



Meeting the moment

FY 2022 Communications Office
Budget Presentation



Expanding efforts during COVID-19

- Shifted all media appearances online
- Added ASL interpreters
- Boosted Earthquake Ready Burnside Bridge engagement
- Increased voter participation
- Grew virtual pathways
- Reached the houseless
- Produced record numbers of videos and graphics in multiple languages.





Chair Deborah Kafoury

Multnomah County

And welcome to the
State of the County 2021.

▶ ▶ 🔊 0:06 / 24:56



⏸ CC ⚙️ HD 🗖

Vines: Multnomah County COVID surge manageable -- for now



KOIN



VACCINE DISTRIBUTION
WHO GETS THE VACCINE NEXT?
MULTNOMAH COUNTY

KOIN 38°
10:04

CURRENTS TILLAMOOK 39° THE DALLES 37°

Play (k) 0:43 / 3:00

CC HD



TRIMET

CONNECT TO FEEL BETTER
Use your voice!



Learn to spot loneliness and depression in yourself and others.
Call the  lines-a-life Senior Loneliness Line at (503) 200-1633 to talk with someone.



Paid Advertisement

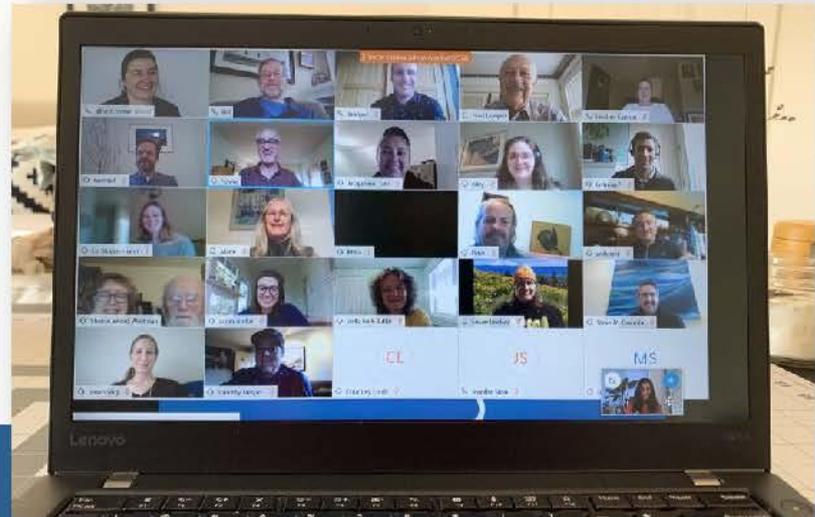




EARTHQUAKE
READY
BURNSIDE BRIDGE

Community Task Force Update

Community Task Force





Voting Center Express
Open July 27 - Aug 11
Normal Hours
Friday - 8AM - 5PM
Extended Hours:
7am - 10am - 2pm
10am - 8am - 7pm
7am - 8pm

Проголосуй
тр будет открыт с 27 ию
юля — крайний срок ре
1 августа — день допол

Ban Bầu Cử Quận
Trung Tâm Bầu

hạn sự giúp đỡ
ngày mở cửa 27/7/2
ày 21 Tháng 7 – Hạn C
ày 11 Tháng 8 – Ngày
Đặc B

MAKE A PLAN TO

VOTE!



- 1. Register to VOTE**
- 2. Get your ballot**
- 3. VOTE your ballot**
- 4. Return your ballot**
- 5. Have a VOICE and make a difference**









Norman Sylvester
The Original Northwest Boogie Cat

**Hello, this is Norman Sylvester
aka the boogie cat.**









No Weapons
 Prohibidas las armas - Không được mang vũ khí
 Оружия не приносить - 禁止携带武器
 Bawal ang mga Armas - ممنوع دخول الأسلحة
 武器持ち込み禁止 - umumang pagpapalagay
 무기 금지 - Hub Lama Oggole - اسلحة ممنوع

Information
 信息 Informations - المعلومات - தகவல்கள்
 インフォメーション - இடை - အချက်အလက်
 Information - Macluumaadka - Información

No Smoking or Vaping
 Prohibido fumar o vapear
 Không hút thuốc lá hoặc thuốc lá điện tử
 Курение, а также использование электронных сигарет, запрещено
 ممنوع التدخين أو استخدام السجائر الإلكترونية
 Lama Oggole Sigar Caadiga ah ama ka Elektarooniga ah
 禁烟 (電子タバコも不可) - धूम्रपान वा वापराई - ॥
 禁止吸烟 (含电子烟) - 흡연 또는 전자담배 금지
 Interdiction de fumer et de vapoter

