



NATIONAL
ASSOCIATION
of COUNTIES **NACo.**



annual 2018 report



table of contents

MESSAGE FROM NACo LEADERSHIP **1**
MEMBERSHIP ENGAGEMENT **3**
POLICY ADVANCEMENT **5**

THOUGHT LEADERSHIP **9**
COST-SAVINGS SOLUTIONS **13**
FINANCIAL HEALTH **14**

MISSION: STRENGTHEN AMERICA'S COUNTIES. **VISION:** HEALTHY, VIBRANT AND SAFE COUNTIES ACROSS AMERICA.

“The noblest motive is the public good.”

– San Diego County motto

When counties are united at the national level, we are an immense force for the public good. Throughout the past year, NACo multiplied that force alongside our members.

We achieved significant victories on some of the most important issues counties, parishes and boroughs face. These included disaster preparedness and recovery; the opioid epidemic and other substance abuse; mental illness in jails; affordable housing; infrastructure; federal public lands and active forest management, to name a few.


Through the “Connecting the Unconnected” initiative, we highlighted how counties connect residents to society. Focusing on technology, data and financing, we showcased how counties deliver people-centered services that help our residents live well and thrive. This initiative also supported several new programs:

- The TestIT app collects accurate data on the availability of high-speed internet. This will help us advocate for broadband infrastructure investments to bridge the digital divide.

- NACo invested in the future of the county government workforce. With the High Performance Leadership Academy and Enterprise Cybersecurity Leadership Academy, counties have access to affordable, world-class online training for rising stars in county government.
- NACo and the National Sheriffs’ Association created a task force to reduce jail inmate recidivism through continuity of health care services.

The 2018-19 Annual Report provides a snapshot of NACo’s accomplishments on behalf of the nation’s 3,069 counties.

We thank our members and partners. We look forward to continuing to work with you, as we strengthen our force for the public good.



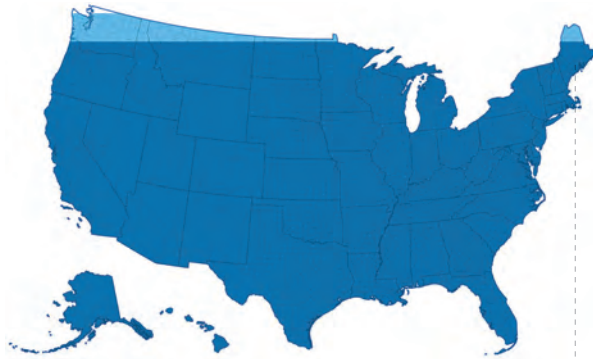
Hon. Greg Cox
NACo President



Matthew Chase
NACo CEO/
Executive Director



Member Engagement



1,470
county officials
on NACo
committees

4,028
county officials
participated
in at least one
NACo event

78%
of the nation's
counties, parishes
and boroughs are
NACo members
– an all-time high

98%
membership
retention rate

82
The number
of state
association
meetings NACo
participated in



In partnership with the Professional Development Academy, including Gen. Colin Powell, NACo launched the **High Performance Leadership Academy** and **Enterprise Cybersecurity Leadership Academy** – world-class online professional development designed for county employees

430 county officials have enrolled from **240** counties and state associations

20 county leaders
participated in the
**County Leadership
Institute**

Since its inception 15 years ago, **243** total counties, parishes and boroughs in **44** states and **18** state associations of counties have been represented in the program



22 states, plus the
District of Columbia, have
100% NACo membership

ALABAMA | ALASKA | ARIZONA | ARKANSAS | CALIFORNIA | DELAWARE | HAWAII | IDAHO | KENTUCKY
MARYLAND | MINNESOTA | MONTANA | NEVADA | NEW HAMPSHIRE | NEW MEXICO | NORTH CAROLINA
NORTH DAKOTA | OREGON | SOUTH DAKOTA | UTAH | WEST VIRGINIA | WYOMING





NACo members participated in **dozens** of congressional hearings, briefings and meetings with decision makers to drive county priorities in America's public policy.

