



2019-2020 ANNUAL REPORT

NOW MORE
THAN EVER
**COUNTIES
MATTER**

COUNTIES ANSWER THE CALL

Now more than ever, counties matter. Our nation is facing unprecedented challenges, and America's counties, parishes and boroughs continue to answer the call, seizing opportunities to save lives and restore our economy.

Led by 40,000 elected county officials, America's 3.6 million county employees are on the front lines of our nation's response to the coronavirus pandemic. Our "We Are Counties" campaign expresses gratitude for the countless sacrifices these employees are making to serve our communities.

COVID-19's far-reaching impacts — public health, economy, workforce, technology, human services — add to the strain on our budgets and staff. Before the pandemic, we were already facing mounting challenges like the opioid epidemic and other substance abuse; mental illness, especially in our jails; natural disasters; infrastructure needs; economic disparities; and the list goes on.

Yet, county leadership, ingenuity and courage are enabling us to overcome historic obstacles. Through NACo, counties have achieved significant victories at the federal level.

Bipartisan legislation has provided substantial new resources for our communities. Federal coronavirus relief packages delivered support for public health, small businesses and nonprofits, mental health services, nutrition assistance, workforce development and other expenses related to our COVID-19 response. We

continue to advocate in a bipartisan fashion for direct, flexible aid to counties of all sizes — while balancing our concerns about the federal debt and deficit.

We secured full funding for Payments in Lieu of Taxes and a two-year reauthorization of Secure Rural Schools, key programs for public lands and forest counties. We secured additional federal resources for the 2020 Census, election security and FEMA disaster assistance, and a full repeal of the "Cadillac Tax" on employer-sponsored health coverage.

We celebrated several major milestones over the past year. We reached an all-time NACo membership high, with 79 percent of the nation's counties. Now in its fifth year, more than 520 counties participate in our Stepping Up initiative to reduce the number of people with mental illnesses and substance use disorders in jails. And with over 30,000 downloads, NACo's TestIT app drove improvements to the FCC's broadband mapping process.

At a time when we need it the most, NACo has invested in nurturing current and emerging county leaders through world-class online professional development. More than 1,600 county officials from more than 900 counties have enrolled in our High Performance Leadership Academy and Enterprise Cybersecurity Leadership Academy.

Tremendous challenges lie ahead — from our ongoing economic and public health recovery to our efforts to advance

racial equity and social justice. But one thing is clear: Counties are answering the call. Through our diversity, we are united as one NACo, fostering healthy, safe and vibrant counties across America.

The 2019-20 Annual Report provides a snapshot of NACo's successes on behalf of the nation's 3,069 counties.

We extend our heartfelt thanks to our members and partners and look forward to continuing to work with you. Together, we can accomplish anything.

Mary Ann Borgeson

Hon. Mary Ann Borgeson
NACo President

Matthew Chase

Matthew Chase
NACo Executive Director



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MISSION:

Strengthen America's Counties.

VISION:

Healthy, Vibrant and Safe
Counties across America.



CORONAVIRUS PANDEMIC AND COUNTIES

The coronavirus pandemic is having a devastating impact on our counties, parishes and boroughs. Through our federal policy advocacy, cutting-edge research and solutions-driven programs, NACo has supported our members every step of the way. We developed a coronavirus online hub, including county-level examples of response efforts, county-specific data and analyses of federal actions.

COVID-19 Federal Advocacy

- Secured the passage of The Families First Coronavirus Response Act, which resulted in funding for counties to implement federal child welfare reforms.
- Worked with our federal partners on the passage of the CARES Act, which created a \$150 billion Coronavirus Relief Fund available to counties of 500,000 residents or more. While the Coronavirus Relief Fund provided direct relief to our largest counties, only 5 percent of America's counties were eligible for direct assistance. Most counties have received allocations through their states. Counties have used CRF funds in innovative ways, such as for small business and nonprofit relief, mental health services, nutrition assistance and workforce development.
- Helped secure bipartisan support of the Paycheck Protection Program and Health Care Enhancement Act, also known as the "COVID-19 3.5" relief package, which contained important public health funding.
- We continue to work in a bipartisan fashion to ensure direct and flexible funding for counties is included in the next coronavirus relief package that reflects the roles and responsibilities mandated by federal and state laws and regulations.

