

Department: Sheriff **Program Contact:** Marc Shrake
Program Offer Type: Existing Operating Program **Program Offer Stage:** As Adopted
Related Programs:
Program Characteristics:

Executive Summary

The Communications Unit is the bridge that connects people in Multnomah County to the Sheriff's Office, universally engaging members, residents, communities, the intergovernmental arena and the media alike with timely and accurate information. The Communications Team works professionally and effectively with the media and furthers transparency by facilitating public records requests. The Unit is responsive to a large volume of requests, and a wide breadth of issues, associated regulations and the fast pace at which information flows.

Program Summary

The Sheriff's Office desires to proactively promote understanding among all audiences and tell the public safety story. In order to speak from a centralized and coordinated voice, the Communications Unit was created this year, within Agency resources. In addition to a Public Information Officer (PIO), a Senior Development Analyst was assigned to the Unit and a Program Communications Specialist was hired. This Team of three (3) dedicated members, along with back-up PIO's selected from MCSO's sworn-ranks, received communications training to best perform in this role. Policy 620.00 – Communications with the Media, was enacted to set expectations and inform the members of proper communications protocol.

The Communications Unit covers all aspects of Sheriff Office operations – corrections, law enforcement, and business services - thus works with members throughout the Agency to advise and devise a comprehensive and strategic message. The Unit thinks creatively and works diligently to research and write materials and capture and create supporting media documentation (e.g. photography, graphics, etc.), before threading together monthly campaigns. Standard communication means include press releases, articles, social media (Twitter, Facebook), website, podcasts and videos. The Communications Unit is also responsible for facilitating the Agency's presence. The Unit has organized events for the community, created or developed [PowerPoint] presentations for the Board of Commissioner Meetings, and produced statements and op-eds for the Sheriff about community priorities. The Unit even played a role during the Eagle Creek Fire of September 2017.

Last, but not least, the Communications Unit is responsible for contributing to a positive work environment. The Development Analyst creates and maintains a wide variety of development products for staff, with policy acknowledgement, web-based training, scheduling software, and confrontation management reporting are but a few examples.

Performance Measures

| Measure Type | Primary Measure | FY17 Actual | FY18 Purchased | FY18 Estimate | FY19 Offer |
|--------------|------------------------------------|-------------|----------------|---------------|------------|
| Output | Social media posts | NA | NA | 1,375 | 1,500 |
| Outcome | Multimedia/Application Development | NA | NA | 50 | 55 |
| Output | Application Support | NA | NA | 175 | 200 |

Performance Measures Descriptions

Revenue/Expense Detail

| | Proposed General Fund | Proposed Other Funds | Proposed General Fund | Proposed Other Funds |
|------------------------|-----------------------|----------------------|-----------------------|----------------------|
| Program Expenses | 2018 | 2018 | 2019 | 2019 |
| Personnel | \$0 | \$0 | \$477,157 | \$0 |
| Total GF/non-GF | \$0 | \$0 | \$477,157 | \$0 |
| Program Total: | \$0 | | \$477,157 | |
| Program FTE | 0.00 | 0.00 | 3.00 | 0.00 |

| Program Revenues | | | | |
|----------------------|------------|------------|------------|------------|
| Total Revenue | \$0 | \$0 | \$0 | \$0 |

Explanation of Revenues

Significant Program Changes

Last Year this program was:

This is a newly created unit in the Executive Division of the Sheriff's Office. The funding of this unit is from reallocation of resources from elsewhere within the Sheriff's Office.