

Priority: Accountability **Lead Agency:** Public Affairs Office
Program Offer Type: Innovative/New Program **Program Contact:** Gina Mattioda
Related Programs:

Program Characteristics:

Executive Summary

This program offer will provide permanent staffing to maintain Multnomah County's Internet and Intranet sites by creating a web team that will enable the county to more effectively provide the public with accurate, succinct, relevant, and easily-accessible information and services via the World Wide Web. It will also assist county employees in their efforts to access pertinent and readily available information and resources via the Intranet. The county's Public Affairs Office and the Information Technology Division will work in tandem to sustain re-design efforts currently underway, which will consolidate the county's web presence from its current patchwork of more than 70 sites.

Program Description

This program will assume the responsibility for re-designing, implementing, managing, and ensuring quality for the county's services and information on the Internet and Intranet sites. Three new positions will plan, oversee, and manage the county's Internet and Intranet presence. The positions are: 1. Web Manager-will supervise the Content Developer, designate resources, support content lifecycles, oversee staff development and training, and create governance standards for county Internet and Intranet sites. 2. Content Developer-will create and publish new content, monitor and remove outdated content, implement website improvements, develop templates for varying project types and informational purposes and conduct training. 3. Development Analyst-in the IT Division will build technical capacity to provide "back-end" support by implementing, maintaining, and troubleshooting software and hardware.

This program offer will not only improve the quality and timeliness of information the county provides to citizens, but will provide new avenues for citizens to access county services and to engage in county issues and activities.

Program Justification

There are currently no staff positions dedicated to the development and sustainability of Multnomah County's web presence. Current website challenges include broad and varied audience for web content, difficulty in locating relevant county information and services, and inconsistent departmental resources and expertise for web content management. The Internet and Intranet are essential tools used by county stakeholders, employees and clients for communication, education, and transactions. By maximizing this resource, the county will better be able to engage citizens, improve service delivery, and communicate more effectively.

Performance Measures

Measure Type	Primary Measure	Previous Year Actual (FY06-07)	Current Year Purchased (FY07-08)	Current Year Estimate (FY07-08)	Next Year Offer (FY08-09)
Output	Number of public visits to the county's main page increases.	0	0	0	0
Outcome	Percentage of overall public satisfaction with the county's website.	0.0%	0.0%	25.0%	70.0%

Performance Measure - Description

These two performance measures reflect the initial steps in improving the county's website.

The Public Affairs Office and the Information Technology Division will establish a benchmark from which will allow data to be collected on number of public visits. A survey will be developed to determine public satisfaction.

Legal/Contractual Obligation

None.

Revenue/Expense Detail

	Proposed General Fund	Proposed Other Funds	Proposed General Fund	Proposed Other Funds
	2008	2008	2009	2009
Program Expenses				
Personnel	\$0	\$0	\$254,464	\$0
Materials & Supplies	\$0	\$0	\$10,000	\$0
Internal Services	\$0	\$0	\$125,283	\$0
Subtotal: Direct Exps:	\$0	\$0	\$389,747	\$0
Administration	\$0	\$0	\$0	\$0
Program Support	\$0	\$0	\$0	\$0
Subtotal: Other Exps:	\$0	\$0	\$0	\$0
Total GF/non-GF:	\$0	\$0	\$389,747	\$0
Program Total:	\$0		\$389,747	
Program FTE	0.00	0.00	3.00	0.00
Program Revenues				
Program Revenue for Admin	\$0	\$0	\$0	\$0
Total Revenue:	\$0	\$0	\$0	\$0

Explanation of Revenues

This is a General Fund-supported program.

Significant Program Changes**Last year this program was:**

This is a new program for FY 2009