COUNTIES MATTER:
COVID-19

America's counties are on the front lines of our nation's response to the coronavirus pandemic. During this unprecedented public health emergency and the aftermath of an economic crisis, counties are committed to strong intergovernmental cooperation to mitigate COVID-19 and its far-reaching impacts on America's people and places.

COMMUNITY HEALTH <ul style="list-style-type: none"> Counties support 903 hospitals, 824 long-term care facilities and over 1,900 public health departments In 26 states, counties are required to provide health care for low-income, uninsured or underinsured residents Counties contribute to the non-federal share of Medicaid in 26 states. Of these states, 18 mandate counties to contribute to the non-federal share of Medicaid costs and/or administrative, program, physical health and behavioral health costs Local governments, mostly counties, contribute \$26 billion to the non-federal share of Medicaid annually Mandated county contributions are the highest in New York. Counties in New York and New York City send 	COUNTY MANAGEMENT <ul style="list-style-type: none"> Led by 40,000 county elected officials, counties employ 3.6 million people, or 1 percent of the entire U.S. population Every two years during elections, counties fund and oversee more than 100,000 polling places
JUSTICE AND PUBLIC SAFETY <ul style="list-style-type: none"> Counties typically operate 911 call centers, county Emergency Operations Centers and emergency planning and response functions Counties provide essential public safety services from law enforcement to fire and rescue to even coroners and medical examiners Counties operate 91 percent of all local jails, with 11 	

COVID-19 Resources and Best Practices

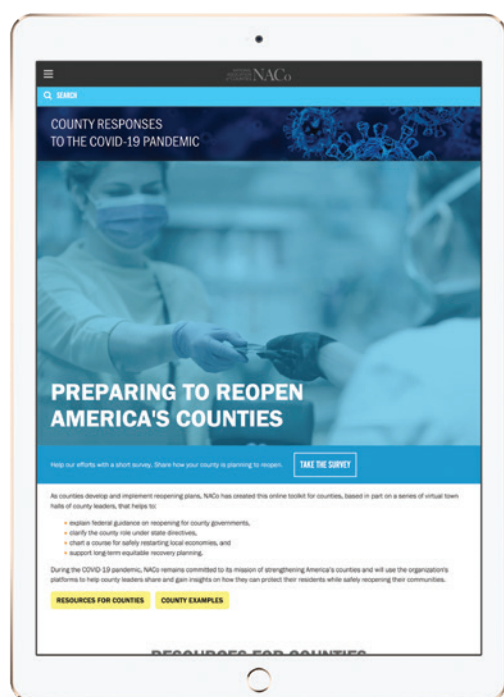
Since the beginning of the COVID-19 pandemic, NACo has produced a variety of resources to help county leaders understand and implement federal guidelines and pursue innovative solutions, including:

- A tool to compare how counties are using Coronavirus Relief Fund allocations
- More than 60 articles about COVID-19 in *County News*
- Maps of county public health emergency declarations
- Maps and analyses of county safer-at-home-orders
- Research on the fiscal and county workforce impacts, and
- Issue briefs highlighting county approaches to maintaining and adapting service delivery, including health, behavioral health, perinatal supports, childcare, housing, homelessness, child welfare and victim services, unemployment, justice services and first responders and supporting resident-owned small businesses.

NACo hosted 26 membership calls, providing federal policy updates and connecting members with White House officials and representatives from federal agencies, including the U.S. Department of the Treasury, Centers for Disease Control and Prevention, FEMA and the U.S. Department of Labor.

As counties lead frontline response efforts, NACo elevated the county story, hosting weekly national media teleconference calls.

