



**Program #60221 - Communications Unit**

3/4/2020

**Department:** Sheriff **Program Contact:** Jon Harms Mahlandt  
**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. 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. The Communications Unit covers all aspects of Sheriff Office operations – corrections, law enforcement, and business services - and works with appropriate members throughout the Agency to craft comprehensive and strategic messaging. The Unit thinks creatively and works diligently to develop supporting media materials (e.g. photography, graphics, etc.), before threading together monthly campaigns. The Unit shares information through press releases, articles, social media (Twitter, Facebook), the agency website, podcasts and videos.

The Communications Unit is also responsible for facilitating the Agency’s public presence. The Unit has organized events for the community, created presentations for the Board of Commissioner Meetings, and produced statements and op-eds for the Sheriff about community priorities.

**Performance Measures**

Measure Type	Primary Measure	FY19 Actual	FY20 Budgeted	FY20 Estimate	FY21 Offer
Output	Social media posts	1,847	1,700	1,800	1,900
Outcome	Multimedia/Application Development	62	55	50	50

**Performance Measures Descriptions**

Revenue/Expense Detail

	Adopted General Fund	Adopted Other Funds	Requested General Fund	Requested Other Funds
Program Expenses	2020	2020	2021	2021
Personnel	\$480,122	\$0	\$434,609	\$0
Materials & Supplies	\$28,800	\$0	\$28,800	\$0
Internal Services	\$1,326	\$0	\$1,325	\$0
<b>Total GF/non-GF</b>	<b>\$510,248</b>	<b>\$0</b>	<b>\$464,734</b>	<b>\$0</b>
<b>Program Total:</b>	<b>\$510,248</b>		<b>\$464,734</b>	
<b>Program FTE</b>	3.00	0.00	3.00	0.00

Program Revenues				
<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 2020: 60115-20 Communications Unit

In FY 2020, the Communications Unit was combined with the Planning & Research Unit under the new Strategic Services Section.