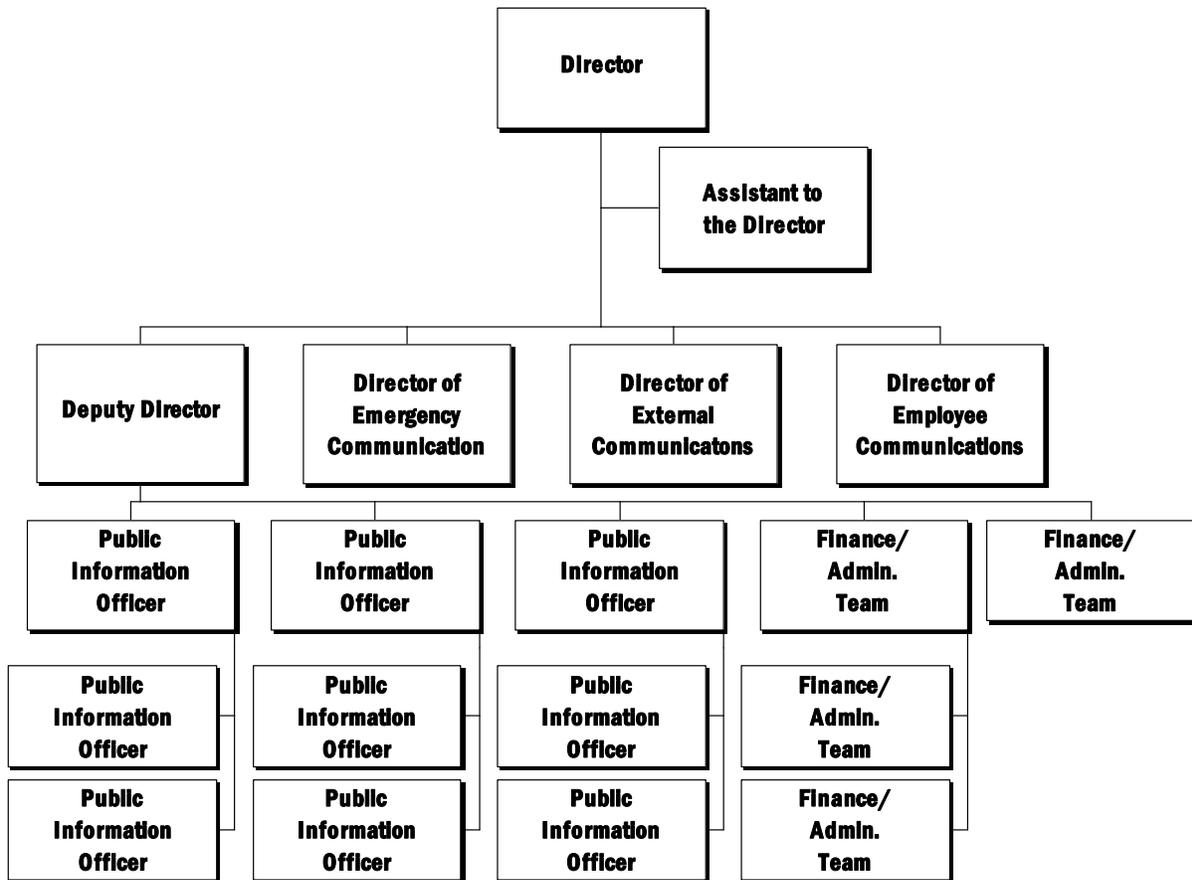


# Office of Public Affairs



## Mission

To lead coordinated communications and customer service from a countywide perspective that connects our residents with information about their government's services, operation and policies. To increase public awareness of hazards and to communicate appropriate actions to take before, during and after emergencies. To ensure clear, open and timely communications to and from our employees in order to maintain an informed and motivated workforce.

# Office of Public Affairs



<b>AGENCY DASHBOARD</b>			
Key Data	FY 2010	FY 2011	FY 2012
1. Emergency Information Blog Views	NA	NA	171,374
2. 703-FAIRFAX Customer Service Interactions	44,200	47,417	50,649
3. NewsWire Posts	NA	NA	1,790
4. Facebook Post Views (main account: fb.com/fairfaxcounty)	NA	NA	785,017
5. Web Content – Public Satisfaction	55%	58%	50%
6. Percentage of U.S. Adults that own a Cell Phone	NA	NA	88%
7. SmartPhone Owners Using Phone to Get Information	NA	NA	90%

## Focus

The Office of Public Affairs (OPA) provides essential information to the public, elected and appointed officials, County departments and the media concerning County programs and services and is the central communications office for the County. The Director serves as the County media spokesperson, and as a liaison with the County Executive and the Board of Supervisors.