NACo's We Are Counties campaign is putting faces on the many frontline services counties provide — including 328,000 hospital workers, 330,000 law enforcement officers, 93,000 first responders and many more. The interactive campaign expresses gratitude for county employees' sacrifices in service to our communities and underscores the need for direct, flexible federal investments in the critical county services.



Preparing to Reopen America's Counties

To assist counties in developing and implementing safe reopening plans, NACo launched an online toolkit and a series of town halls to share noteworthy practices and insights.

NACo has produced a variety of COVID-19 resources to help county leaders:

CN
CountyNews

COVID-19
COUNTIES

COVID-19
COUNTIES

COVID-19
COUNTIES

In crisis mode, county ops undergo innovation

By Rachel Lander
STAFF WRITER

Dealing with the coronavirus has meant making adjustments for many counties, from finding public locations to "bake the virus" exhibiting service delivery and meeting personnel.

Henriette County, Minn. Manager Dave Hough was a pioneer for long-term government in county operations.

"Right now, we're trying to determine how we can work around the crisis," Hough said. "We're not sure we can do it, but we're trying to figure out how we can do it."

Henriette County has closed its libraries, its human services center offices and its senior centers. Hough says he will be able to get the county back to work by June 1.

See COVID-19 page 1

Coronavirus: Counties find solutions to monitor symptoms, test for cases

By Rachel Lander
STAFF WRITER

With reports circulating that cases with testing for the coronavirus, county officials are looking for innovative solutions to help protect COVID-19 coverage while finding ways to make sure everyone has access to the service.

Henriette County, Minn., is one of many counties that established a drive-through testing site for both the coronavirus and COVID-19.

The drive-through center established is a matter of days, as the partnership with Henriette Hospital - University of North Carolina Health, the Henriette County Department of Public Health, Henriette County emergency services, EMS and the county's medical personnel, and the county's medical personnel.

Patients must be referred to the drive-through center by a phone line and completing a questionnaire on the phone with a medical professional who will be seeing them when they arrive at the appointment.

"We did not have to practice because of what we were seeing in the hospital and the West Coast," he said. "I wanted to be sure about that."

See COVID-19 page 1

NATIONAL COUNTY GOVERNMENT MONTH
CELEBRATING NATIONAL COUNTY GOVERNMENT MONTH IN APRIL Pg. 16

COVID-19
COUNTIES

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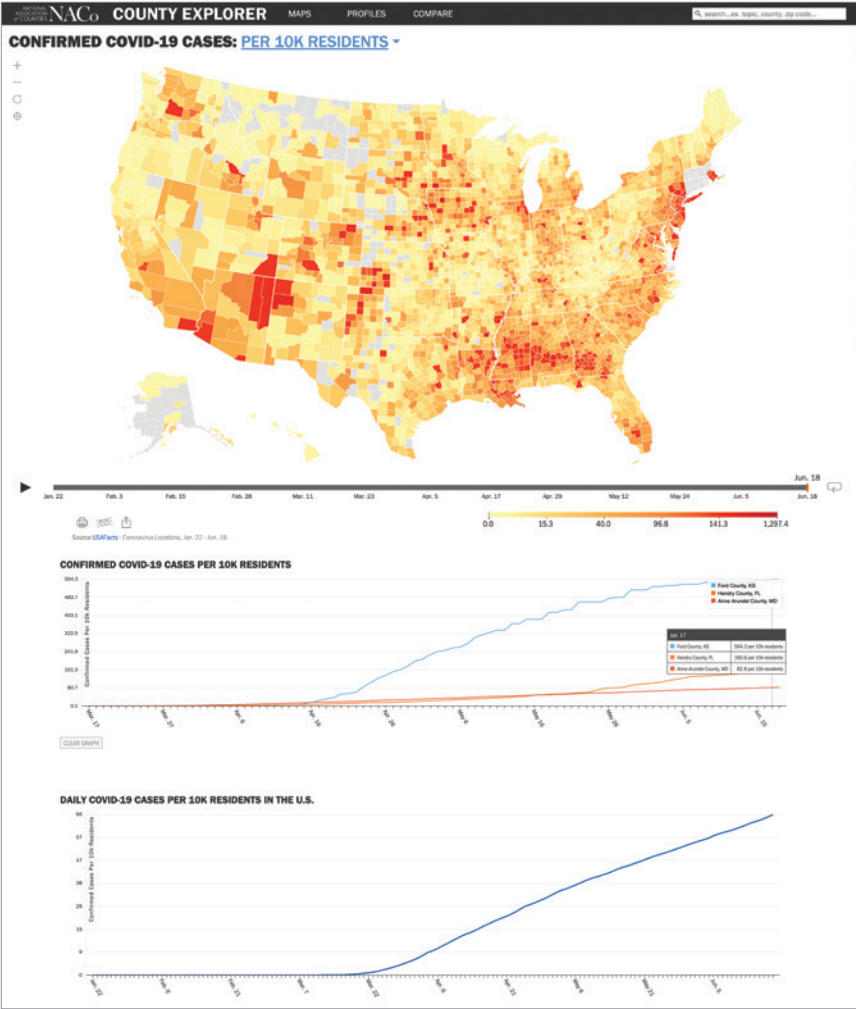
COVID-19
COUNTIES



