



Deschutes County Board of Commissioners  
1300 NW Wall St., Bend, OR 97701-1960  
(541) 388-6570 - Fax (541) 385-3202 - [www.deschutes.org](http://www.deschutes.org)

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**MINUTES OF DEPARTMENT UPDATE**  
**DESCHUTES COUNTY BOARD OF COMMISSIONERS**  
**TUESDAY, MARCH 3, 2015**

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*Present were Commissioners Anthony DeBone, Alan Unger and Tammy Baney. Also present were Tom Anderson, County Administrator; Erik Kropp, Deputy County Administrator; Sharon Ross, Judith Ure and Anna Johnson, Administration; and Keith MacNamara, Veterans' Services. Also in attendance was veteran Ken Helgy. Internal Auditor David Givans was unable to attend.*

*Chair DeBone opened the meeting at 9:15 a.m.*

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The purpose of the meeting was for Administration to provide a brief update of activities and programs. Tom Anderson said this is the beginning of round two of the performance update process. The Departments are given flexibility and can focus on specific areas of their operation or offer a site visit, or whatever else is of interest and relates to actual services provided.

**1. Veterans' Services Office Update.**

Keith MacNamara spoke about the process followed when they hear from a veteran who needs services. After the initial discussion, an appointment is set and a welcome letter sent out confirming the appointment and detailing the services offered. Sometimes the spouse or children are involved. Many disabilities are covered. Most are those conditions that occurred in active duty or were aggravated by this.

There is a non-service related benefit for low-income veterans who served actively. There is a widow's pension available to some. If a veteran dies of a service related condition, there is compensation to the family including health care and education reimbursement. Burial services are also available in a national cemetery.

Health care is offered through the DVA, and most of the time it is free. There are federal VA and State home loan programs, which are competitive in the rate charged. There is vocational rehabilitation available for up to two years to train for another career, plus a monthly stipend. A clothing allowance is given if a veteran has to wear special clothing due to a brace or other device, for service-related issues. An adaptive equipment allowance can be granted to provide a modified vehicle or home improvements to accommodate a disability. A lot of volunteers will also help with this.

The client signs a power of attorney so they can be represented at the State and Federal level by the Veterans' Office representative. There is an extensive interview to make sure everything is covered, to maximize their benefits. Medical records are reviewed at length. All information is entered into a database. Documents are filed and requests made for services or funding.

The date of the claim is the date of application, and benefits are tax-free. They meet again with the veteran to make sure it is all going as it should. They will also file a formal appeal if necessary, but this can sometimes take years. One of the common issues is agent orange exposure and problems related to that. Not all conditions are on the agent orange list, but all are reported.

Mr. Anderson asked if his office is more an advocate than a processor. Mr. MacNamara said that they try to fight for their veterans here. Commissioner Unger asked what kind of coverage is typical. Mr. MacNamara said there are a lot of disabilities, from partial hearing loss to issues that are a lot more profound. The amount given for an ailment is black and white, but there are times when it is hard to determine. It can be a very long process.

Recently they are having benefits sign up for e-benefits, where veterans can check on the status of their claims. Conditions can get worse over time, so the veteran can refile every year for increased benefits.

Ken Helgy spoke about his experiences, and how some in the Veterans' Administration discouraged a lot of veterans from applying or did not recognize their conditions. He was a veteran for 24.5 years, from Vietnam to Afghanistan. He spent time in the hospital, and went to college and got a degree. Many veterans did not follow that path and got involved in drugs, or made the world an obstacle.

He has worked with Caring for Troops, the Vietnam Veterans' Association, American Legion, VFW and COVA, Band of Brothers and the Community Center. He was an instructor for the Department of Defense regarding drug counseling services.

He has had a big fight on his hands to get his benefits. He has 28 health issues and had numerous surgeries. Some medical services are not the best. Many veterans can't handle the process and give up. He said they are fortunate to have Mr. MacNamara here to represent veterans. It helps to have someone who knows how to navigate the system. Mr. MacNamara gets backlogged since there is so much work and not enough help, but he stays on top of it. Mr. Helgy said that it revolves around trust, and the veterans have confidence in Mr. MacNamara.

Commissioner Baney asked what is missing. Mr. Helgy said that they need more help. More troops are coming back from the Middle East and there are a lot of different issues, but many are being directed to get services immediately.

Commissioner Unger asked if there is a way to get more help through volunteers. He would support having someone trained to do this as well. Mr. MacNamara said that volunteers are not allowed to do much do to privacy issues. He has work study students to help some but they are not allowed to do much. It takes two years to become accredited, on the job and going to training classes.

Chair DeBone asked if there is pressure from other counties for these services. Mr. MacNamara said they have some representation in other counties and they will help each other. Upper Klamath County veterans are having the most difficulties and some of his clients are from there. Mr. Kropp stated that if the work gets behind here, those clients have to be referred back to their resident county. Mr. MacNamara said it is a lot further for these clients to drive to their service provider than it is for them to get to Bend.

Mr. MacNamara said he does presentations at care facilities and some home visits. He works with the homeless veterans as time allows. He covers the entire County.

Erik Kropp said that visits to other locations were discouraged because of the travel time involved, but then the service level goes down and the services are delayed. However, the Board decided to reinstate the site visits. Mr. MacNamara noted they spend a lot of time on the road, visiting hospice centers and nursing homes as well as home visits. They try to coordinate several visits at each location, and try to get as much work as possible done in advance.

They bring in about \$2 million in claims per quarter for the clients. Some of this could have been worked on years earlier.

Commissioner DeBone asked what level are people who are here and which are new residents. Mr. MacNamara said that many who lived here for years finally realize they can make a claim. A lot of this is word of mouth from friends who convince them to try. A few connect through the American Legion or VFW. He is the only accredited representative for the V.A. in Deschutes County.

