

Lane County, Oregon

FY 08-09 Service Options Sheet

Service: **Public Information Office**
 Dept: County Administration
 Program Contact: Amber Fossen
 Contact Phone: x3718

BCC Service Priorities:
 Fund: **124** Dept. Org ID: 5152021
 Dept. Priority: _____ of _____
 Fund Priority: _____ of _____

Executive Summary

Promote awareness of County programs and initiatives to citizens, business community and community leaders; design, create, and implement internal/external marketing and communications programs; evaluate and recommend strategy for external communications; identify tools for reaching public groups; create and develop publications and written/online materials; develop/implement public information campaigns; serve as media liason; serve as Chief of Public Information for countywide emergency/crisis response; maintain on-call capacity 24-7; co-coordinate local Public Information Officers Network; and provide communication information to management.

State/Federal Mandate

None.

Outcome Measure/s

Service Level Descriptions. Level 1 (very bottom) = Threshold Level Below Which Service Cannot Be Provided

| X=Funded | Proposed Service Funding >> | Other Funds | Expense Total | General Fund | FTE |
|--|-----------------------------|-------------|---------------|--------------|------|
| | | 208,657 | 165,893 | (42,764) | 1.00 |
| <input type="checkbox"/> | Level 2: | 0 | 29,001 | 29,001 | 0.50 |
| .5 FTE Administrative Assistant position - provides support to the Public Information Officer allowing for further monitoring of local news stories. One-half of this FTE was combined with an Administrative Specialist in CAO/BCC Support in FY 07-08 to provide additional support to the PSCC and office backup to help cover the increased workload from increased BCC activity. | | | | | |
| <input checked="" type="checkbox"/> | Level 1: | 208,657 | 165,893 | (42,764) | 1.00 |
| Public Information Officer and material & expenses for program. At this level, the program provides general assistance with planning, organizing and implementing the public information program for Lane County; promoting awareness and understanding of County services, policies, projects and issues through proactive communication with citizens, County employees, news media and special interest groups. Program is limited by hours available due to staff level of only FTE. | | | | | |

Ver: 12/18/07d-ji

- "Shall" Mandate
- Related Mandate
- No Clear Mandate
- Highly Leveraged to County provided service (100% return or greater)
- Leverages Funds to County
- Leverages Funding for Citizens and/or Community Organizations

Leverage Details

At the FY 07-08 level of service, the GF _____ \$0 back to the General Fund
 _____ \$0 into other County Funds
 portion of this program leverages: _____ \$0 directly or via subcontract to community orgs
 _____ \$0 directly to citizens via services provided

0.00% County Funds Leverage Ratio

For the purpose of this comparison, only include leveraged funds that are dependent on General Fund revenue. Do not include funds that would still be leveraged if the General Fund portion of the service were decreased or eliminated.

Please use this space to explain the Proposed Service Level Funding impact on leverage of the varying levels of service described above.