



Program #60115 - Communications Unit 2/21/2018

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

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. Our 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 our 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 our 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. Our 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	1375	1500
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.