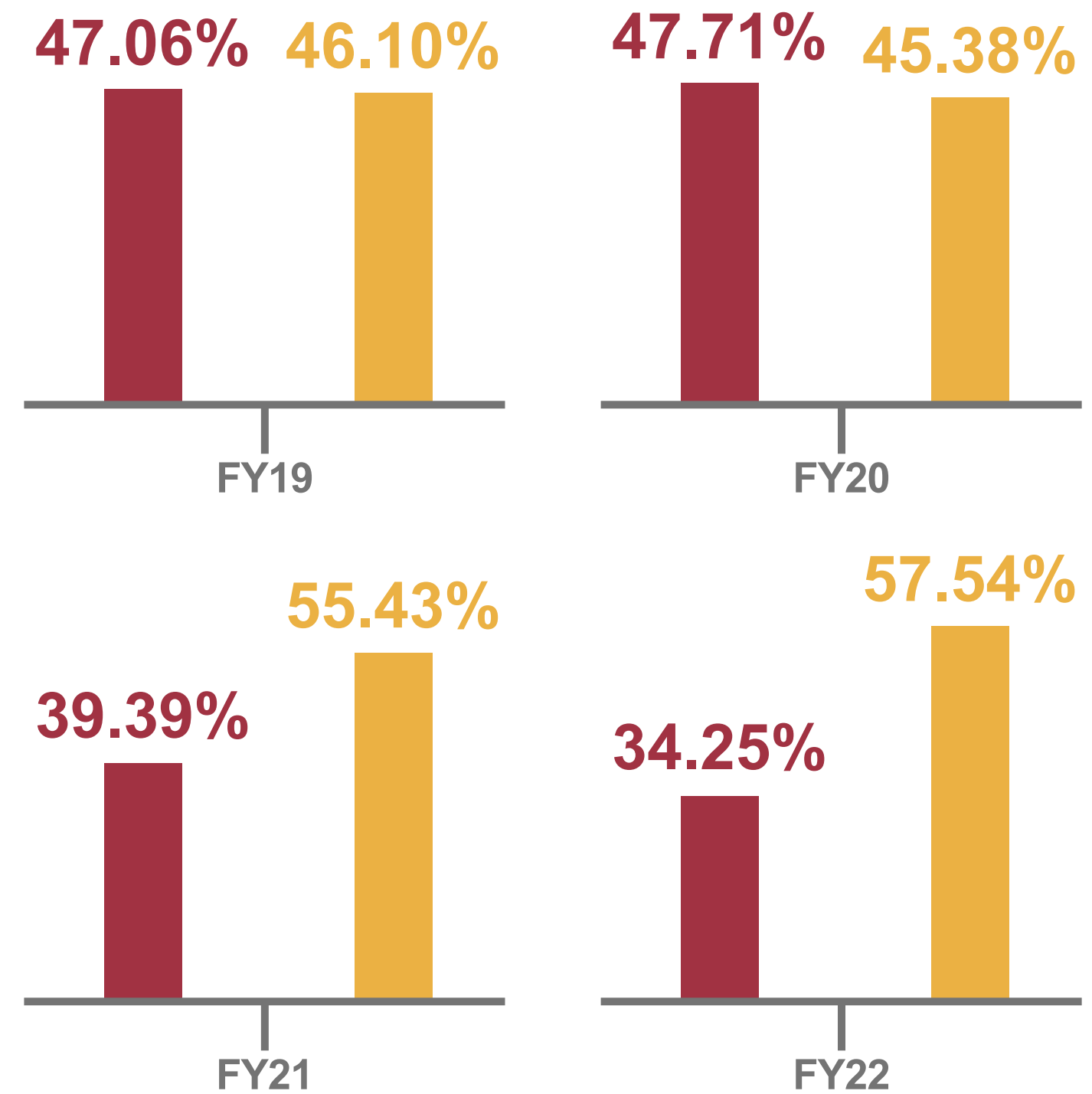
166,617

Total Population



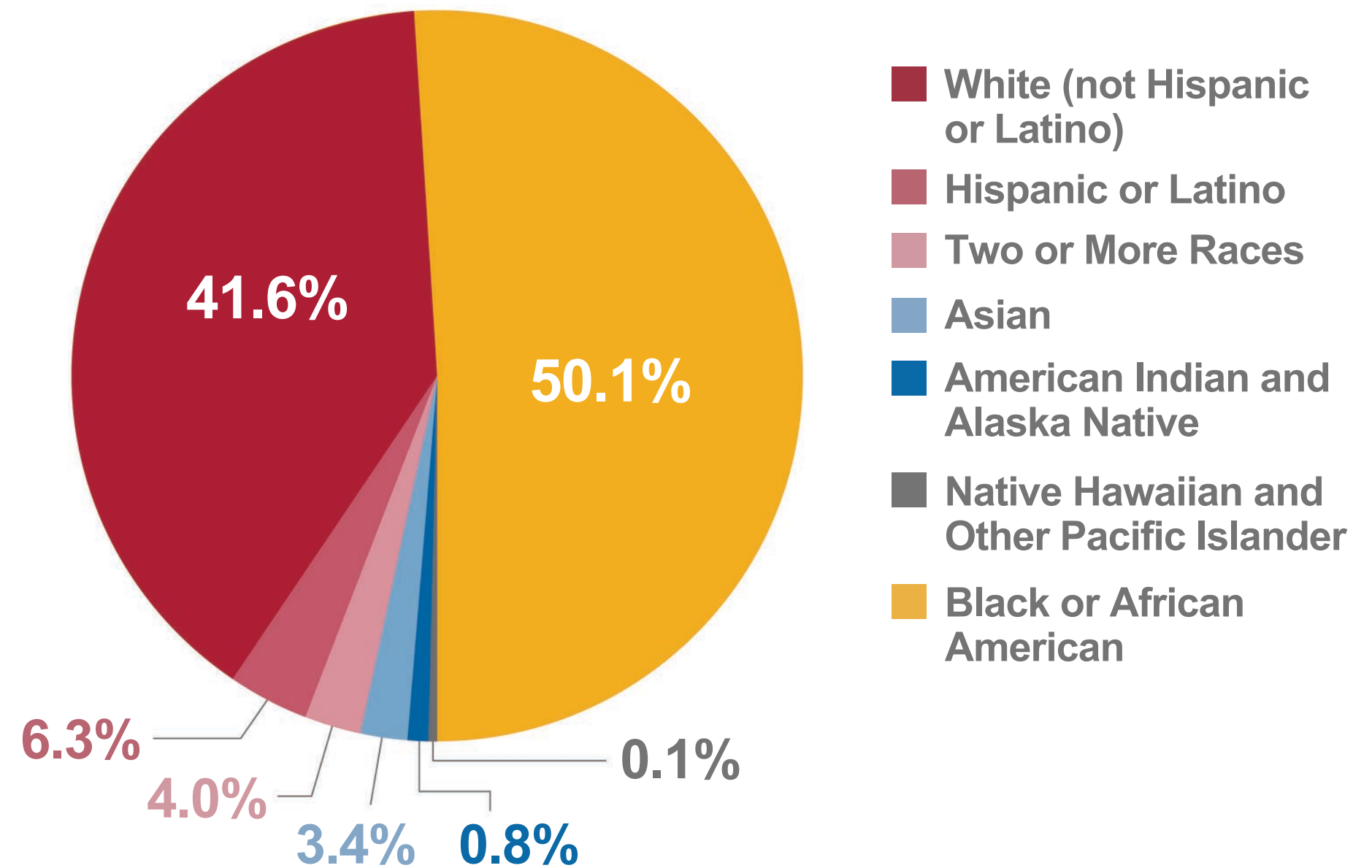
RECRUITMENT

APPLICANT DATA



CHARLES COUNTY DATA

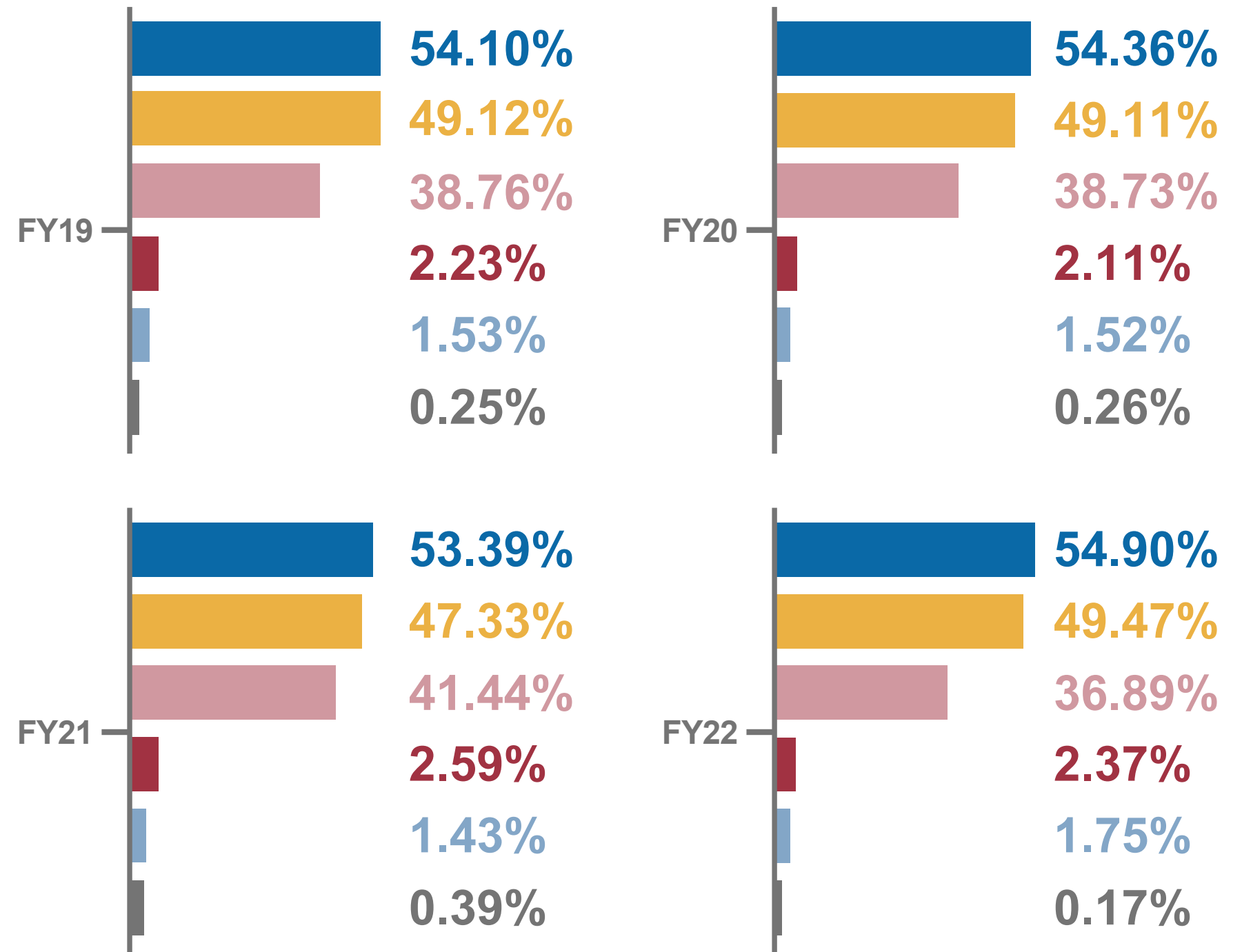
RACE & HISPANIC ORIGIN



Source: U.S. Census Bureau, 2020 Decennial Census

RECRUITMENT

APPLICANT DATA



Media

MEDIA

County Branding

RESULTS

- Earned Media:
 - News Release Pickup
 - Television / Radio News
- Owned Media Coverage
 - County E-Newsletter
 - YouTube
 - Podcast
- Shared Media Coverage
 - County Facebook and Twitter



