

**Division:** Executive Office

**Program Characteristics:**

### Program Description

The Communications Unit is responsible for connecting the Multnomah County Sheriff's Office to its members, residents, community partners, media, and regional/national stakeholders. The unit delivers accurate, timely, and consistent information that allows the public to make informed decisions, supports agency operations, and advances transparency and accountability.

The unit develops, implements, and manages the Sheriff's Office's internal and external communication strategies. This includes planning and executing communication campaigns, like digital recruiting campaigns, digital content and printed marketing assets, and leading initiatives that support agency priorities. As the Sheriff's Office has expanded in staffing and scope of services, maintaining organizational alignment and shared understanding has become increasingly critical. The Communications Unit supports this need by strengthening internal communications that ensure members feel informed, connected, recognized, and aligned with agency values. Externally, the unit produces and distributes public-facing content, including news releases, social media, digital publications, photos, videos, and informational materials.

The unit manages MCSO's website, the agency's internal communications intranet platform, social media platforms, and video projects, ensuring information is accurate and accessible. The unit works with local, regional, and national media to respond to inquiries and provide clear explanations of agency operations and public safety issues. The unit also facilitates a significant number of public records requests in accordance with Oregon law.

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

### Equity Statement

The Communications Unit advances the values of equity and inclusion by giving clear, timely and accessible information to its diverse workforce and the diverse communities in the County. This work builds trust, increases community engagement and ensures everyone can make safe, informed decisions related to public safety.

### Revenue/Expense Detail

|                        | 2026<br>General Fund | 2026<br>Other Funds | 2027<br>General Fund | 2027<br>Other Funds |
|------------------------|----------------------|---------------------|----------------------|---------------------|
| Personnel              | \$629,593            | \$0                 | \$679,134            | \$0                 |
| Contractual Services   | \$42,000             | \$0                 | \$47,000             | \$0                 |
| Materials & Supplies   | \$18,000             | \$0                 | \$20,000             | \$0                 |
| Internal Services      | \$19,287             | \$0                 | \$28,271             | \$0                 |
| <b>Total GF/non-GF</b> | <b>\$708,880</b>     | <b>\$0</b>          | <b>\$774,405</b>     | <b>\$0</b>          |
| <b>Total Expenses:</b> | <b>\$708,880</b>     |                     | <b>\$774,405</b>     |                     |
| <b>Program FTE</b>     | 3.00                 | 0.00                | 3.00                 | 0.00                |
| <b>Total Revenue</b>   | <b>\$0</b>           | <b>\$0</b>          | <b>\$0</b>           | <b>\$0</b>          |

### Performance Measures

| Performance Measure                                                                                    | FY25<br>Actual | FY26<br>Estimate | FY27<br>Target |
|--------------------------------------------------------------------------------------------------------|----------------|------------------|----------------|
| External and internal communications products: press releases, social media posts, newsletter articles | 641            | 1,500            | 2,000          |
| Percent of media inquiries to public information officer responded to within 60 minutes of receipt.    | N/A            | 0.75             | 0.75           |