



Program #10092 - ARP Communications Office Public Health Emergency Response 5/2/2022

Department: Nondepartmental **Program Contact:** Julie Sullivan-Springhetti
Program Offer Type: Existing Operating Program **Program Offer Stage:** As Proposed
Related Programs:
Program Characteristics: One-Time-Only Request

Executive Summary

The Communications Office works to make County services more equitable by increasing access to information about those services across our diverse communities. The Office creates, curates and publishes accurate, timely information in multiple languages. We share that information in print and web articles, photos, videos, graphics, social media posts, one pagers, media interviews and paid advertising. We work constructively with community partners and journalists.

Program Summary

This program builds on the 2022 work to increase outreach and materials to communities with low use of existing communication channels. It allows us to offer more culturally specific videos, to share more social media and graphics in multiple languages and to further equity through new distribution channels which include partnering with community organizations and culturally specific media. It follows through on our equity efforts with more intentional planning, coordination and leveraging of language resources in the Health Department, County Human Services and Emergency Management.

Performance Measures

Measure Type	Primary Measure	FY21 Actual	FY22 Budgeted	FY22 Estimate	FY23 Offer
Output	Produce culturally specific videos in languages other than English.	N/A	5	31	30
Outcome	Grow Spanish language/bilingual social media, Condado Multnomah's Facebook page.	N/A	250	400	450

Performance Measures Descriptions

Revenue/Expense Detail

	Adopted General Fund	Adopted Other Funds	Proposed General Fund	Proposed Other Funds
Program Expenses	2022	2022	2023	2023
Personnel	\$0	\$100,000	\$0	\$125,000
Contractual Services	\$0	\$200,000	\$0	\$200,000
Total GF/non-GF	\$0	\$300,000	\$0	\$325,000
Program Total:	\$300,000		\$325,000	
Program FTE	0.00	0.00	0.00	0.00

Program Revenues				
Intergovernmental	\$0	\$300,000	\$0	\$325,000
Total Revenue	\$0	\$300,000	\$0	\$325,000

Explanation of Revenues

American Rescue Plan (ARP) Direct County Funding - \$325,000

Significant Program Changes

Last Year this program was: FY 2022: 10092 ARP Communications Office Public Health Emergency Response

This program offer falls under the County's Public Health Emergency Response ARP Priority Area. It adds graphic design and photography to support creation of content. And it adds communication channels through new culturally and geographically specific outreach.