



2021 Budget Presentation Public Information Office

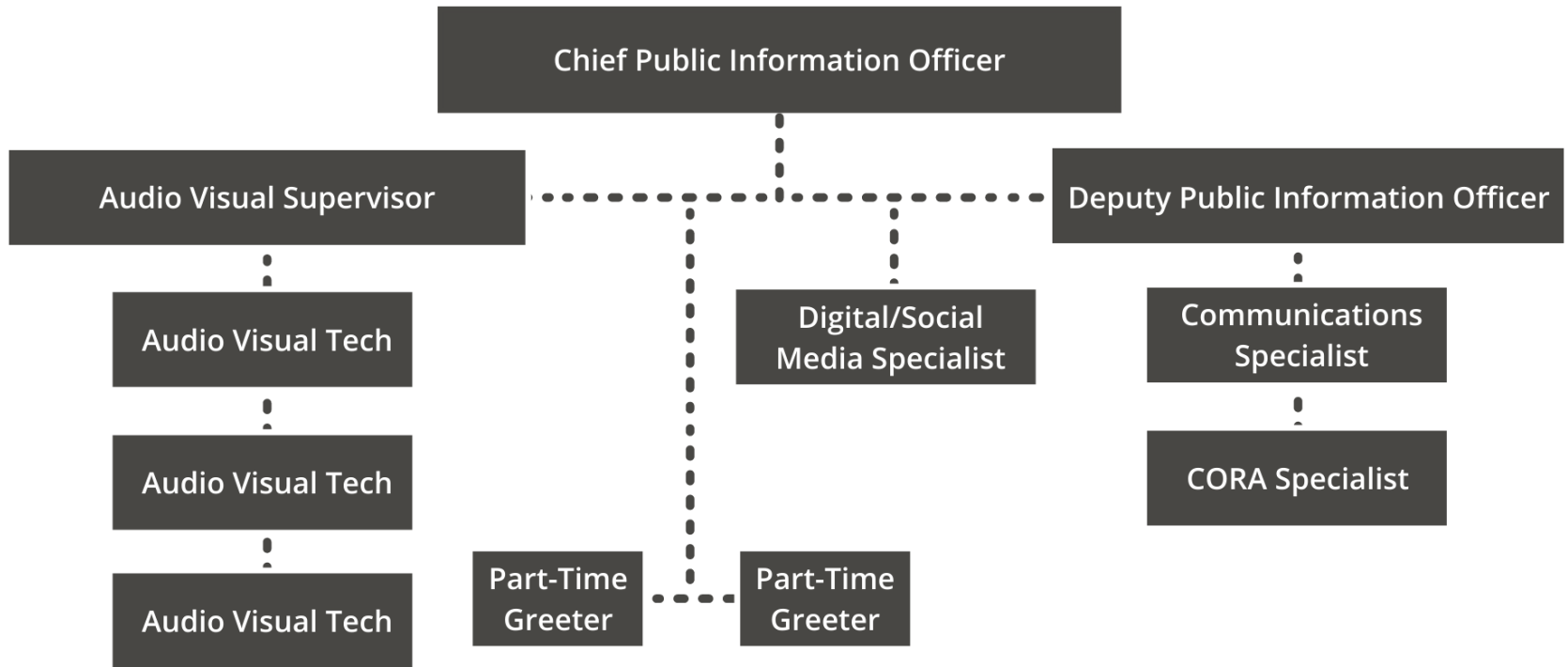
Ryan Parsell, Chief Public Information Officer

October 22, 2020

Organizational Chart

EL PASO COUNTY PUBLIC INFORMATION OFFICE

Organizational Chart 2020



Mandates/State Statutes Required

- “Our mission is to facilitate the flow of accurate and timely information to the public about policies, practices, programs, and services of El Paso County; to provide media relations support, training, and guidance to county departments and elected officials; and to assist with activities to engage the public in county sponsored events.”
- PIO accomplishes the above stated goals through new and traditional media outlets and the El Paso County Channel
- PIO also lends considerable support to other departments in times of great need



