

Lead Agency: Public Affairs Office

Program Contact: Dave Austin

Program Offer Type: Existing Operating

Related Programs:

Program Characteristics:

Executive Summary

The Communications Office is the central distribution voice to and point of information for taxpayers, the public and the news media, communicating what Multnomah County does and how employees work in the community to provide services. The office – using targeted communications strategies – works directly with the Chair’s Office, the Board, elected officials, and County staff to promote transparency and demonstrate how effectively local government officials use taxpayer dollars to support all residents. Also, the office works with the Chief Operating Officer to handle internal advisory communication for the Chair when it comes to critical information, including – but not limited to – county business, labor practices and negotiations, budget strategies and relevant political issues around labor practices, negotiations and other sensitive topics. Top goals include: providing taxpayers, the public and the media with stories and information about critical county programs; responding to public records requests; responding with urgency and immediacy to the public and media inquiries about the county; strongly carrying and promoting the values of the county Board of Commissioners, both internally and externally; advising the Chair, the Board, elected officials, and county staff on the best approaches with taxpayers, the public and the media; creating materials that increase the county’s visibility; committing to and working with the highest standard of transparency for the sake of the public; and developing new ways to reach out to county residents by inviting them to participate in local government.

Program Description

This office will aggressively and consistently inform the public of stories and events that provide a high level of understanding of what the county does with taxpayer dollars and how local government makes a difference in people’s lives. The office will employ a wide range of media – television, newspapers, radio and digital media, as well as direct communications to the public, including appearances and community meetings – to reach a diverse audience and proactively increase the visibility of Multnomah County and the services it provides to all residents. The office will be the lead on ensuring the public that Multnomah County government is efficient, transparent and open to dialogue with its residents.

Performance Measures

Measure Type	Primary Measure	Previous Year Actual (FY09-10)	Current Year Purchased (FY10-11)	Current Year Estimate (FY10-11)	Next Year Offer (FY11-12)
Output	Multi-media projects & videos put on the County's web site.	0	0	0	25
Outcome	Proactive news stories advancing the County's mission & goals	0	0	0	100

Performance Measure - Description

- How often the office connects the Chair, the commissioners, elected officials, and departments with news media that result in clear and understandable stories about the county’s work.
- How fast and thorough the office responds to requests by the public for information, as well as how successful the office is at helping all county departments make decisions about information that goes to the public.
- How quickly the office disseminates public records requests, notifies the Board and staff and then responds in order to ensure that government transparency and access is maintained.
- How strong the relationships are with all news media on an ongoing basis and how those relationships result in coverage where principal characters from the county have a voice and promote the county’s mission.
- How much useful information is able to flow through the Internet – the county website; websites of the Chair and commissioners; Facebook; and Twitter – that effectively communicates to the public and draws citizens into a mode where they feel they can participate and have their voices heard.
- How often the office interacts with all department managers and key county departments to determine what the best stories are to inform the public about the work, the individuals and the structures within local government, and how they work to ensure taxpayer dollars are spent to benefit all residents.

Legal/Contractual Obligation

Revenue/Expense Detail

	Proposed General Fund	Proposed Other Funds	Proposed General Fund	Proposed Other Funds
Program Expenses	2011	2011	2012	2012
Personnel	\$612,204	\$0	\$634,260	\$0
Contracts	\$0	\$0	\$10,000	\$0
Materials & Supplies	\$14,000	\$0	\$16,297	\$0
Internal Services	\$92,082	\$0	\$73,080	\$0
Total GF/non-GF:	\$718,286	\$0	\$733,637	\$0
Program Total:	\$718,286		\$733,637	
Program FTE	6.50	0.00	6.50	0.00
Program Revenues				
Total Revenue:	\$0	\$0	\$0	\$0

Explanation of Revenues

Significant Program Changes

 **Significantly Changed**

Last year this program was:

Last year, this office was called the Public Affairs Office. This year, we are changing the name to the Communications Office. The structure of the office, including the duties of personnel, will be significantly different. The change is being made to provide the county with a more proactive office that find ways to promote Multnomah County's programs and its message.