Policy Advancement

Significant Accomplishments:

- Disaster Recovery Reform Act **prohibited FEMA from taking back funds** provided to local governments starting three years after the funding is released
- Maintained investments in key economic and workforce development programs, including **Community Development Block Grants, Economic Development Administration** and **Workforce Innovation and Opportunity Act**
- New **active forest management** authorities for federal agencies to partner with counties and renewed legislative traction on permanent **Secure Rural Schools** funding
- Spearheaded local feedback on the EPA's new "**Waters of the U.S.**" rule
- Secured local government consultation requirements with the Army Corps of Engineers in the **Water Resources Development Act**
- Included the **Second Chance Act** in justice reform bill, providing consistent investments in local reentry programs to help reduce recidivism
- Preserved the **Supplemental Nutrition Assistance Program** (SNAP) by maintaining eligibility and work requirements for SNAP recipients
- With the **TestIT app**, helping to improve the FCC's broadband mapping process and subsequently the broadband funding decisions made by the federal government
 - » 9,500 app downloads with over 60,000 tests
- Five-year reauthorization of the **Federal Aviation Administration**, including wins for counties that own or are involved in airports
- Favorable ruling in the *South Dakota v. Wayfair* decision regarding **online sales tax collection**

Secured increased federal investments in programs important to counties:

Payments in Lieu of Taxes: fully funded at \$515 million

Secure Rural Schools: \$261 million

2020 Census: \$3.8 billion, a \$1-billion increase

Opioids & Substance Abuse: \$1.4-billion increase to fight the opioid epidemic

Farm Bill: Five-year, \$867-billion reauthorization to support rural and underserved communities

USDA Rural Development: \$3 billion, including \$550 million for rural broadband





NACo members received **new tools** to assist with advocacy efforts

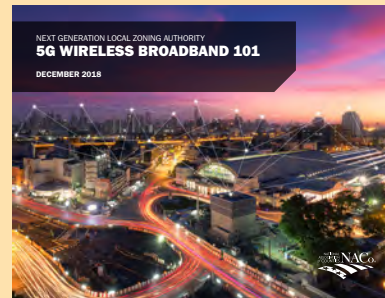
Mr. Jamie Johnson
Secretary of Defense

Hon. David Sauter
1st Lt. Washington



Focusing on **major opportunities** and threats, including:

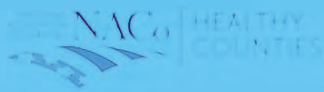

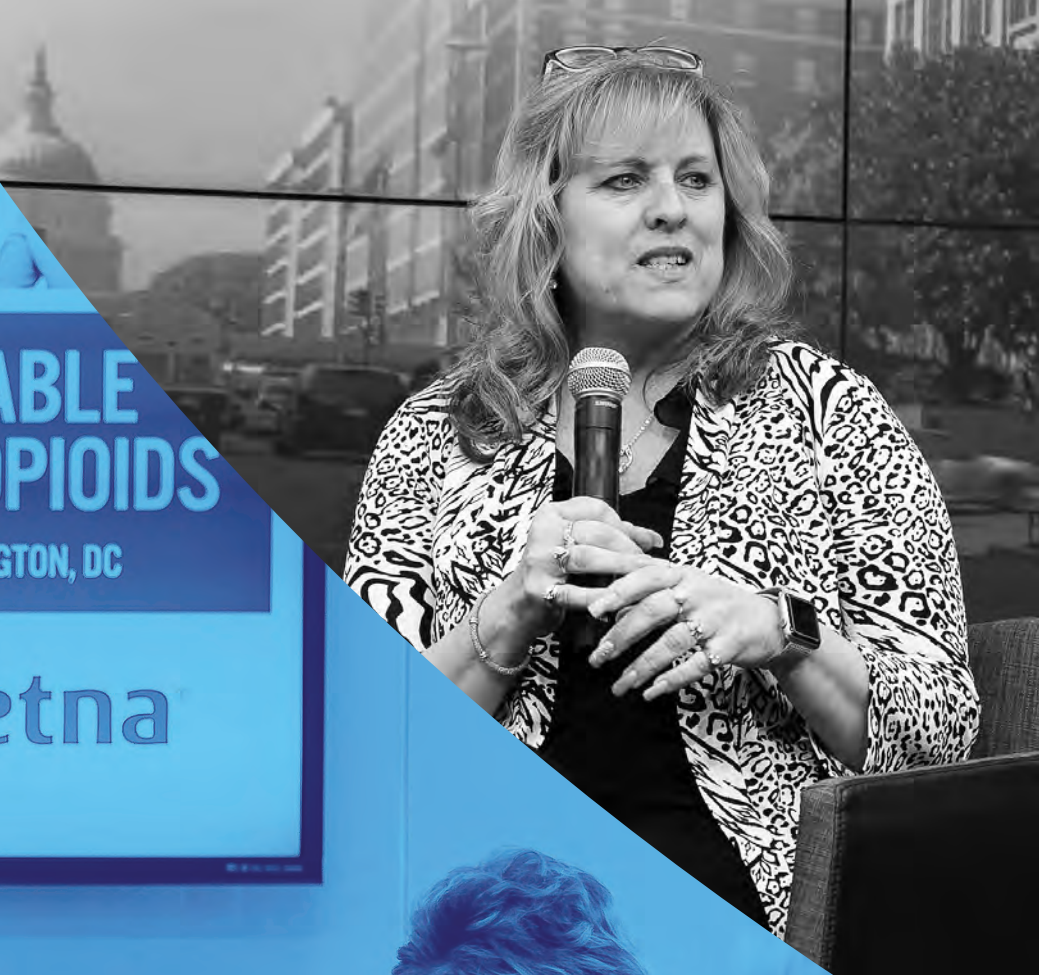
- ≡ Transportation and infrastructure ≡
- ≡ FCC regulations that impact local zoning authority ≡
- ≡ Long-term PILT/SRS funding certainty and active forest management ≡
- ≡ National Flood Insurance Program ≡
- ≡ Entitlement program reform ≡
- ≡ “Waters of the U.S.” rule finalization ≡
- ≡ Online sales tax Supreme Court ruling impacts ≡
- ≡ Election security ≡
- ≡ Opioid epidemic and other substance abuse ≡





