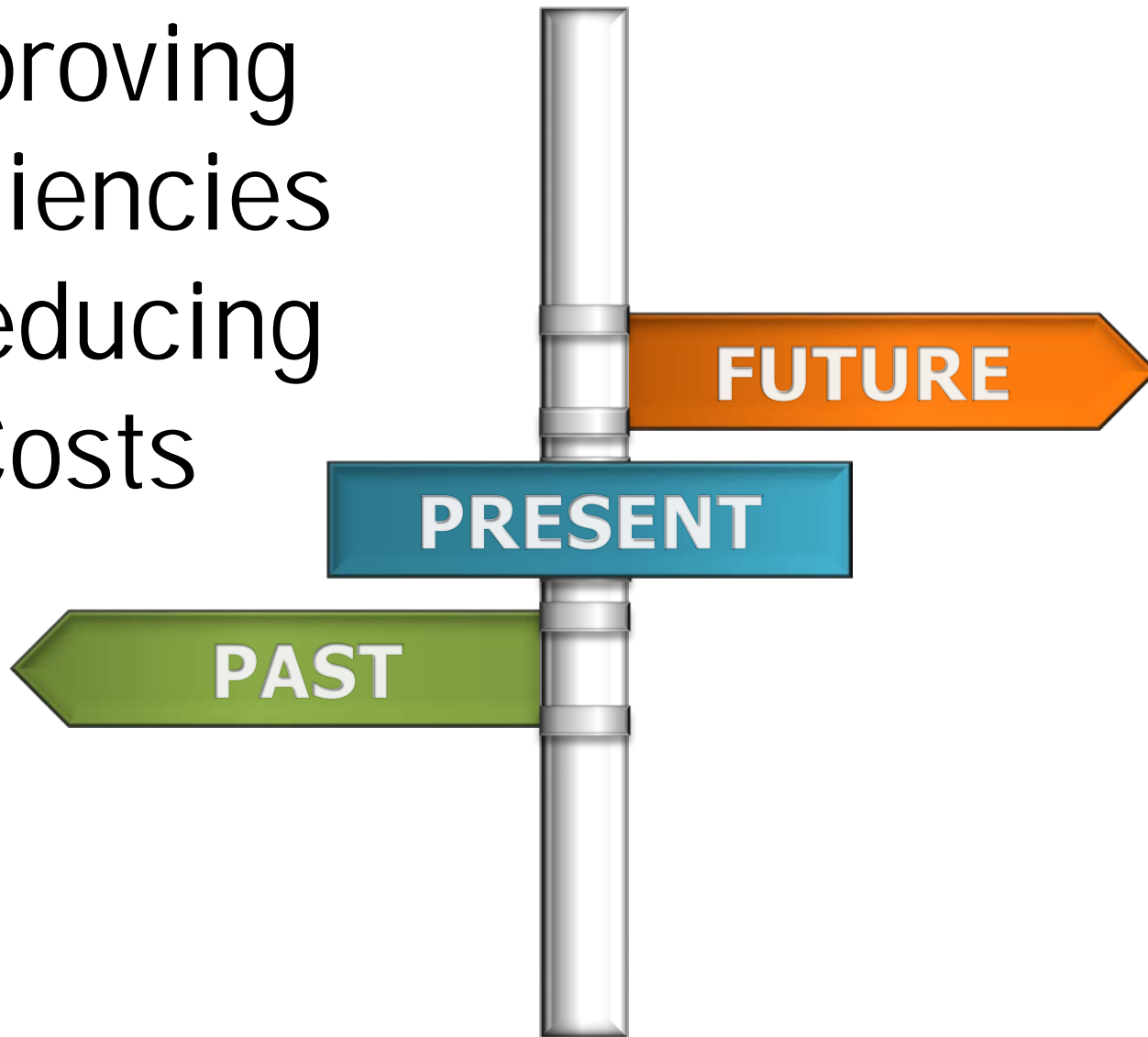




## Sharing Innovations

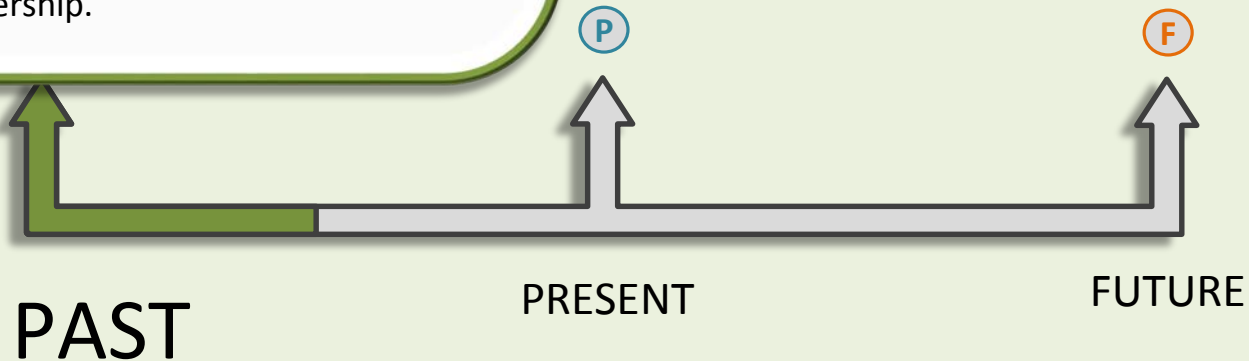
David Cleveland, Executive Director  
East Texas Council of Governments

Improving  
Efficiencies  
& Reducing  
Costs



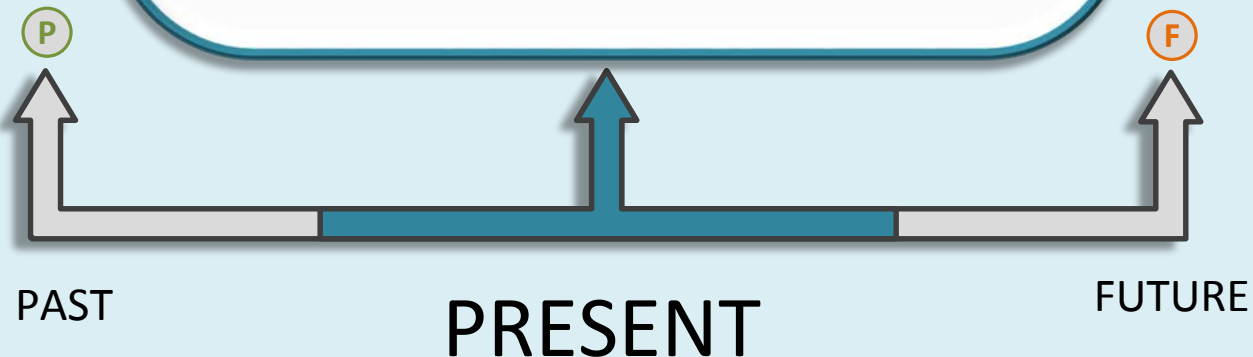
# Branded Broker Services

- ETCOG just experienced over a 50% increase with our current benefits provider.
- Elected Officials asked for help with skyrocketing health insurance costs.
- Through competitive procurement we secured Brinson Benefits to become our Benefits Broker and to offer branded services to our membership.
