



The Climate Changes Communications Office FY 2023 Proposed Budget

Multnomah County
May 25, 2022

Located at: www.multco.us/budget

June 21, 2021



Implications for FY 2023

- Crisis communications beyond COVID-19
- Homeless Services coordination and communication paramount
- Tools and communications expertise shifts
- Audiences become smaller
- Lessons come forward into this budget







Building video content





Applying an Equity Lens

- Bilingual, bicultural communications coordination
- Severe weather emergency messaging
- Accessibility through video content
- Prioritizing REACH and other culturally specific programs in promotion and news



Supporting the Workforce Equity Strategic Plan

- Coordination with ODE and Human Resources
- Internal communications coordinator
- Building communication internships



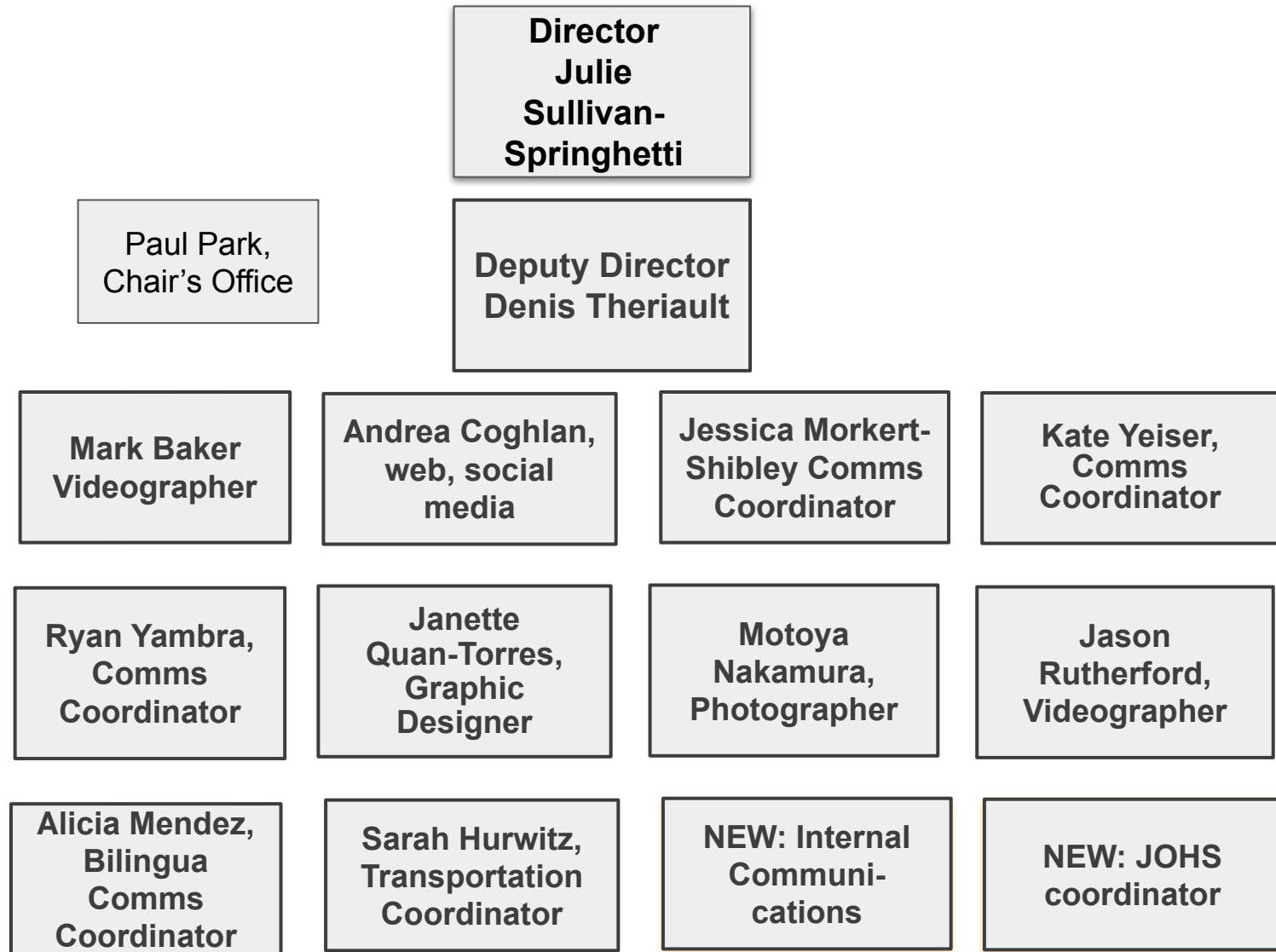
Metrics and Outcomes

In the last fiscal year:

- Media stories: 2,074 up 131%
- Twitter followers: 47,137 up 30 %
- Facebook followers: 15,630 up 52%
- Instagram followers: 8,180 up 160%



Organizational Chart

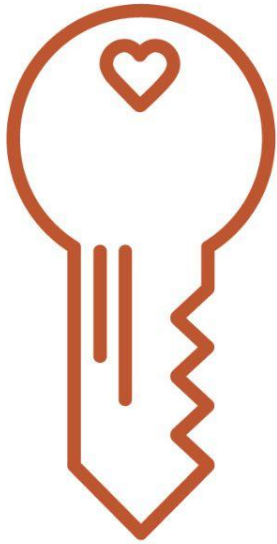


Significant Program Changes

- Deputy director appointed to lead a Homeless Services cross-departmental collaboration
- Housing and Homeless services coordinator
- Internal communications coordinator
- Public records system







Move-In

Multnomah







Behavioral Health Resource Center



Existing, new and one-time-only investments

Program					
Communications Office	Existing	\$2,359,740	Ongoing		13 FTE
JOHS Coordinator	New	\$165,000	Ongoing		1 FTE
Internal Comms Coordin	New	\$165,000	Ongoing		1 FTE
Public Records Software	New	\$200,000		One time only	
Total:		\$2,889,740	\$2,689,740		15 FTE





**BILINGUAL
NEWS
PRODUCTIONS**



Condado de Multnomah



Condado de Multnomah

Abril 12 · 🌐



Favor de compartir !!!

Hoy, martes 12 de abril, el Condado de Multnomah abrirá refugios para el clima invernal de 8 p.m. hasta las 8 a.m.

See Translation

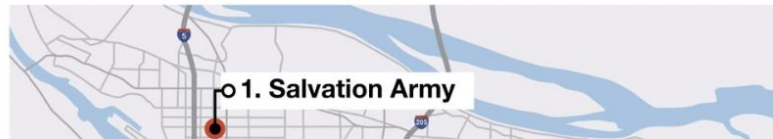
📍 Refugios disponibles en caso de clima invernal 📍

Llame al 2-1-1 o visite multco.us/cold para una lista más reciente de refugios disponibles durante el clima invernal, ya que la información puede cambiar.

Los refugios para el clima invernal abrirán el **martes 12 de abril del 2022 de 8 p.m. hasta las 8 a.m.** y estarán abiertos siempre y cuando el Condado de Multnomah se encuentre en condiciones inseguras debido al clima invernal.

Llame al 2-1-1 para ayuda con el transporte a un refugio. Intérpretes están disponibles. **Trimet (trimet.org/planner)** ofrece transporte gratis a los refugios. Toda persona es bienvenida. Todos los sitios están equipados para personas con discapacidades. Se permiten mascotas en todas las locaciones.

1. **Salvation Army:** 5325 N Williams Ave., Portland
2. **Centro Sunrise:** 18901 E Burnside Ave., Portland
3. **Imago Dei:** 1302 SE Ankeny St., Portland



Collaboration without duplication

Winter Weather Critical Safety Messages

[RDPO Disaster Messaging Standards](#)



ABOUT THIS DOCUMENT

This document gathers **every critical safety message** to share with communities in the week ahead of a winter weather event and throughout the event. These messages should speak to those most impacted by winter events: people living outside, people with low incomes, seniors vulnerable to cold, people with medical needs vulnerable to power outages, people hesitant to use heat because of the utility expenses, etc. The messages will be translated into 25 languages.