Pets Welcome
 Las mascotas son bienvenidas - 允许携带宠物
 Vật nuôi được mang theo - 애완동물 환영
 Ввєл с жывотнымі рэспеціямі - পেট-দুইদে
 حيواناتكنا مكناننا - ॥
 Animaux de compagnie bienvenus
 ممنوع دخول الحيوانات الأليفة
 Xayawaankaa la Rabbaysto Waa La Keeni Karaa



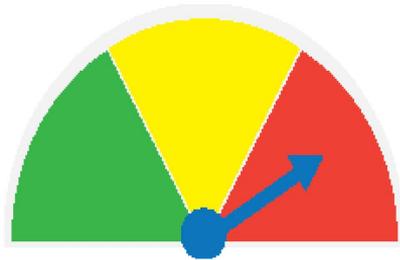
**Chair's Executive
Budget for FY 2022**





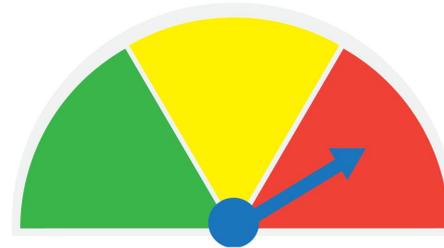


UNHEALTHY



Air quality is unhealthy.

INSALUBRE



**La calidad del aire
es insalubre**



We're still here for you



If you (or someone you know) have experienced domestic or sexual violence, you are not alone.

If you are not experiencing an emergency, but need to talk to someone immediately, dial:

Call to Safety
1-888-235-5333

Proyecto UNICA
503-232-4448





We are here to serve.

Multnomah County Division of Assessment, Recording, and Taxation is available to answer your property tax questions.

503-988-3326 • dartcs@multco.us
Live chat available: multcotax.org

Monday - Friday
8:30 a.m. – 4:30 p.m. (Phone, Chat, Email)
8:30 a.m. – 4:00 p.m. (In-person)

Stay Healthy, Get Counted

Funding for health care and emergency planning depends on getting an accurate census count.

Fill out the 2020 Census

Visit 2020census.gov or
call (844) 330-2020



Multnomah
County

Commissioner Lori Stegmann







LAS ADELITAS

BUILDING A VIBRANT COMMUNITY

HACIENDA

COMMUNITY DEVELOPMENT CORP.

COMING SOON!

142 homes.

This 4-story project will be the largest project in the area. Construction is set to begin in early 2022.







- Media relations
- Issue management
- Crisis communications
- Writing
- Video and photography
- Web and design services to advance Board and departmental initiatives and policy
- Public education campaigns
- Marketing
- Employee communications
- Wednesday Wire
- Public records
- Interdepartmental communications leadership











Since COVID-19/20/21

- 2,573 media stories
- 123 videos, including 39 in other languages
- 47,100 Twitter followers
- 126 graphics plus 30 in other languages
- And a few (thousand) photos.



ASL | አማርኛ | العربية | Burmese | Español | 中文 | 繁體中文 | Chuukese | فارسی | Français | 日本語 | Kajin Majöl | Kishwahili | ကဏ္ဍကိရိ | 한국어 | Kosraean | नेपाली | Palauan | Pohnpeian | русский | Soomaali | ภาษาไทย | ทิพย | Tiếng Việt | Tongan

Connect   

Contact
 Who to contact with questions about COVID-19
 Page

Multnomah County submits Reopening Framework to reopen June 12...

Protests and COVID-19: A message from the health officer

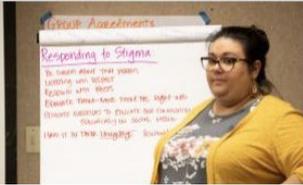
County's support for pregnant, new moms is still here — and...

What's open — and what is closed — at MultCo during COVID-19...



Multnomah County's Reopening Framework

Multnomah County submitted its Reopening Framework to the state of Oregon today to reopen much of public life and many businesses. If approved, the county will move to Phase 1 on Friday, June 12.



