



2020 Business Plan Presentation

Glenn Stephens, County Administrator

County Administrator's Office

- Oversees operation of 12 county departments
- Develops administrative procedures to ensure that the policies of the Board of Commissioners are carried out
- Serves as liaison between the Board of Commissioners, departments, and others on county matters



Strategic Planning

- Each year, the Board of Commissioners and County staff meet for a two-day planning session to develop strategic priorities to guide the County



Mobility & Access



Communication & Engagement



Livability & Comfort



Smart & Sustainable Government



Strong & Vibrant Local Economy



Safe & Healthy Community

Strategic Planning

1. Mobility and Access

- Transportation Infrastructure
- Transit Options
- Airport Redevelopment
- Trail and Greenway Partnerships

2. Livability and Comfort

- Housing Study
- Aging Population Service Impacts
- Litter/Beautification Partnerships
- Community Outreach



Strategic Planning

3. Strong and Vibrant Local Economy
 - Economic Development Initiatives
 - Redevelopment Ordinance
 - Unified Development Ordinance Review
4. Communication and Engagement
 - Branding Initiative
 - Social Media
 - 2020 Census
 - Customer Service Experience



Strategic Planning

5. Smart and Sustainable Government

- Financial Sustainability
- Smart Technology Focus
- Project Delivery

6. Safe and Healthy Communities

- Public Safety Initiatives
- Homelessness Initiative
- Cybersecurity



County Administrator's Office

- The County Administrator's Office also includes:
 - Communications
 - Community Outreach
 - Gwinnett Clean & Beautiful
 - Economic Development
 - Internal Audit
 - County Clerk



Communications

- Develops and distributes timely information about Gwinnett County government initiatives, programs, and services to residents, news media, and employees using internal and external websites, email newsletters, printed newsletter in water bills, government access cable television, news releases, and more
- Primary discipline areas include public relations and marketing, brand management, media relations, website management, video production, and audio-visual support



Community Outreach

- Plans, implements, and coordinates a comprehensive community outreach program for Gwinnett County Government, including the Gwinnett 101 Citizens Academy, and the Gwinnett Youth Commission
- The Community Outreach program also coordinates the citizen-appointed Community Outreach Advisory Board which was established earlier this year



Gwinnett Clean & Beautiful

- Provides environmental stewardship opportunities, education programs, community engagement, and promotes individual action to solve quality of life concerns
- Programs include Adopt-A-Road, Adopt-A-Stream, litter and graffiti prevention, recycling awareness, and others
- Works in partnership with the nonprofit Gwinnett Clean & Beautiful Services, Inc.



Economic Development

- Engages directly with existing and prospective businesses:
 - Entrepreneur Center that offers education and incubation services (opening 2020)
 - Business Outreach Program focused on building relationships along strategic corridors, conducting outreach meetings countywide, and networking with business/industry at *Coffee & Conversation with Your County Government*
 - To date, 89 business outreach meetings conducted and over 350 company representatives hosted at Coffee & Conversation
 - Economic development strategies including business attraction/retention and expansion in strategic clusters, while also focusing on redevelopment efforts



Internal Audit

- Assists management in achieving the highest standards by evaluating and improving risk management, governance, and control processes
- Maintains internal processes to continuously improve internal audit services
- Supports the Audit Committee in their oversight of internal and external audit functions

County Clerk

- The Gwinnett County Clerk serves as the official custodian of the Gwinnett County seal and materials of public record for the Board of Commissioners and other County boards and authorities. Additional responsibilities include:
 - Coordinating and distributing Board of Commissioners agendas and minutes
 - Handling requests for public records
 - Maintaining the Gwinnett County Code of Ordinances
 - Ensuring the County adheres to Georgia Open Meetings/Open Records acts
 - Assisting with the processing of contracts
 - Publishing and distributing all disclosures pursuant to the Gwinnett County Code of Ethics

2020 Budget Request

2019 Adopted Budget	2020 Proposed Budget	2020 Decision Package
\$7,755,003	\$8,229,495	\$76,942*

*One (1) FTE: Community Outreach Program Coordinator



Communication &
Engagement



Questions?