NACo ROUNDTABLE DISCUSSION ON OPIOIDS

NOVEMBER 15-16, 2018 | WASHINGTON, DC

Thought Leadership

Stepping Up: A National Initiative to Reduce the Number of People with Mental Illnesses in Jails

NACo, The Council of State Governments Justice Center, the American Psychiatric Association Foundation and other partners continued efforts to reduce the number of people with mental illnesses in jails

Nearly **500** counties passed resolutions to join the initiative



2020 Census

With the support of the Annie E. Casey Foundation and the New Venture Fund, NACo is providing counties with resources and tools on important information related to Census 2020 to ensure fair and accurate counts



Counties Advancing Economic Mobility and Opportunity

Launched a partnership with the Bill & Melinda Gates Foundation to assess the barriers to economic mobility and share scalable, transferable programs across the country

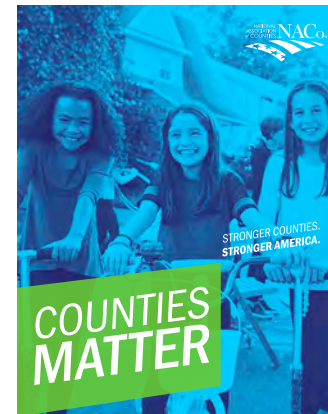


Connecting the Unconnected: Counties Addressing Poverty



Under the leadership of NACo President Greg Cox, NACo embarked on an initiative focused on the critical role counties play in delivering people-centered services to vulnerable populations through effective use of technology, data and financing

Counties Matter Campaign

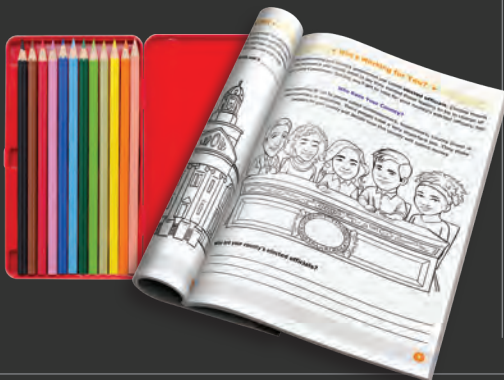


Refreshed the Counties Matter campaign with updated data and graphics featured in the *Washington Post*, *Wall Street Journal* and *The Hill*



616 Achievement Awards were given to counties and state associations in **32** states

My County Works – an activity book for elementary students – distributed more than **4,300** copies, and thousands more through **970** online downloads



Produced **24** issues of **County News**, along with special editions on rural broadband, human trafficking and disaster mitigation.



Livestreaming & Webinars

Delivered **162** webinars, conference workshop recordings and



livestreamed events – including the PILT/SRS Capitol Hill press conference and topics like ethics and leadership, affordable housing, early childhood development, immigration reform, county resiliency and infrastructure – with over **12,000** attendees and viewers



Counties Work educational game – more than **2 million** game plays since its 2017 launch



County Solutions middle and high school curriculum – **13,000** downloads since 2017

Additional signature projects include:

- ⌘ MacArthur Foundation Safety & Justice Challenge ⌘ Pritzker Children's Impact Network ⌘ County Health Rankings and Roadmaps ⌘ Data-Driven Justice Initiative ⌘ Healthiest Cities and Counties Challenge ⌘ Healthy Counties Initiative ⌘ Resilient Counties Initiative ⌘ Creative Counties Placemaking Program ⌘ Strengthening Economies in the West: An Economic Diversification Initiative for Coal-Reliant Communities ⌘ USDA Rural Economic Development Challenge ⌘ SolSmart Initiative ⌘

NACo.org and County Explorer

Nearly **3.2 million** page views and over **1.3 million** sessions, an increase of nearly **20,000** page views

31 interactive toolkits and reports, utilizing infographics, interactive charts and maps, photos, videos and more



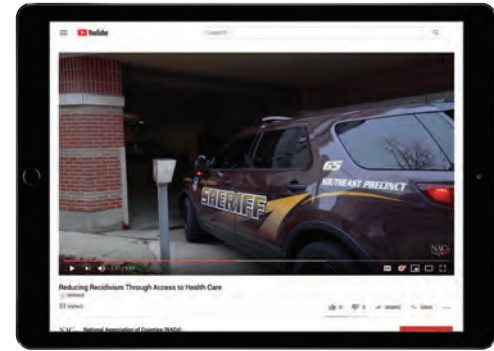
Updated **County Explorer** includes the latest data for the nation's **3,069** counties and has more than **800** indicators, each telling a unique county story



simple.

accessible.

impactful.



Video (YouTube, Twitter and Facebook)

More than **100** new videos, with more than **89,900** views and **90** days of watch time – a watch time increase of over **50%**

Social Media (Twitter, Facebook and LinkedIn)

Reached over **3 million** user impressions, an increase of **7%**



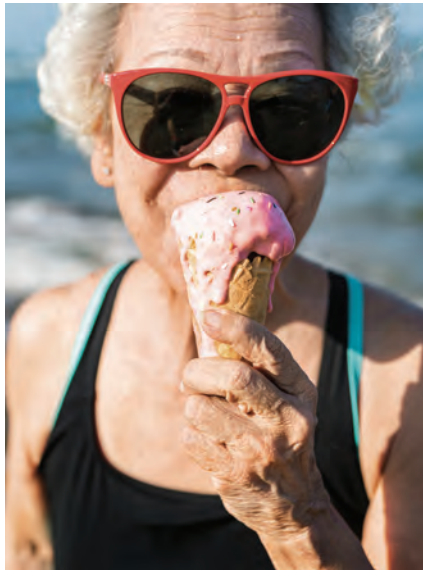


More than **410,500** county employees participated in our Nationwide Retirement Solutions program with over **\$21.4 Billion** in county employee retirement savings.

Cost Saving Solutions

Nationwide Retirement Solutions

NACo's Defined Contribution and Retirement Services Program offers county employees a voluntary, tax-deferred savings opportunity to supplement employer-sponsored retirement plans. It also offers a 401(a) match and stand-alone defined contribution plans.



More than **410,500** county employees participated in the program with over **\$21.4 billion** in assets

Since the partnership began, we've served more than **1.6 million** county employees and retirees

3,068 counties and county jurisdictions participate

41 state associations of counties endorse the program

Live Healthy U.S. Counties



1,301 counties participate in the Prescription Discount Program

32 state associations endorse Rx; **22** endorse Rx, Health and Dental

County residents have saved **\$702 million** since the program's inception



NACo FSC Revenue Recovery

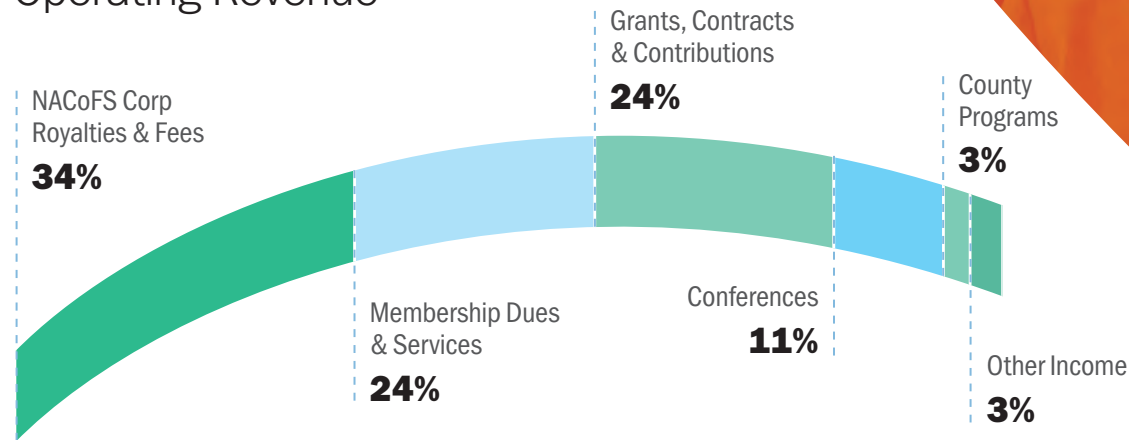
NACo FSC's new local government debt offset service helps counties collect outstanding debt in a timely, cost-effective manner. The service allows counties to compile and submit delinquencies for offset against pending state personal income tax refunds and lottery winnings.