OPA coordinates a comprehensive, centralized public affairs program for the County and also provides communications consulting to County agencies. Employee internal communications, countywide Web content management, social media, and emergency communications are also part of the critical functions.

Operational responsibilities include planning, training and administration of the agency as well as the development and implementation of policies and procedures for the agency. They encompass the day-to-day management of the agency's staff, and provide leadership for the agency's workforce planning.

**The Office of Public Affairs supports the following County Vision Elements:**



***Maintaining Safe and Caring Communities***



***Creating a Culture of Engagement***



***Connecting People and Places***



***Practicing Environmental Stewardship***



***Maintaining Healthy Economies***



***Building Livable Spaces***



***Exercising Corporate Stewardship***

OPA is organized to provide focus in three main areas for County staff and the public: emergency, internal and external communications. This structure facilitates the best use of OPA staffing to provide for the strategic issues that need to be addressed during the upcoming years: improve crisis/emergency communications; publish content through many tools and engage the public; enhance access to information; provide information proactively to the media; and provide communication consulting to

## Office of Public Affairs

agencies without public information officers. Strategies to address these critical issues include increasing collaboration with agencies; enhancing information on the County's intranet and internet; and exploring resources for reaching diverse audiences.

In FY 2013, OPA continued to recognize the need for increased emphasis on emergency communications, dissemination of information to the public and County employees, and communications consulting services for other County agencies. OPA remains proactive in anticipating the media's needs and providing timely information. OPA maintains the County's presence on [www.fairfaxcounty.gov](http://www.fairfaxcounty.gov) and several social media sites, including Facebook, Twitter, YouTube, and Flickr, allowing the County to directly communicate with the public.

### External Communications

OPA serves a critical role to many external audiences about key issues, deadlines and events. OPA serves County residents, the business community, nonprofits, faith communities, media and many other key groups by sharing relevant, timely and actionable information through this select list of tools:

- [www.fairfaxcounty.gov](http://www.fairfaxcounty.gov)
- Fairfax County NewsWire
- Mobile Apps
- Facebook
- Twitter
- YouTube
- Flickr
- SlideShare
- Surveys
- Podcasts
- Media Outreach
- 703-FAIRFAX Phone and Email
- Ask Fairfax! Online Discussions
- Email Newsletters
- Printed Materials

OPA works to ensure important information from across all County departments is shared on many platforms (web, mobile, customer and social) through many different tools on a daily basis. OPA engages the public every day in answering questions and providing information so people understand how their government works and the services it provides.

OPA also saw a large increase in its social media metrics last year.

	<u>September 2011</u>	<u>September 2012</u>	<u>% Change</u>
<b>Facebook Fans</b>	17,807	22,825	+28.2%
<b>Twitter Followers</b>	7,137	16,259	+127.8%
<b>YouTube Views</b>	127,524	236,443	+85.4%
<b>Flickr Photo Views</b>	305,188	819,484	+168.5%
<b>Emergency Blog Views</b>	N/A	140,364	N/A

## Office of Public Affairs

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### **Employee Communications**

During the past year, OPA continued to focus time and resources on further development of FairfaxNet, an Intranet and collaboration platform that is replacing the Infoweb, the County's previous Intranet system. OPA has worked with the Department of Information Technology to facilitate County departments and agencies transitioning into FairfaxNet, preparing materials, providing training and in some cases creating content.

OPA is responsible for countywide internal communications, including working with subject matter experts to help publicize major internal initiatives like benefits open enrollment and the replacement of the County's financial, logistics and payroll systems. Countywide internal communications also highlight the work, accomplishments and interests of County employees, in order to foster a sense of community within the workforce. OPA utilizes FairfaxNet, NewsLink (the daily employee email), Team Fairfax Insider and a variety of other tools to achieve these objectives.

