



Program #10007B - Communications Coordinator Homeless and Housing Services 3/7/2022

Department: Nondepartmental **Program Contact:** Julie Sullivan-Springhetti
Program Offer Type: Innovative/New Program **Program Offer Stage:** As Requested
Related Programs:
Program Characteristics: Out of Target

Executive Summary

Since the Joint Office of Homeless Services was established in 2016 to oversee the delivery of services to people experiencing homelessness in Multnomah County, the Communications Office has provided the media relations, crisis communications, writing, photography, videography and graphic design for this joint city of Portland and Multnomah County effort. This includes strategic communication, event planning, public outreach, and coordination with and communication to the providers of homeless services.

Program Summary

Thanks to the Supportive Housing Services measure voters approved in May 2020, Multnomah County has the capacity to make needed investments in the strategies we know end people’s homelessness. Through this measure, the Joint Office of Homeless Services more than doubled its previous budget allocation, to more than \$150 million and transformed from an office into a full department. To meaningfully and effectively communicate the impact of these expanded investments and meet the need for life safety messages during severe weather and other crisis, the Communications Office’s communications coordinator, working with the deputy director, will provide day-to-day media relations, public engagement, web and social media content, communication to providers and event planning.

Performance Measures

Measure Type	Primary Measure	FY21 Actual	FY22 Budgeted	FY22 Estimate	FY23 Offer
Output	Earned/unearned media for the public generated by coordinator's writing, media relations, social media efforts	N/A	N/A	N/A	50
Outcome	Increased public understanding of svcs and investments through internal planning documents for the JOHS.*	N/A	N/A	N/A	20

Performance Measures Descriptions

*Includes quotes, speeches, talking points, media prep and documents for the Board and Chair's Office.

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	2022	2022	2023	2023
Personnel	\$0	\$0	\$158,243	\$0
Materials & Supplies	\$0	\$0	\$6,757	\$0
Total GF/non-GF	\$0	\$0	\$165,000	\$0
Program Total:	\$0		\$165,000	
Program FTE	0.00	0.00	1.00	0.00

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

Explanation of Revenues

Significant Program Changes

Last Year this program was:

This program offer adds 1.00 FTE Public Affairs Coordinator (6089).