

## Lane County - Service Option Sheet - FY 10-11 PROPOSED BUDGET

Service:	<b>Public Information Office</b>	Service Category:	Central Services	
Dept:	County Administration	Mandate:	<b>None</b>	Related SHALL
Contact:	Amber Fossen, 682-3718	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.

### Performance Data

Measure	FY 07-08 Actual	FY 08-09 Actual	Results	FY 09-10 Target

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

	Other Funds	Expense Total	General Fund	FTE
<b>Budget Committee Request Total</b>			\$0	

	Other Funds	Expense Total	General Fund	FTE
<b>Proposed Budget Total</b>	\$139,282	\$293,392	\$154,110	1.00

#### Service Change

Extra Help position of 520 hours to assist with the coordination of meetings, reviewing written materials, and routine office assistance to implement ongoing projects.

	Other Funds	Expense Total	General Fund	FTE
<b>Current Service Level Total</b>	\$139,282	\$283,538	\$144,256	1.00

#### Level 5 Closed Captioning on Working for You Videos

This project will add Closed Captioning to the upcoming Working for you video series in both English and Spanish.

		\$40,500	\$40,500	0.00
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The project goal is to increase awareness and understanding of Lane County's system of services. Create 9 additional Working for You television shows. Continue to distribute shows via DVD and continue advertising.

		\$40,000	\$40,000	0.00
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The annual report is a gathering of success stories and service delivery information compiled into a published report that goes out to residents in Lane County.

		\$14,000	\$14,000	0.00
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"Your Lane" is a community newsletter, published quarterly to provide information and help the public access services, programs and resources provided by Your Lane (County Government). These funds cover printing & advertising.

<b>Level 1: Threshold</b> - reductions to this level results in loss of service	\$139,282	\$183,413	\$44,131	1.00
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Public Information Officer and material & expenses for program. At this level, the program develops and implements the public information program for Lane County; promoting awareness and understanding of County services.

