

Department:	Nondepartmental	Program Contact:	Julie Sullivan-Springhetti
Program Offer Type:	Operating	Program Offer Stage:	Proposed
Related Programs:			
Program Characteristics:			

Executive Summary

The Communications Office houses the professional staff who create and distribute public information for the County. The Office includes the County’s public information officers, writers, videographers, photographer and graphic designer. The Office informs the community 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.

Program Description

The Communications Office produces the news of record for Multnomah County in the most accurate, accessible and equitable way we can. We report and write web articles on the work of the Chair and Board, on County services and policy initiatives. We photograph employees and events, produce news and feature videos, and create graphics and social media that inform the public. We seek to work with culturally specific sources, media and community liaisons to reach residents who speak languages other than English. We publish our materials on more than 20 webpages, and across all the County-wide social media accounts. We conduct all media training and media relations. We receive and fill all public records requests. We lead crisis communications, delivering lifesaving information 365 days a year. We plan events and produce public education campaigns. We connect County employees to one another through an employee newsletter, the Wednesday Wire. We support County leaders’ direct communication with staff.

Goals for 2025 include:

- Expanding written, visual and graphic storytelling to increase public understanding of, and access to, County services.
- Developing a community of practice with Emergency Management and departments to better reach immigrant, refugee and other residents who speak languages other than English during a crisis.
- Increasing media training and communication onboarding of County leaders and staff.
- Leading collaborations with program specialists in health, homeless and housing services and public safety to develop more “one-County” materials and messages.
- Developing new infrastructure to respond to public records requests.

Performance Measures

Measure Type	Performance Measure	FY23 Actual	FY24 Budgeted	FY24 Estimate	FY25 Target
Output	Number of news stories generated by the office in all media -- TV, print, radio, County website and blogs	2,325	2,050	2,500	2,550
Outcome	Number of multi-media videos/projects produced by the office that reach diverse audiences.	143	140	90	95
Outcome	Number of Twitter users for the County that signal public engagement, particularly during a crisis.	47,137	49,500	49,600	49,700
Outcome	Number of Facebook followers for the County that signal public engagement.	17,000	17,500	18,000	18,100

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	Proposed General Fund	Proposed Other Funds
Program Expenses	2024	2024	2025	2025
Personnel	\$2,426,424	\$0	\$2,559,622	\$0
Contractual Services	\$12,980	\$0	\$12,980	\$0
Materials & Supplies	\$88,808	\$0	\$88,806	\$0
Internal Services	\$181,278	\$0	\$183,364	\$0
Total GF/non-GF	\$2,709,490	\$0	\$2,844,772	\$0
Program Total:	\$2,709,490		\$2,844,772	
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 2024: 10007A Communications Office