



Telling our story

Multnomah County Communications

Board Budget Briefing
Presentation
May 18, 2016

Multnomah County's Newsroom

Our Goals:

- To assure citizens' access to Multnomah County services and trust in county government by delivering high-quality, accurate, timely and culturally specific information on county services, employees and new developments.
- To build a strong community within Multnomah County by working with department leaders and leadership teams to communicate goals, priorities, policies and procedures to departments and staff.
- To support leadership by developing communication plans, messages and materials that create a common county voice.
- To create original content across platforms that connects to audiences where they are, whether in print, online, visually or face-to-face.
- To share county news with local, state and national media by preparing, coaching and connecting county employees and programs.
- To collaborate and coordinate with our city, state and national partners to achieve shared goals.





County news that is accurate, timely and accessible

From July '14 to April '15: The Communications Office wrote and reported more than 130 stories

From May '15 to Feb. '16: The Communications Office wrote and reported more than 190 stories

Thousands turn out to welcome new Sellwood bridge

Multnomah County

Thousands came out Saturday to celebrate the opening of the seismically-safe and pedestrian-friendly new Sellwood Bridge.

The air filled with the scent of charbroiled "bridge burgers" and roasting peanuts, as vendors parked food carts along the virgin expanse; behind them a giant crane loomed. Long lines formed to buy Voodoo Donuts and Fifty Licks ice cream.

Families strolled, pushed bikes, corralled dogs and children.

[Multnomah County's Animal Services](#) sold pet-centric swag. [Elections staff](#) displayed voter materials from the 1923 session seeking support for the first Sellwood Bridge. At one booth, children assembled their own toothpick-and-gumdrop bridges.

A crowd surrounded a stage, where Multnomah County Chair Deborah Kafoury and [Multnomah County Commissioners Jules Bailey](#), [Loretta Smith](#), [Judy Shiprack](#) and [Diane McKeel](#) gathered with [United States Senator Jeff Merkley](#), [City of Portland Commissioner Steve Novick](#) and others.

[Chair Kafoury](#) stepped to the podium.

"When cracks were found in the old bridge in 2003, Multnomah County faced a critical challenge: how to take on a major regional project with no money, no plan and no partners" she said. "Working together, we found that money. We developed that plan. And because of the people on this stage, their colleagues before them, and you in the community, we found those partners."

The project, 90 percent complete, is expected to cost nearly \$320 million. The county paid \$173 million, the City of Portland covered another \$75 million, the federal government paid \$37 million, and the state paid \$35 million.



Portland Fire and Rescue's fireboat David Campbell launched a stories-tall water cannon salute during Saturday's celebration.



County news that is accurate, timely and accessible.

From July '14 to April '15: The Communications Office wrote and reported more than 130 stories

From May '15 to Feb. '16: The Communications Office wrote and reported more than 190 stories

Residents voice their concerns at second community meeting on air toxics

Multnomah County

Nearly 200 parents, neighbors and community members met with air toxic and public health specialists Thursday, Feb. 18 at the Tubman Building, 2231 N Flint Ave. in Portland.

Multnomah County and Portland Public Schools sponsored the event where people visited agency stations for 90 minutes at the North Portland school and then took part in three hours of public questions of a panel from the [Department of Environmental Quality](#), the [Oregon Health Authority](#) and [U.S. Forest Service](#).

LaShawn Lee, principal of Faubion School at the Tubman site, hosted dozens of families concerned about high levels of cadmium and arsenic detected nearby.

To see the latest updates, and view maps of the affected area, as they become available, visit [the DEQ website](#).

To see the [latest public health updates](#) from the Oregon Health Authority.

[View video of the Feb. 18 community open house on air quality in North Portland](#).



News that didn't make the news.

County to donate surplus computers to local nonprofit Free Geek

Multnomah County

November 12, 2015

Charles "Carlos" Dory lumbered to a bus stop in northwest Portland, carrying the clunky body of a PC. He climbed aboard a bus headed east to the Gateway neighborhood, then walked the rest of the way to his mother Earnie's house.