GET READY/BEFORE THE STORM



American Rescue Plan

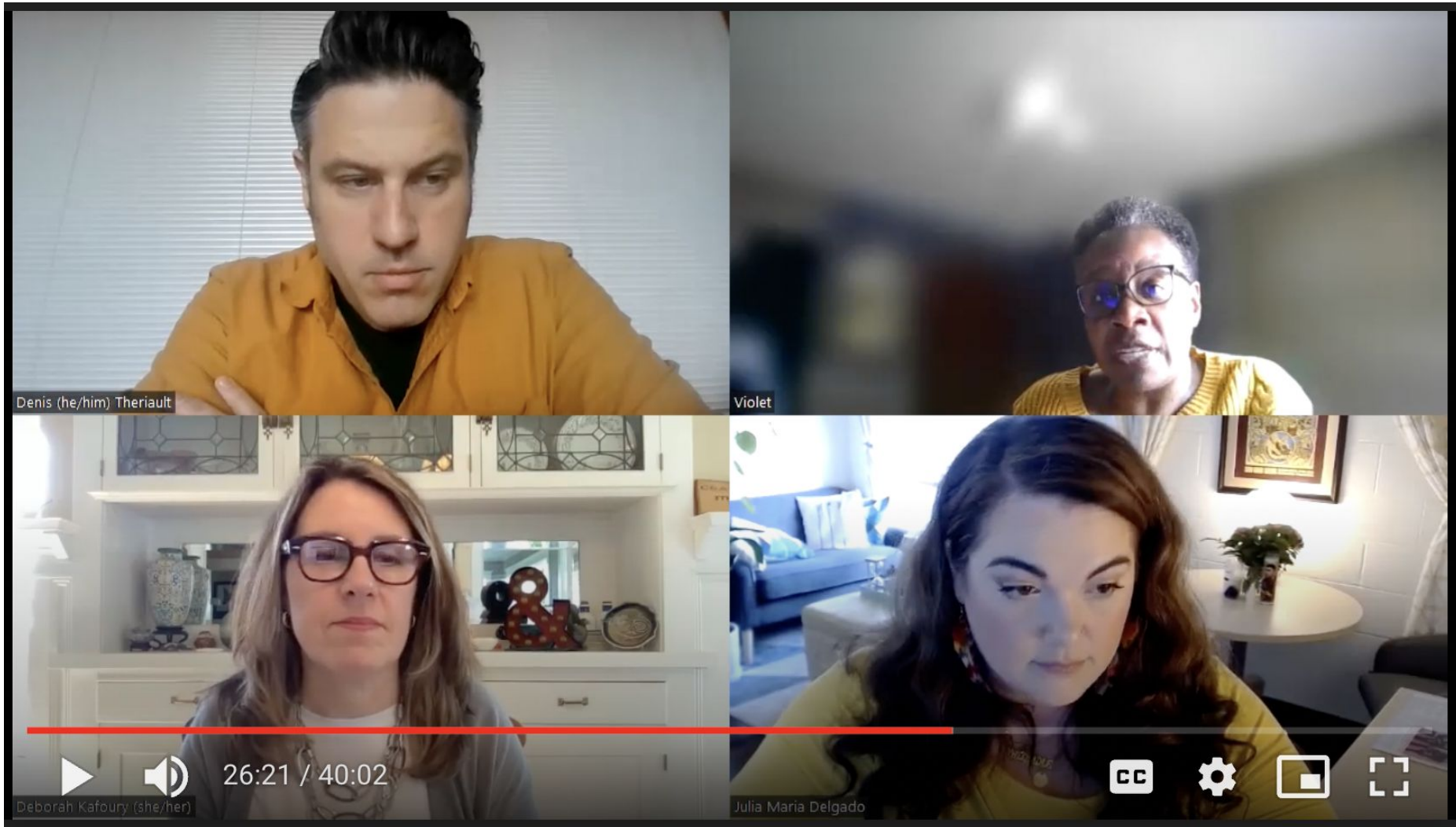
- Condado de Multnomah
- Investment in multi-lingual video
- Graphic design and photo
- Leverage partnerships
- Pivot to mutual aid groups
- FY 2022 \$300,000
- FY 2023 \$325,000



Holding press conferences in-person



And on Zoom.