MEASURING COVID-19'S IMPACT ON AMERICA'S COUNTY WORKFORCE
MAY 2020



NACo BRIEF
NURSING HOMES & COVID-19
JUNE 2020



NEARLY 1,000 COUNTY SUPPORTED HOSPITALS

AND 1,900 LOCAL PUBLIC HEALTH AUTHORITIES

ON THE FRONTLINES OF THIS PANDEMIC, AMERICA'S 40,000 COUNTY ELECTED OFFICIALS

ARE ADDRESSING THE ISSUES OF COVID-19 PREPAREDNESS, MITIGATION AND RESPONSE.

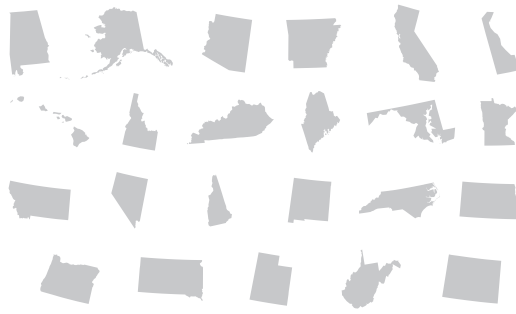
Membership Engagement and Leadership Experiences



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

99% membership retention rate

23 states, plus the District of Columbia: **100%** NACo membership



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

1,546 county officials serve on NACo committees

In partnership with the Professional Development Academy, **NACo's High Performance Leadership Academy** and **Enterprise Cyber-security Leadership Academy** – world-class online professional development designed for county employees enrolled **1,600** county officials from nearly **900** counties and state associations.

POLICY
ADVANCEMENT



In addition to COVID-19 policy advocacy, NACo and our members achieved key victories on federal policies that impact counties.

