

Program # 80001 - Library Communications**Version 4/22/2005 s****Priority:** Accountability**Lead Agency:** Library**Program Offer Type:** Support**Program Contact:** Penny Hummel**Related Programs:****Frameworks:****Executive Summary**

By providing regular opportunities for community members to provide input, Library Communications maintains the trust of the voters who approved the current five-year levy. The program also helps residents use their library effectively by regularly offering accurate, up-to-date information about library hours, locations, services, programs and events.

Program Description

By coordinating accurate and current information about the Library, and by providing opportunities for public input, Library Communications ensures that the public understands what the Library is doing, why and how well it is doing it, and how to get involved. Library Communications serves the community's library-related information needs through numerous activities, including writing, editing, graphic design, printing, media relations and the library's Web site.

Program Justification

The program gives County residents the opportunity to provide input about Library-related issues of community-wide importance through paper and online surveys, regular Web updates and community meetings. The Library's usage rates, which rank at the top of all national indicators, affirm the very high level of engagement County residents have in their Library system.

The program also provides County residents with up-to-date information about library hours, services and programs through a variety of means, including the Library's Web site, monthly event flyers, service brochures and the Library's newsletter, @yourlibrary. To ensure that TV, print and online media provide the public with timely and accurate information about Library services and programs, Library Communications proactively and regularly communicates with local and national news outlets.

Performance Measures**FY04:**

114,000 cardholding households received the Library's newsletter by mail three times.

4,118 residents participated in a survey on Library hours in April, 2004.

The Library's Web site received 93,764,392 visits.

Summary of last year's program results and this year's expected results**FY05:** Results will remain consistent.

Program Mandate: 1 Mandated Program & Funding Level

Measure No. 26-36 "Renew Five-Year Local Option Levy for County Library Services",
November 2002 General Election -

The Library levy will:

Keep Multnomah County libraries open six days a week for an average of 53-58 hours each; Restore Monday hours at Central Library and the four busiest branches; Keep Central Library and neighborhood libraries open Sunday afternoons; Continue library services for young and school-age children -- story hours for babies and toddlers, homework help, Summer Reading and services for children in childcare; Continue services for seniors, job seekers, small businesses, those speaking English as a second language, delivery to homebound; Buy library books, magazines and other materials.

Revenue/Expense Detail

	Proposed General Fund	Proposed Other Funds	Proposed General Fund	Proposed Other Funds
Program Expenses	2005	2005	2006	2006
Personnel	\$0	\$634,225	\$141,888	\$284,586
Contracts	\$0	\$362,120	\$15,970	\$32,030
Materials & Supplies	\$0	\$196,200	\$60,868	\$122,082
Internal Services	\$0	\$58,139	\$3,121	\$6,256
Subtotal: Direct Exps:	\$0	\$1,250,684	\$221,847	\$444,954
Administration	\$0	\$0	\$0	\$0
Program Support	\$0	\$0	\$0	\$0
Subtotal: Other Exps:	\$0	\$0	\$0	\$0
Total GF/non-GF:	\$0	\$1,250,684	\$221,847	\$444,954
Program Total:	\$1,250,684		\$666,801	
Program FTE	0.00	0.00	1.75	3.50
Program Revenues				
Indirect for dep't Admin	\$5,008	\$0	\$1,491	\$0
Program Revenue for Admin	\$0	\$0	\$0	\$0
Total Revenue:	\$5,008	\$0	\$1,491	\$0

Explanation of Revenues**Significant Program Changes**

None.