

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

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

**Program Characteristics:**

**Executive Summary**

The Public Affairs Office (PAO) is a gateway to Multnomah County for members of the news media, giving reporters timely and relevant information from the right source. The PAO lobbies state and federal government on behalf of all departments for client services, oversees public involvement processes and conveys citizen feedback to county decision-makers. Each of the office's services link directly or indirectly to a piece of every priority.

**Program Description**

The County Attorney, records administration and the PAO are developing a more consistent administrative procedure for public records requests to meet increased demand and address issues raised by the Auditor. The PAO spends more than 35 work hours per month on public records requests.

A staff member has devoted over 145 hours this year to regional public health information planning efforts and developing partnerships with organizations that serve diverse communities, focusing on non-English speaking and vulnerable populations.

The office develops and implements public involvement plans for new facilities and the sale of surplus county properties. For the Sellwood Bridge, staff will organize 20 public meetings in one year, each involving detailed logistics and communications duties such as meeting notices, notes, and public comment reports.

In FY08, the PAO will undertake an ambitious set of projects such as a new internal newsletter and a biannual county report to the community. The PAO will partner with the Chair's Office and IT on a comprehensive effort to improve the county's website.

**Program Justification**

Accountability strategy 1 is achieved by using the PAO media practice, which delivers timely responses from the most appropriate county source. Accountability strategies 1 & 4 are accomplished as the office delivers accurate, factual information and balance the needs of reporters, county leaders and the community. The PAO electronic weekly media summary keeps stakeholders apprised of media coverage and trends. The PAO's efforts in replacing the Sellwood Bridge are reflected in Thriving Economic Strategies 1 & 2. The PAO lobbies the Oregon Legislature to preserve county services and works with the Oregon Delegation in Washington, D.C. to secure appropriation requests. Since over 25% of county GF comes from the state, the PAO tracks roughly 1,000 legislative bills. These government affairs actions speak to strategies: Ensuring Basic Needs 3, 4 & 5. Education and Safety 2, 3 & 4.

**Performance Measures**

Measure Type	Primary Measure	Previous Year Actual (FY05-06)	Current Year Purchased (FY06-07)	Current Year Estimate (FY06-07)	Next Year Offer (FY07-08)
Output	Number of news releases	0	0	100	100
Outcome	Percentage of news releases resulting in stories	0.0%	0.0%	50.0%	55.0%
Output	Number of participants engaged in public involvement activities	0	0	1,000	1,200
Outcome	Percentage of overall satisfaction with Multnomah County services	0.0%	0.0%	69.0%	72.0%

**Performance Measure - Description**

✔ Measure Changed

The new performance measures accurately reflects the PAO's work.

**Legal/Contractual Obligation**

None.

**Revenue/Expense Detail**

	Proposed General Fund	Proposed Other Funds	Proposed General Fund	Proposed Other Funds
	2007	2007	2008	2008
<b>Program Expenses</b>				
Personnel	\$464,265	\$0	\$552,554	\$0
Contracts	\$245,272	\$0	\$151,562	\$0
Materials & Supplies	\$35,200	\$0	\$34,700	\$0
Internal Services	\$56,052	\$0	\$75,044	\$0
Subtotal: Direct Exps:	<b>\$800,789</b>	<b>\$0</b>	<b>\$813,860</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>\$800,789</b>	<b>\$0</b>	<b>\$813,860</b>	<b>\$0</b>
Program Total:	<b>\$800,789</b>		<b>\$813,860</b>	
Program FTE	7.00	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**

This is a General Fund-supported program.

**Significant Program Changes** **Significantly Changed****Last year this program was:** #10009, Public Affairs Office

This year's program offer reflects a decrease of \$88,000 in professional services. The FY08 will not include a full session of the Oregon Legislature, Conkling, Fiskum, and McCormick's (CFM) work could transition from active to retainer status and provide limited assistance.

For FY08 CFM state legislative contract will be converted to fund 1.0 FTE to address ongoing government affairs work, and current office projects, previously performed in-house. This conversion will enhance the capacity of the office's work at a lesser cost.