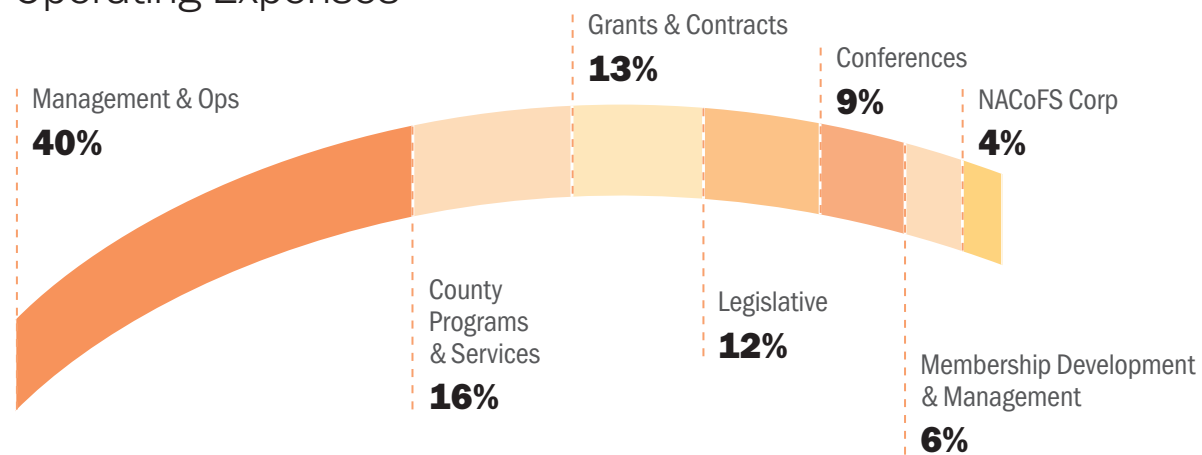
In 2019, **\$9.5 million** has been returned to local governments in Indiana and California

Financial Health

Operating Revenue



Operating Expenses



NACo Leadership

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Supervisor
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Commissioner
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Mr. Edward Zackery

Veterans Service Office
Director
Medina County, Ohio

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Commissioner
Morgan County, Colo.

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Bureau of Land Management National Wild Horse and
Burro Advisory Board

Dept. of Commerce FirstNet PSAC

Dept. of Health and Human Services Rural Assistance
Center Advisory Board

Dept. of Homeland Security and Center for Rural
Development Rural Domestic Preparedness
Consortium

Dept. of Homeland Security Project SAFECOM

Dept. of Transportation Task Force on Tourism and
Infrastructure

Dept. of Justice Global Advisory Committee

Dept. of Justice Global Justice Information Sharing
Initiative Advisory Committee

Dept. of Justice Right to Counsel National Consortium

Election Assistance Commission Board of Advisors

Emergency Management Accreditation Program
Commission

EPA Governance Coordinating Committee

EPA Local Government Advisory Committee

EPA Local Government Advisory Committee – Small
Community Advisory Committee

FAA Drone Advisory Committee

FCC Intergovernmental Advisory Committee

Federal Highway Administration – Automated Cars

FEMA Mitigation Framework Working Group

FEMA National Advisory Council

FEMA R III Regional Advisory Committee

FEMA Technical Mapping Advisory Council

Generations United

Governmental Accounting Standards Advisory Council

Institute for Building Technology and Safety, Board of
Directors

Intergovernmental Policy Advisory Committee on Trade

My Brother's Keeper National Coordinating Council

National Association of Regional Councils Board

National Civic League

National Conference on Correctional Health Care

National Drought Resiliency Partnership

National Geospatial Advisory Committee

National Homeland Security Consortium

National Ocean Council, Governance Coordinating
Committee

NOAA National Integrated Drought Information System
Executive Council

RWJF Shared Services Learning Committee Technical
Advisors Team

Southern Rural Development Center Technical &
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