SHARED MEDIA COVERAGE

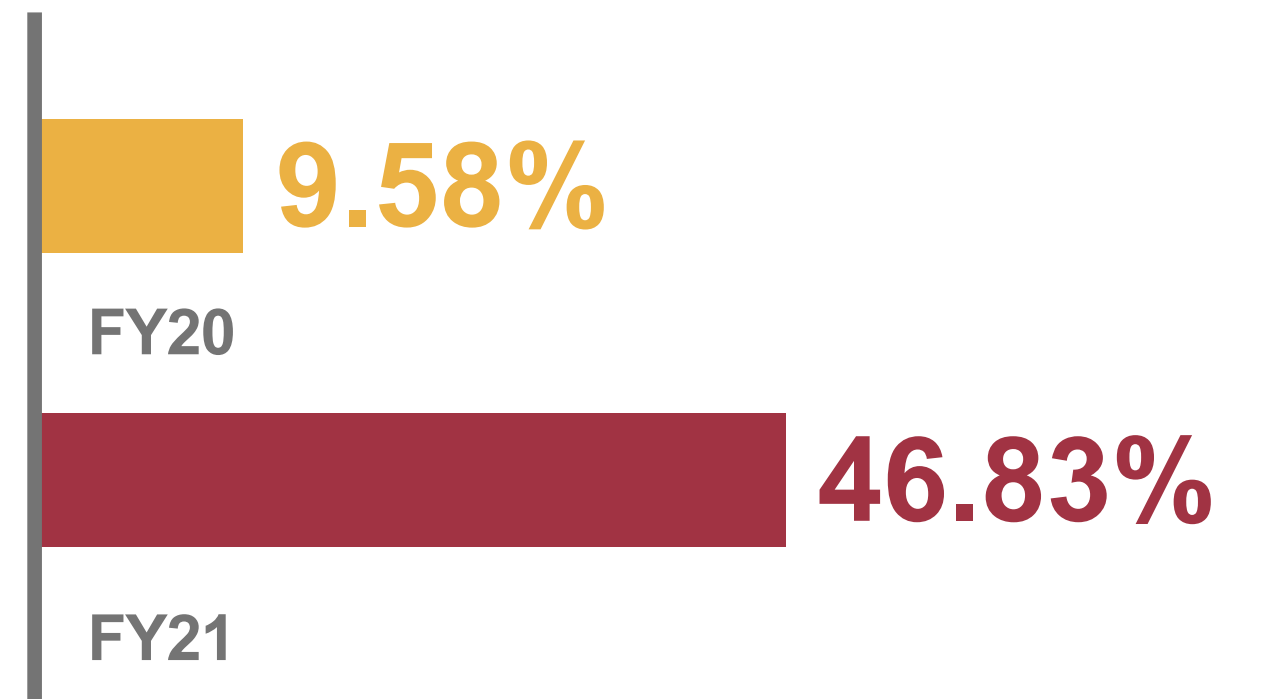


17.5k
Followers



5.5k
Followers

Collective Reach



OWNED MEDIA COVERAGE

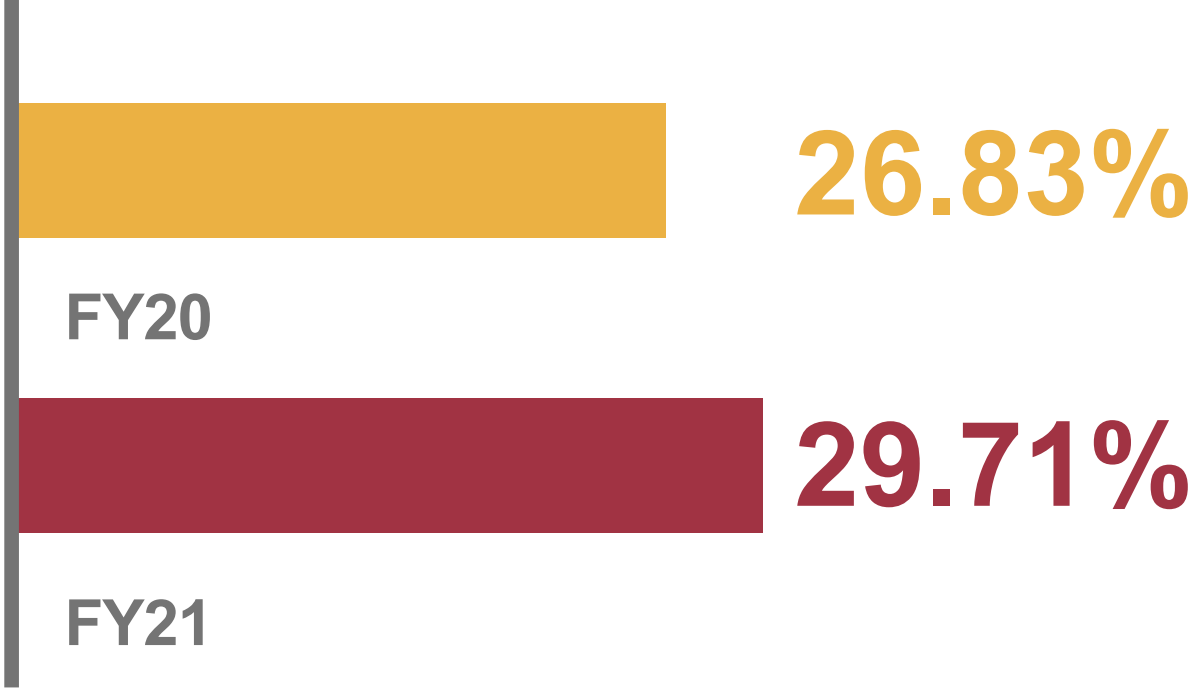


128 videos (up from 35)
205,768 views

OWNED MEDIA COVERAGE

E-Newsletters

Open Rates



NOTE: Industry standard open rate is 20%

OWNED MEDIA COVERAGE

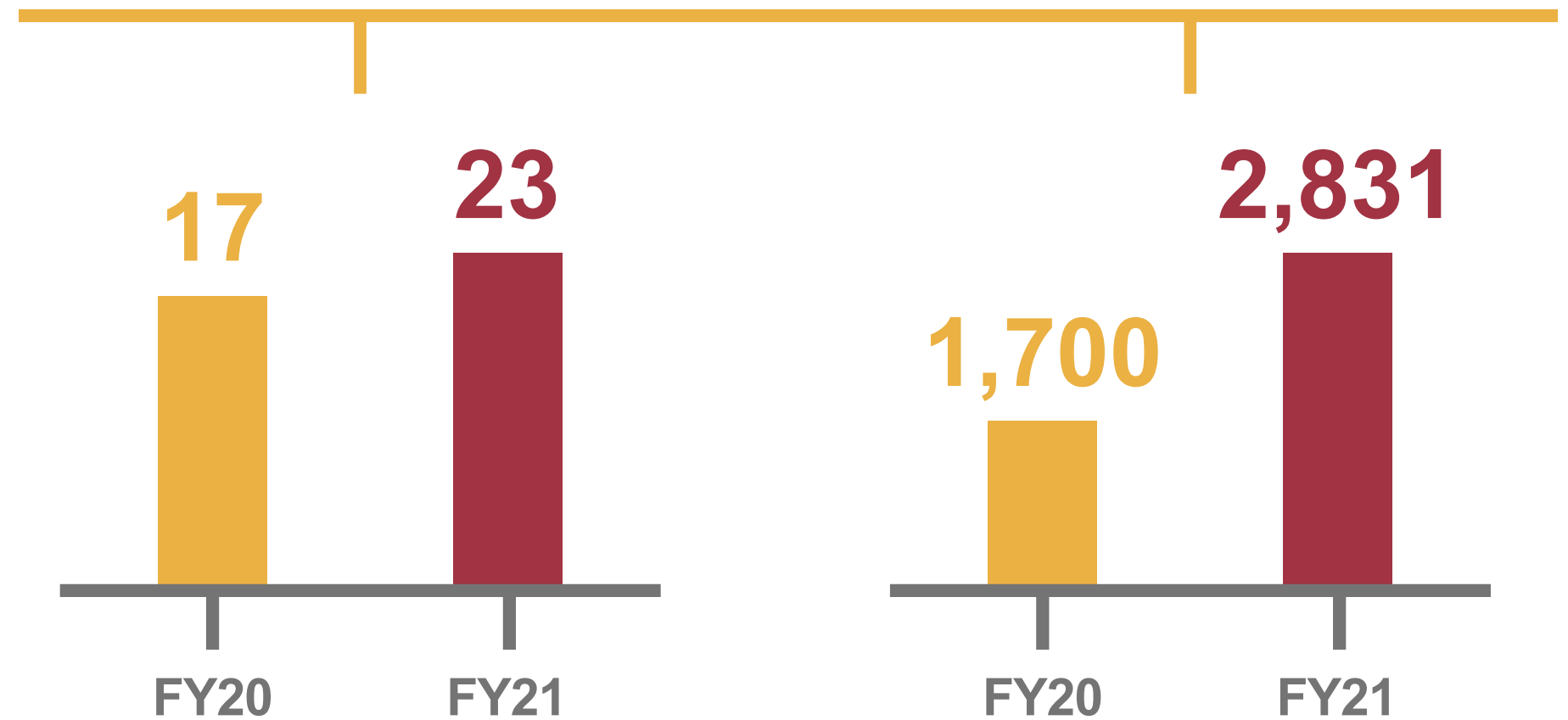
Unscripted Podcast

23

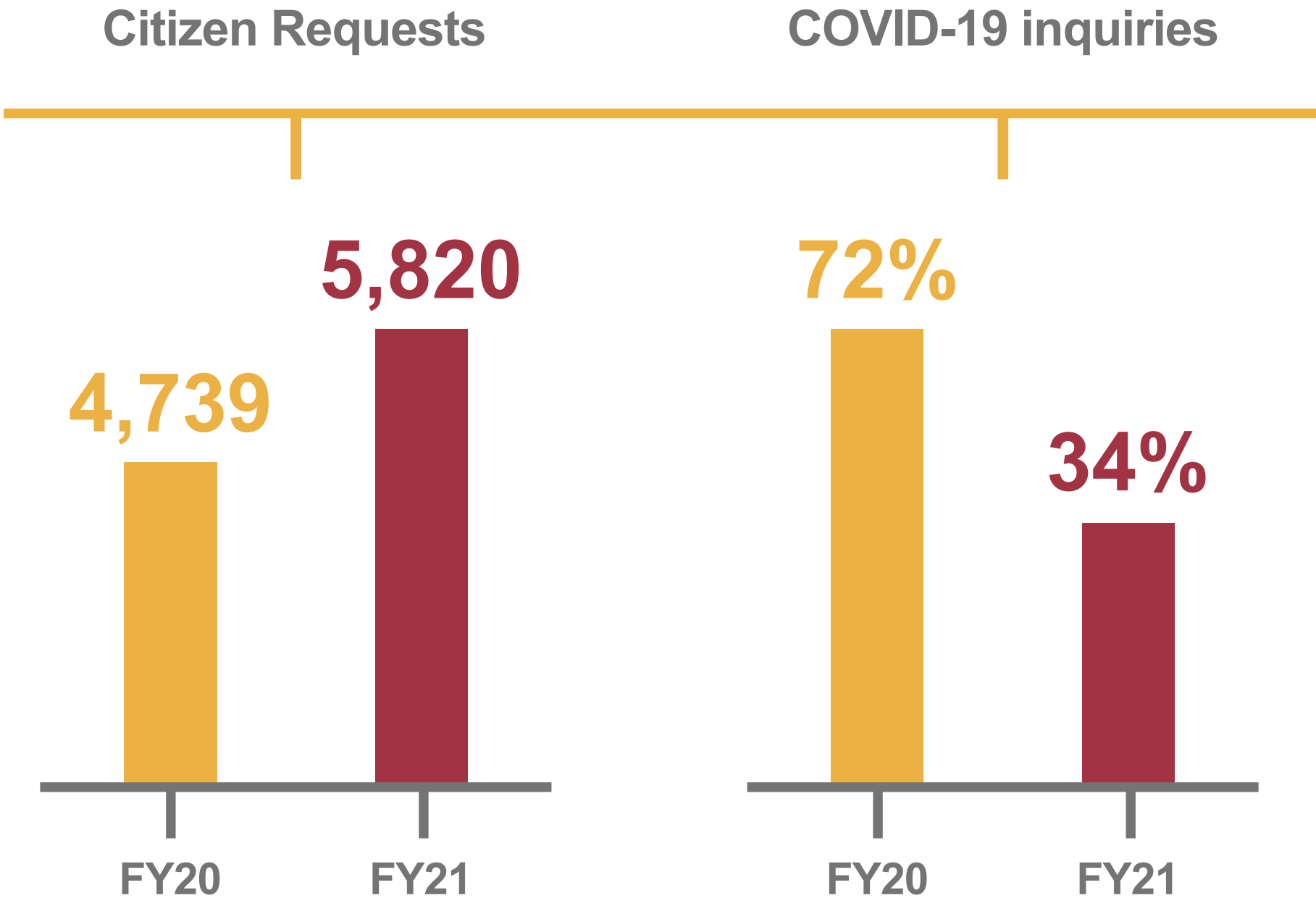
Audio episodes released

2,831

“Listens” of episodes



CITIZEN ENGAGEMENT



MEDIA

CCGTV Broadcast Upgrades

Camera installation and broadcast upgrades that support virtual and hybrid meetings for boards, commissions and public meetings.

IMPROVED
INTEGRATION
W/VIRTUAL MEETING
PLATFORM

\$400,000
INVESTMENT IN
STUDIO UPGRADES

INSTALLED &
UPGRADED
TECHNOLOGY

Public Policy

Support transparent governance and policy decisions, responsible resource management, and accountability for results.

County Attorney: Legislation

Legislative Updates

MARYLAND GENERAL ASSEMBLY

- County Attorney's Office continues to provide weekly legislative briefings during the 2022 Maryland General Assembly session
 - Continue to present weekly to the commissioners with appropriate legal commentary.
 - All supported legislation is tracked by the CAO with weekly updates provided to the BOCC.
 - Legislation opposed by the BOCC is tracked by CAO and appropriate communications are submitted to the General Assembly.