It was her 66th birthday.

There, he presented her with the desktop computer he refurbished himself as a volunteer at [Free Geek](#).

"Oh Charles!" She said and laughed, repeating his name again and again. He had loaded the computer with her favorite music and photos from her life and of her family.



Free Geek volunteer Charles Dory addresses the Board of Commissioners on Thursday.

"I'm really enjoying the pictures," Earnie says today. "I can see my grandbabies pictures. They live in New York. It's really a blessing to me."

The Multnomah County Board of Commissioners Thursday [endorsed a countywide plan](#) to send surplus computers and monitors to the Portland-based nonprofit, which refurbishes used computers, gives them to residents who might not otherwise be able to afford them and sells them to fund their free classes and job training.

"This is really a win-win-win for equity and helps bridge the digital divide in our community," said John Wasiutynski, director of the county's [Office of Sustainability](#). "And Free Geek doesn't just provide a computer. They teach you how to use it."

Free Geek last year distributed more than \$1 million worth of refurbished technology, taught more than 400 classes and logged more than 20,000 volunteer hours, according to the nonprofit's federal financial statement.

"This partnership is going to leverage that impact," said Coleen Dixon, director of Public Services at Free Geek.

Bob Leek, the county's deputy chief information officer, estimates the county will send about 1,000 a year to Free Geek.

[Commissioner Loretta Smith](#), who sponsored Thursday's resolution, called the partnership "a wonderful thing."

Too often, she said, low-income residents have to travel somewhere else for even the briefest of internet sessions.

[Chair Deborah Kafoury](#) agreed.

"It feels good to give these to an organization that can reuse them, thinking about those families who wouldn't have access without it," she said, "the seniors in our community who might feel isolated, this is way to connect to friends and family and the World Wide Web."



News that uncovers important, but little-known or new services and developments for citizens.

eWIC makes it easier for families to get healthful food

Multnomah County

January 25, 2016

The [Women, Infants and Children \(WIC\) programs of Multnomah](#), Clackamas and Washington counties are launching a new method for families to get WIC foods. “eWIC” provides families with EBT (electronic benefit transaction) cards, replacing the paper vouchers currently used to get WIC-approved foods such as milk, eggs, produce and baby food.

WIC programs in Linn and Benton counties were the first to pilot this new card, which they started using in September of 2015. By the end of the year, all Oregon counties will use the eWIC cards.



“The benefits of eWIC will be significant,” says Washington County WIC Supervisor Tiare Sanna. “It will greatly improve WIC participants’ shopping experience and their ability to track their monthly food balance. It will be quicker and easier for stores and cashiers, and, finally, it will allow the WIC program as a whole to better track shopping trends and should help increase program efficiency.”

Participants can also download a new WICShopper smart phone app that allows them to scan an item’s bar code to determine if it is a WIC-allowed food.

In 2014, approximately 200 participating grocery stores across the three counties took in more than \$21 million from WIC shoppers.

WIC is one of the most successful, cost-effective and important nutrition intervention programs. In addition to helping families get healthful food, WIC also offers nutrition education classes and breastfeeding support, including peer support groups for moms and their babies.

WIC provides services at 14 locations throughout the tri-county area, serving more than 55,000 low-income pregnant, postpartum and breastfeeding women and their infants and children up to five years old.



The Communications Team coordinates media coverage that is on the rise.

- Between May 2015 and Feb. 2016 was the county was covered by local, national and sometimes international media in **more than 900 stories**

5 Things You Need to Know about Multnomah County's HIV Health Services Center

Our local full-service HIV clinic is a role model for similar centers nationwide.

