



**Program #10007 - Communications Office** 6/19/2017

**Department:** Nondepartmental **Program Contact:** Julie Sullivan-Springhetti  
**Program Offer Type:** Existing Operating Program **Program Offer Stage:** As Adopted  
**Related Programs:**  
**Program Characteristics:**

**Executive Summary**

The Communications Office is the bridge that connects people in Multnomah County to their government. The Office provides accurate, timely and responsive information on county services, employees and initiatives. Staff chronicle, curate and disseminate the work of the Board of County Commissioners and county departments. The Communications Office enables citizens to express their needs and ideas by conducting public engagement, providing access to public records and working effectively with media.

**Program Summary**

The Communications Office creates a central, coordinated voice that builds public trust through professionalism, timeliness and transparency. Through research, writing, photography, video and audio recordings, and culturally-specific approaches, staff create accessible materials to engage and inform the public. They operate as a virtual news outlet on county developments, covering board meetings, public events and profiling employees and clients. Staff create content and/or maintain 18 websites and the County’s main social media accounts (Facebook, Twitter, etc.). The Office responds to all media and public records requests. They provide emergency health and safety communications for the public and employees 24/7. They develop position statements, op-eds, news releases, board presentations and legislative testimony. Using strategic communications, the Communications staff proactively anticipate issues and advise elected and department leaders and staff on critical concerns. They provide crisis communications for all departments, develop public education campaigns and convene public meetings. They promote employee expertise and skill through media training and help create a cohesive organization through the weekly Wednesday Wire newsletter sent to all county staff. With more than 100 languages spoken by Multnomah County residents, translation services are vital to ensure the delivery of services, care, and emergency information. Materials are developed specific to audiences and communities to promote understanding, assure equity and leverage culturally specific media.

- Key objectives for 2018:
- Increase the awareness of, and access to, county services through increased output, branding, and coordinated county-wide content and outreach.
  - Reach underserved communities by increasing materials, outreach and media relations to those populations.
  - Protect and strengthen the integrity of government and governing by creating accurate, timely news of record.
  - Increase professionalism and trust through style and production standards and media training for staff and leadership.
  - Promote Multnomah County's' unique role as a regional and statewide government leader through relations with partner agencies.
  - Bring departments' communications professionals together to share best practices and leverage communications on county-wide initiatives.

**Performance Measures**

Measure Type	Primary Measure	FY16 Actual	FY17 Purchased	FY17 Estimate	FY18 Offer
Output	Number of news stories generated by the office in all media -- TV, print, radio, County website and blogs	1,120	1,100	1,125	1,250
Outcome	Number of multi-media videos/projects produced by the office	50	80	50	52
Output	Number of Twitter users for the county	21,806	22,000	22,250	23,000
Output	Number of FaceBook followers for the county	2,846	2,500	2,750	3,000

**Performance Measures Descriptions**

The performance measure 1 captures traditional media, while 3 and 4 capture social media reach. The multi-media projects capture the number of videos produced and figures have been adjusted based on the capacity of one full-time staff member dedicated to video.

## Legal / Contractual Obligation

Meet the spirit and intent of Oregon's public records law ORS 192.410 to 192.505, which governs public bodies and custodians of public records.

## Revenue/Expense Detail

	Proposed General Fund	Proposed Other Funds	Proposed General Fund	Proposed Other Funds
Program Expenses	2017	2017	2018	2018
Personnel	\$1,092,086	\$0	\$1,339,594	\$0
Contractual Services	\$500	\$0	\$25,500	\$0
Materials & Supplies	\$12,100	\$0	\$21,500	\$0
Internal Services	\$118,155	\$0	\$150,925	\$0
<b>Total GF/non-GF</b>	<b>\$1,222,841</b>	<b>\$0</b>	<b>\$1,537,519</b>	<b>\$0</b>
<b>Program Total:</b>	<b>\$1,222,841</b>		<b>\$1,537,519</b>	
<b>Program FTE</b>	9.00	0.00	11.00	0.00

Program Revenues				
<b>Total Revenue</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

## Explanation of Revenues

This is a General Fund program.

## Significant Program Changes

**Last Year this program was:** FY 2017: 10007 Communications Office

The offer includes a new communications coordinator position to manage communications for the new Joint Office of Homeless Services and A Home for Everyone. This is a significant portfolio that includes the work of the Joint Office, and issues around housing, homeless services, emergency shelter and the extensive non-profit provider partnership that delivers shelter, employment and support services. The 2018 offer also includes increasing a .5 graphic designer and a .5 photographer each to full-time. Photos and graphic design are central pillars of all County Communications web and print content. These images appear across county websites, departments, print and web materials, to communicate visually. They are routinely used by all media outlets.