

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

Lead Agency: Public Affairs Office
Program Contact: Althea Milechman

Program Characteristics:

Executive Summary

The Public Affairs Office (PAO) provides customer service, information and access to Multnomah County for the news media and public. The office develops communications strategies and generates news releases, messages and materials to explain the county's work. PAO's graphic design, the creation of web and newsletter content, and production of video messages also contribute to effective public information. The PAO plays an active role in public involvement processes and will continue to work with citizens to ensure their voices are heard and questions answered.

Program Description

PAO provides a range of services, including all aspects of organizational and public communications, media relations, graphics and creating web content. PAO provides services and consultation with elected officials and nearly all county departments and agencies. The office is responsible for developing and implementing public involvement strategies for county facility siting and capital construction projects. PAO is the point of contact for public records requests from media, working with county attorneys to ensure a prompt response while complying with applicable laws. PAO staff serve as the county's primary Public Information Officers in disaster response, crises, and severe weather events. In Fiscal Year 08/09, the office created County Currents, an external electronic newsletter, and has produced seven videos on county projects and initiatives.

Program Justification

The Public Affairs Office's goals focus on government accountability; enabling the public to better understand how government works and where their tax dollars are spent.

Performance Measures

Measure Type	Primary Measure	Previous Year Actual (FY07-08)	Current Year Purchased (FY08-09)	Current Year Estimate (FY08-09)	Next Year Offer (FY09-10)
Output	Number of news releases	150	70	89	75
Outcome	Percent of news releases resulting in media coverage	80.0%	60.0%	70.0%	65.0%
Output	Number of participants engaged in public involvement activities	5,779	500	2,224	1,000
Output	Number of media trainings conducted	0	0	0	2

Performance Measure - Description

- Previous Year Outcome Measure on citizen satisfaction with county services was tied to the Auditor's citizen survey, which was not funded in 07-08.
- Some large projects are ramping down, and next year's estimates for news releases and news coverage reflect a decrease from current year numbers.
- A new Output Measure on media trainings was added to FY09/10 offer.

Legal/Contractual Obligation

None

Revenue/Expense Detail

	Proposed General Fund	Proposed Other Funds	Proposed General Fund	Proposed Other Funds
	2009	2009	2010	2010
Program Expenses				
Personnel	\$554,519	\$0	\$530,943	\$0
Materials & Supplies	\$26,534	\$0	\$17,932	\$0
Internal Services	\$94,061	\$0	\$82,739	\$0
Subtotal: Direct Exps:	\$675,114	\$0	\$631,614	\$0
Administration	\$0	\$0	\$0	\$0
Program Support	\$0	\$0	\$0	\$0
Subtotal: Other Exps:	\$0	\$0	\$0	\$0
Total GF/non-GF:	\$675,114	\$0	\$631,614	\$0
Program Total:	\$675,114		\$631,614	
Program FTE	6.00	0.00	6.00	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: #10012, Public Affairs Office

For FY 2009, a PAO Coordinator position was vacated and has not been replaced. This communications position will be filled as half-time PAO and half-time in the Chair's Office. College interns have been engaged for projects including video production and web writing for a limited duration.