Discrimination, stigma and COVID-19
 Community support is community health. Spread facts. Not fear.
 Page



Daily Living
 What to do at home and going out to stay safe
 Page



Reopening & Guidance
 Tools and guidelines for operating during COVID-19
 Page



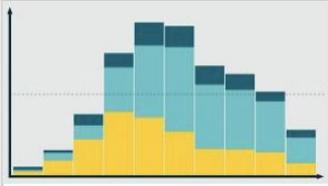
Symptoms, Testing & Care
 Check symptoms, see if you should be tested, learn more about contact tracing
 Page

Upcoming Events
 Thursday, June 11, 2020

COVID-19 Black Town Hall
 12:00 pm to 2:00 pm

Community Education - Face Coverings Webinar
 3:30 pm to 4:30 pm

2



Outbreak Summary
 Data dashboards, situation reports, newsroom, COVID-19 questions



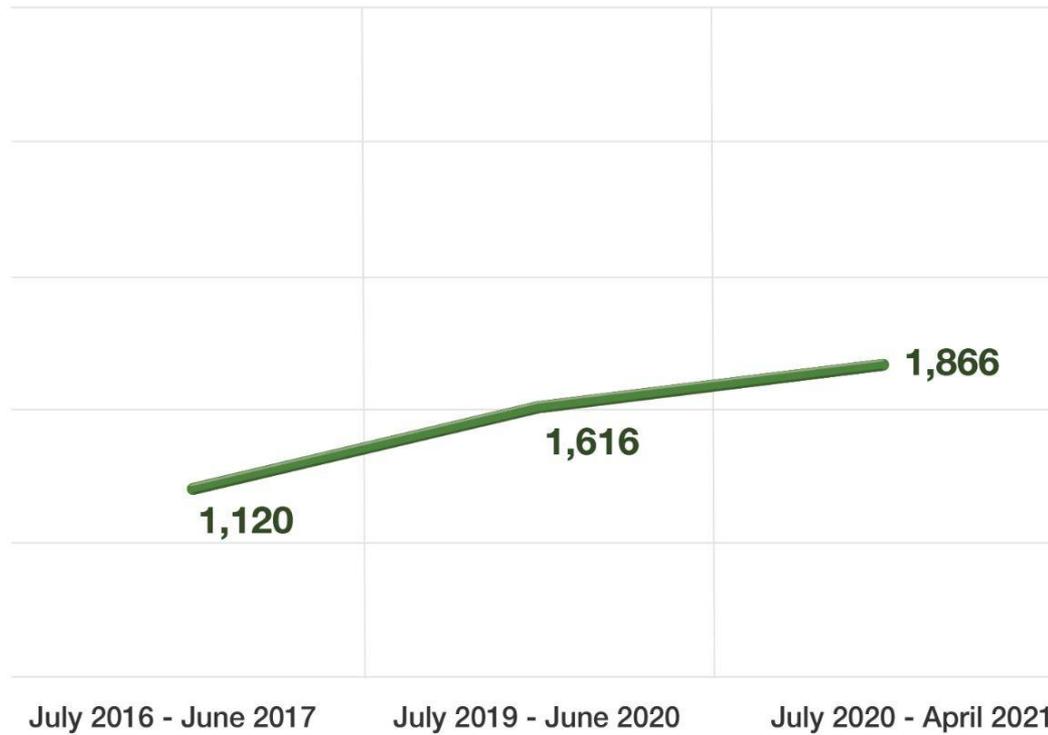
Get or Give Help During COVID-19
 Find support, request resources,

Recent News
 The County prepares for reopening amid COVID-19, while watching how protests will affect disease's spread

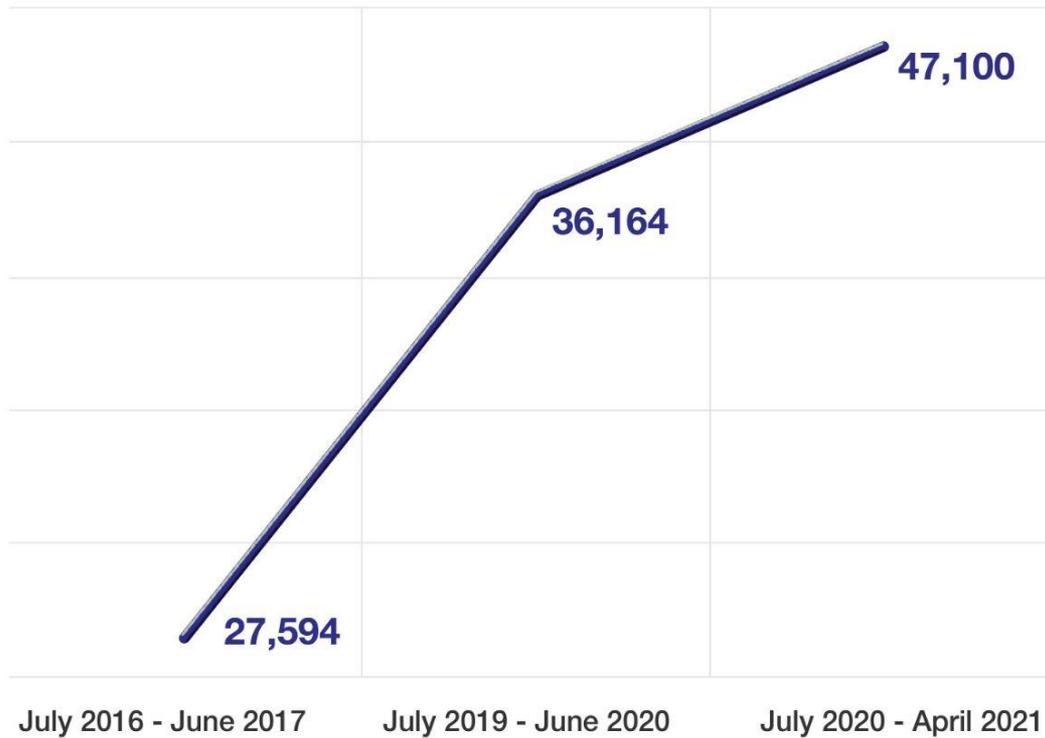
Protests and COVID-19: A message from the health officer



