

RICHLAND COUNTY

STRATEGIC PLANNING AD HOC COMMITTEE

AGENDA



TUESDAY JULY 16, 2024

5:00 PM

COUNCIL CHAMBERS



Richland County Council 2023-2024



Derrek Pugh
District 2
Vice Chair



Jessica Mackey
District 9
Chair



Jason Branham
District 1



Overture E. Walker
District 8



Gretchen D. Barron
District 7



Yvonne McBride
District 3



Chakisse Newton
District 11



Allison Terracio
District 5



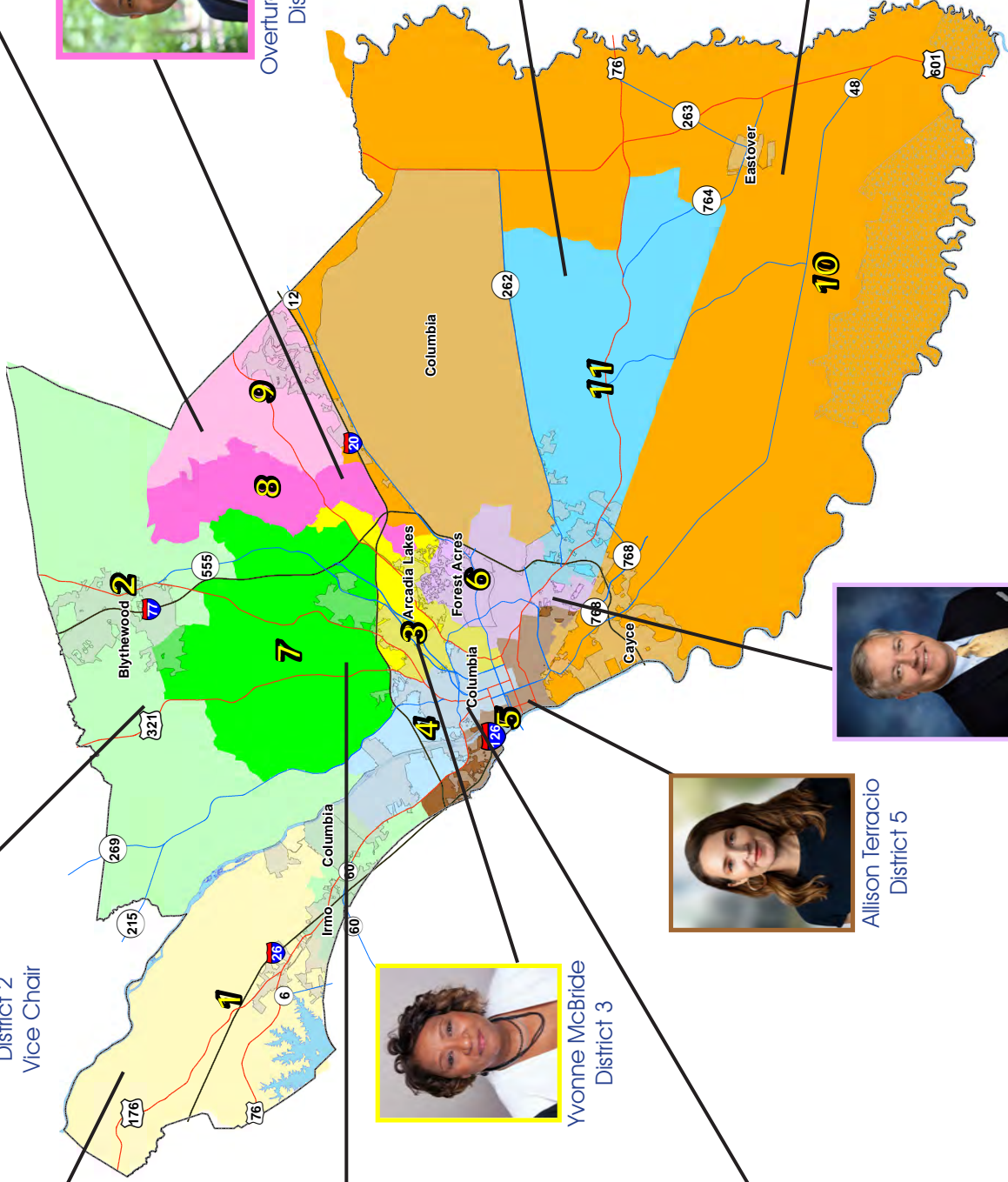
Paul Livingston
District 4



Don Weaver
District 6



Cheryl D. English
District 10





**Richland County
Strategic Planning Ad Hoc Committee**

AGENDA

July 16, 2024 - 5:00 PM
2020 Hampton Street, Columbia, SC 29204

The Honorable Paul Livingston	The Honorable Jesica Mackey, Chair	The Honorable Chakisse Newton
County Council District 4	County Council District 9	County Council District 11

- | | | |
|-----------|--|-----------------------------|
| 1. | <u>Call to Order</u> | The Honorable Jesica Mackey |
| 2. | <u>Approval of Minutes</u> | The Honorable Jesica Mackey |
| | a. June 18, 2024 [PAGES 5-7] | |
| 3. | <u>Adoption of Agenda</u> | The Honorable Jesica Mackey |
| 4. | <u>Items for Discussion/Action</u> | The Honorable Jesica Mackey |
| | a. Website Contract Award Recommendation [PAGES 8-9] | |
| 5. | <u>Adjournment</u> | The Honorable Jesica Mackey |



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Richland County Council
Strategic Planning Ad Hoc Committee Meeting
MINUTES
June 18, 2024 – 3:00 PM
Council Chambers
2020 Hampton Street, Columbia, SC 29204

COUNCIL MEMBERS PRESENT: Jesica Mackey, Chair, Paul Livingston, and Chakisse Newton (via Zoom)

OTHERS PRESENT: Allison Terracio, Gretchen Barron, Derrek Pugh, Anette Kirylo, Patrick Wright, Tamar Black, Ashiya Myers, Angela Weathersby, Michelle Onley, Lori Thomas, Susan O’Cain, Dale Welch, Maddison Wilkerson, Jackie Hancock, Jeff Ruble, Jennifer Wladischkin, Carrie Turner, Stacey Hamm, and Chelsea Bennett

1. **CALL TO ORDER** – Chairwoman Jesica Mackey called the meeting to order at approximately 2:00 PM.

