

Charlotte County update for 8/10/16

County video a viral hit on social media

By Ray Sandrock, Charlotte County Administrator

Charlotte County is shining on social media. Our response to singer Justin Timberlake's challenge to create a version of his "Can't Stop The Feeling" music video has gone viral on Facebook, registering more than 284,000 views since Aug. 4. The post has been shared more than 7,700 times, boosting the reach of the video to 550,000 Facebook users. The video, featuring county staff and local residents dancing and lip-syncing to the No. 1 hit, has been viewed more than 16,500 times on CC-TV's YouTube page.

Beyond celebrating Charlotte County's natural beauty and wonderful people, the video helped raise awareness of the content available on CC-TV and our social media sites. Created entirely in-house by CC-TV Television Production Specialist Todd Dunn and Programming Manager Elizabeth Billings, the video has nearly doubled the county's Facebook page likes and driven up views of other CC-TV YouTube content.

Hundreds of comments from residents, former residents and visitors have been particularly gratifying.

"Florida's best kept secret. Living in Charlotte County is like going on your best vacation ever and never having to worry about flying home. Love it," wrote one viewer.

"Such a great place. Every day I think how much I love it here," wrote another.

"Great job. Makes me want to visit next time [I'm in] in Florida," wrote someone else.

"This was wonderful! I grew up in Charlotte County but haven't had the chance to go back to visit in over 15 years. I forgot how beautiful it is! Thank you for sharing," a former resident wrote.

Thanks to all the participants and congratulations to Todd and Elizabeth for creating such a professional video that exceeded all our expectations.

To see the viral video and the rest of our CC-TV on-demand content, go to www.youtube.com/user/charlottecounty. To see it on Facebook and read all the comments, go to www.Facebook.com/CharlotteCountyFlorida.

Focus areas

Readers may recall our efforts improve customer service, employee training and long-term planning through the Utility Department's Transformation Initiative. The success of that effort recently earned a National Association of Counties Achievement Award.

We want to replicate that result across our organization, so over the past several months representatives from all county departments have been participating in workshops with consultants from KPMG, which helped Utilities implement its initiative.

Staff are taking their cue from the county commissioners' nine strategic focus areas: water resources, infrastructure, quality of life, efficient and effective government, fiscal/financial

planning, growth management, public safety, economic development and human services. From that starting point, departments are identifying long-range outcomes and short-term initiatives to support those focus areas. To encourage accountability, short-term initiatives are expected to have periodic benchmarks called outcome measures.

For example, in my office, a long-range outcome in support of the board's goal to operate efficiently and effectively is to maintain proactive oversight of progress toward high priority projects. A short-term initiative to achieve that outcome is to meet monthly with department directors. To measure the initiative's outcome, we identify priorities and development performance metrics.

Multiply that example by 10 departments and two dozen divisions within those departments and you get an idea of the scope of this undertaking. It is a massive but worthy effort driven by the county's mission and vision. In case you didn't know, the mission of all county employees is "to be the energy in making Charlotte County a beautiful and enriching place to live." The vision is "to exceed expectations in the delivery of public services."

These are not just platitudes or words on a plaque. You don't succeed accidentally. And while county policies and performance won't always please everyone every time, we think it's important for residents and stakeholders to know how seriously we take our responsibility as stewards of your tax dollars. Every employee shoulders some of that responsibility and the expectations that come with being a public servant in Charlotte County.

Ray Sandrock is the Charlotte County Administrator. Readers may reach him at Raymond.Sandrock@CharlotteCountyFL.gov.