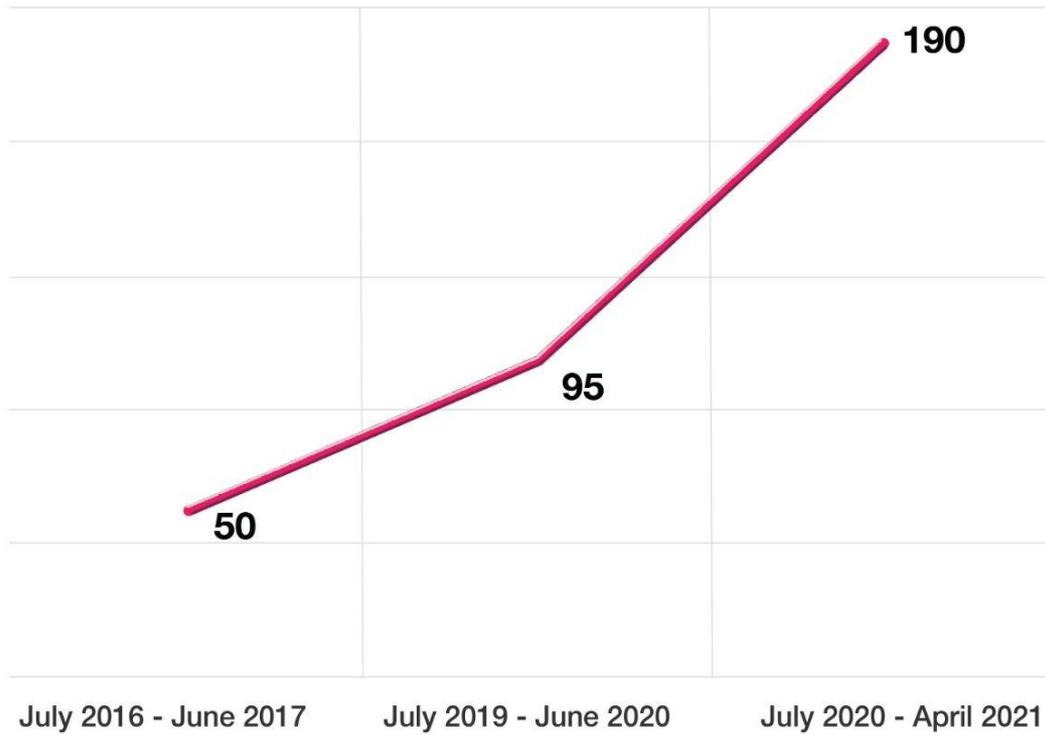
Media Stories



Twitter Followers



Videos





Expanding capacity

\$340,000 General Fund

- 2 FTE
 - 1 permanent videographer
 - 1 bilingual-bicultural communications coordinator







American Rescue Plan

- Increase direct communication by compensating culturally specific community members to deliver messages on county services and recovery resources. (\$200,000)
- Graphic design capacity \$50,000
- Photography capacity \$50,000





Speaker View

Exit Full Screen



paulp10



Communications



Motoya Nakamura



Ari Tandan



denis



Mark H. Baker



Kate WY



coghlaa



Jason



Janette Quan-Torres



Mike Pullen



Ryan Yambra



morkerj



Mute

Stop Video

Security

Participants 13

Chat 1

Share Screen

Polling

Record

Live Transcript

Breakout Rooms

Reactions

More

End