Significant Accomplishments

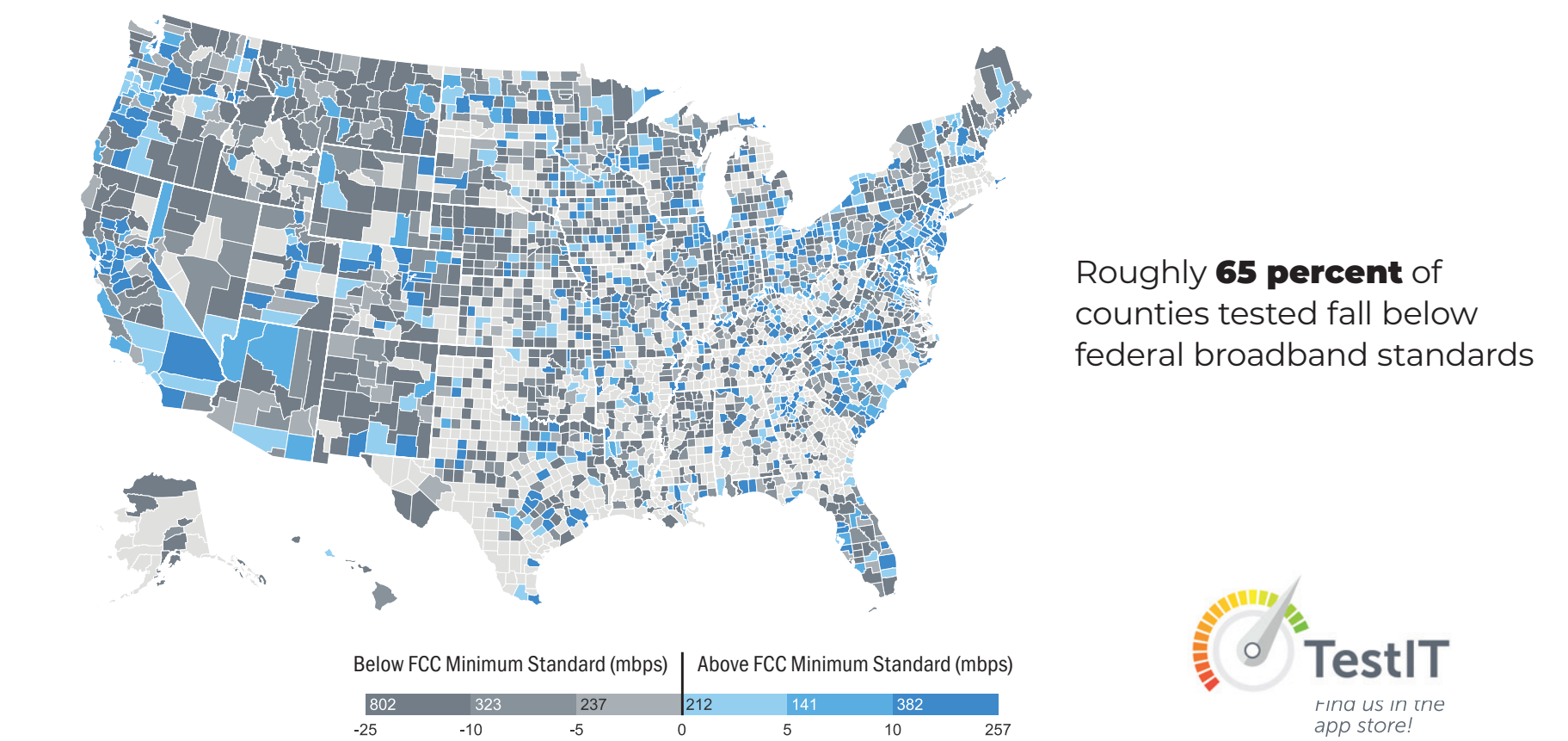
- The NACo TestIT app, drove improvements to improve the FCC’s broadband mapping process and subsequent federal funding decisions
 - ◇ Over 30,000 app downloads with over 148,000 tests
- Full funding for the Payments in Lieu of Taxes program and a two-year reauthorization of the Secure Rural Schools program
- 2020 Census: \$6.7 billion, a \$2.8 billion increase
- A full repeal of the 40-percent “Cadillac Tax” on employer-sponsored health plans
- Increased investments in housing, economic and workforce development programs
- County priorities included in the Water Resources Development Act (WRDA) reauthorization
- A final EPA rule to replace the 2015 “Waters of the U.S.” rule
- Additional investments in election security and administration
- Funding and financing priorities in federal infrastructure proposals, including increased funding for off-system bridges to over \$1 billion, as well as funding for local infrastructure through the Surface Transportation Block Grant
- Short-term funding extensions for key health programs, including the Medicaid Disproportionate Share Hospital Program, Community Health Centers funding and the National Health Service Corps
- Enactment of the Family First Transition Act, which secured funding for counties to implement federal child welfare reforms