Ms. Mackey noted that Ms. Newton was joining the meeting virtually.

2. **APPROVAL OF MINUTES**

- a. March 12, 2024 – Mr. Livingston moved to approve the minutes as distributed, seconded by Ms. Newton.

In Favor: Livingston, Mackey, and Newton

The vote in favor was unanimous.

3. **ADOPTION OF AGENDA** – Mr. Livingston moved to adopt the agenda as published, seconded by Ms. Newton.

In Favor: Livingston, Mackey, and Newton

The vote in favor was unanimous.

4. **ITEMS FOR DISCUSSION/ACTION**

- a. Strategic Plan Performance Measures – Ms. Lori Thomas, Assistant County Administrator, reminded the committee that the strategic dashboards have been on the website since April 23, 2024. The next update to the document will be done in July. A presentation for Council will be available in August. On July 1st, they will begin tracking the traffic on the site through Google Analytics.

Mr. Livingston inquired if there is a way for citizens to give us feedback (i.e., accessibility).

Ms. Thomas indicated she would look into that option.

Ms. Mackey

- b. Website Update—Mr. Dale Welch, Information Technology Director, stated that the website RFP was posted on March 6th and closed on April 11th. They received 36 vendor proposals. The website committee narrowed down the list to the top six. We have begun the vendor presentations, with all presentations slated to be held by the end of June.

Ms. Mackey asked when a recommendation would be coming before the committee.

Mr. Welch replied that the recommendation would be made in July. He noted that they are motivated to get started because there are some implementation deadlines that need to be met. We need to begin implementation in August 2024 and complete it by August 2025.

- c. Public Private Partnership Roadmap—Ms. Mackey pointed out that the public-private partnership is part of our overall Strategic Plan, which the Council approved. The goal came out of the Economic Development study that was done. The study recommended how we could grow to improve economic development and workforce/job creation.

