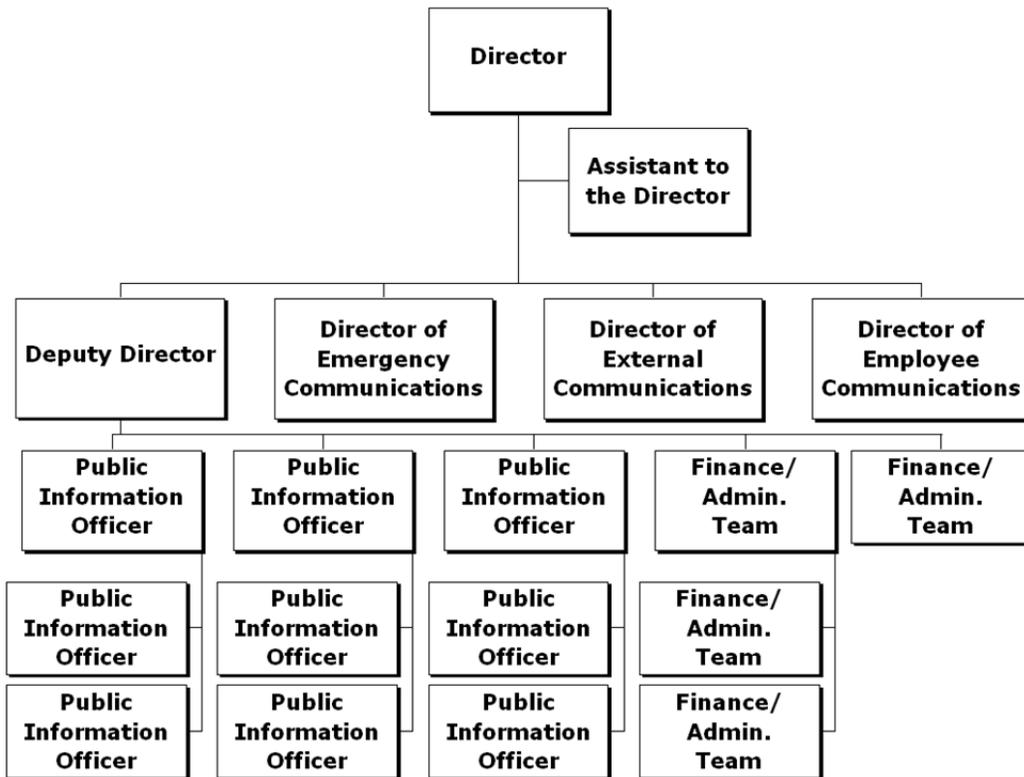


Office of Public Affairs



Mission

To lead coordinated communications and customer service from a countywide perspective that connects our residents with information about their government's services, operations 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.

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AGENCY DASHBOARD			
Key Data	FY 2011	FY 2012	FY 2013
1. Emergency Information Blog Views	NA	171,374	648,125
2. 703-FAIRFAX Customer Service Interactions	47,417	50,649	45,330
3. NewsWire Posts	NA	1,790	1,762
4. Facebook Post Views (main account: fb.com/fairfaxcounty)	NA	785,017	1,644,911
5. Facebook Reach (all County accounts)	NA	2,088,753	6,659,856
6. Web Content – Public Satisfaction	58%	50%	51%
7. Percentage of U.S. Adults that own a Cell Phone	NA	88%	91%
8. SmartPhone Owners Using Phone to Get Information	NA	90%	93%

Focus

The Office of Public Affairs (OPA) provides essential information to the public, elected and appointed officials, County agencies 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 OPA. They also encompass the day-to-day management of the agency’s staff, including leadership for the agency’s workforce planning.

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

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

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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 both internally and externally; provide information proactively to the media; and provide communication consulting to 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.

For FY 2015, OPA continues 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 needs of the public and media by providing timely information. OPA maintains the County's presence on www.fairfaxcounty.gov and several social media sites, including Facebook, Twitter, YouTube and Flickr, allowing the County to communicate directly with the public.

External Communications

OPA performs a critical role for 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 these tools:

- 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 agencies is shared on many platforms (web, mobile, customer and social) through many different tools daily. 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 saw a large increase in its social media metrics last year. Both the media and the public's use of social media to access information about Fairfax County continue to grow exponentially.

	<u>September 2012</u>	<u>September 2013</u>	<u>% Change</u>
Facebook Fans	22,825	39,452	+72.8%
Twitter Followers	16,259	33,023	+103.1%
YouTube Views	236,443	363,296	+53.7%

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Employee Communications

During the past year, OPA continued to focus on supporting the information needs of an engaged, motivated and productive workforce. In addition to the ongoing development of FairfaxNet, an intranet and collaboration platform that has replaced the County's Infoweb, considerable effort has been focused on the print and digital versions of Team Fairfax Insider (TFI), the County's biweekly employee newsletter. TFI has been integrated into OPA's suite of internal communications tools, joining NewsLink and FairfaxNet online, while helping to bridge the "digital divide" for employees whose work does not include regular computer access.

OPA, in its role coordinating countywide internal communications, works with subject matter experts to help publicize major internal initiatives such as benefits open enrollment and a countywide dialogue on employee compensation. Countywide internal communications also highlight the achievements and interests of employees, fostering a sense of community within the workforce.

