



Program #10007A - Communications Office FY 2024 Department Requested

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

Executive Summary

The Communications Office connects people in Multnomah County to the Chair and Board of Commissioners, County services, and staff. We do this by providing external communications and media relations, including 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 fulfill public records requests. We respond to emergencies 365 days a year, leading crisis communications in the region. We also connect County employees to one another through the weekly employee newsletter, the Wednesday Wire, and supporting County leadership's direct communication with staff.

Program Description

The Communications Office consistently and accurately informs the public of County services, news developments, policies and initiatives to increase understanding of what the County does, and the difference the County makes in people's lives. Staff work creatively via television, newspapers, radio, social media, direct mail, advertising, community events and in producing content across more than 20 County websites to proactively increase the visibility of the County and the services it provides to all residents. The Office leads with care in identifying issues, audiences, and communication strategies. Staff work to ensure that the public sees that Multnomah County government is efficient, transparent and accountable. The Office strives to make the County a trusted source of information and help in a crisis.

Goals for 2024 include:
 Expanding our written, visual, graphic and storytelling tools to reach the most diverse audiences by increasing our bilingual and bicultural work with staff and community partners.
 Launching a new Homeless and Housing Services coordination team to better provide taxpayers, the public and the media with stories and information about critical county programs and partnerships.
 Improving internal communications to connect an increasingly diverse and disparate hybrid workforce.
 Developing new infrastructure to public records requests.

Performance Measures

Measure Type	Primary Measure	FY22 Actual	FY23 Budgeted	FY23 Estimate	FY24 Offer
Output	Number of news stories generated by the office in all media -- TV, print, radio, County website and blogs	2,074	1,800	2,000	2,050
Outcome	Number of multi-media videos/projects produced by the office that reach diverse audiences.	119	120	130	140
Outcome	Number of Twitter users for the County that signal public engagement, particularly during a crisis.	47,137	47,500	49,000	49,500
Outcome	Number of Facebook followers for the County that signal public engagement.	15,630	15,630	17,500	17,750

Performance Measures Descriptions

The performance measure capture social media reach including a new Spanish language Facebook audience.

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	Department Requested General Fund	Department Requested Other Funds
Program Expenses	2023	2023	2024	2024
Personnel	\$2,285,834	\$0	\$2,426,424	\$0
Contractual Services	\$12,360	\$0	\$12,980	\$0
Materials & Supplies	\$84,534	\$0	\$88,808	\$0
Internal Services	\$159,153	\$0	\$181,278	\$0
Total GF/non-GF	\$2,541,881	\$0	\$2,709,490	\$0
Program Total:	\$2,541,881		\$2,709,490	
Program FTE	14.00	0.00	14.00	0.00

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

Explanation of Revenues

Significant Program Changes

Last Year this program was: FY 2023: 10007A Communications Office

This program combines 10007B Communications Coordinator Homeless and Housing Services & 10007C Internal Communications Coordinator from FY 2023.

In FY 2024, 1.00 FTE Staff Assistant is moved to The Chair's Office (10000) to align the staffing - this transfer does not result in new FTE.