BY KATELYN BEST • 1/6/2016 AT 8:38AM

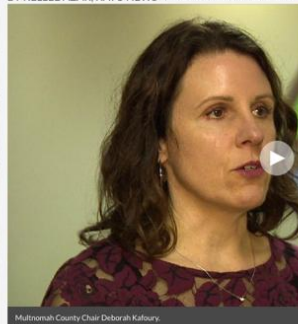


IMAGE: ALEX PRODIMOS/FLICKR

Nearly 6,500 Oregonians are living with HIV—half of them live in Multnomah County—and half of them live in Multnomah County.

Mayor and county chair take strong stand against toxic air

BY KELLE AZAR, KATU NEWS | MONDAY, FEBRUARY 22ND 2016



Multnomah County Chair Deborah Kalnau

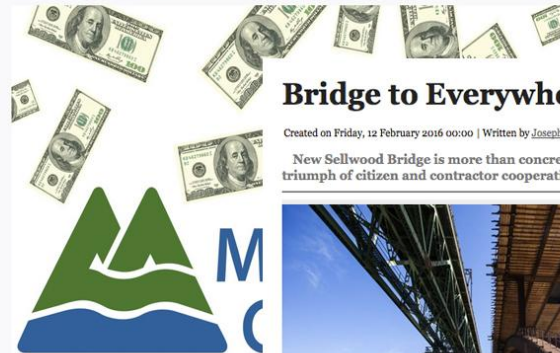
PORTLAND, Ore. — According to a letter from Multnomah County called on the state to act on air quality.

"We've known for years that air quality in Portland is high toxins in our air," Multnomah County Chair Deborah Kalnau said.

After being largely ignored, Mayor Charlie Elbertson and County Chair Deborah Kalnau took a stand in a letter to the state.

"I think it's best that these are issues that are addressed in a more robust fashion than they have been."

Multnomah County Wins Unusual Legal Victory Over Mortgage Giant



(see staff)

By Nigel Jacques
Updated January 5
Published January 6

Local governments usually pay legal settlements rather than fight in court.

But on Jan. 5, Multnomah County disclosed that, unlike dozens of other counties across the country, it had won a settlement against Mortgage Giant.

Bridge to Everywhere

Created on Friday, 12 February 2016 00:00 | Written by Joseph Gallivan |

New Sellwood Bridge is more than concrete and steel, it's a triumph of citizen and contractor cooperation



TRIBUNE PHOTO JONATHAN HOUSE - The shoofly bridge, a process which moved the old Sellwood Bridge out of the way but kept it in use while the new one was built, saved the project a year and \$5 million, according to Multnomah County.

The first thing you'll notice about the new Sellwood Bridge — either at the party for pedestrians on Saturday, Feb. 27, or when it opens to all traffic on Tuesday, March 1 — is how wide it is.

Gloriously wide, with good views of the water. The rickety erector set of the old bridge is still visible, for now, with its ankle-scraping three-foot sidewalk and its game of chicken roadway.



Face-to-face engagement

Our Communications Team has led, organized, publicized or staffed the following community meetings:

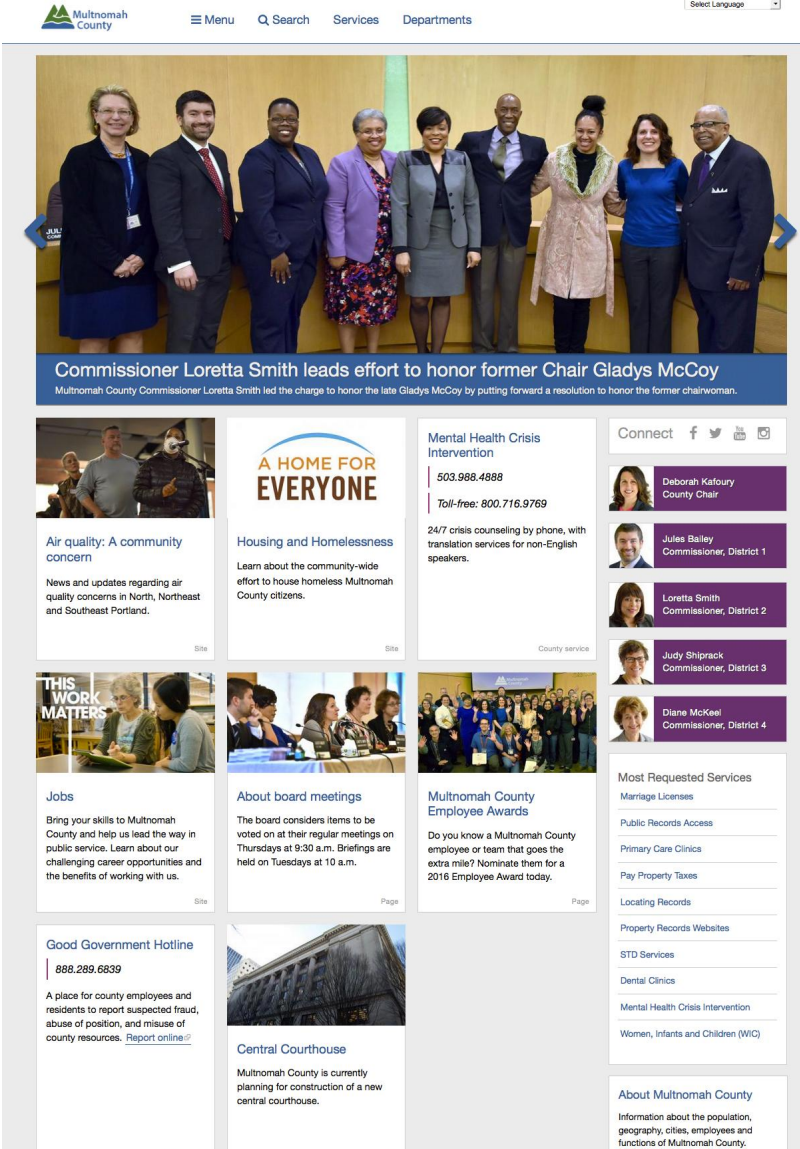
- Air Quality Open Houses, SE and N Portland
- Health Dept Headquarters Neighborhood Involvement Committee meetings
- Budget Listening Sessions for immigrant and refugee residents
- Food Advisory Board meetings
- Public Health Board meetings
- Vector Control Board meetings
- Community Health Council meetings
- 20-Year Bridge Capital Plan: Public board briefing on plan
- County Bicycle-Pedestrian Community Advisory Committee meetings
- Cornelius Pass Road Safety Project: Community Advisory Committee meetings
- Arata Road Improvements Open House
- Sandy Blvd. Improvements Open House
- Downtown Courthouse open house for site selection, subcontractor outreach
- County Land Use Planning public meetings



Visits to Multco.us

Between May 2015 and Feb. 2016:

- The county's **homepage** has received more than **half a million visits**
- The entire **county website** has received more than **8.7 million visits**



The screenshot displays the Multnomah County website homepage. At the top, the Multnomah County logo is on the left, and navigation links for Menu, Search, Services, and Departments are in the center. A language selection dropdown is on the right. The main banner features a group photo of nine commissioners, with a headline: "Commissioner Loretta Smith leads effort to honor former Chair Gladys McCoy" and a sub-headline: "Multnomah County Commissioner Loretta Smith led the charge to honor the late Gladys McCoy by putting forward a resolution to honor the former chairwoman." Below the banner, the page is organized into several columns. The left column includes sections for "Air quality: A community concern", "Jobs", and "Good Government Hotline". The middle column features "A HOME FOR EVERYONE" (Housing and Homelessness), "About board meetings", and "Central Courthouse". The right column contains "Mental Health Crisis Intervention", a "Connect" section with social media icons and portraits of commissioners (Deborah Kafoury, Jules Bailey, Loretta Smith, Judy Shiprack, and Diane McKeel), "Most Requested Services" (listing various public services), and "About Multnomah County".



Making connections

From **March of 2015 to Feb. 2016** we've grown our Twitter following from **15,049** followers to **20,696** followers.