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Anna Johnson provided an overview of the social media aspects of the website. The trend is to rely more and more on cell phones and personal devices. Photos and text can be posted immediately. (*See attached handout.*)

There are criteria to follow for posting on the Facebook page. Whoever does this is trained and goes through a process. Departments can have a page for a specific program, which they have to keep current. Ms. Johnson can oversee all of these pages.

Social media reaches the public direct, where they are. It is more casual and comfortable for the public. Facebook is the primary program. Commissioner Baney asked if there is ever an issue when there is a controversial issue that allows improper postings. Ms. Johnson said the communications policy is clear and can be protected.

Commissioner Baney said that it might be worthwhile to post what is going on at the legislature regarding the regulation of e-cigarettes. Another issue that is more controversial is the immunization issue.

Commissioner DeBone is concerned about negative comments, and the time it takes to keep on top of Facebook. He likes information being distributed, but it often consumes peoples' lives. Ms. Johnson said the County's Facebook has been up for several years and most of the time the comments are positive or neutral. Negative comments can often be addressed.

Postings to Facebook automatically go to Twitter. The County also has U-Tube but Ms. Johnson does not have time to post to it often. I.T. can post video, and also audio with a set background. Social media is free unless you want to buy ads or boost a posting. Anything that is not appropriate can be pulled down but this has to be documented.

Commissioner Baney asked if there are any automated sites that they can show on a regular basis as being updated. She would like to see this less reactive and more planned out. Ms. Johnson stated there is no strategy for postings unless there is an advertising campaign for something. Commissioner Baney would like to see a strategic plan to feature certain services. Ms. Johnson stated that she is working with Mr. MacNamara on a program and they can look at this.

Of the Facebook followers, 73% are women, and most are 35-44 years old, and 26% are men of the same age group. Those are the people who like or share the site. As of yesterday, 1,718 people are followers, with most living in Bend.

Ms. Johnson said they get a lot of hits on job postings. Commissioner Baney suggested perhaps this could be done on a regular basis. Ms. Johnson stated they post the news that people seem to want to know about. The number of followers went up almost double from before the Two Bulls Fire to afterwards.

Ms. Johnson stated that most followers are on Facebook between 8 AM to 8 PM. Chair DeBone asked if they should make more efforts toward increasing followers, and how it compares with other organizations. Ms. Johnson will find out.

Mr. Anderson said that using it strategically is a good idea, while they update their overall communications program.

Mr. Anderson asked if the format for the updates works for the Board. Chair DeBone would like to be able to focus on specific issues. Commissioner Baney would like to be able to ask questions and have a discussion. A less formal type of meeting is supported by the Commissioners.

*Being no further discussion, the meeting adjourned at 10:50 a.m.*

DATED this 11<sup>th</sup> Day of March 2015 for the  
Deschutes County Board of Commissioners.

  
\_\_\_\_\_  
Anthony DeBone, Chair

  
\_\_\_\_\_  
Alan Unger, Vice Chair

ATTEST:

  
\_\_\_\_\_  
Recording Secretary

  
\_\_\_\_\_  
Tammy Baney, Commissioner



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## **AGENDA – DEPARTMENT UPDATE - ADMINISTRATION**

### **DESCHUTES COUNTY BOARD OF COMMISSIONERS**

**TUESDAY, MARCH 3, 2015**

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1. Veterans' Services Office Update – *Keith MacNamara*
  
2. Social Media Discussion – *Anna Johnson*
  
3. Other Items

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PLEASE NOTE: At any time during this meeting, an executive session could be called to address issues relating to ORS 192.660(2) (e), real property negotiations; ORS 192.660(2) (h), litigation; ORS 192.660(2)(d), labor negotiations; or ORS 192.660(2) (b), personnel issues; or other issues under ORS 192.660(2), executive session.

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*Meeting dates, times and discussion items are subject to change. All meetings are conducted in the Board of Commissioners' meeting rooms at 1300 NW Wall St., Bend, unless otherwise indicated. If you have questions regarding a meeting, please call 388-6572.*

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Deschutes County encourages persons with disabilities to participate in all programs and activities. This event/location is accessible to people with disabilities. If you need accommodations to make participation possible, please call (541) 388-6571, or send an e-mail to [bonnie.baker@deschutes.org](mailto:bonnie.baker@deschutes.org).

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Board of County Commissioners  
Update on Veterans' Service Office  
March 3, 2015

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1. Overview of Services (5-10 minutes)

- Customers: veterans, spouse, widow/widower
- Submit claims to Veterans' Administration for the following:
  - Service connected disability compensation
  - Non-service connected pensions
  - Widow/widower pensions
  - Dependency and indemnity compensation
  - Burial benefits
  - Medical benefits
  - Home loans
  - Vocational rehabilitation
  - Clothing allowance
  - Adapted equipment applications
  - Home improvement for handicapped adaptability
- Process: welcome letter, power of attorney, extensive interview, enter data into Vetraspec, compile documentation and submit claims, claims determination and potential appeal, Ebenefits, re-file in some cases.
- Outreach: La Pine office 3 times per month; Redmond (VFW and American Legion) 3 times per month; Sisters 2 times per month (Chamber); assisted living facilities, homes, and other locations.
- Timeline of appeals:
  - Notice of Disagreement, up to 2 years
  - Appeal to the Board of Veterans Appeal (Washington, DC), 2-5 years
- Metrics:
  - Walk Ins and Total Interviews comparison
  - Current wait time: approximately 3 weeks
  - Oct – Dec 2014: \$2 million for clients

