

Program #10007 - Communications Office 3/4/2020

Department: Nondepartmental **Program Contact:** Julie Sullivan-Springhetti
Program Offer Type: Existing Operating Program **Program Offer Stage:** As Requested
Related Programs:
Program Characteristics: In Target

Executive Summary

The Communications Office links people in Multnomah County to their government and County employees to one another. We do this by providing accurate, timely and responsive information on County services, employees and news. Staff chronicle, curate and disseminate the work of the Board of County Commissioners and County departments. The Office enables community members to express their needs by conducting public engagement, providing public records and working effectively with media. We support County employees through an internal weekly newsletter, media training and coverage, and strategic planning. We provide all emergency and crisis communications.

Program Summary

Communications staff create accessible, inclusive materials to engage and inform the public through writing, photography, video, audio recordings and graphic design. We strive to create credibility and trust in Multnomah County leadership, initiatives and services by providing thoroughly researched, fact-checked information in timely, accessible ways. We strive to provide content that is sensitive and respectfully represents our diverse community and workforce. All content is designed to reach as many people as possible through language translation, font and video format. We work to spotlight the expertise of County staff, the experiences of our clients and the extensive partnerships the County holds. To accomplish this, staff create and maintain more than 20 websites and rapidly stand up webpages on emerging issues such as disease outbreaks; new initiatives, such as wood smoke regulation; and new projects, such as the Earthquake Ready Burnside Bridge. The Office amplifies all information on the County's main social media accounts: Facebook, Twitter and Instagram. The Office works closely with reporters and news producers and shares staff-created photos, videos and news stories with news organizations ranging from culturally specific newspapers to national and international television networks. The Office works 24/7 to monitor and develop emergency health and safety communications for the public and employees. Staff support County leadership by developing position statements, op-eds, news releases and conducting media training. Using strategic communications, the Communications staff proactively anticipate issues and advise elected and department leaders and staff on critical concerns. The Office develops public education advertising campaigns and convenes public meetings. The staff receive and complete public records requests. The Office also connects all County employees to one another through the weekly Wednesday Wire newsletter. Staff develops a cohesive voice, style and brand for the organization and maintains those through constant interaction across departments. Key objectives for 2021:

- Communicate the County's broad and diverse Workforce Equity efforts through a comprehensive website, news stories, photos and videos documenting the employees and their initiatives, experiences and outcomes.
- Heighten the efforts of the Elections Division to expand ballot access to voters and conduct accurate, credible elections.

Performance Measures

Measure Type	Primary Measure	FY19 Actual	FY20 Budgeted	FY20 Estimate	FY21 Offer
Output	Number of news stories generated by the office in all media -- TV, print, radio, County website and blogs	1,722	1,700	1,520	1,500
Outcome	Number of multi-media videos/projects produced by the office	44	52	60	60
Output	Number of Twitter users for the County	27,594	28,000	32,500	32,700
Output	Number of Facebook followers	3,613	3,800	6,100	6,100

Performance Measures Descriptions

The performance measure 1 captures traditional media, while 3 and 4 capture social media reach. The multi-media projects capture the number of videos produced and figures have been adjusted based on the capacity of one full-time staff member dedicated to video.

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	Requested General Fund	Requested Other Funds
Program Expenses	2020	2020	2021	2021
Personnel	\$1,513,764	\$0	\$1,559,965	\$0
Contractual Services	\$11,310	\$0	\$11,650	\$0
Materials & Supplies	\$28,948	\$0	\$42,700	\$0
Internal Services	\$167,778	\$0	\$152,585	\$0
Total GF/non-GF	\$1,721,800	\$0	\$1,766,900	\$0
Program Total:	\$1,721,800		\$1,766,900	
Program FTE	11.00	0.00	10.50	0.00

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

Explanation of Revenues

Significant Program Changes

Last Year this program was: FY 2020: 10007-20 Communications Office