OPA now coordinates the production and promotion of videos from the County Executive, taking advantage of an additional tool to keep the County's workforce informed and engaged. OPA also facilitates live online chats for employees, providing an opportunity for direct communication with senior leadership. OPA continues to maintain a countywide calendar of key dates and events for employees, and is developing additional products and tools for County internal communications to help ensure an informed, motivated and productive workforce, including the new printed employee publication, Team Fairfax Insider.

### **Emergency Communications**

According to the Fairfax County Emergency Operations Plan, OPA coordinates and disseminates all information related to major incidents. OPA continues to recognize the need for increased emphasis on emergency communications and dissemination of emergency information to the public, County employees, Board of Supervisors and other partner agencies and stakeholders, including the media.

Recent events – such as the 2011 earthquake, Hurricane Irene, Tropical Storm Lee, snow and ice events, the June 29, 2012 Derecho and Hurricane Sandy – further demonstrate the important role OPA plays in emergency communications.

During activations of the Emergency Operations Center (EOC), OPA staff are key players in the EOC organizational structure, serving as the EOC Command and General Staff Public Information Officer (PIO) while the OPA agency director serves in the Senior Policy Group of key County leadership. Additional OPA staff serve in the Joint Information Center (JIC) as assistant PIOs, creating and disseminating all emergency related content during an EOC activation. OPA always activates the County's JIC, which serves as the central clearinghouse for emergency information distribution, whenever the EOC is activated.

The emergency information blog ([www.fairfaxcounty.gov/emergency/blog](http://www.fairfaxcounty.gov/emergency/blog)) and continued use of social media tools confirms the changing world that government communicators must recognize and adapt to in order to distribute emergency news and information to our various publics and stakeholders. To that end, OPA uses multiple communication channels. These tools include the blog and County website; Facebook and Twitter (both County and agency specific accounts); YouTube; Flickr; emails, text and pager messages from the Community Emergency Alert Network (CEAN), and for employees, the Emergency Alert Network (EAN); the emergency information hotline as well as internal hotline numbers for County employees; RSS news feeds; video (in addition to YouTube, OPA utilizes video online and on

## Office of Public Affairs

Channel 16); media interviews: regional websites (such as [capitalregionupdates.gov](http://capitalregionupdates.gov)); conference calls; and Ask Fairfax online chats during emergencies to communicate with target audiences.

### Budget and Staff Resources

Category	FY 2012 Actual	FY 2013 Adopted	FY 2013 Revised	FY 2014 Advertised												
<b>FUNDING</b>																
Expenditures:																
Personnel Services	\$1,346,684	\$1,209,853	\$1,211,080	\$1,372,849												
Operating Expenses	83,675	155,781	156,338	128,281												
Capital Equipment	0	0	0	0												
<b>Subtotal</b>	<b>\$1,430,359</b>	<b>\$1,365,634</b>	<b>\$1,367,418</b>	<b>\$1,501,130</b>												
Less:																
Recovered Costs	(\$245,877)	(\$239,882)	(\$239,882)	(\$239,882)												
<b>Total Expenditures</b>	<b>\$1,184,482</b>	<b>\$1,125,752</b>	<b>\$1,127,536</b>	<b>\$1,261,248</b>												
<b>AUTHORIZED POSITIONS/FULL-TIME EQUIVALENT (FTE)</b>																
Regular	20 / 20	19 / 19	19 / 19	19 / 19												
<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%;">1 Director</td> <td style="width: 33%;">3 Information Officers IV</td> <td style="width: 33%;">1 Administrative Assistant V</td> </tr> <tr> <td>1 Assistant Director (-1)</td> <td>5 Information Officers III</td> <td>1 Administrative Assistant III</td> </tr> <tr> <td>1 Management Analyst IV (1T)</td> <td>2 Information Officers II</td> <td>1 Administrative Assistant II</td> </tr> <tr> <td>1 Management Analyst II</td> <td>2 Information Officers I</td> <td></td> </tr> </table>					1 Director	3 Information Officers IV	1 Administrative Assistant V	1 Assistant Director (-1)	5 Information Officers III	1 Administrative Assistant III	1 Management Analyst IV (1T)	2 Information Officers II	1 Administrative Assistant II	1 Management Analyst II	2 Information Officers I	
1 Director	3 Information Officers IV	1 Administrative Assistant V														
1 Assistant Director (-1)	5 Information Officers III	1 Administrative Assistant III														
1 Management Analyst IV (1T)	2 Information Officers II	1 Administrative Assistant II														
1 Management Analyst II	2 Information Officers I															
<b>TOTAL POSITIONS</b>																
19 Positions (-1,1T) / 19.0 FTE (-1.0,1.0T)		(-) Denotes Abolished Position due to Budget Reductions (T) Denotes Transferred Position														