Policy Opportunities and Threats

- Additional COVID-19 federal aid to counties of all sizes to help cover increased expenditures and revenue losses
- Racial equity and justice
- Transportation and infrastructure
- FCC regulations that impact local zoning authority
- Long-term PILT/SRS certainty and active forest management
- National Flood Insurance Program
- Entitlement program reform
- “Waters of the U.S.” rule finalization
- Water Resources Development Act (WRDA) Reauthorization
- Election security
- Opioid epidemic and substance abuse
- Medicaid Jail Inmate Exclusion policy



County Average Cellular and Fixed Wireless Download Speeds vs. FCC Minimum Standard



THOUGHT
LEADERSHIP



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

Stepping Up, a partnership between NACo, The Council of State Governments Justice Center and the American Psychiatric Association Foundation formed to reduce the number of people with mental illnesses in jails, celebrated its fifth anniversary.

520 counties have passed a resolution or proclamation to join this national initiative



Counties Investing in Early Childhood Development

NACo launched Counties for Kids, a public awareness campaign designed to arm county leaders with knowledge, tools and resources to improve and expand high-quality services and support for young children and their families.



Healthiest Cities and Counties Challenge

In partnership with the Aetna Foundation and the American Public Health Association, NACo launched the Healthiest Cities and Counties Challenge through a competitive application process that produced 10 county and 10 city challenge participants.

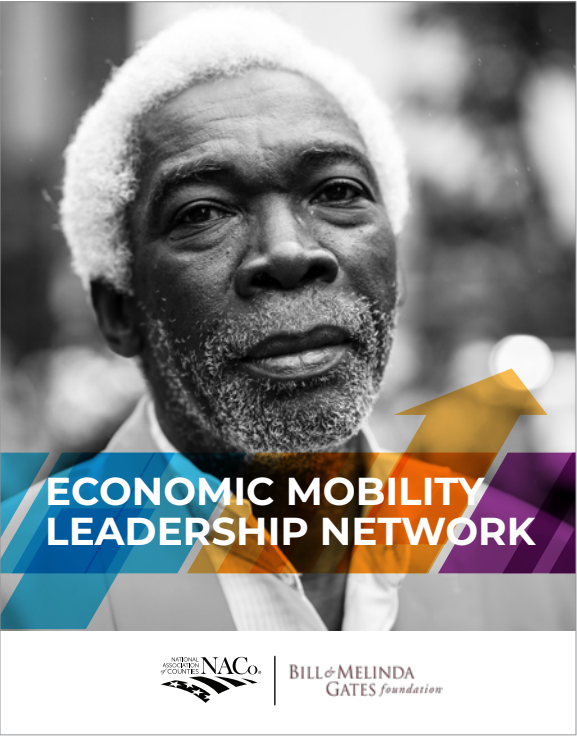
NACo Technology xChange

The newly formed NACo Tech xChange and Portal has over **430** county technology members and growing. Features include online networking and collaboration, as well as an IT library of policies, job descriptions and best practices.



2020 Census and Beyond

With the support of the Annie E. Casey Foundation and the New Venture Fund, NACo is providing counties with up-to-date information and the county perspective on the Census 2020, including best practices to ensure fair and accurate counts and overcoming challenges associated with shifting timelines and restricted canvassing capacity due to the COVID-19 pandemic.