County Administration

Governance Leadership

1

NACO AWARDS

2

**EXECUTIVE
LEADERSHIP RETREAT**

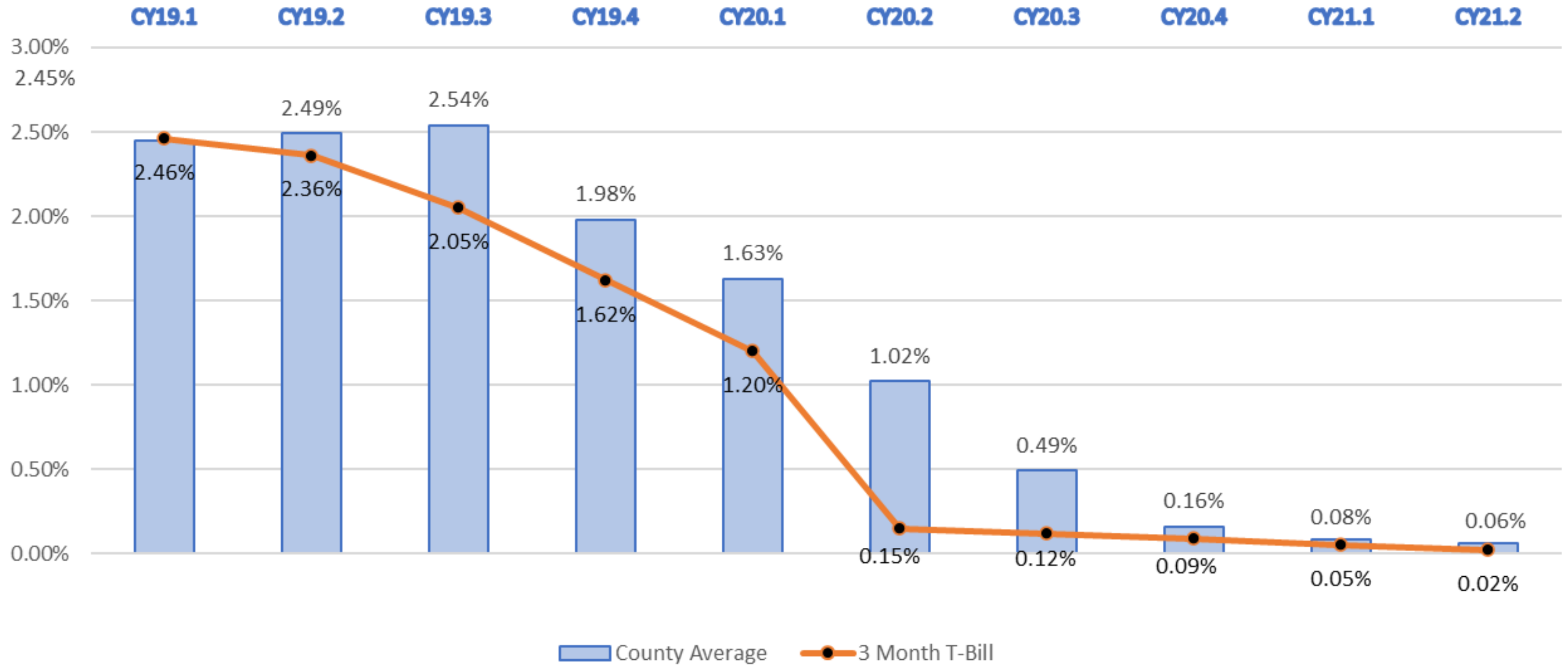
3

**CLIMATE RESILIENCY
EFFORTS**

