

**Lead Agency:** Public Affairs Office

**Program Contact:** Althea Milechman

**Program Offer Type:** Existing Operating

**Related Programs:**

**Program Characteristics:**

**Executive Summary**

The Public Affairs Office (PAO) provides customer service, information and access to Multnomah County for the public and news media. The office develops communication strategies and generates news content and materials to explain the county's services and increase visibility. PAO's graphic design, the creation of web and newsletter content, social media and video production also contribute to effective public information. The PAO plays an active role in public involvement processes and continues to explore ways to ensure citizens' voices are heard.

**Program Description**

The Public Affairs Office provides a range of communications services, including all aspects of organizational and public communications, media relations, graphics, multi-media web content, social media and video production. PAO provides services and consultation with elected officials and 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 and works with county attorneys to ensure a prompt response while complying with applicable laws. PAO staff serve as the county's Public Information Officers in disaster response, crises, health emergencies and severe weather events.

**Performance Measures**

Measure Type	Primary Measure	Previous Year Actual (FY08-09)	Current Year Purchased (FY09-10)	Current Year Estimate (FY09-10)	Next Year Offer (FY10-11)
Output	Number of news releases	102	75	101	75
Outcome	Percent of news releases resulting in media coverage	82.0%	65.0%	65.0%	70.0%
Outcome	Percent increase in social media followers/fans	0.0%	0.0%	0.0%	10.0%
Output	Number of articles created and published on the county website	0	0	0	60

**Performance Measure - Description**

 **Measure Changed**

The addition of two new performance measures reflects communications trends and increased focus on web and social media. These activities are accomplished with the support of intern staffing for writing and posting on the web and social media networks.

An output for media training from last year's program offer was eliminated, as these occur with regularity in 1:1 or group sessions.

The output on number of participants engaged in public involvement activities was not included in this program offer. This measure reflected PAO's management of public engagement activities in the initial planning stages of large-scale capital projects, such as the Sellwood Bridge.

**Legal/Contractual Obligation**

N/A

**Revenue/Expense Detail**

	Proposed General Fund	Proposed Other Funds	Proposed General Fund	Proposed Other Funds
Program Expenses	2010	2010	2011	2011
Personnel	\$509,664	\$0	\$522,249	\$0
Materials & Supplies	\$17,932	\$0	\$12,000	\$0
Internal Services	\$82,739	\$0	\$92,082	\$0
Total GF/non-GF:	<b>\$610,335</b>	<b>\$0</b>	<b>\$626,331</b>	<b>\$0</b>
Program Total:	<b>\$610,335</b>		<b>\$626,331</b>	
Program FTE	6.00	0.00	5.50	0.00
<b>Program Revenues</b>				
Total Revenue:	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

**Explanation of Revenues**

General Fund program

**Significant Program Changes**

**Last year this program was:** #10013, Public Affairs Office  
 No significant changes from FY10.