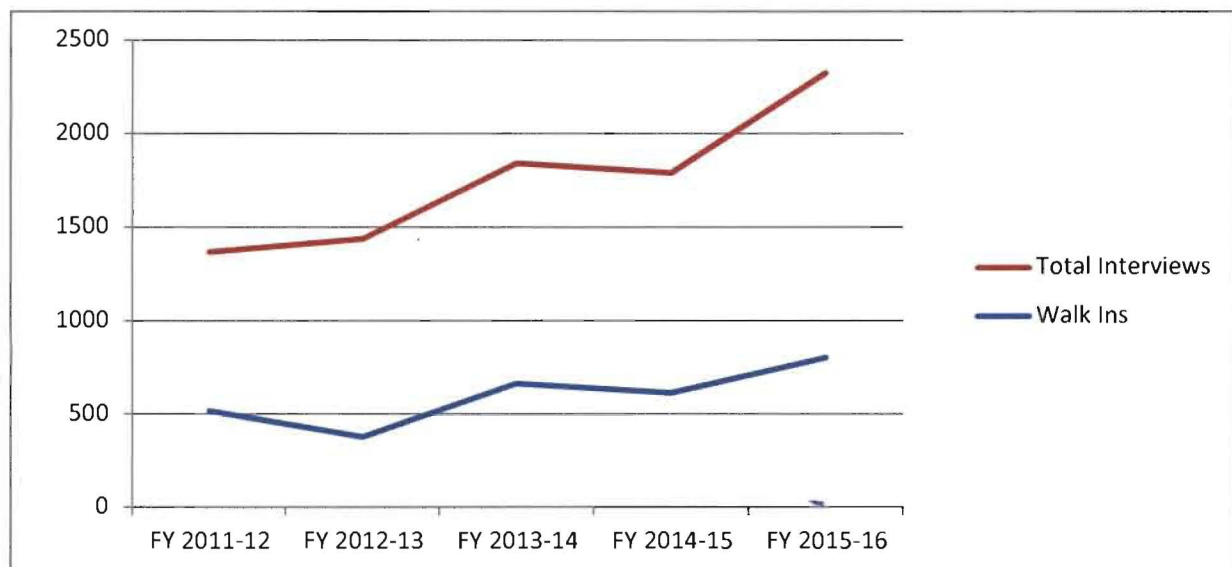
2. Comments from Ken Hauge – client (5-10 minutes)

3. Questions/comments from the Commissioners (5-10 minutes)



**Board of Commissioners Update 3-3-15**  
**Veterans' Service Office**  
July - Dec. Service Level Comparison

	Walk Ins	Total Interviews
FY 2011-12	517	850
FY 2012-13	378	1,059
FY 2013-14	663	1,178
FY 2014-15	614	1,175
FY 2015-16	804	1,521



# **FYI: Deschutes County Social Media Process**

What is it, why-and-how do we use it, what does it look like and who is following it?



# What is social media?

**As per Webster's:**

“...forms of electronic communication  
...through which users create online  
communities to share information, ideas,  
personal messages, and other content...”



## **Why does DC use social media?**

- Reach the public where they are
- To be more accessible
- An additional and informal tool to communicate with
- It's a FUN format to use/access
- We can speak in a unique “voice”



# What social media tools do we use?

- Primarily Facebook
- Our FB posts automatically copy to Twitter
- We have a YouTube channel with a small volume of videos (our old TV show segments, some Commercials, and more)





# What is our process of using social media?

- Posts have a unique flavor (crisis, urgency, animals, health, volunteers sought, or just plain fun)
- Not all County news is posted to FB
- When posts are made to the DC page, they automatically copy to Twitter
- We have more than one FB page. If a post is valuable to more than one audience, it is posted to multiple pages.