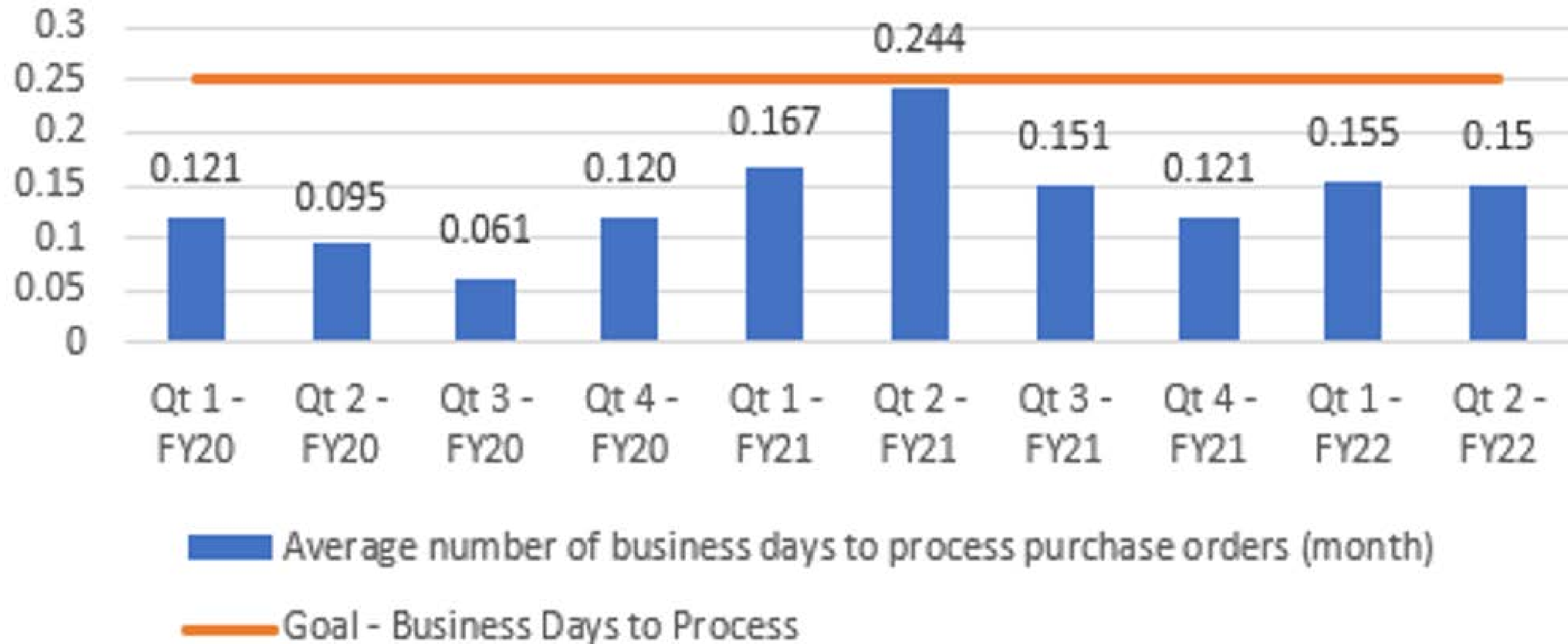


Department of Fiscal & Administrative Services

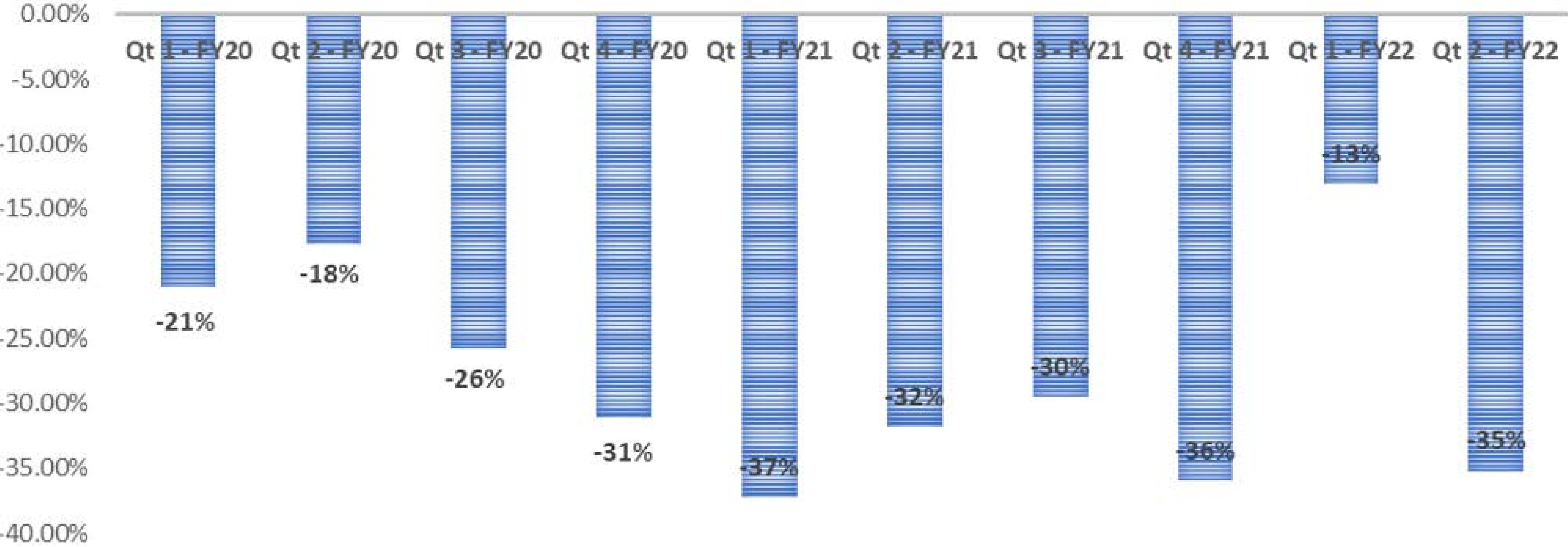
Interest Rate Comparision



Average Business Days to Process POs (by Quarter)