OPA has expanded the use of video as a tool for communication to County employees. Major meetings of countywide interest are broadcast online for those unable to attend and OPA continues to coordinate video communications from the County Executive. This takes advantage of an additional tool to keep the workforce informed and engaged and provides an opportunity for the County Executive to communicate directly with employees regardless of location. OPA continues to maintain a countywide calendar of key dates and events for employees and is developing and coordinating additional products and tools for internal communications including blogs and collaborative workspaces.

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.

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) and continued use of social media tools confirm the changing world that government communicators must recognize and adapt to in order to distribute emergency news and information to our various audiences 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 Channel 16); media interviews; regional websites (such as capitalregionupdates.gov); conference calls; and Ask Fairfax online chats during emergencies to communicate with target audiences.

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Budget and Staff Resources

Category	FY 2013 Actual	FY 2014 Adopted	FY 2014 Revised	FY 2015 Advertised												
FUNDING																
Expenditures:																
Personnel Services	\$1,245,026	\$1,372,849	\$1,388,999	\$1,390,543												
Operating Expenses	174,761	128,281	180,281	127,281												
Subtotal	\$1,419,787	\$1,501,130	\$1,569,280	\$1,517,824												
Less:																
Recovered Costs	(\$255,150)	(\$239,882)	(\$239,882)	(\$239,882)												
Total Expenditures	\$1,164,637	\$1,261,248	\$1,329,398	\$1,277,942												
AUTHORIZED POSITIONS/FULL-TIME EQUIVALENT (FTE)																
Regular	19 / 19	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</td> <td>5 Information Officers III</td> <td>1 Administrative Assistant III</td> </tr> <tr> <td>1 Management Analyst IV</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	5 Information Officers III	1 Administrative Assistant III	1 Management Analyst IV	2 Information Officers II	1 Administrative Assistant II	1 Management Analyst II	2 Information Officers I	
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1 Management Analyst IV	2 Information Officers II	1 Administrative Assistant II														
1 Management Analyst II	2 Information Officers I															
TOTAL POSITIONS																
19 Positions / 19.0 FTE																

FY 2015 Funding Adjustments

The following funding adjustments from the FY 2014 Adopted Budget Plan are necessary to support the FY 2015 program.

- ◆ **Employee Compensation** **\$17,694**
 An increase of \$17,694 in Personnel Services reflects funding for a 1.29 percent market rate adjustment for all employees in FY 2015, effective July 2014.
- ◆ **PC Replacement** **(\$1,000)**
 A decrease of \$1,000 is included for PC replacement charges to reflect both updated inventory counts and revised costs, primarily associated with licenses and software requirements, following the review of the PC Replacement Program conducted in FY 2014.

Changes to FY 2014 Adopted Budget Plan

The following funding adjustments reflect all approved changes in the FY 2014 Revised Budget Plan since passage of the FY 2014 Adopted Budget Plan. Included are all adjustments made as part of the FY 2013 Carryover Review, and all other approved changes through December 31, 2013:

- ◆ **Carryover Adjustments** **\$68,150**
 As part of the FY 2013 Carryover Review, the Board of Supervisors approved funding of \$68,150, including \$16,150 in Personnel Services for a one-time compensation adjustment of \$850 for merit employees paid in November 2013, and \$52,000 in unencumbered funding to address and promote the numerous emergency communication options available to the public.

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Key Performance Measures

Indicator	Prior Year Actuals			Current Estimate	Future Estimate
	FY 2011 Actual	FY 2012 Actual	FY 2013 Estimate/Actual	FY 2014	FY 2015
Outcome:					
Percent change in Facebook reach (main account)	NA	NA	NA/ 109.5%	10.0%	10.0%

A complete list of performance measures can be viewed at www.fairfaxcounty.gov/dmb/fy2015/advertised/pm/13.pdf

Performance Measurement Results

OPA's platforms to deliver information have undergone dramatic changes over the past few years to meet the public's changing expectations and to leverage technology to address constrained resources. Of particular note is the tremendous growth in the use of social media. From NewsWire, a countywide news and engagement website that features one master list of daily news published by County agencies, to social media tools such as Facebook, Twitter, YouTube, Flickr and SlideShare, OPA strives to provide a variety of means for the public and the media to receive County-related information and engage with their local government.

Another widely used tool is the Emergency Information Blog, which was introduced in FY 2012. It became a key source of information for the public during the June 2012 Derecho, but saw even greater use during Hurricane Sandy in fall 2012 as the public learned about and grew to rely on the blog to stay updated during that major storm.

OPA anticipates reviewing and updating its performance measures over the coming year; however, in the interim, the agency will use the reach of the County's main Facebook account as a performance measurement indicator to track the growth in use of that social media tool for customers – the public and the media – to obtain important information about Fairfax County.

The main County Facebook account administered by OPA saw its reach grow by 109.5 percent from FY 2012 to FY 2013. While more modest growth of 10 percent annually is expected for FY 2014 and FY 2015, that still results in reach growth of 164,491 and 180,940, respectively. Partial time for several staff dedicated to this effort is not anticipated to increase, resulting in more reach per staff. The percentage satisfied with the County's main Facebook information is projected to remain at 80 percent. OPA will continue to seek ways to identify and meet the public's expectations with regard to this and other social media tools.