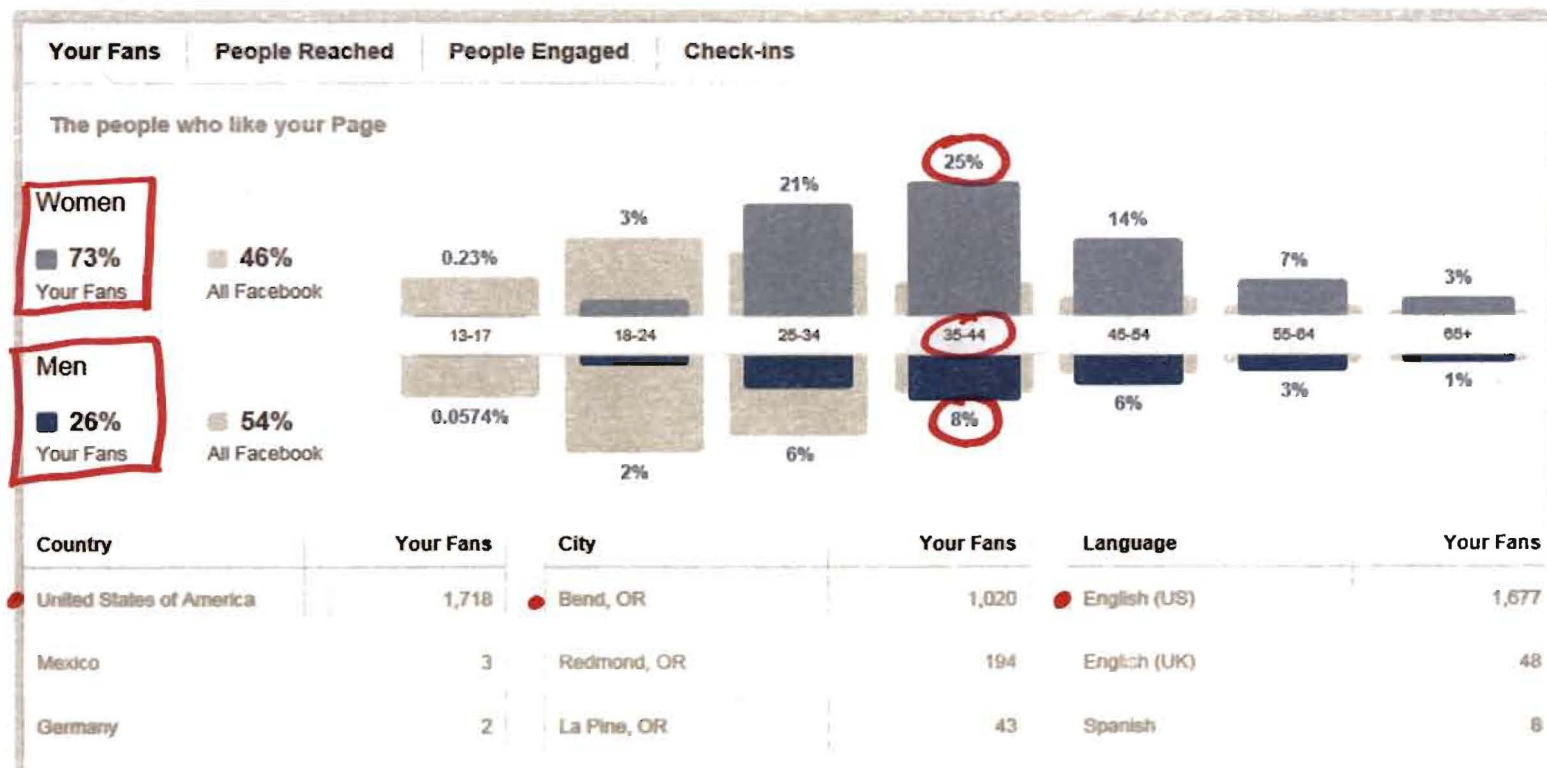


## What is our process of using social media? Cont'd...

- We “share” other agency posts if our followers will benefit (road closures, anything urgent, etc.)
- Usually about 5-7 posts a week to DC
- We take down posts using profanity or anything of graphic nature after proper documentation
- Comments of protests are left online

# Who follows & engages with our main Facebook page?

73% are women , 25% of these women are 35-44 years of age  
26% are men, 8% of these men are 35-44 years of age  
1,718 of our 1,743 followers are from the U.S.  
1,020 of them live in Bend  
1,677 of them speak English





# What kind of comments do we get?

- On the DA's upcoming media conference...

September 30, 2014 at 10:18pm

Hate to do this but reading up about the 'Let Dan Live' website and t... See More

Like Comment

568 people reached

Like · Comment · Share · 2 · 5

Debbie McNutt and Diane Skinner like this.

Lisa Smith Ummm... ?  
Like · Reply · 1 · February 13 at 10:30am  
1 Reply

Karri McLaughlin Got my interest...  
Unlike · Reply · 1 · February 13 at 10:45am

Deschutes County Come to the County offices on Thursday and we'll all find out which case it is...  
Like · Reply · Commented on by Anna Melendez Johnson (?) · February 13 at 11:46am

Karri McLaughlin Working.. Have to wait for the evening news  
Like · Reply · February 13 at 1:20pm

Deschutes County Karri, we're planning to record it and will try to post it on the DA's FB page ASAP afterward.  
Like · Reply · 1 · Commented on by Anna Melendez Johnson (?) · February 15 at 4:27pm

Write a comment...

LIKED BY THIS PAGE

Deschutes County SBHC School Based Health Centers - Desc...

Deschutes County District Attorney'...

KIDS Center

English (US) · Privacy · Terms · Cookies · Advertising · More +  
Facebook © 2015

EARLIER IN 2015

HIGHLIGHTS

Pot-sniffing dogs may bendbulletin.com  
What will happen to the Sheriff's Office drug dog 'Narc' when possessing certain amounts o

# Comments: People are paying attention...

- Shane Nelson's July 1 appointment....

September 30, 2014 at 10:18pm

Hate to do this but reading up about the 'Let Dan Live' website and t... See More

Like Comment

## LIKED BY THIS PAGE



School Based Health Centers - Desc...



Deschutes County District Attorney'...



KIDS Center

English (US) Privacy Terms Cookies Advertising More  
Facebook © 2015



Sher Buckner also commented on her status.

Like Comment Share 36 7 3

Sue Hintz Henderson, John Hummel, Tami Berg,orst Butler and 33 others like this.

3 shares



Smart decision by Sheriff Larry Blanton and an opportunity for Central Oregon to enjoy a seamless transition from Blanton to Nelson. Wonderful the Sheriff's Office had someone with comprehensive training so they could promote from within.

Unlike Reply 2 February 25 at 10:24am



Congrats Sheriff!

Unlike Reply 1 February 25 at 10:33am



So awesome!!!! Congrats!

Unlike Reply 1 February 25 at 10:51am



Nice!!!! Good decision!!!! Yeah!!!!

Unlike Reply 1 February 25 at 7:26pm



Congrats Shane!!! You will be a great Sheriff!!!!

Unlike Reply 1 February 25 at 8:48pm



Woohoo! Congrats my friend!!!!

Unlike Reply 1 February 25 at 8:58pm



Great photo, Shanel!

Unlike Reply 1 February 26 at 6:02pm



Write a comment...

0 Notifications

## Recent

2015  
2014  
2013  
2012  
2011  
2010  
2009

See Your Ad Here



Pot-sniffing dogs may be bendbulletin.com  
What will happen to the Sheriff's Office drug dog "Narc" when possessing



# People want to engage and share...

Feb. 10 Post: Job openings at DC received 21 shares (this is HUGE!) and 9 comments

The screenshot shows a Facebook interface. On the left, a sidebar contains a post from Michelle Gascoigne (September 30, 2014) and a 'LIKED BY THIS PAGE' section listing 'School Based Health Centers - Desc...' and 'Deschutes County District Attorney'... Below this is a 'KIDS Center' link. The main content area features a post from 'Deschutes County' dated February 10 at 2:46pm, posted by Anna Melendez Johnson. The post text is 'Jobs? Oh, we've got jobs.....' followed by a URL. A red arrow points to the text. Below the text is the Deschutes County logo and a link to 'Personnel - Deschutes County, Oregon'. The post has '3,998 people reached' (circled in red), '14 likes', and '21 shares' (circled in red with three exclamation marks). A handwritten note 'FORWARDED TO OTHER PERSON' is written over the share count. Below the post are two comments from Ellie Korstad Anderson and Donell Robison Barber. On the right, a 'UNREAD' notification bar shows '0 Notifications'. Below this is a 'Recent' year list from 2015 to 2009 and an advertisement for 'Pot-sniffing dogs'.