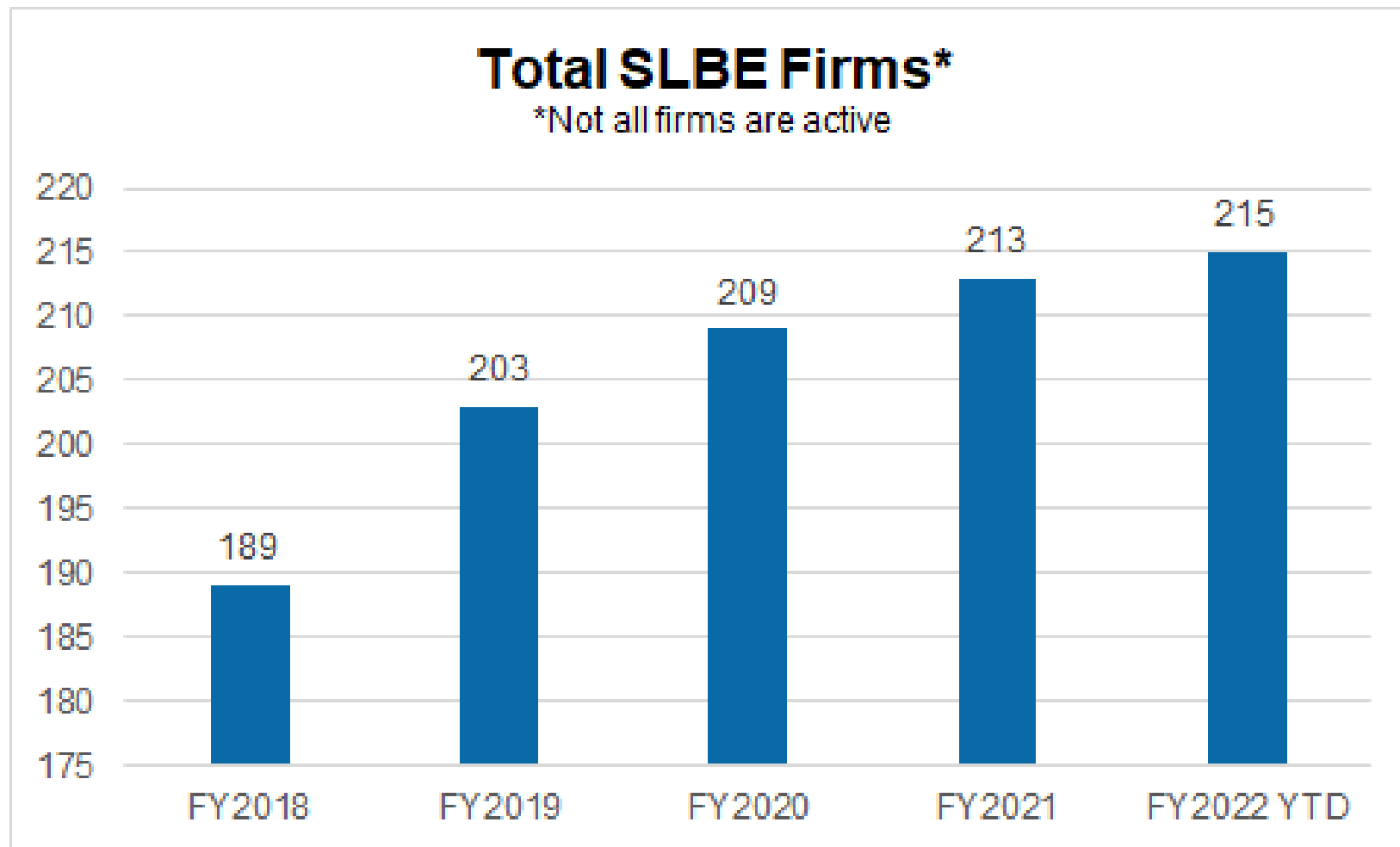


COST AVOIDANCE SAVINGS OVER CUMULATIVE AWARDS (BY QUARTER)