- We tried it first, saving \$143,000 on organizational health care costs our first year. After testing this service, we began to offer it to our membership.



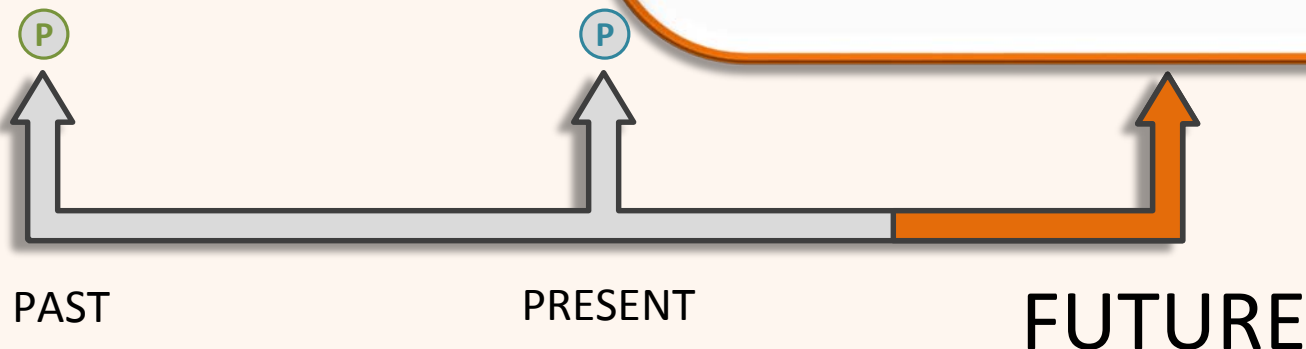
# Branded Broker Services

- Brinson Benefits offers all of our members a free Optimizer report valued at \$7,500 as well as reduced costs for other services.
- Our largest county tried it and saved over \$1Million.
- Since then, 4 other members have signed on with Brinson.
- We have gone through two procurements and 8 years with this vendor.
- Brinson “bids” our employee benefits package on the open market every year.



