

**Priority:** Accountability  
**Program Offer Type:** Existing Operating  
**Related Programs:**  
**Program Characteristics:**

**Lead Agency:** Public Affairs Office  
**Program Contact:** Gina Mattioda

**Executive Summary**

The Public Affairs Office (PAO) helps facilitate effective communication between county entities, citizens, government agencies and other county partners. An important component of excellent customer service is quality communication. The office's expertise fulfills countywide communications needs and results in effective management of county resources and a high level of accountability to taxpayers.

**Program Description**

The PAO provides media consultation, responses to media inquiries, written materials, graphic design and staff support throughout media interactions. The office is responsible for developing and implementing public involvement plans, which invite the community to participate in decision-making, helping citizens to better understand and evaluate county government. This year, the office worked on public involvement projects for the Sellwood Bridge, Corbett Hill Road and Stark Street Viaduct road and bridge projects and surplus property disposition projects including Edgefield, the Hansen, Peninsula, and Medical Examiner buildings. Roughly 30% of the county's general funds come from the State of Oregon. The PAO actively lobbies the legislature to ensure stable funding and that laws passed complement the county's provision of services. The PAO manages the county's federal agenda, which includes appropriation requests for vital county programs and laws that preserve services to county clients.

**Program Justification**

A PAO client survey was conducted in the fall of 2005 to assess the effectiveness PAO services. A total of 81 clients responded with feedback. 100% of respondents said they were satisfied with public affairs services. While some indicated that they do not use PAO services, none cited dissatisfaction with the office as a reason.

Some suggested areas for improvement were: more coordinated discussions about countywide media strategies and messages; addressing major impediments in staff and corresponding service levels; enhanced communication on state and federal matters. These suggestions have been incorporated into the PAO 2005-07 Strategic Plan. The Plan includes creating feature story ideas to promote county successes and challenges, furthering partnerships with community groups to disseminate information, refining the state legislative program to capitalize on lobbying, and progress reporting on the federal work plan.

**Performance Measures**

Measure Type	Primary Measure	Previous Year Actual (FY04-05)	Current Year Purchased (FY05-06)	Current Year Estimate (FY05-06)	Next Year Offer (FY06-07)
Output	Work with departments on media story placement.	0	0	0	24
Outcome	Create partnerships with other entities on consistent messaging.	0	0	0	2
Outcome		0	0	0	0
Output		0	0	0	0

**Performance Measure - Description**

The PAO two-year comprehensive strategic plan is designed to provide a proactive road map to the office's efforts to promote meaningful, effective communication and involvement among its customers. The strategic plan includes for the first time objectives, tactics, and measurements. Components of the plan consist of media relations, public education, public involvement, organizational communication and branding, crisis communications and emergency preparedness, and government affairs.

(Output #1) Increase public awareness of county services, successes and activities through outreach to news media. The PAO will work with departments to identify 4 stories ideas per department and pitch them to targeted media outlets.

(Outcome #1) Expand PAO's reach to interested members of the public, increase public awareness of and involvement with Multnomah County. The aim of this outcome measure is to issue 2 joint media releases, by identifying common interest areas.

**Legal/Contractual Obligation**

None

**Revenue/Expense Detail**

	Proposed General Fund	Proposed Other Funds	Proposed General Fund	Proposed Other Funds
	2006	2006	2007	2007
<b>Program Expenses</b>				
Personnel	\$532,501	\$0	\$576,246	\$0
Contracts	\$139,562	\$0	\$139,562	\$0
Materials & Supplies	\$35,200	\$0	\$35,200	\$0
Internal Services	\$81,917	\$0	\$56,052	\$0
Subtotal: Direct Exps:	<b>\$789,180</b>	<b>\$0</b>	<b>\$807,060</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>\$789,180</b>	<b>\$0</b>	<b>\$807,060</b>	<b>\$0</b>
Program Total:	<b>\$789,180</b>		<b>\$807,060</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**

The PAO is funded with county general funds.

**Significant Program Changes**

**Last year this program was:** #10009, Public Affairs Office

In a time of increasingly limited financial resources, the PAO is providing assistance to other county entities in new ways. As the Commission on Children, Families and Community no longer employs a Public Information Officer, the PAO is absorbing some of this position's responsibilities, including document production, marketing, media relations, graphic design and event support. Work on the Children, Youth, and Family Forum, Child Abuse Prevention Month, and Summer Food Program outreach is underway.

In addition, the PAO is partnering with IT (Program Offer # 72075) to increase citizen satisfaction with the county services and streamline the ways in which county services are accessed by telephone. The program would make the county easier to do business with, increase human contact points and inform community members through a comprehensive public outreach campaign. Citizens, staff and technical experts will all contribute to the design of the new and improved system.