Boosting use of video



Sarah Hurwitz

**Transportation Public Information Officer
Multnomah County**



Lifting up the Charter Review Committee



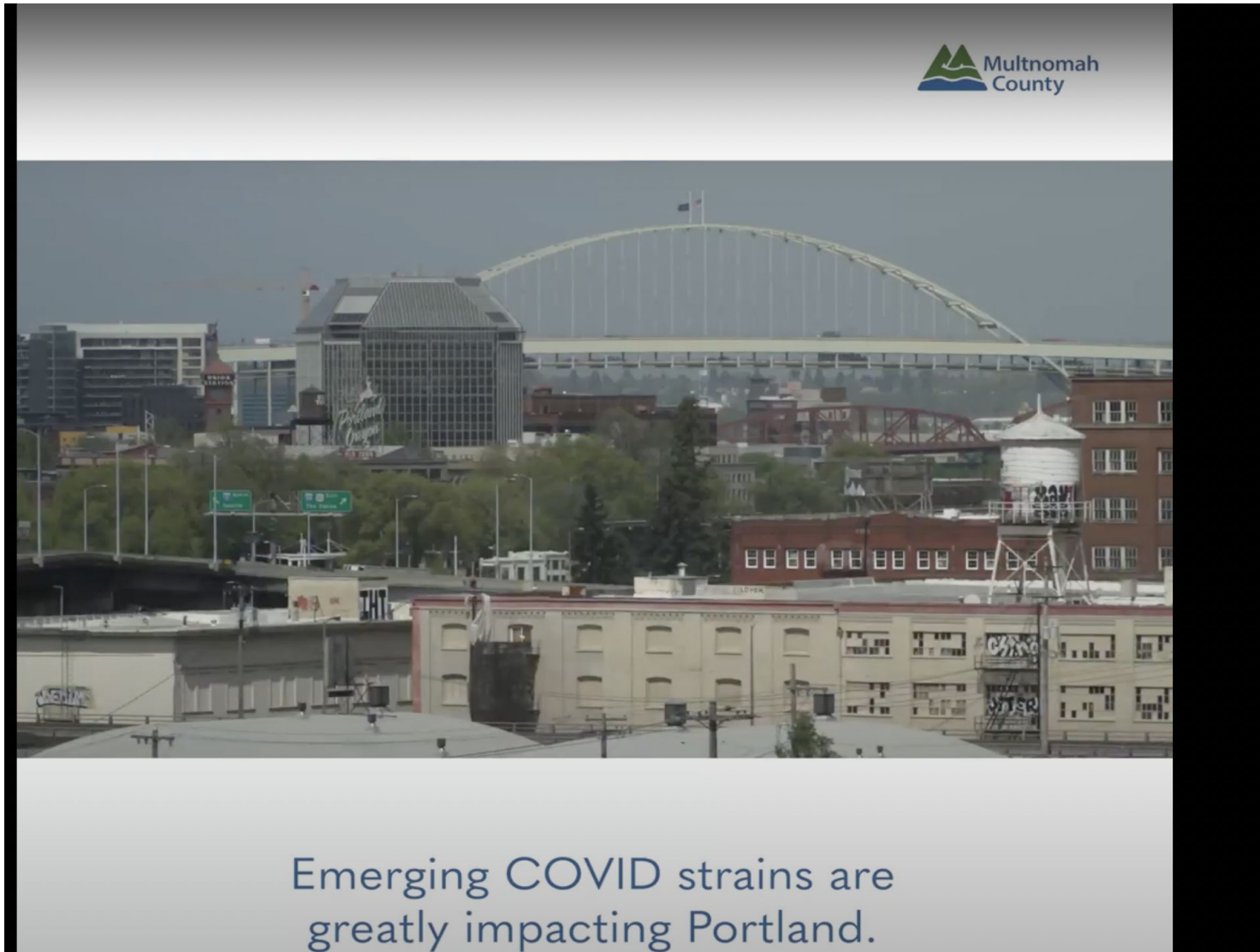
Danica Leung

Charter Review Committee Member

The Safety and Justice Subcommittee



Providing the latest on COVID-19.



Executive communications



**Chair's Executive
Budget for FY 2023**

A close-up photograph of several large, vibrant pink roses with white variegated petals. The roses are in sharp focus against a dark, blurred background. The text is overlaid in the center of the image in a white, bold, sans-serif font.

Wednesday Wire and Multco Matters



May 20, 2022 | [View as Webpage](#)

Update on Masking Recommendations Inside County Facilities



Serena Cruz

Chief Operating Officer and
Department of County Management Director



And sharing life-saving directions

Imprint codes commonly seen on

Counterfeit Xanax and Oxycodone



M30



E7/E8



B707



R039



S903



G3722



Inviting the community to County events

State of the County

April 13, 2022 | 12 p.m.

Watch live at
avstream.me/stateof2022

Deborah Kafoury
Multnomah County Chair

Barbara Roberts
34th Governor of Oregon



CITY CLUB
of PORTLAND



Multnomah
County



Promoting County services



Recruiting for our workforce

- New area of work
- 53 campaigns
- \$133,494
- Audience in the hundreds of thousands

**Difference
maker.**

**Juvenile Justice
Hiring Fair**

Saturday, May 21

10 am to 2 pm

multco.us/jobs



Scan to register

 **Multnomah
County**
Juvenile Justice



With proven results



Keeping a record of events



For the County and the community



Doing what it takes





Care for When it's Cold and Help for When It's Hot



Care for When It's Cold

multco.us/cold

For information on: **Warming & Winter Shelters • Donations
& Volunteering • Winter Safety Tips**



Compassionate, person-centered reporting



Christopher **Madson-Yamasaki**

Born March 20, 1993. Died Feb. 27, 2020. Age 26.



In gratitude



For the support of the Chair, Chief and Budget Office



Questions