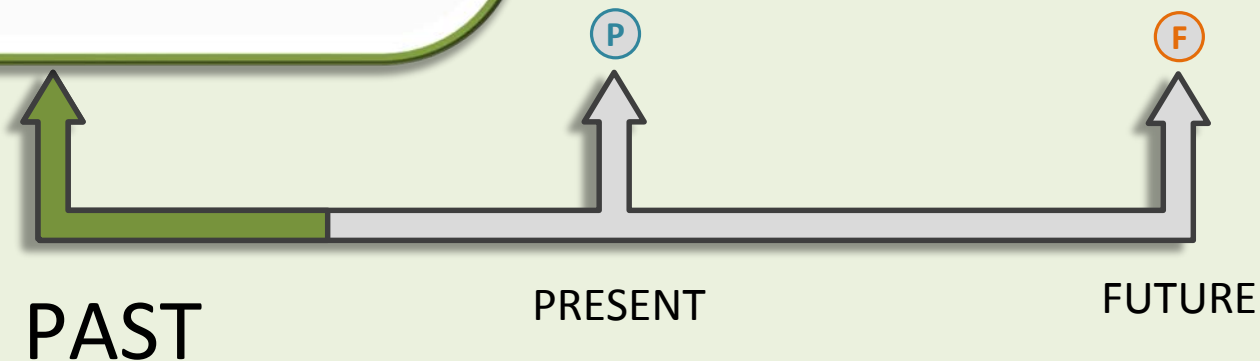
# Branded Broker Services

- Healthcare costs continue to rise with changes in legislation and industry reactions. We rely on our benefits broker each year to advise us on decisions to keep our costs manageable while offering the best benefits for our employees.
- Brinson keeps us abreast of all ACA requirements.
- We will continue this service ourselves and marketing it to our members to see how they can reduce healthcare costs.



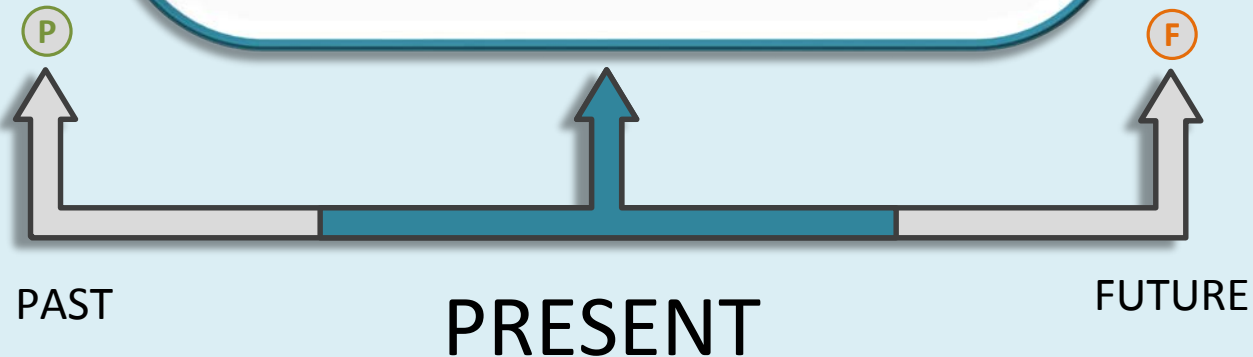
- IT - We outsourced IT for our agency and partner workforce development facilities for the last 9 years at a high cost
- IT - System encountered constant difficulties
- GIS – We began with a single staff GIS program to assist first responders with mapping needs and member jurisdictions with special projects at a low cost

# GIS & IT Services



# GIS & IT Services

- We currently have five IT/GIS staff members, and are hiring a sixth. This group delivers IT services for over 500 personnel spread over 12 locations.
- Cross training GIS and IT is key to efficiency.
- The GIS Team also provides services to 23 member jurisdictions (counties, cities, businesses) and a host of non-members. They do this by cross-leveling the necessary skillsets to allow them the ability to work on a GIS and/or IT related problem.







# Uses for Drone Technology

- **Disaster Management and Recovery** - Drones can survey damage, locate victims, and assess continuing threats
- **Infrastructure Maintenance** - Allows assessment of hard to reach areas without endangering lives
- **Streamlining Agricultural Management** - Drones can observe, measure, and respond to crop target areas quickly (i.e. locusts and irrigation needs)
- **Supporting Law Enforcement/EMS** - Search and rescue, monitoring and suspect tracking, tactical surveillance
- **Aerial Photography** - Drones give us access to hard to see areas, for inspection or public safety
- **3D Mapping** - Surveying landscapes to capture detailed digital images for 3D Maps

# Drone in Action





**Questions?**

**More Information?**

**David Cleveland**

Executive Director

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