Mr. Ray Jones, Parker Poe, made a presentation to the committee.

WHERE WE HAVE BEEN

- ❖ In 2020, Richland County commissioned TIP Strategies, a Texas-based economic development consulting firm, to develop an Economic Development Strategic Plan.
- ❖ TIP Strategies issued a report in February 2021 with the finding that the County could benefit from a Public-Private Partnership (“P3”)
- ❖ On December 13, 2022, the County adopted a resolution authorizing the County Administrator and County Economic Developer to explore creating a P3.

Mr. Jones stated the hope is the P3 Advisory Group will be able to work through the finer points of the P3, many of which have been discussed in previous meetings. We would like to get to the point where we can go to Council with a structure to be approved. The structure would include the name of the P3 and how the board will function. The aim is to have Council approval in November 2024, with a launch in December. The operating launch is scheduled for July 1, 2025.

P3 MENU

- ❖ Staple Items:
 - Prospect Recruitment
 - Workforce Development
 - Existing Industry Outreach
 - Targeted Industry Sectors
 - Production Development
 - Marketing
 - Quality of Life Enhancement
- ❖ Specialty Items:
 - Advocacy Efforts
 - Community Engagement
 - Ambassadorship
 - Transportation
 - Childcare
 - Targeted Events

P3 ADVISORY GROUP

- ❖ 5-7 Members
- ❖ Citizen Input
- ❖ Limited Duration
- ❖ Advisory Only
- ❖ Chair & Staff Convene

P3 ROADMAP

- ❖ August, September, and October – P3 Advisory Group Meet
- ❖ September and October – Strategic Ad Hoc Committee Meet
- ❖ October and November – Council Meet; Adoption of P3 Resolution (November)
- ❖ December – P3 Launch
- ❖ January-June, 2025 – Transition Operations

5 KEY SPHERES OF COUNTY CONTROL

- ❖ Appointment of the Board
- ❖ Approval of Incentives
- ❖ Funding and Budget
- ❖ Operations
- ❖ Economic Development Director and Employees

It is anticipated the P3 will raise private dollars, but the primary funding mechanism will be the County. Much of the critical elements of Economic Development will remain with Council and rely on the P3 Board for advice. Hopefully, it will empower the P3 Board to address some of the items on the menu that we cannot get to with the existing configuration.

Ms. Newton inquired about what is driving the timeline. In addition, who do we envision to be a part of the advisory group, and how would they be selected?

Ms. Mackey responded she set a proposed implementation timeline for December 2024. We would have the “meat” in place, but then we use the first part of the year to work towards standing it up and having everything we need to submit in time for next year’s budget. The advisory group would engage the private sector to receive feedback on what we want to establish. She suggested working with staff to compile a list of business people in the area.

Mr. Livingston indicated he is concerned about what will be discussed at the proposed work session on July 2nd.

Mr. Jones replied the work session would be an expanded conversation with Council.

Ms. Barron stated that we are putting a lot of work into the P3, and Council may not like it. She assumes that this committee would make a motion to forward to Council recommending the advisory group.

Ms. Mackey asserted this is more than a concept because we have discussed it over the last two years. We spent the past two Strategic Forums meeting with other P3s as a follow-up to our Strategic Plan, which Council adopted. At this point, the question is, what does the County’s P3 look like?

County Attorney Patrick Wright noted if you want the advisory group to report to Council, it would require Council action. If the group meets with the County Attorney, County Administrator, or Mr. Jones and they report back to Council that would not require Council action.

Ms. Newton acknowledged that she still has questions and concerns about the P3.

Mr. Jones reminded the committee that the P3 will need a name and requested that any recommendations be forwarded to him.

Ms. Barron noted that Council does not always brainstorm well and suggested Mr. Jones provide some names to the body.

Ms. Newton suggested inviting staff to provide suggestions as well.

5. **ADJOURNMENT** – Mr. Livingston moved to adjourn the meeting, seconded by Ms. Newton.

