

13-05-Agency Planning and Resource Management

Fund/Agency: 001/13	Office of Public Affairs	
Personnel Services	\$115,478	<p>CAPS Percentage of Agency Total</p> <p>13.6%</p> <p>86.4%</p> <p>■ Agency Planning and Resource Management ■ All Other Agency CAPS</p>
Operating Expenses	\$12,000	
Recovered Costs	(\$11,868)	
Capital Equipment	\$0	
Total CAPS Cost:	\$115,610	
Federal Revenue	\$0	
State Revenue	\$0	
User Fee Revenue	\$0	
Other Revenue	\$0	
Total Revenue:	\$0	
Net CAPS Cost:	\$115,610	
Positions/SYE involved in the delivery of this CAPS	2/2	

► CAPS Summary

A strong infrastructure enables an agency to run effectively and efficiently and benefits the entire organization. It ensures the optimum application of both financial and human resources in providing services for which the agency is responsible. The Office of Public Affairs' (OPA) staff performs all procurement, personnel and training functions related to the needs of the agency; compiles all fiscal documents related to the operations of the agency; performs all accounts payable functions; develops and implements strategic plans; and analyzes and researches methods to improve the efficiency of the agency. Through a recent reorganization of the agency, these responsibilities were concentrated in one branch. By consolidating these duties, the agency has freed its information officers to concentrate on achieving the organization's mission of providing timely, accurate, and accessible information to its customers.

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Agency Budget

Prepares, justifies and executes the agency budget and third quarter review for the agency. Also, provides monthly spreadsheets that give detailed information about agency expenditures and groups the fiscal information by project. The spreadsheets give the agency leadership team a clear financial picture for the agency and allow for the more efficient management of agency resources.

Communication Policies and Procedures

Writes or revises policies and procedures to reflect changing priorities. The office is currently in the process of producing a strategic plan using the communication audit as a springboard. Based on issues raised during mock emergency exercises, staff is also preparing a countywide crisis communication policy.

Dissemination Methods Research

Researches and analyzes dissemination methods. As a result of one such research project, the agency now has the capability to send “blast faxes” using an outside vendor. This capability allows for the faster distribution of information to a large population and frees up valuable staff time allowing for greater efficiency.

Media Information Database

Maintains a database of media representatives capable of sorting media by area of interest, type of media, etc. To ensure this database is up-to-date, the office regularly conducts a media survey to solicit information from all of the print and electronic media. The information from the database is currently available to County agencies and the goal is to provide direct access to the database so each agency can customize it for their use.

New Communication Tools Research

Continually researches new technologies to enhance communication efforts. For example, during the recent County reapportionment, OPA worked with Cable Channel 16 to produce a video news release and then distributed it to media outlets nationwide. OPA has also set up procedures to monitor media coverage, including free coverage through Web media alerts and video monitoring through a contracted vendor.

New Technologies Research

Researches and analyzes new technologies to make the agency more efficient. For example, the use of automated electronic mailing lists is currently being researched. The automated electronic mailing lists will allow the agency to disseminate information quickly and easily to a large population, hence improving both the service provided and the efficiency of the agency.

► Method of Service Provision

Service provided directly by County employees and student interns.

Hours of Operation: 8:00 a.m. to 4:30 p.m. Monday through Friday; evening and weekend hours as necessary.

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► Performance/Workload Related Data

OPA continually examines and updates agency policies, procedures and work processes to ensure the effective administration of the agency. By analyzing, researching and implementing new technologies and new dissemination methods OPA has been able to, without an increase in budget or staff, increase the number of news releases produced by 40 percent and handle all media calls, which have doubled since the beginning of the calendar year. In order for the agency to continue to grow and take on new responsibilities, a strong, well-organized infrastructure is essential.