Michelle Gascoigne  
September 30, 2014 at 10:18pm  
Hate to do this but reading up about the 'Let Dan Live' website and L... See More  
Like Comment

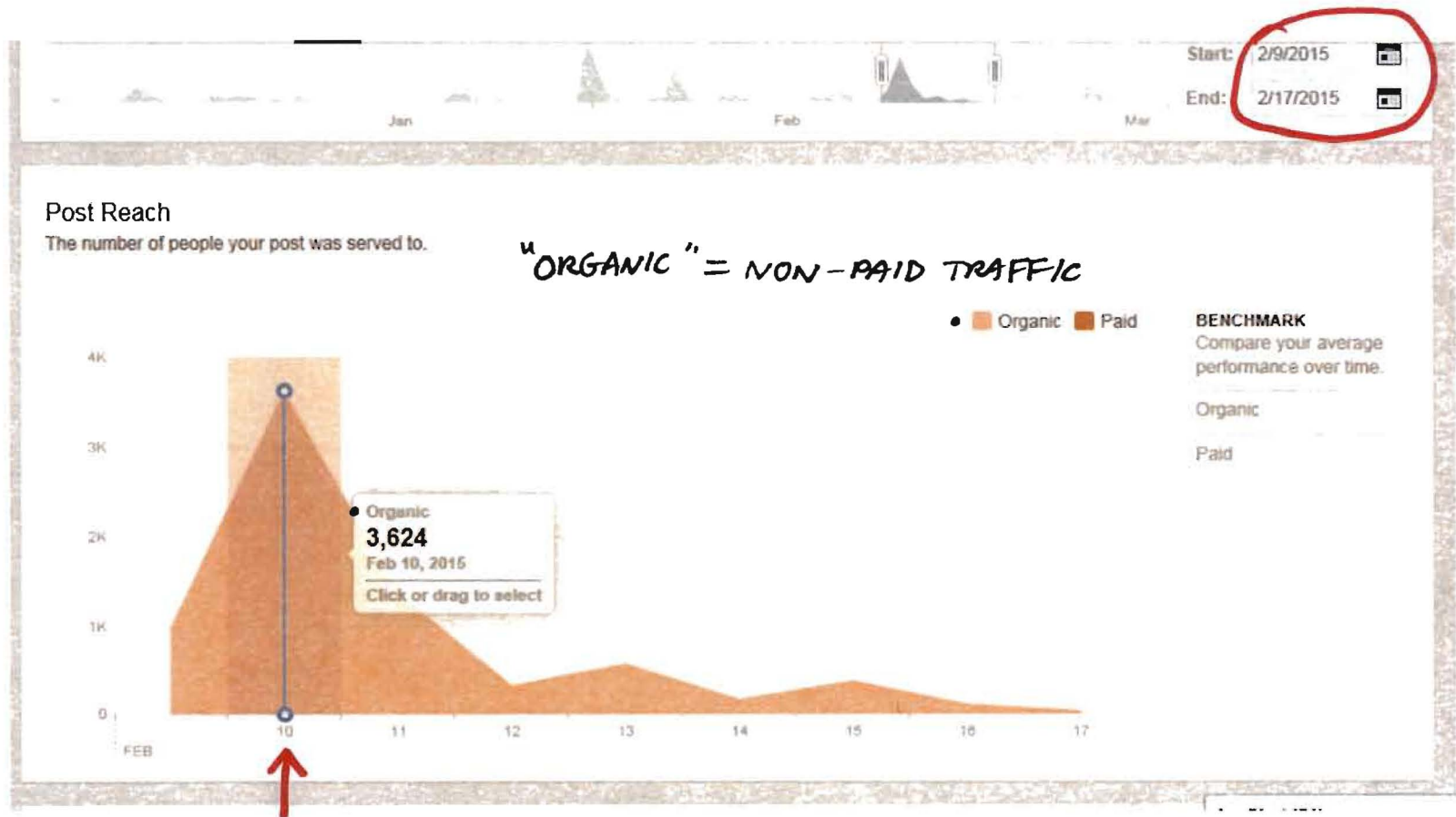
LIKED BY THIS PAGE  
Deschutes County  
SBHC School Based Health Centers - Desc...  
Deschutes County District Attorney'...  
KIDS Center

Deschutes County  
Posted by Anna Melendez Johnson (?) · February 10 at 2:46pm  
Jobs? Oh, we've got jobs.....  
<http://agency.governmentjobs.com/deschutes/default.cfm>  
DESCHUTES COUNTY  
Personnel - Deschutes County, Oregon  
Deschutes County, local government in Central Oregon  
AGENCY.GOVERNMENTJOBS.COM  
3,998 people reached  
Like · Comment · Share · 14 · 21  
Crystal Pries Wills, Karra Colgan, Kara Madison and 11 others like this.  
21 shares !!!  
FORWARDED TO OTHER PERSON  
Ellie Korstad Anderson Nate Hardenbrook  
Like · Reply · February 10 at 8:10pm  
Donell Robison Barber Bill Lehmanowsky  
Like · Reply · February 10 at 9:46pm

UNREAD  
0 Notifications  
Recent  
2015  
2014  
2013  
2012  
2011  
2010  
2009  
See Your Ad Here  
Pot-sniffing dogs may be bendbulletin.com  
What will happen to the Sheriff's Office drug dog

# We post news the public cares about...

3,624 saw the “jobs” post because of “sharing” and “likes”. See the spike here.

