

**Division:** Nondepartmental - All Other

**Program Characteristics:**

**Program Description**

The Communications Office produces the news of record, issues crisis communications and conducts media relations for Multnomah County. Staff create, curate and distribute accurate, timely information so community members can use County services. Communications Office staff write press releases, talking points, and memos. They write web articles on the work of the Chair, Commissioners and departments. They photograph employees and events, produce videos, and create graphics and social media to inform the public. They produce and review reports with critical and transparent information about the efficacy of County programs and services. The Office seeks to work with culturally specific sources, media and community liaisons to reach residents who speak languages other than English. Staff publish materials on multco.us, as well as more than 20 webpages, and four County-wide social media platforms, including Spanish-language accounts and websites. They conduct media training. The Communications Office leads work to build a Countywide public records platform and fills all public records requests filed by media. Staff lead crisis communications during emergencies, while delivering lifesaving information 365 days a year. They plan County events, support community outreach and engagement projects, and produce campaigns to support leaders' goals. They connect the County's large and diverse workforce to one another through an employee newsletter, the Wednesday Wire. They advise and help County leaders communicate directly with staff. This office will also design, develop and lead Countywide branding and marketing efforts. And it will support increasing access to growing programs like Preschool for All.

**Equity Statement**

The Communications Office is committed to improving its ability to bring vital information about County services to communities who don't speak English or who are underserved by traditional structures. The office will work to incorporate planned translation improvements in our website. It will support Spanish-language translations. It will support efforts like our federal response efforts. And it will work to bring in the perspectives of people with lived experiences.

**Revenue/Expense Detail**

|                        | <b>2026<br/>General Fund</b> | <b>2026<br/>Other Funds</b> | <b>2027<br/>General Fund</b> | <b>2027<br/>Other Funds</b> |
|------------------------|------------------------------|-----------------------------|------------------------------|-----------------------------|
| Personnel              | \$2,883,527                  | \$169,466                   | \$3,046,854                  | \$179,674                   |
| Contractual Services   | \$34,694                     | \$0                         | \$35,840                     | \$0                         |
| Materials & Supplies   | \$96,822                     | \$0                         | \$96,660                     | \$0                         |
| Internal Services      | \$194,315                    | \$7,083                     | \$292,230                    | \$6,702                     |
| <b>Total GF/non-GF</b> | <b>\$3,209,358</b>           | <b>\$176,549</b>            | <b>\$3,471,584</b>           | <b>\$186,376</b>            |
| <b>Total Expenses:</b> | <b>\$3,385,907</b>           |                             | <b>\$3,657,960</b>           |                             |
| <b>Program FTE</b>     | 15.00                        | 1.00                        | 15.00                        | 1.00                        |
| <b>Total Revenue</b>   | <b>\$0</b>                   | <b>\$0</b>                  | <b>\$0</b>                   | <b>\$0</b>                  |

**Performance Measures**

| <b>Performance Measure</b>                                                                                 | <b>FY25<br/>Actual</b> | <b>FY26<br/>Estimate</b> | <b>FY27<br/>Target</b> |
|------------------------------------------------------------------------------------------------------------|------------------------|--------------------------|------------------------|
| Number of news stories generated by the office in all media -- TV, print, radio, County website and blogs. | 3,340                  | 3,700                    | 3,800                  |
| Number of Instagram followers that signal public engagement particularly during an emergency.              | 15,000                 | 17,600                   | 18,000                 |