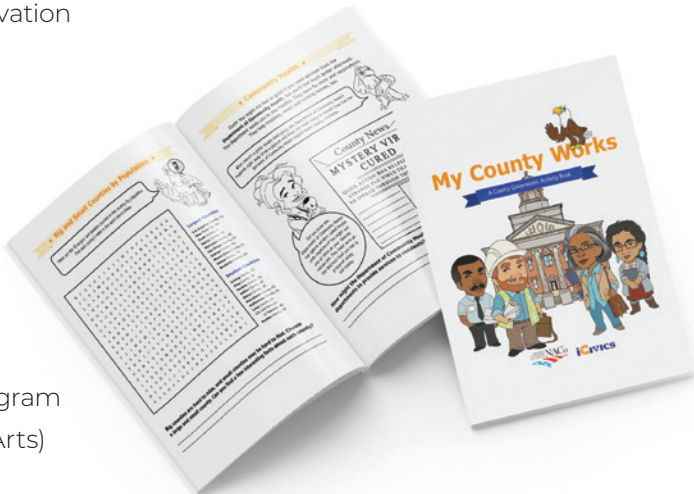
Counties Advancing Economic Mobility and Opportunity

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

Additional signature projects include:

- Safety & Justice Challenge (with the John D. and Catherine T. MacArthur Foundation)
- Data-Driven Justice (with Arnold Ventures)
- Housing, Health and Equity Project (with the Robert Wood Johnson Foundation)
- Getting Social about Smoking Cessation and E-Cigarette Use
- Healthy Counties Initiative
- Resilient Counties Initiative
- Rural Economic Development Innovation Challenge (with the United States Department of Agriculture)
- Future of Work (with Walmart)
- Strengthening Coastal Counties' Resilience Program
- SolSmart Initiative (with the Solar Foundation, United States Department of Energy)
- Creative Counties Placemaking Program (with National Endowment for the Arts)

- *My County Works* – an activity book for elementary students – distributed more than **4,600** copies, and thousands more through **1,500** online downloads
- Counties Work online game – more than **2.5 million** game plays since its 2017 launch
- County Solutions middle and high school curriculum – over **19,000** all time page views since April 2017 and more than **6,300** page visits this year



Digital Outreach

During the coronavirus pandemic, as we adjust to social distancing and travel restrictions, NACo's digital outreach is more important than ever. Through video, pre-recorded and live event streaming, NACo.org, our social media channels and email outreach, we are keeping members up-to-date and activating counties to drive progress at all levels, from national to county.



County News

Produced **24** issues of *County News*, along with special editions on substance abuse treatment, health care in jails, serving aging populations and economic development



Achievement Awards – Celebrating 50 Years of County Excellence and Innovation

This year, NACo recognized **522** entries from counties and state associations in **30** states



We Are Counties - Thank You

Video

(YouTube, Twitter and Facebook)

More than **68** new videos, contributing to more than **75,600** views and **66** days of watch time



Social Media

(Twitter, Facebook and LinkedIn)

Reached over **4.8 million** user impressions, an increase of **60 percent**

NACo.org and County Explorer

Nearly **3.26 million** page views and over **1.37 million** sessions, an increase of nearly **60,000** page views



Livestreaming and Webinars

Delivered **96** webinars, conference workshop recordings and livestreamed events – including the NACo-Appalachian Regional Commission Opioid Epidemic Capstone Event, the NACo- National Sheriffs' Association Health Care in Jails Town Hall, Capitol Hill briefings and topics including responding to the coronavirus pandemic, early childhood development, supporting our aging populations and Census 2020 – with over **16,000** attendees and viewers



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





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 **424,000** county employees participate in the program with over **\$21 billion** in assets

Over **3,000** counties and county jurisdictions participate

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

41 state associations of counties endorse the program



Nationwide[®]
is on your side

Live Healthy U.S. Counties

1,298 counties participate in the Prescription Discount Program

33 state associations endorse Rx;
22 endorse Rx, Health and Dental

County residents have saved **\$712 million** since the program's inception



New: Three+One

cashvest® by three+one provides a new and unparalleled level of cash liquidity analysis and data services for local, county, school district and college governing bodies. This new partnership comes at an opportune time for counties in fiscal dire straits, allowing the ability to maximize the value of taxpayer dollars while we face this pandemic.



Revenue Recovery

The Revenue Recovery Program allows any eligible debt owed to local government agencies to be repaid by withholding state personal income tax refunds, lottery proceeds and other state-level revenue events. This proprietary software managed by NACo FSC shares a vision of healthy, safe and vibrant counties across America through offering an affordable, tailored and efficient method for debt collection.