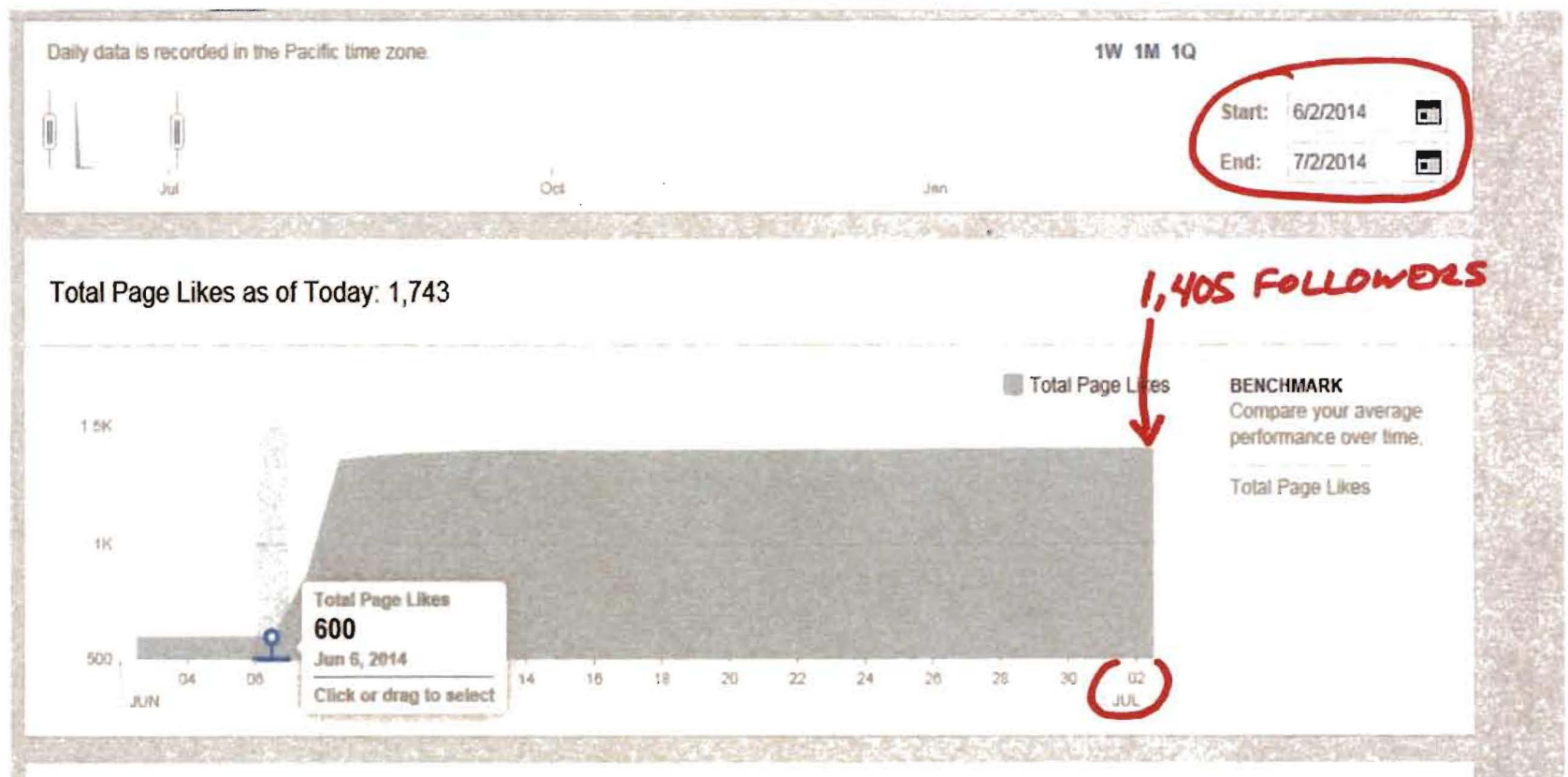




# The Two Bulls Fire was a milestone for DC's FB page...

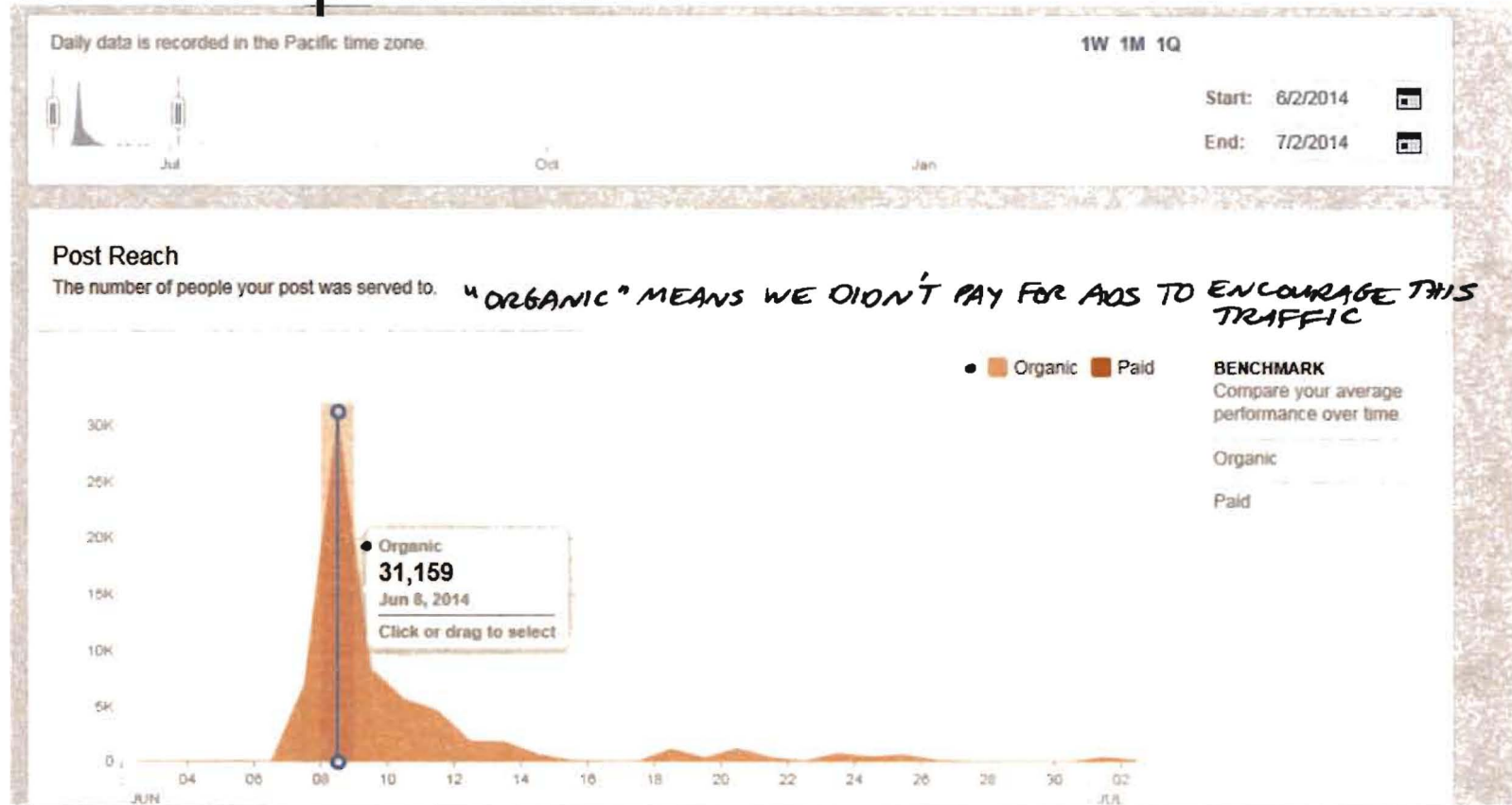
June 2, 2014=600 likes/followers

