

Lane County - Service Option Sheet - FY 16-17 Proposed

SOS C5 Public Information Officer

Service Category: Central Services

Dept: County Administration	Mandate:	None	Related	SHALL
Contact: Jeff Kincaid 541-682-4062	Leverage:	None	Some	HIGH

Executive Summary

Promotes awareness of Lane County Government programs and initiatives to citizens, media, the business community and community leaders; engages and informs community members and employees about Lane County Government; develops and implements internal/external countywide public information and communications programs; evaluates and recommends strategy for communications/issues management; develops emergency communications plans and collaborates with other agencies for coordinated public information in an emergency.

Service Level Descriptions (Read from bottom up. Level 1 = minimum viable service level.)

	Revenue	Expense Total	General Fund	FTE
Proposed Budget Total	\$154,366	\$161,427	\$7,061	1.0

Level 3:		\$1,478	\$1,478	
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This level includes funding for outside education and travel (\$1000) and printing & binding (\$478).

Level 2:		\$2,500	\$2,500	
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This level includes funding for outside education and travel (\$1000) and professional & consulting (\$1500).

Level 1: Threshold - reductions to this level results in elimination of service	\$154,366	\$157,449	\$3,083	1.00
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This level includes all basic functions of the public information position, including staff, internal and external communication services, media relations, social media management, emergency communication services, support for Board of Commissioners communication, as well as long-term planning and efforts to inform staff and residents of Lane County programs and services.

State/Federal Mandate

None

Leverage Details

The General Fund portion of this program leverages the following:

\$0	back to the Discretionary General Fund
\$0	into other non discretionary County Funds
\$0	directly to community members via service provided

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.