

**Department:** Sheriff

**Program Contact:** Chris Liedle

**Program Offer Type:** Operating

**Program Offer Stage:** Proposed

**Related Programs:**
**Program Characteristics:**

### Program Description

The Communications Unit is a bridge between the Sheriff's Office and the public to connect, engage and empower members, residents, communities, partners and the media alike in Multnomah County and beyond. The Communications team provide accurate, time-sensitive information necessary for the public to make informed decisions, and shares and publishes agency news and event highlights to increase community and membership engagement, works professionally and effectively with the media and furthers transparency by facilitating public records processes. The Communications Unit is responsible for developing, implementing, and managing the agency's communication strategies. This team facilitates projects, complete products, and drive initiatives addressing internal and external communications. The team continuously monitors and evaluates such strategies to improve reach and engagement.

As the Multnomah County Sheriff's Office has grown, and its scope of services expanded, so too has the challenge of maintaining a shared organizational direction. Critical to MCSO's success, is that all members of its diverse workforce feel present, connected, proud, and inspired. Our internal communication strategy continues to be shaped in hopes that member's ideas are lifted up and able to drive the success of the agency. The Communications Unit produces public relations and marketing content, such as social media posts, press releases, infographics, photos and videos, and manages the agency's internal and external facing webpages, social media accounts and Sheriff's video projects, among many other tools, to effectively and creatively communicate to diverse audiences through various channels.

Agency communication is a key component of MCSO's mission by providing information necessary for the public to make informed, sometimes life-saving decisions. This team delivers vital information to the public during an emergency or crisis, such as a natural disaster or criminal investigation. The unit ensures the public's access to timely and accurate information by working professionally and effectively with media and community organizations, and collaborating with intergovernmental stakeholders to create public safety, health, and wellness messaging campaigns. The unit furthers agency transparency by facilitating a high volume of public records requests, and strives to not only maintain, but forge new relationships with community partners and organizations. MCSO shares and publishes agency news and event highlights to increase community and membership engagement and understanding of public safety.

The Communications Unit:

- Generates communication products including press releases, social media posts, and newsletters
- Responds to media and public inquiries regarding agency operations and records

### Performance Measures

Measure Type	Performance Measure	FY24 Actual	FY25 Budgeted	FY25 Estimate	FY26 Target
Output	External and internal communications products: press releases, social media posts, newsletter articles	1,497	1,200	1,100	1,700
Output	Percent of media inquiries to public information officer responded to within 60 minutes of receipt.	N/A	N/A	N/A	75%

### Performance Measures Descriptions

External and internal communications products for FY24 Actual, FY25 Budgeted, and FY25 Estimate include social media posts only. The FY26 Target includes social media posts, press releases, and newsletter articles.

## Revenue/Expense Detail

	Adopted General Fund	Adopted Other Funds	Proposed General Fund	Proposed Other Funds
Program Expenses	2025	2025	2026	2026
Personnel	\$422,830	\$0	\$629,593	\$0
Contractual Services	\$35,000	\$0	\$42,000	\$0
Materials & Supplies	\$17,000	\$0	\$18,000	\$0
Internal Services	\$19,638	\$0	\$19,287	\$0
<b>Total GF/non-GF</b>	<b>\$494,468</b>	<b>\$0</b>	<b>\$708,880</b>	<b>\$0</b>
<b>Program Total:</b>	<b>\$494,468</b>		<b>\$708,880</b>	
<b>Program FTE</b>	2.00	0.00	3.00	0.00

<b>Program Revenues</b>				
<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: 60110 Communications Unit

Added 1.00 FTE Data Analyst position for Body Worn Camera Program.