

Program #10007A - Communications Office

Program Contact: Julie Sullivan-Springhetti

5/2/2022

Nondepartmental **Department:**

Program Offer Type: Existing Operating Program Program Offer Stage: As Proposed

Related Programs:

Program Characteristics:

Executive Summary

The Communications Office promotes the values and actions of Multnomah County's Chair and Board of Commissioners, department leaders and employees. We do this through strategic communications, media relations, writing, photography, videography and graphic design. We convey news developments and policy initiatives through accessible and equitable web articles, social media, event planning and public education campaigns. We respond to public records requests and link community members to County employees and expertise. We promote life safety 365 days a year, conducting a broad range of crisis communications during emergencies.

Program Summary

Communicating during a crisis is our most essential function as a team and is our greatest responsibility to the community and to our colleagues. Working closely with the County Chair, Board of Commissioners, Chief Operating Officer and department leaders, we share accurate and timely messages during an emergency, we produce reports afterward, and provide accountability throughout. The cascade of recent crises has created an historic demand for media relations, public engagement and web, social media, photography, videography and graphic design services. In the face of this challenge, we strive to maintain the highest standards in our day-to-day operations, supporting Board policy, department initiatives and the public's demand for information.

Key objectives for 2023:

Expand strategic communications and planning Countywide through a deputy director.

Continue investing in written materials, videos, social media and graphics in multiple languages.

Support Workforce Equity through communications planning and coverage.

Develop infrastructure for a more effective public records response.

Coordinate and strengthen internal communications between leadership and County employees.

Performance Measures									
Measure Type	Primary Measure	FY21 Actual	FY22 Budgeted	FY22 Estimate	FY23 Offer				
Output	Number of news stories generated by the office in all media TV, print, radio, County website and blogs	1,583	1,500	2,000	1,800				
Outcome	Number of multi-media videos/projects produced by the office that reach diverse audiences.	65	60	119	120				
Outcome	Number of Twitter users for the County that signal public engagement.	36,164	36,500	47,000	47,500				
Outcome	Number of Facebook followers for the County that signal public engagement.	10,289	10,300	15,630	15,630				

Performance Measures Descriptions

The performance measure 1 captures traditional media including the impact of COVID-19, while 3 and 4 capture social media reach. The multi-media projects capture the number of videos produced as well as those in multiple languages other than English.

Legal / Contractual Obligation

Meet the spirit and intent of Oregon's public records law ORS 192.410 to 192.505, which governs public bodies and custodians of public records.

Revenue/Expense Detail

	Adopted General Fund	Adopted Other Funds	Proposed General Fund	Proposed Other Funds
Program Expenses	2022	2022	2023	2023
Personnel	\$1,983,983	\$0	\$2,117,207	\$0
Contractual Services	\$11,880	\$0	\$12,360	\$0
Materials & Supplies	\$76,530	\$0	\$71,020	\$0
Internal Services	\$153,441	\$0	\$159,153	\$0
Total GF/non-GF	\$2,225,834	\$0	\$2,359,740	\$0
Program Total:	\$2,225,834		\$2,359,740	
Program FTE	13.00	0.00	13.00	0.00

Program Revenues						
Total Revenue	\$0	\$0	\$0	\$0		

Explanation of Revenues

Significant Program Changes

Last Year this program was: FY 2022: 10007 Communications Office

0.50 FTE staff assistant is moved from The Chair's Office (10000) to align the Communications staff - no new FTE.