Operations

- The Public Information Office is divided into two sections: Public Information and the El Paso County Channel
- Operationally, March 2020 changed our plans
- Other Directors cooperated with the changes



Budgetary Highlights: Challenges

- Sustaining current and future workload with current staffing levels
- Sustaining core operations while lending support to other departments
- Expanding messaging related to the Department of Public Works
- Decline in cable franchise channel revenue may require additional support from the general fund

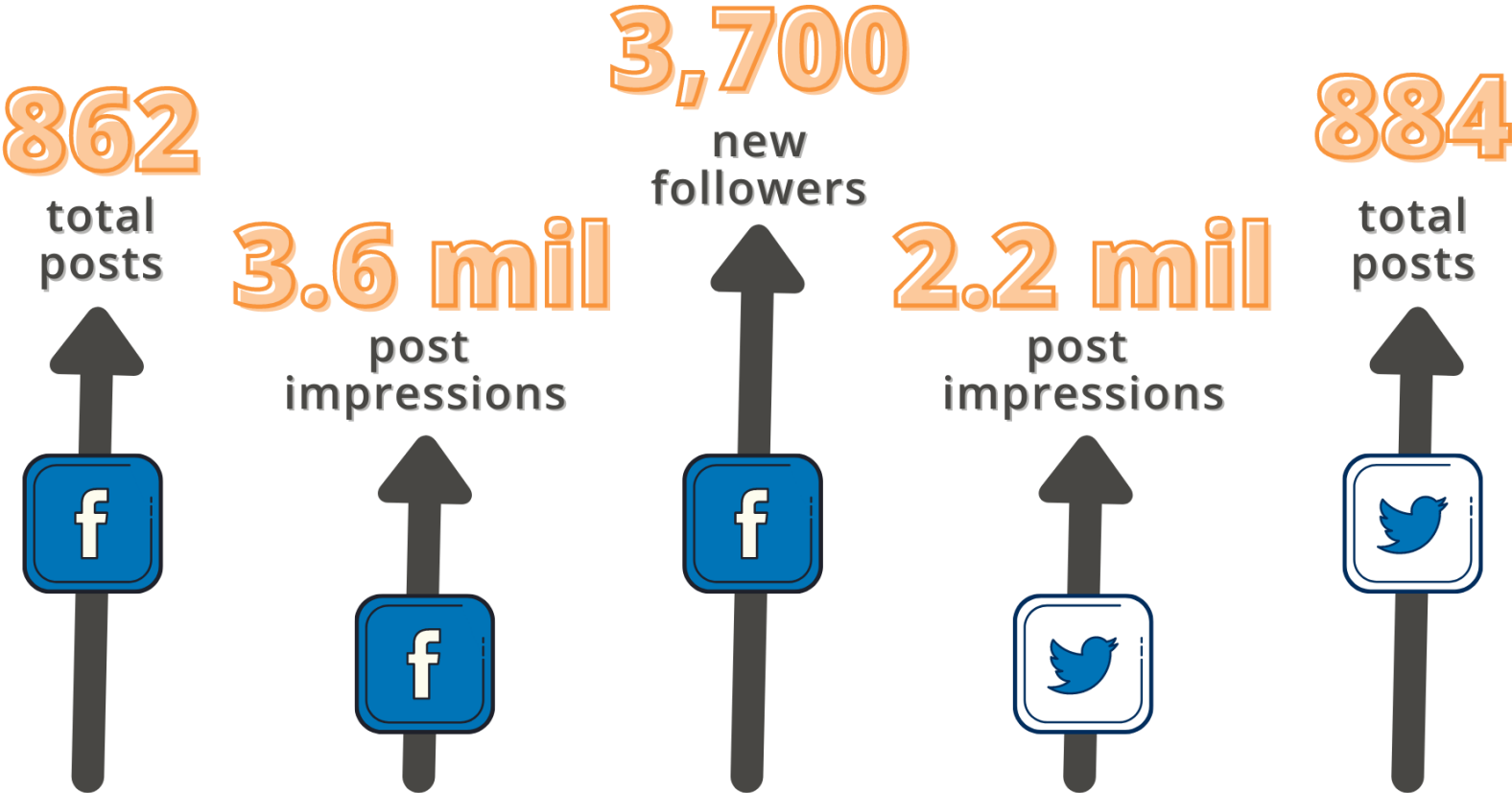


Budgetary Highlights: Opportunities

- Support changing information consumption
- Support changing needs of administration and departments
- Greater proactive role in shaping community relations
- Upcoming special projects include the SmartWork initiative, relaunching the County Channel, and other projects delayed due to COVID-19



