

Department: Nondepartmental **Program Contact:** David Austin
Program Offer Type: Existing Operating Program **Program Offer Stage:** As Proposed
Related Programs:
Program Characteristics:

Executive Summary

The Communications Office is the central distribution voice to and point of information for taxpayers, the public and the news media, communicating what Multnomah County does and how employees work in the community to provide services. The office – using targeted communications strategies – works directly with the Chair’s Office, the Board, elected officials, and County staff to promote transparency and demonstrate how effectively local government officials use taxpayer dollars to support all residents.

Program Summary

This office will aggressively and consistently inform the public of stories and events that provide a high level of understanding of what the county does with taxpayer dollars and how local government makes a difference in people’s lives. The office will employ a wide range of media – television, newspapers, radio and digital media, as well as direct communications to the public, including appearances and community meetings – to reach a diverse audience and proactively increase the visibility of Multnomah County and the services it provides to all residents. The office will be the lead on ensuring the public that Multnomah County government is efficient, transparent and open to dialogue with its residents. Also, the office will continue to work with the Chief Operating Officer to handle internal advisory communication for the Chair when it comes to critical information, including – but not limited to – county business, labor practices and negotiations, budget strategies and relevant political issues around labor practices, negotiations and other sensitive topics. Top goals include: providing taxpayers, the public and the media with stories and information about critical county programs; responding to public records requests; responding with urgency and immediacy to the public and media inquiries about the county; strongly carrying and promoting the values of the Board of Commissioners, both internally and externally; advising the Chair, the Board, elected officials, and County staff on the best approaches with taxpayers, the public and the media; creating materials that increase the county’s visibility; committing to and working with the highest standard of transparency for the sake of the public; and developing new ways to reach out to county residents by inviting them to participate in local government.

Performance Measures

| Measure Type | Primary Measure | FY15 Actual | FY16 Purchased | FY16 Estimate | FY17 Offer |
|--------------|-----------------------------------------------------------------------------------------------------------|-------------|----------------|---------------|------------|
| Output | Amount of news stories generated by the office in all media -- TV, print, radio, County website and blogs | 375 | 400 | 921 | 1,100 |
| Outcome | Number of multi-media videos/projects produced by the office | 65 | 65 | 72 | 80 |
| Output | Number of Twitter users for the county | 7,372 | 14,500 | 20,100 | 22,000 |
| Output | Number of FaceBook followers for the county | 920 | 1,974 | 2,396 | 2,500 |

Performance Measures Descriptions

Legal / Contractual Obligation

None

Revenue/Expense Detail

| | Proposed General Fund | Proposed Other Funds | Proposed General Fund | Proposed Other Funds |
|-------------------------|-----------------------|----------------------|-----------------------|----------------------|
| Program Expenses | 2016 | 2016 | 2017 | 2017 |
| Personnel | \$1,012,950 | \$0 | \$1,092,086 | \$0 |
| Contractual Services | \$16,000 | \$0 | \$500 | \$0 |
| Materials & Supplies | \$25,500 | \$0 | \$12,100 | \$0 |
| Internal Services | \$131,362 | \$0 | \$118,155 | \$0 |
| Total GF/non-GF | \$1,185,812 | \$0 | \$1,222,841 | \$0 |
| Program Total: | \$1,185,812 | | \$1,222,841 | |
| Program FTE | 9.00 | 0.00 | 9.00 | 0.00 |

| Program Revenues | | | | |
|-------------------------|------------|------------|------------|------------|
| Total Revenue | \$0 | \$0 | \$0 | \$0 |

Explanation of Revenues

This is a General Fund program.

Significant Program ChangesLast Year this program was: FY 2016: 10007-16 Communications Office