

<b>Priority:</b>	Accountability	<b>Lead Agency:</b>	Public Affairs Office
<b>Program Offer Type:</b>	Existing Operating	<b>Program Contact:</b>	Gina Mattioda
<b>Related Programs:</b>			
<b>Frameworks:</b>			

### **Executive Summary**

The Public Affairs Office (PAO) was created to provide a centralized approach to current public affairs responsibilities. The office provides services to its clients including the public, county departments, and elected officials. This is achieved by building and sustaining relationships with our clients. Prior to the creation of the office the county estimated it spent millions of dollars yearly to contract with outside public relations firms and consultants on public affairs responsibilities. Often outside firms didn't have full knowledge of the county's services. The establishment of the PAO created a consistent approach to public relations resulting in more efficient management of resources and more accountability to taxpayers.

### **Program Description**

All projects require the completion of either a graphic design request order or project request worksheet. Most projects require both forms. These forms require the customer to determine the goals, objectives, desired outcome, timeline, budget, and potential public affairs tools needed for the prospective project. These forms are an effective and time saving approach in developing the framework and completion of a successful project.

### **Program Justification**

The Public Affairs Office (PAO) works with county departments and elected officials on community involvement activities, media relations projects, government affairs needs, and graphic design concepts. In a majority of these activities the PAO engages the public in two-way communications. Feedback tools such as public forums, websites, comment cards, emails, and phone calls are used to determine the public's reaction and satisfaction with each project. Through these means the community is invited to participate in county government and better understand and evaluate their government's activities.

Some recent projects of the PAO include: Sellwood Bridge Project, Surplus Property Disposition, Media Relations for Priority-Based Budgeting Process (prior to the November ITAX election), and Family Caregiver Support Display Board. Each of these projects and essentially all of the PAO projects "increase community's understanding of and involvement in the county's programs and decision-making.

### **Performance Measures**

On a quarterly basis the office distributes to county entities "The PAO Project Summary." The document consists of the projects' timeline, goals, and participants. This is one of the PAO tools that allows individuals to understand the array of services provided by the Public Affairs Office. Once a project is completed, the PAO has an evaluation form that invites customers to provide feedback. These tools confirm such accountability indicators as perception of trust and confidence and satisfaction with service quality, effectiveness and price.

The PAO has developed several public affairs training workshops to enable county employees to better serve the public. Those training workshops include: Services of the Public Affairs Office, Media Relations, Media Spokesperson, Legislative Session, and Emergency Management and Joint Information Communications. Each of these trainings provides participants with evaluation forms. Remarks from these evaluations have improved subsequent trainings.

Each year staff members develop performance plans. In addition, staff members maintain a status report of their current projects/work plan. The PAO Director meets with each staff member once a month to review status of current projects and progress on performance plans. These meetings allow for two-way communications, trouble-shooting, and decision-making on projects. Staff is required to track their hours for each project to maximize efficiency and performance. These tracking sheets are reviewed by the PAO Director and maintained in a database to review and evaluate project hours.

### **Summary of last year's program results and this year's expected results**

Each October the PAO develops a strategic plan for the coming year. Last year's strategic plan focused on Charter Review Committee, Legislative Tracking Improvement, Graphic Content Management, and Emergency Management.

**Program Mandate:****Revenue/Expense Detail**

	Proposed General Fund	Proposed Other Funds	Proposed General Fund	Proposed Other Funds
	2005	2005	2006	2006
<b>Program Expenses</b>				
Personnel	\$453,905	\$0	\$532,501	\$0
Contracts	\$169,014	\$0	\$139,562	\$0
Materials & Supplies	\$34,590	\$0	\$35,200	\$0
Internal Services	\$55,330	\$0	\$81,917	\$0
Subtotal: Direct Exps:	<b>\$712,839</b>	<b>\$0</b>	<b>\$789,180</b>	<b>\$0</b>
Administration	\$0	\$0	\$0	\$0
Program Support	\$0	\$0	\$0	\$0
Subtotal: Other Exps:	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
Total GF/non-GF:	<b>\$712,839</b>	<b>\$0</b>	<b>\$789,180</b>	<b>\$0</b>
Program Total:	<b>\$712,839</b>		<b>\$789,180</b>	
Program FTE	0.00	0.00	7.00	0.00
<b>Program Revenues</b>				
Program Revenue for Admin	\$0	\$0	\$0	\$0
<b>Total Revenue:</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

**Explanation of Revenues****Significant Program Changes**