



Program #60130 - Communications Unit FY 2024 Department Requested

Department: Sheriff **Program Contact:** Chris Liedle
Program Offer Type: Existing **Program Offer Stage:** Department Requested
Related Programs:
Program Characteristics: In Target

Executive Summary

The Communications Unit is a bridge between the Sheriff’s Office and the public, connecting, engaging and empowering members, residents, communities, partners and the media alike in Multnomah County and beyond. The Communications team works around the clock to provide accurate, time-sensitive information necessary for the public to make informed decisions, and shares and publishes agency news and events to increase community and membership engagement, works professionally and effectively with the media and furthers transparency by facilitating public records processes.

Program Description

The Communications Unit provides accurate information necessary for the public to make informed, sometimes life-saving decisions, and shares and publishes agency news and events to increase community and membership engagement and understanding of public safety. The Communications Unit manages a team of Public Information Officers, who deliver vital information to the public during an emergency or crisis, such as a natural disaster or criminal investigation. 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 Sheriff’s Office activities to diverse audiences through various channels. The Communications Unit is responsible for developing, implementing and managing the agency’s internal and external communications strategies, and continuously monitoring and evaluating such strategies to improve reach and engagement. The Communications Unit maintains the agency’s public standing by working professionally and effectively with its media and community partners, and collaborating with intergovernmental partners and community organizations to create public safety, health and wellness messaging campaigns, coordinating community outreach opportunities and elevating direct messaging from the Sheriff. The Communications 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. The Communications Unit embodies Sheriff’s Office strategic plan goals of operating with equity, inclusivity and accessibility as guiding values. 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 heard and are heard, and that member ideas continue to drive the success of the agency.

Performance Measures

Measure Type	Primary Measure	FY22 Actual	FY23 Budgeted	FY23 Estimate	FY24 Offer
Output	Social media posts	1,214	1,200	1,200	1,200
Outcome	Social media post engagements	351,000	215,000	300,000	325,000
Outcome	Communications development projects	3	3	3	3

Performance Measures Descriptions

The Communications Unit addressed all FY22 projects 1) Providing alt-text is now a common practice on all applicable social media posts. 2) The Communications Unit identified a vendor to help MCSO develop a strategy to build new websites to meet communications best practices. This work continues as an ongoing project in FY23. 3) The Communications Unit and Equity & Inclusion Unit established regular meetings to increase collaboration and information sharing, and to develop short-term and long-term strategies.

Revenue/Expense Detail

	Adopted General Fund	Adopted Other Funds	Department Requested General Fund	Department Requested Other Funds
Program Expenses	2023	2023	2024	2024
Personnel	\$346,764	\$0	\$392,955	\$0
Contractual Services	\$0	\$0	\$28,000	\$0
Materials & Supplies	\$39,500	\$0	\$11,000	\$0
Internal Services	\$9,204	\$0	\$12,056	\$0
Total GF/non-GF	\$395,468	\$0	\$444,011	\$0
Program Total:	\$395,468		\$444,011	
Program FTE	2.00	0.00	2.00	0.00

Program Revenues				
Total Revenue	\$0	\$0	\$0	\$0

Explanation of Revenues

Significant Program Changes

Last Year this program was: FY 2023: 60130A Communications Unit

Clear, effective, and inclusive communication better connects with our members and community ensuring access to vital administrative, emergency, and general information. Along with our general forms of communication (social media, website, email, etc.), MCSO added radio and billboard platforms for marketing/recruiting. Finally, MCSO Communications was responsible for the national communications platform of the Major County Sheriff's Association.