

MULTNOMAH COUNTY

FY 2025 Budget Work Session Follow Up

Communications

May 7, 2024



Commissioner Meieran (District 1)

1. Can you provide an organizational chart that shows the roles and responsibilities of central communications vs. communications in departments?

Response

Central Communications

Multnomah County's **Communications Office** (Central Communications) primarily functions to provide information to the public: county residents, journalists and other interested parties. Communication Coordinators within the office serve as public information officers for their assigned portfolios of departments and/or subject areas. These staffers collaborate closely with departmental staff to handle journalist inquiries and requests, write news stories and releases, and promote information that is useful to the public. Central Comms also hosts several auxiliary *countywide* functions, including web and social media, internal communications, graphic design, videography and photography.

Department(s)/subject matter portfolio or role	Contact
Director, Public Records, Board of Commissioners	Julie Sullivan-Springhetti
Deputy Director, Elections	Denis Theriault
Social media, Board coverage	Jessica Morkert-Shibley
Public Safety, Preschool for All	Ryan Yambra
Health	Sarah Dean
Animal Services, Spanish language Facebook	Alicia Mendez
Joint Office of Homeless Services	Julia Comnes
Bridges, Roads, Transportation, misc. DCS	Sarah Hurwitz
Multco.us webpages, Wednesday Wire	Andrea Coghlan
Internal countywide communications	Paul Park
Graphic designer	Janette Quan-Torres
Photographer	Motoya Nakamura
Videographer	Mark Baker
Videographer	Jason Rutherford

Communications in departments

Communication needs and priorities vary across **departments and divisions**. Some have dedicated communication programs and personnel, some rely on other kinds of staff roles (spanning administrative analysts to managers) for limited communication functions, and others are somewhere in between.

Generally, departments handle communication projects when the primary audience is its own employees or clients. That can include collateral like newsletters (and other storytelling opportunities), department-wide emails, resources, flyers, forms and other types of graphic design. Website-related matters are a notable exception, as

departmental staff are responsible for keeping their online presence (both the public multco.us site and Commons intranet) up-to-date.


Here are suggested primary points-of-contact for departmental communication questions or concerns:

Department	Division/Program	Suggested first contact(s)
Department of County Assets		Mary-Margaret Wheeler-Weber, Admin Analyst/Employee Communications Mary Wiener, Customer Engagement/Strategic Initiatives Manager
		Alex Gerald, Communications Coordinator
Department of County Human Services	PEL/PFA	Ashley Walker, Program Communications Coordinator
	ADVSD	Jenny Furniss, Program Communications Specialist
	IDDS	Emily Frankie, Communications Coordinator
		Christia Mayer, Policy & Communication Manager Stan Hall, Program Communications Coordinator Corie Michaels, Program Communications Specialist
Department of County Management	COO's Office	Paul Park, Internal Communications Analyst
	Central HR	Chris Lenn, Central HR Director <i>*Chris can refer to Organizational Change, Organizational Learning, Wellness as needed.</i>
	Employee Benefits	Tami Mahrt, Benefits Manager
	Workday	Amy Aragon, Workday Manager

Department	Division/Program	Suggested first contact(s)
Department of Community Services		Curtis Waterbury, Communications Coordinator
	MCAS	Jay Levitre, Development & Communications Coordinator
	Elections	Edward Gutierrez, Communications Coordinator
Health		Diego Basabe, Marketing and Communications Supervisor <i>*Behavioral Health, Environmental Health, ICS, Student Health Centers, Public Health, Health Operations and Bienestar all have dedicated comms staff. Diego can triage and refer. Can also contact healthcomms@multco.us to be routed properly.</i>
Joint Office of Homeless Services		Jenka Soderberg, Program Communications Coordinator
Library		Shawn Cunningham, Director of Communications and Strategic Initiatives
MCSO		Chris Liedle, Communications Director
Non-D	Emergency Management	Amy Wolfe, Emergency Management Planner Calvin Hoff, Emergency Management Planner
	LPSCC	Christina Youssi, Executive Assistant
	ODE	Mariana Parra, Strategic Initiatives Policy Analyst
	Sustainability	Tim Lynch, Sr. Sustainability Analyst Sara Mihm, Program Communications Specialist
	OCI	JR Lilly, Director

Supplement: A list of FTE, pulled by the Budget Office, using job classifications with public information or communications in the title,

plus staff assistants in the Sheriff's, DA's and Communications offices with known PIO roles. This does not fully reflect the count of personnel who work on communications (please see attached)

 FY 2025 Communications FTE and Cost.xlsx

Commissioner Brim-Edwards (District 3)

