

**Department:** Nondepartmental

**Program Contact:** Julie Sullivan-Springhetti

**Program Offer Type:** Operating

**Program Offer Stage:** Adopted

**Related Programs:**
**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 find and use County services. Staff help residents see and understand where tax dollars are being spent. Communications Office staff report and write press releases, talking points, and memos on County initiatives and developments. They write web articles on the work of the Chair, Commissioners and departments. They photograph employees and events, produce news and feature videos, and create graphics and social media to inform the public. They produce and review reports that provide the public 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 for staff and elected officials. The Communications Office is working with IT to develop a new public records request center. The Communications Office, along with the County Attorney, reviews and helps fill most public records requests. Staff lead crisis communications during regional emergencies, while delivering lifesaving information 365 days a year. They plan County events, support community outreach and engagement projects, and produce public education 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. Throughout all of this work, they also support efforts to brand and promote the County and its services, and the impact those services have on thousands of people a year.

Goals for 2026 include:

- Fully implementing a universal public records request management system to support the County's accountability and transparency goals.
- Refining and growing the office's existing and ongoing work to provide branding and marketing for the County, increasing the visibility and transparency of County services.
- Expanding written, visual and graphic storytelling to increase public access to new and expanding County services including shelter, rent assistance, deflection, sobering, stabilization and Preschool for All.
- Activating a community of communicators in a crisis to better reach immigrant, refugee and other residents who speak languages other than English or have a disability.
- Increasing media training and communications onboarding for County leaders and staff.

### Performance Measures

Measure Type	Performance Measure	FY24 Actual	FY25 Budgeted	FY25 Estimate	FY26 Target
Output	Number of news stories generated by the office in all media -- TV, print, radio, County website and blogs.	3,340	2,550	3,340	3,400
Outcome	Number of multi-media videos/projects produced by the office that reach diverse audiences.	118	95	70	70
Outcome	Number of Instagram followers that signal public engagement particularly during an emergency.	14,300	14,500	15,185	15,500
Outcome	Number of Facebook and Condado De Multnomah followers that signal public engagement.	19,416	18,150	20,351	20,400

### Performance Measures Descriptions

The performance measures capture social media reach including a new Spanish language Facebook audience. And, although the County maintains more than 50,000 followers on X, the audience is shifting to Instagram and Bluesky.

## 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	Adopted General Fund	Adopted Other Funds
Program Expenses	2025	2025	2026	2026
Personnel	\$2,738,230	\$0	\$2,714,061	\$0
Contractual Services	\$12,980	\$0	\$34,694	\$0
Materials & Supplies	\$93,198	\$0	\$94,589	\$0
Internal Services	\$185,364	\$0	\$194,315	\$0
<b>Total GF/non-GF</b>	<b>\$3,029,772</b>	<b>\$0</b>	<b>\$3,037,659</b>	<b>\$0</b>
<b>Program Total:</b>	<b>\$3,029,772</b>		<b>\$3,037,659</b>	
<b>Program FTE</b>	15.00	0.00	14.00	0.00

Program Revenues				
<b>Total Revenue</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

## Explanation of Revenues

## Significant Program Changes

**Last Year this program was:** FY 2025: 10007A Communications Office

- This program combines 10007A and 10007C Public Records Communications Position from FY 2025.
- In FY 2026 this program is reduced by 1.00 FTE Videographer (Multimedia/Video Production Specialist). Videos provide an essential way to reach low-literacy and non-English speakers during initiatives and emergencies. The videographer supports multiple departments staff and Board members' ability to communicate directly with audiences. This reduces video production by up to 50%.
- Board Amendment # 19 reassigns 1.00 FTE to provide marketing and branding to ensure visibility of County programs.