New: Cybersecurity Collaborative


In partnership with the Cyber Risk Alliance, state associations of counties and affiliate government organizations, NACo FSC provides a knowledge transfer platform that gives access to top tier public and private cybersecurity professionals. The NACo Cybersecurity Collaborative increases the access to information, intelligence, best practices and resources that creates an agile, cooperative ecosystem. The collective purpose of this network is to proactively strengthen America's counties to better defend and protect themselves, their communities and our economy from cyberattacks.

NACo
LEADERSHIP








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Washington, D.C.

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Public Lands Steering Committee Chair
Hon. Greg Chilcott
Commissioner
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- 

**Telecommunications and Technology
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County Judge
Wise County, Texas
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Please visit
NACo.org/2020AnnualReport
for the listing of NACo’s Board
of Directors and our partners.



Stronger Counties.
Stronger America.

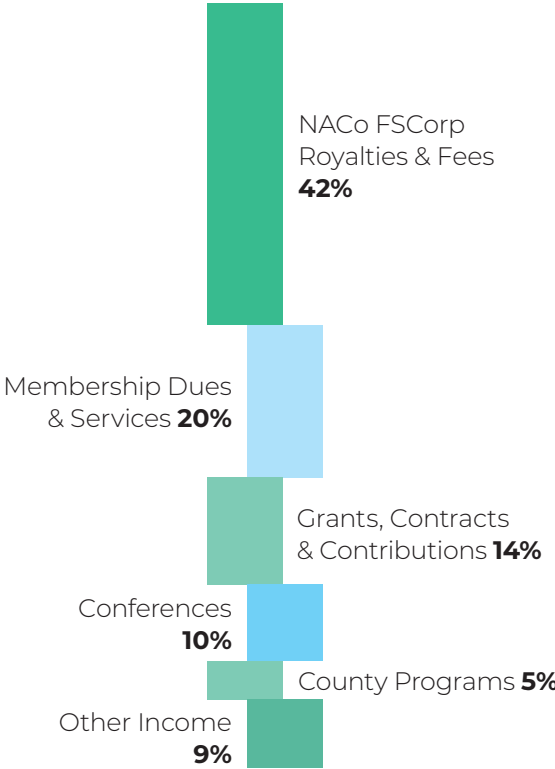
Thank you to our members and partners.
We look forward to seeing you at future NACo Events:

Legislative Conference
Feb. 20 - Feb. 24, 2021
Washington, D.C.

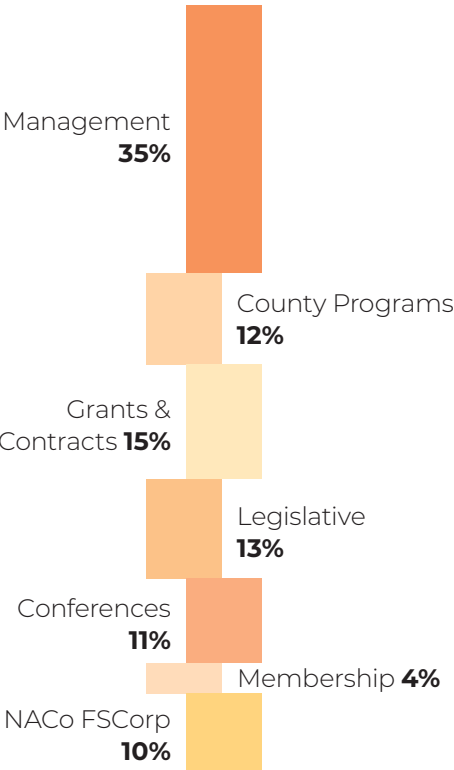
Annual Conference And Exposition
July 16 – July 19, 2021
Travis County/Austin, Texas

Financial Health

Operating Revenues





Operating Expenses





STRONGER COUNTIES. STRONGER AMERICA.

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