### FY 2014 Funding Adjustments

The following funding adjustments from the FY 2013 Adopted Budget Plan are necessary to support the FY 2014 program:

- ◆ **Employee Compensation** **\$15,015**  
 An increase of \$15,015 in Personnel Services reflects the full year impact of the FY 2013 2.5 percent performance-based scale and salary increase, effective January 2013, for non-uniformed employees. It should be noted that no funding is included for additional employee compensation for this department in FY 2014.
- ◆ **Position Adjustment** **\$125,542**  
 In order to properly align business functions with the core agency mission, \$125,542 and 1/1.0 FTE position is being transferred from the Department of Human Resources to the Office of Public Affairs.
- ◆ **Baseline Adjustments** **\$51,227**  
 An increase of \$50,000 is included to annualize a recurring Personnel Services adjustment necessary based on actual salary requirements made as part of a recent quarterly budget review and an increase of \$1,227 is included as a reallocation from Agency 89, Employee Benefits, for the Language Skills Proficiency Pay program.

## Office of Public Affairs

◆ **Reductions** (\$56,288)

A decrease of \$56,288 and 1/1.0 FTE position reflects the following reductions utilized to balance the FY 2014 budget:

Title	Impact	Posn	FTE	Reduction
Eliminate 1/1.0 FTE Vacant Assistant Director Position	This reduction will eliminate a vacant Assistant Director position, one of two Assistant Director positions in the agency. The Assistant Director oversees human resource functions, workload assignments and a variety of other supervisory duties. In addition, the position works with both internal and external customers to provide support. These responsibilities would be absorbed by the remaining Assistant Director position. Additional savings from this position reduction have already been realized as part of managing vacancies in the FY 2013 Adopted Budget.	1	1.00	\$56,288

### Changes to FY 2013 Adopted Budget Plan

The following funding adjustments reflect all approved changes in the FY 2013 Revised Budget Plan since passage of the FY 2013 Adopted Budget Plan. Included are all adjustments made as part of the FY 2012 Carryover Review, and all other approved changes through December 31, 2012:

◆ **Carryover Adjustments** \$1,784

As part of the FY 2012 Carryover Review, the Board of Supervisors approved a reallocation of \$1,227 in funding from Agency 89, Employee Benefits, for the Language Skills Proficiency Pay program. In addition, the Board of Supervisors approved encumbered funding of \$557 in Operating Expenses.

### Key Performance Measures

Indicator	Prior Year Actuals			Current Estimate
	FY 2010 Actual	FY 2011 Actual	FY 2012 Estimate/Actual	FY 2013
<b>Outcome:</b>				
Percentage rating of user satisfaction for consulting services	95%	95%	90% / 95%	90%
Percentage rating of user satisfaction for information provided to the general public	95%	95%	90% / 95%	90%
Average percentage rating from reporters who respond to media satisfaction survey.	95%	95%	90% / 95%	90%

A complete list of performance measures can be viewed at [www.fairfaxcounty.gov/dmb/fy2014/advertised/pm/13.pdf](http://www.fairfaxcounty.gov/dmb/fy2014/advertised/pm/13.pdf)

## Office of Public Affairs

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### Performance Measurement Results

OPA's online communications platforms serve as one of the primary ways to deliver information. NewsWire, a countywide comprehensive news and engagement website, serves as the central place for customers to find information via e-mail, news feeds, social media, video, audio, mobile, text messages and more. NewsWire features one master list of all news published by County agencies.

Customer service interaction continues to be an agency priority. OPA employees staffing the Government Center Information Desk are the first point of contact for many customers who frequent the facility on a daily basis. Additionally, there continues to be an increase in the usage of 703-FAIRFAX, social media sites and the OPA public mailbox as a means for customers to receive public information.