Multnomah County			
Program #10092 - ARP	Communications Office Public H	ealth Emergency Response	7/6/2021
Department:	Nondepartmental	Program Contact:	Julie Sullivan-Springhetti
Program Offer Type:	Innovative/New Program	Program Offer Stage:	As Adopted
Related Programs:			
Program Characteristic	s:		

Executive Summary

Every day, people turn to Multnomah County for help. They need to see a doctor, find a lost pet, update their voter registration, apply for a marriage license, anticipate a bridge closure, or pay their taxes. Increasingly — and at an almost unprecedented pace — they turn to the County in a crisis. They want the latest health and safety guidance, to understand the threat of COVID-19 or wildfire smoke, locate rent and food assistance, find shelter in an emergency. They want to express their opinion on Board and department initiatives and hold their elected officials accountable. They look to the County to see their community celebrated, defended and welcomed.

Program Summary

The Communications Office is on point, connecting people to County services and staff. The Office creates, curates and publishes accurate, timely information 24/7 to the public and media. We share that information in print and web articles, photos, videos, graphics, social media posts, one pagers, OPeds, media interviews and paid advertising. We work across platforms, hosting public meetings, researching and filling public records requests. We elevate County expertise and work constructively with community partners and journalists.

We strive to create products that reflect the County's values of safety, trust and belonging. Our effort to reach a full audience drives our decision-making from spotlighting diverse voices in every product, to expanding language translation and accessibility in news, graphics, social media and videos, to increasing investments in culturally specific advertising for county initiatives.

We know we must do more:

- to increase our connections to communities with low use of existing communication channels.
- to offer more videos, social media and graphics in multiple languages.
- to further equity through news articles and videos lifting up best practices.

This program offer expands our connections to communities with low use of existing communication channels, allowing us to offer more videos, social media and graphics in multiple languages and to further equity through new distribution channels which include partnering with community organizations and culturally specific media.

Performance Measures							
Measure Type	Primary Measure	FY20 Actual	FY21 Budgeted	FY21 Estimate	FY22 Offer		
Output	Produce culturally specific videos	N/A	N/A	N/A	5		
Outcome	Develop Spanish language/bilingual social media	N/A	N/A	N/A	250		
Performa	nce Measures Descriptions						

	Adopted General Fund	Adopted Other Funds	Adopted General Fund	Adopted Other Funds	
Program Expenses	2021	2021	2022	2022	
Personnel	\$0	\$300,000	\$0	\$100,000	
Contractual Services	\$0	\$100,000	\$0	\$200,000	
Total GF/non-GF	\$0	\$400,000	\$0	\$300,000	
Program Total:	\$400,	\$400,000		\$300,000	
Program FTE	0.00	0.00	0.00	0.00	
Program Revenues					
Intergovernmental	\$0	\$400,000	\$0	\$300,000	
Total Revenue	\$0	\$400,000	\$0	\$300,000	

American Rescue Plan (ARP) Direct County Funding - \$300,000

Significant Program Changes

Last Year this program was:

This program offer falls under the County's Public Health Emergency Response ARP Priority Area. It adds graphic design and photography to support creation of content. And it adds communication channels through new culturally and geographically specific outreach.