That's an increase of more than **37% in less than one year.**



As news emerges about [#UCCShooting](#), please remember [@Multco](#)'s 24/7 Crisis Line 503-988-4888 is here. Please share.

- We're here to listen.
- We're here to help.

503-988-4888

- 24/7 Crisis Line



RETWEETS
41

LIKES
15



2:41 PM - 1 Oct 2015



In honor of [#MarriageEquality](#), [@Multco](#)'s Morrison Bridge will feature a rainbow lighting display this week



RETWEETS
42

LIKES
48



1:13 PM - 30 Jun 2015

MultCo Bridges



In fact, we've gained **2,040** Twitter followers in the last **90 days alone.**



Making connections

Multnomah County's highest performing Facebook post last between July 2014 and April 2015:


4,450 people reached and 249 Likes, Comments & Shares garnered



Making connections


Multnomah County's highest performing Facebook post between May 2015 and Feb. 2016

16,832 people reached and 538 Likes, Comments & Shares garnered

**Multnomah County, Oregon**
Published by Maria Goc [?] · 8 December 2015 · Portland · 🌐

Please share: A reception center has opened at Mt. Scott Community Center (5530 SE 72nd Ave. in Portland) for residents whose homes have flooded and those who have lost access to their homes because of high water and other severe weather impacts.

Residents who have lost utility service and those who are concerned for their safety are also welcome at the reception center. <http://bit.ly/1NUgMw7>



Reception center opens at Mt. Scott Community Center for residents whose homes have flooded |...

December 8, 2015 Multnomah County continues to monitor and respond to the heavy rain moving through our area this week. A reception center has been...

MULTCO.US

16,832 People Reached

538 Likes, Comments & Shares

300 Likes	42 On Post	258 On Shares
29 Comments	2 On Post	27 On Shares
209 Shares	204 On Post	5 On Shares

808 Post Clicks

1 Photo views	372 Link clicks	435 Other Clicks ⓘ
-------------------------	---------------------------	------------------------------

NEGATIVE FEEDBACK

9 Hide Post	3 Hide All Posts
0 Report as Spam	0 Unlike Page



Connecting across cultures and languages

Some of the ways we are working to improve information-sharing with immigrant and refugee communities:

MultCo Global: A portion of Multco.us that brings together services, resources and stories about the people and programs that serve immigrants and refugees.

Media outreach and PR: We work with other-language media to place stories and advertisements and train bilingual county staff for interviews with the media.

Newsletter: A monthly newsletter of stories, concerns, events, meeting and resources serving immigrant and refugee residents.

Policy: Drafting a countywide language access policy to establish and standardize expectations on how county departments meet the needs of immigrant and refugee residents.

A map-based web application of culturally-specific resources:

This soon-to-be launched map is searchable by service type, language, faith and country. This will be used by service providers and community groups to connect residents with services.



In a picture

Our breathtaking visuals tell the stories of the residents we serve and who we are as county employees

















https://www.youtube.com/watch?v=bVO0_TWQTzg





<https://www.youtube.com/watch?v=hExtraY36Kyl>

Be heard!



Office of Citizen Involvement

MULTNOMAH COUNTY OREGON

Saturday, October 3, 2015 | 8 am to 12:30 pm

OHSU Collaborative Life Sciences Building
2730 S.W. Moody Avenue, Portland, OR 97201

Aging Well

2015 AGING WELL CONFERENCE



THE MULTNOMAH COUNTY AUDITOR'S

Good Government Hotline

TELL US ABOUT:

- ✓ **Suspected fraud**
in county government
- ✓ **Waste** of county resources
and **abuse** of position
- ✓ **Theft** or **misuse**
of county supplies or equipment



1-888-289-6839 (24/7)
www.goodgovhotline.com

REVISED • 2.3.2016



There is hope.

MAKE THE CALL

503.988.4888

24/7 CRISIS LINE

We are here to listen.