2. What resources/staffing could the Communications Office use to better align with the growing work?

Response

1. **Public records manager:** Creating a new public records manager position (Management Analyst) to plan, organize and manage the new system. This position would oversee the day-to-day operations of processing public records and coordinate with dedicated records custodians in County departments, as well as work with County attorneys and paralegals. is a General Fund position in the Communications Team
2. **Behavioral Health Communications Coordinator** communicating Multnomah County's expanding and rightfully scrutinized work in Behavioral Health, including news developments, policies and positions, through timely and informed reports to the community, individuals and the media. This position is equivalent to Communications Coordinators for Health, Public Safety, Bridges and Roads, and the Joint Office of Homeless Services. It is an hourly, union-represented position.
3. **Graphic Designer** creating complex media materials (printed and electronic) using advanced/multi-faceted visual design techniques. Adding a second graphic designer in the Communications Office will enable us to better meet the

County's growing demands for media materials, and better ensure continuity and coverage during vacations, illnesses and emergencies. It is hourly and union-represented.

4. **Safety Net Communications Coordinator** communicating the County's work providing safety net services, often through the Department of County Human Services, including news developments, policies and positions, through timely and informed reports to the community, individuals and the media. This position is equivalent to Communications Coordinators for Health, Public Safety, Bridges and Roads, and the Joint Office of Homeless Services. It is hourly, union-represented.
5. **Photographer** (temp/on-call) to back up our lone County photographer.

			FY 2025 Proposed	
Dept.	Program Offer Number and Name	Job Classification	FTE	Total Cost
Community Justice				
	50000 - DCJ Director's Office	Program Communications Coordinator	1.00	\$168,064
		Program Communications Specialist	1.00	\$147,626
		Public Relations Coordinator	1.00	\$209,620
Community Services				
	90000 - Director's Office	Program Communications Coordinator	1.00	\$176,839
	90004 - Animal Services Donations	Program Communications Coordinator	1.00	\$176,839
	90010A - Elections	Program Communications Coordinator	1.00	\$166,516
County Human Services				
	25000 - DCHS Director's Office	Program Communications Coordinator	1.00	\$169,730
	25022 - ADVSD Adult Care Home Program	Program Communications Specialist	1.00	\$135,186
	25201 - PEL - Program Development & System Support	Program Communications Coordinator	2.00	\$312,957
		Program Communications Specialist	1.00	\$129,328
District Attorney				
	15000A - Management Services	Staff Assistant	1.00	\$245,105
Health Department				
	40000A - Health Department Director's Office	Program Communications Specialist	1.00	\$147,626
	40006 - Tobacco Prevention and Control	Program Communications Specialist	1.00	\$134,472
	40007A - Health Inspections and Education	Program Communications Specialist	0.50	\$73,813
	40008 - Vector-Borne Disease Prevention and Code Enforcement	Program Communications Specialist	0.10	\$14,764
	40024 - FQHC-Student Health Centers	Program Communications Specialist	0.50	\$69,885
	40034A - FQHC-Administration and Operations	Program Communications Coordinator	1.00	\$166,267
		Program Communications Specialist	0.50	\$69,885
	40037 - Environmental Health Community Programs	Program Communications Specialist	0.40	\$59,052
	40046 - Health Operations Administration	Program Communications Coordinator	7.80	\$1,338,000
	40053 - Racial and Ethnic Approaches to Community Health	Program Communications Specialist	0.40	\$54,245
	40060 - Community & Adolescent Health	Program Communications Specialist	0.40	\$54,245
	40096 - Public Health Office of the Director	Program Communications Specialist	1.00	\$136,967
Joint Office of Homeless Services				
	30000 - Director Office, Administration and Operations	Program Communications Coordinator	1.00	\$165,767

			FY 2025 Proposed	
Dept.	Program Offer Number and Name	Job Classification	FTE	Total Cost
Library				
	80010 - Library Director's Office	Public Relations Coordinator	1.00	\$208,847
	80018 - IT Services	Program Communications Coordinator	2.00	\$351,860
	80019 - Marketing and Communications	Program Communications Coordinator	2.00	\$324,043
		Program Communications Specialist	1.00	\$126,811
	80024 - Library Building Bond Administration	Public Relations Coordinator	1.00	\$187,568
Nondepartmental				
	10007A - Communications Office	Multimedia/Video Production Specialist	1.00	\$158,747
		Public Affairs Coordinator	11.00	\$1,949,935
		Staff Assistant	2.00	\$549,918
	10018A - Office of Sustainability	Program Communications Specialist	1.00	\$147,190
Sheriff				
	60110 - Communications Unit	Program Communications Coordinator	1.00	\$165,741
		Staff Assistant	1.00	\$223,003
	60530 - TriMet Transit Police	Program Communications Coordinator	1.00	\$165,741
Grand Total			52.60	\$9,082,202