July 2, 2014=1,405 likes/followers



# Two Bulls, cont'd

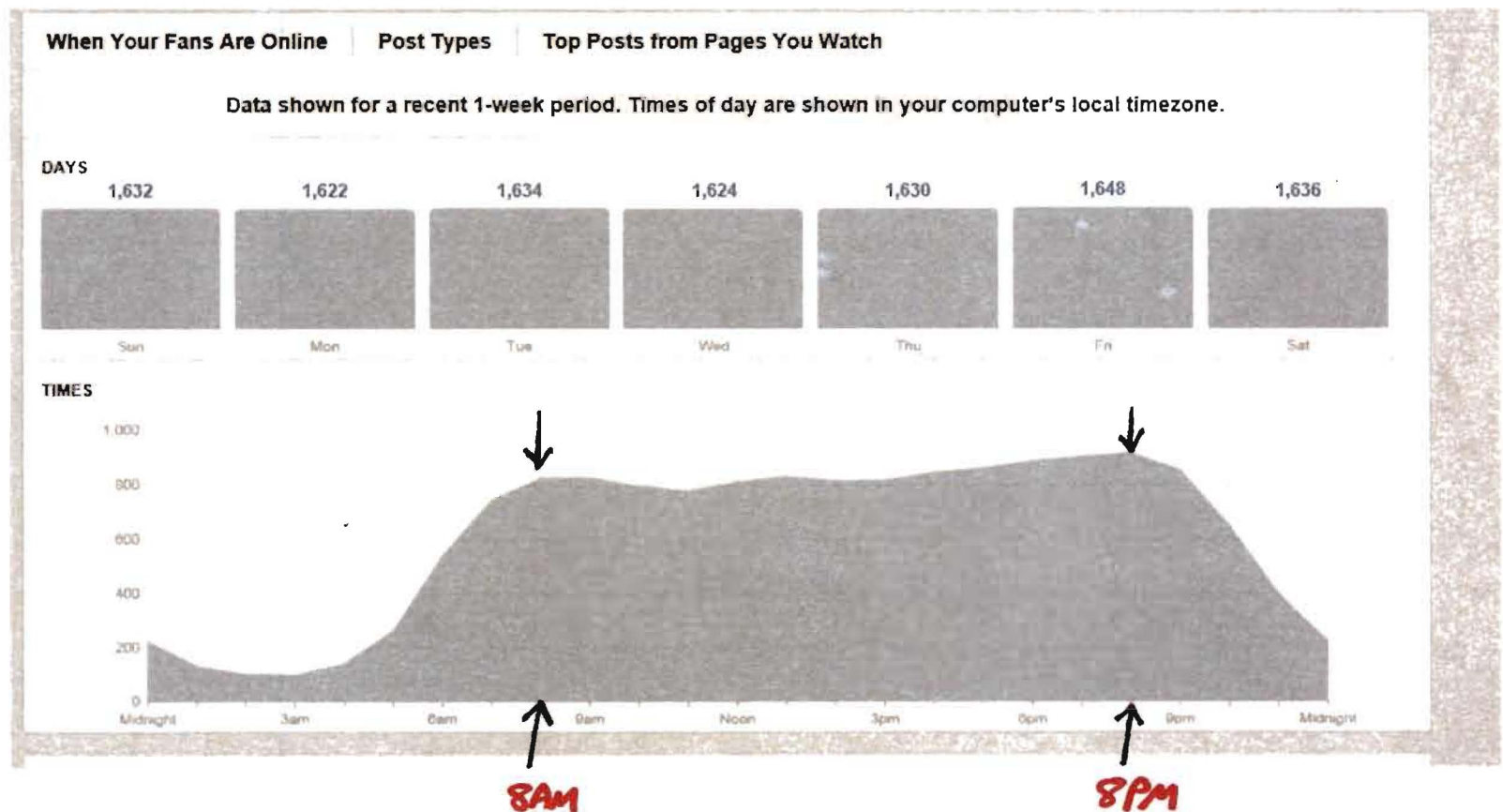
31,159 people saw Two Bulls updates because of the increased shares and likes. See the spike below.