In Favor: Livingston, Mackey, and Newton

The vote in favor was unanimous.

The meeting adjourned at approximately 3:40 PM.

**RICHLAND COUNTY
ADMINISTRATION**

2020 Hampton Street, Suite 4069
Columbia, SC 29204
803-576-2050



Agenda Briefing

Prepared by:	Aubrey K. Jenkins	Title:	Analyst
Department:	Information Technology	Division:	Business Systems
Date Prepared:	July 9, 2024	Meeting Date:	July 16, 2024
Legal Review	Patrick Wright via email	Date:	July 10, 2024
Budget Review	Maddison Wilkerson via email	Date:	July 10, 2024
Finance Review	Stacey Hamm via email	Date:	July 10, 2024
Approved for consideration:	County Administrator	Leonardo Brown, MBA, CPM	
Meeting/Committee	Strategic Planning Ad Hoc		
Subject	Website Redesign Project – (ARPA) Enterprise Software Expenditure		

RECOMMENDED/REQUESTED ACTION:

The Website Redesign Project Evaluation Committee recommends approval, upon successful negotiations, to proceed with a contract with the top ranked vendor.

Request for Council Reconsideration: Yes

FIDUCIARY:

Are funds allocated in the department’s current fiscal year budget?	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No
If not, is a budget amendment necessary?	<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/>	No

ADDITIONAL FISCAL/BUDGETARY MATTERS TO CONSIDER:

At its 07 June 2022 meeting, County Council approved the allocation of \$350,000 in American Rescue Plan Act (ARPA) funding for “County Website Redesign and Enhancement.”

Applicable fund, cost center, and spend category: Fund: 1200
Cost Center: Public Safety Grant
Spend Category: Other Capital

OFFICE OF PROCUREMENT & CONTRACTING FEEDBACK:

Request for Proposals RC-655-P-24 was issued for the Website Redesign Project on March 6, 2024. Responses were due April 11, 2024, and there were 36 submissions. Due to the number of submissions, the evaluation team was given six weeks to conduct their reviews. Once reviews were complete, a ranking was established, and the top six firms were invited to present. The team was given the opportunity to adjust scoring if they felt it necessary based on the interviews. At the conclusion of the interview round, Granicus, LLC was the highest ranked offeror.

COUNTY ATTORNEY’S OFFICE FEEDBACK/POSSIBLE AREA(S) OF LEGAL EXPOSURE:

There are no legal concerns regarding this matter.

REGULATORY COMPLIANCE:

The proposed response should be Section 508 compliant to comply with the Americans with Disability Act guidelines.

MOTION OF ORIGIN:

Ms. Barron noted the committee recommended allocating the American Rescue Plan funding as follows:

- Public Health -- \$15,000,000 (27.21%)
- Public Safety -- \$10,448,013 (18.95%)
- Community Investment -- \$19,000,000 (34.46%)
- Cybersecurity/Technology -- \$10,686,000 (19.38%)

Council Member	Report of the Coronavirus Ad Hoc Committee
Meeting	Regular Session
Date	June 7, 2022

STRATEGIC & GENERATIVE DISCUSSION:

The County seeks to revitalize the design and user experience of www.richlandcountysc.gov for the residents of Richland County by selecting a website vendor with a strong history of successful municipal implementations. The vendor must also possess capabilities of analyzing and updating content from the current site to ensure full ADA compliance. A modern, intuitive website for residents will expand reach, achieve legislation compliance, and increase self-service, engagement and trust.

Based on the detailed review and scoring of 36 proposals followed by six one-hour offeror demonstrations and presentations to the evaluation committee, the recommendation to negotiate and secure a contract with Granicus is unanimous among the group which includes members from Information Technology, Public Information, Administration and other key departments.

ASSOCIATED STRATEGIC GOAL, OBJECTIVE, AND INTIATIVE:

Goal: Achieve Positive Public Engagement

Initiative: Development and implementation of new County website to include additional customer self-service functions and clear, consistent messaging.

ADDITIONAL COMMENTS FOR CONSIDERATION:

This is a time-sensitive request as the current website contract expires August 1, 2025.