

**COUNTY OF MADERA
BUDGET UNIT DETAIL
BUDGET FOR THE FISCAL YEAR 2019-20**

Department: **Public Information Team
(00830)**
Function: **General**
Activity: **Personnel**
Fund: **General**

	<u>ACTUAL 2017-18</u>	<u>BOARD APPROVED 2018-19</u>	<u>DEPARTMENT REQUEST 2019-20</u>	<u>CAO RECOMMENDED 2019-20</u>
<u>ESTIMATED REVENUES:</u>				
CHARGES FOR CURRENT SERVICES				
662700 Other Charges for Services				
662723 Services to Other Agencies				
TOTAL CHARGES FOR CURRENT SERVICES	0	0	0	0
MISCELLANEOUS REVENUE				
673000 Intrafund Revenue				
TOTAL MISCELLANEOUS REVENUE	0	0	0	0
<u>TOTAL ESTIMATED REVENUES</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<u>EXPENDITURES:</u>				
SERVICES & SUPPLIES				
720300 Communications			0	0
720600 Insurance			0	0
720800 Maintenance - Equipment			500	500
721100 Memberships			500	500
721300 Office Expense			2,500	2,500
721400 Professional & Specialized Services			2,000	2,000
721500 Publications & Legal Notices			2,000	2,000
721600 Rents & Leases - Equipment			0	0
721900 Special Departmental Expense			2,500	2,500
722000 Transportation & Travel				
TOTAL SERVICES & SUPPLIES	0	0	10,000	10,000
INTRAFUND REVENUE				
770100 Intrafund Transfer			0	0
<u>TOTAL EXPENDITURES</u>	0	0	10,000	10,000
<u>NET COUNTY COST (EXP - REV)</u>	<u>0</u>	<u>0</u>	<u>10,000</u>	<u>10,000</u>

MADERA COUNTY PUBLIC INFORMATION TEAM HUMAN RESOURCES & OPERATIONS

COMMENTS

The Madera County Public Information Team was developed to ‘tell the Madera County story’ and openly communicates with the public and other stakeholders and community members about County services, programs and events.

Social media and other online resources are how the majority of the population receives its news, and the goal of the Public Information Team is to improve transparency and the way in which the County interacts with the public and our constituents.

WORKLOAD

Members of the Public Information Team consist of the County Administrative Officer, the Deputy County Administrative Officer assigned to Human Resources/Operations, each of the five (5) Board Members’ Chiefs of Staff, County Counsel, the Chief Information Officer and an internal representative from each County Department.

Each Monday morning, the primary team members (the Deputy County Administrative Officer and the District Chiefs of Staff) meet to discuss any relevant posts, press releases, media outreach plans and departmental communication plans needed for the week. The Chiefs of Staff subsequently reach out to their assigned departmental representatives as needed for full communication execution.

Collectively, the Public Information Team has authored or assisted County departments with twenty (20) to thirty (30) press releases, and the posting/public engagement efforts of the Public Information Team increased the reach of the County’s Facebook posts by 472%.

SALARIES & EMPLOYEE BENEFITS

There are no positions associated with this budget. All positions of the Public Information Team are located within the budgets of other County departments.

SERVICES & SUPPLIES

- 720300** **Communications** (\$0) is not recommended for Fiscal Year 2019-20.
- 720600** **Insurance** (\$0) is not recommended for Fiscal Year 2019-20.
- 720800** **Maintenance – Equipment** (\$500) is recommended for possible maintenance for the equipment utilized by the primary members of the Public Information Team, including iPads and cell phones.
- 721100** **Memberships** (\$500) is recommended for two (2) annual membership subscriptions to the California Public Information Officer Association.

**MADERA COUNTY PUBLIC INFORMATION TEAM
HUMAN RESOURCES & OPERATIONS**

SERVICES & SUPPLIES (continued)

- 721300** **Office Expense** (\$2,500) is recommended for the purchase of camera/video equipment needed for the Public Information Team.
- 721400** **Professional & Specialized Services** (\$2,000) is recommended for special software needs of the Public Information Team, such as Powtoon, Photoshop, Adobe Illustrator and/or Creative Cloud.
- 721500** **Publications & Legal Notices** (\$2,000) is recommended for any necessary advertisements of special events, programs and services associated with the media efforts of the Public Information Team.
- 721900** **Special Departmental Expense** (\$0) is not recommended for Fiscal Year 2019-20.
- 722000** **Transportation & Travel** (\$2,500) is recommended for associated travel and training costs of the Public Information Team.