# When are our users looking at our page?

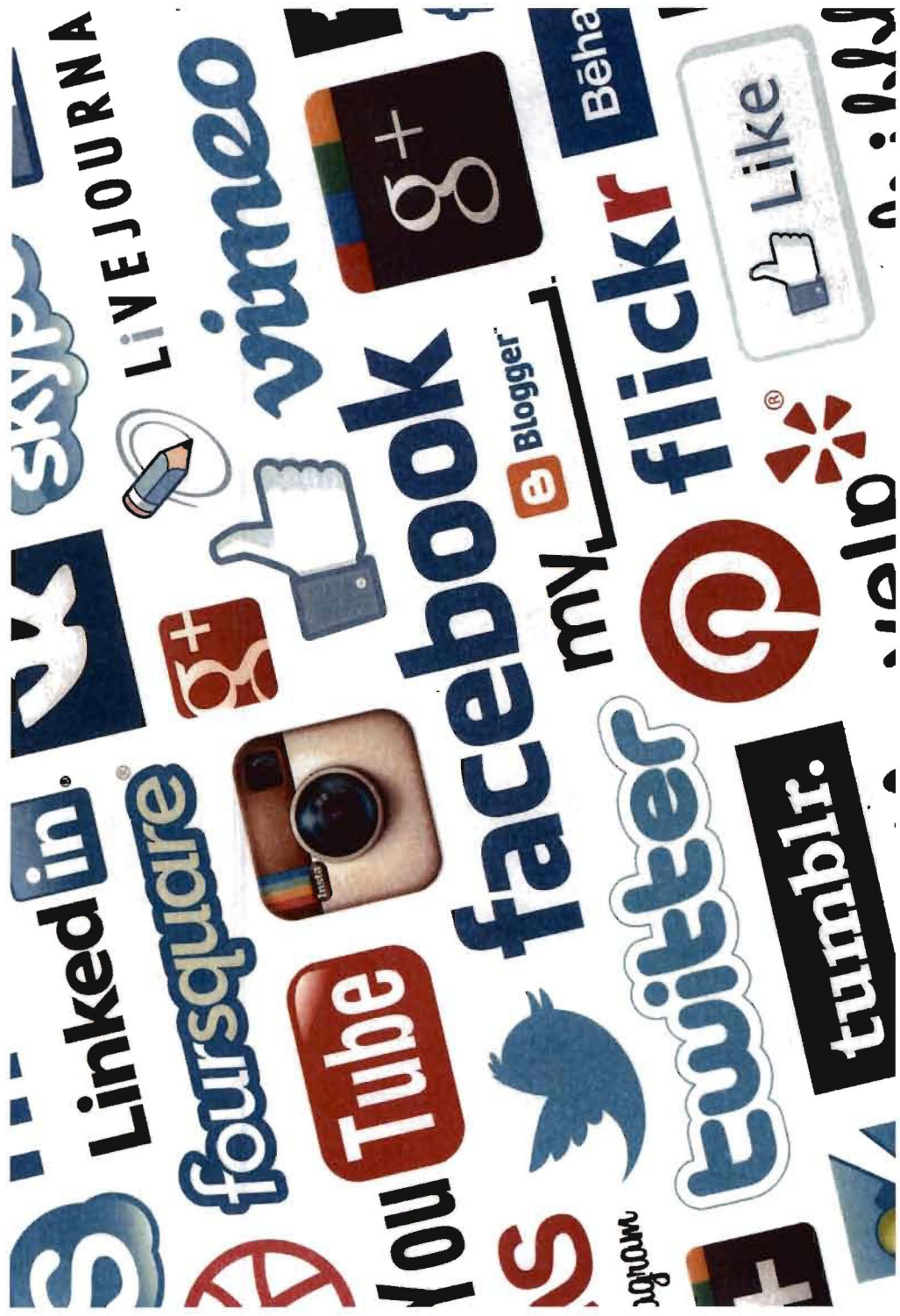
(Recent one-week period of time.)

Heaviest readership is 8:00 a.m. to 8:00 p.m.





# Questions?





## CONNECT Online With Deschutes County!



### FACEBOOK PAGES:

**Deschutes County main page:** [www.facebook.com/Deschutes.County](http://www.facebook.com/Deschutes.County)  
**Women, Infants & Children (WIC):** [www.facebook.com/Deschutes.WIC](http://www.facebook.com/Deschutes.WIC)  
**9-1-1:** [www.facebook.com/Deschutes911](http://www.facebook.com/Deschutes911)

**Fair & Expo Center:**

[www.facebook.com/deschutes.county.fair.and.expo](http://www.facebook.com/deschutes.county.fair.and.expo)

**INSPIRE:** [www.facebook.com/INSPIRE.Deschutes](http://www.facebook.com/INSPIRE.Deschutes)

**The SPOT:** [www.facebook.com/deschutes.spot](http://www.facebook.com/deschutes.spot)

**COPY:** [www.facebook.com/Deschutes.COPY](http://www.facebook.com/Deschutes.COPY)

**Cuidate:** [www.facebook.com/CuidateCentralOregon](http://www.facebook.com/CuidateCentralOregon)

**District Attorney's Office:** [www.facebook.com/deschutesDA](http://www.facebook.com/deschutesDA)

**Project Wildfire:** [www.facebook.com/pages/Project-Wildfire/167396376639445](http://www.facebook.com/pages/Project-Wildfire/167396376639445)



### TWITTER FEED

<https://twitter.com/deschutescounty>

### **DON'T FORGET!!**

**STREAMING MEETINGS:** Watch Board business meetings live as they happen or after: [www.deschutes.org/BOCCmeetingvideos](http://www.deschutes.org/BOCCmeetingvideos)

**GET COUNTY NEWS!** Want to receive DC news at the SAME time local media is alerted? Sign-up now by sending email to [anna.johnson@deschutes.org](mailto:anna.johnson@deschutes.org) .