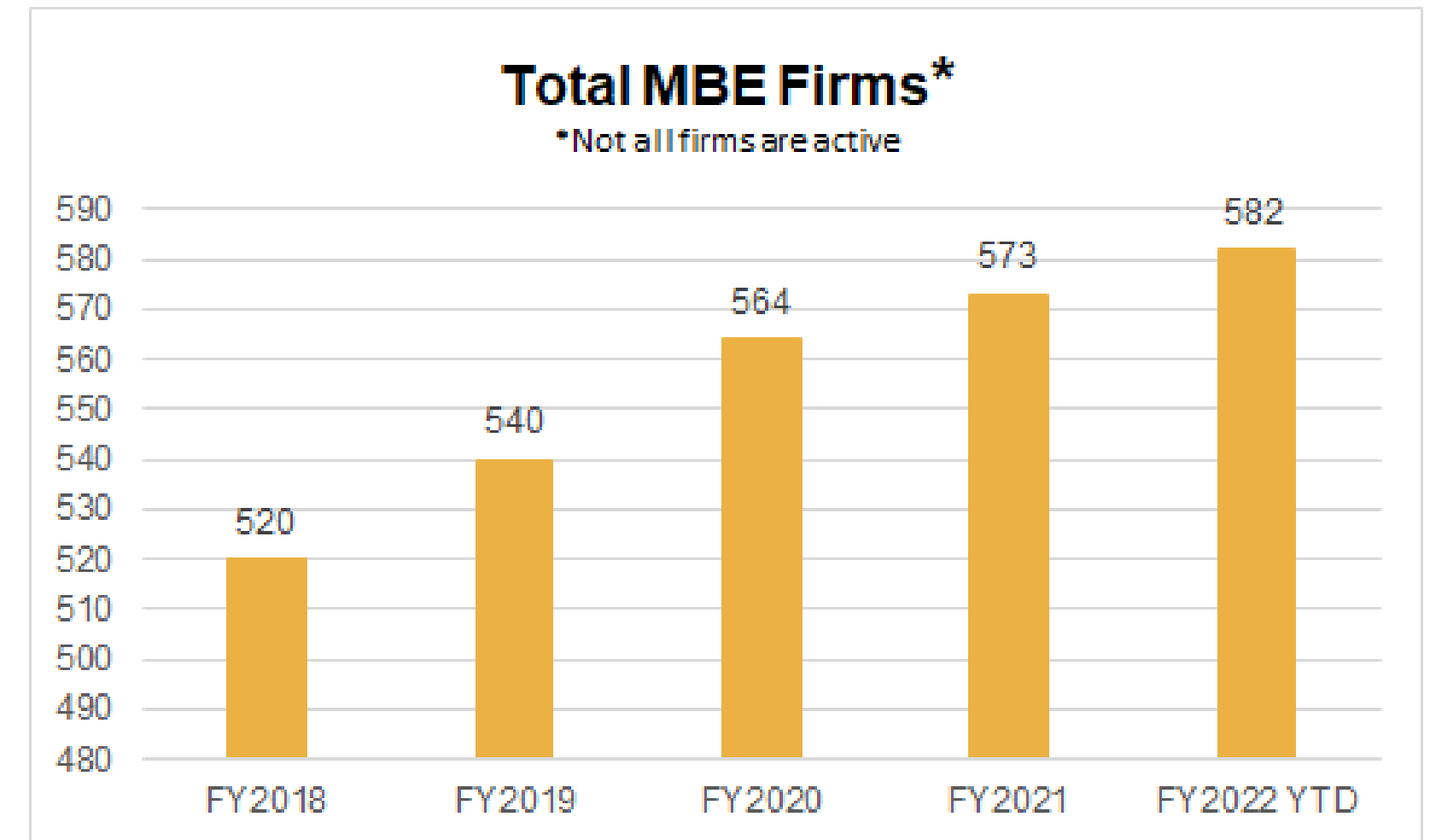


Economic Development

**Buy Local
(Small Local & Minority
Business Enterprise
Programs)**



% Change: 12.7%



% Change: 10.2%

SLBE AWARDS (FY2021)

- Total Dollars: \$5,459,755
- Total # of SLBE Firms Used: 76

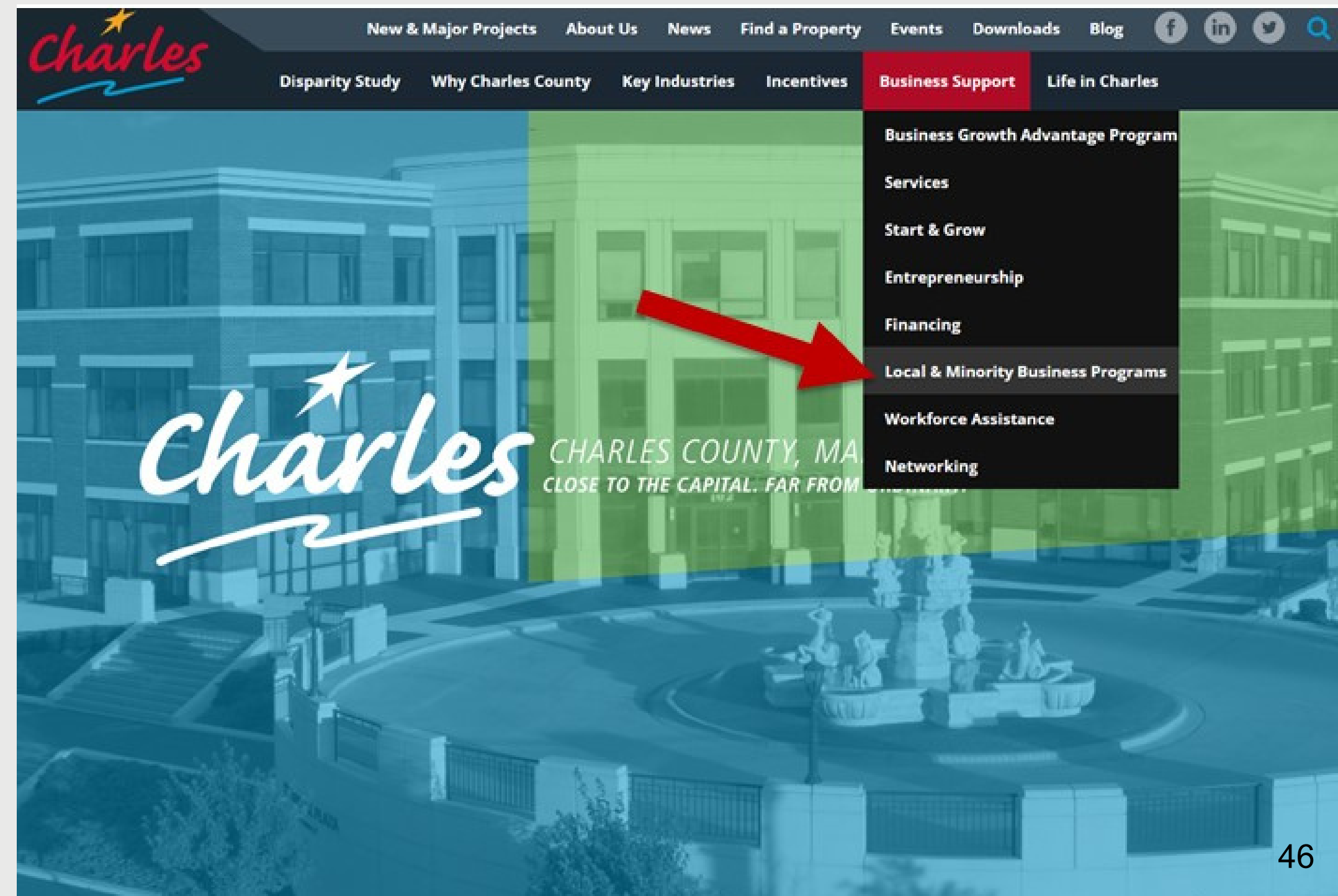
MBE AWARDS >\$25K (FY2021)

- Total CCG Awards: \$34,483,272
- MBE Awards: \$2,572,085
- % of MBE Awards: 7.5%

ECONOMIC DEVELOPMENT

Local & Minority Business Programs

- Deploying an aggressive outreach plan to educate and encourage businesses to become SLBE and MBE certified.





Charles County Government

200 Baltimore Street • La Plata, MD • 301-645-0550

Equal Opportunity Employer

www.CharlesCountyMD.gov

It is the policy of Charles County to provide equal employment opportunity to all persons regardless of race, color, sex, age, national origin, religious or political affiliation or opinion, disability, marital status, sexual orientation, genetic information, gender identity or expression, or any other status protected by law.