Budgetary Highlights: Social Media



Budgetary Highlights: CORA

150+

CORAs
processed



5

mega CORAs
processed



16,000

pages
worked



11,500

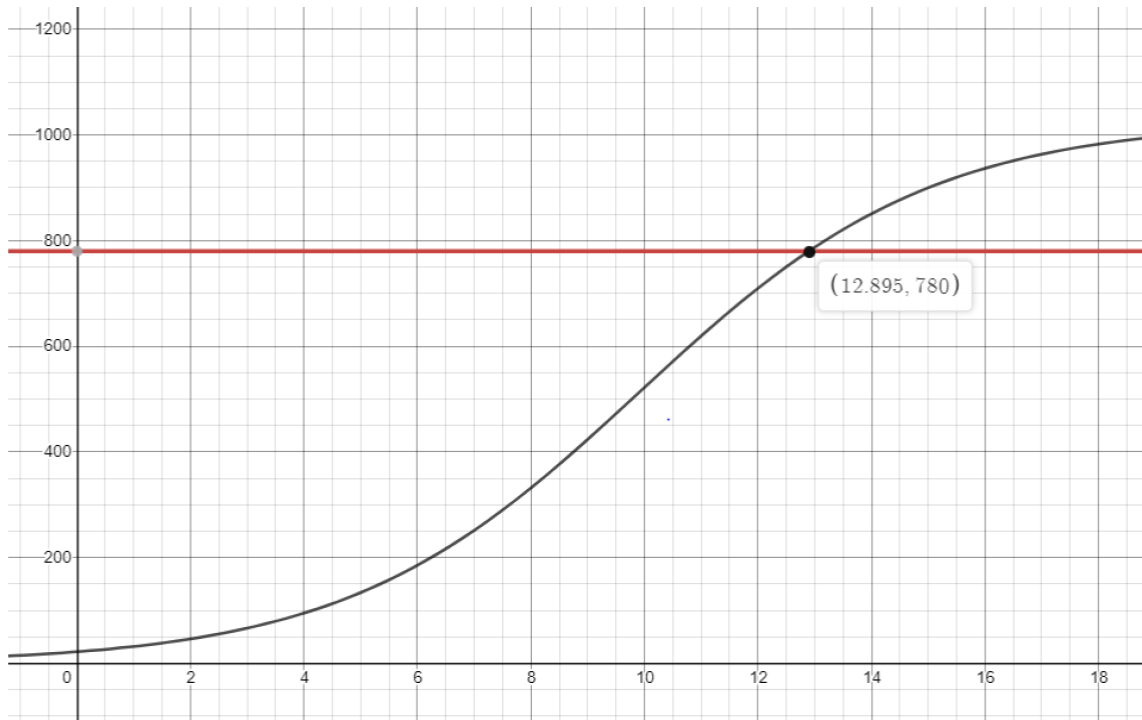
documents
released



Budgetary Highlights: CORA

Logistic model used to Calculate the time required to complete an email CORA

Total number of emails



Budgetary Highlights: AV and PIO

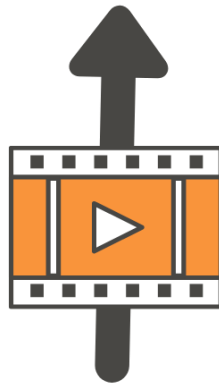
246

press releases
publishes



98

videos
produced



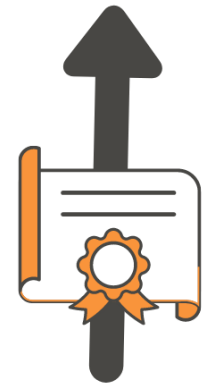
174

meetings
covered



25

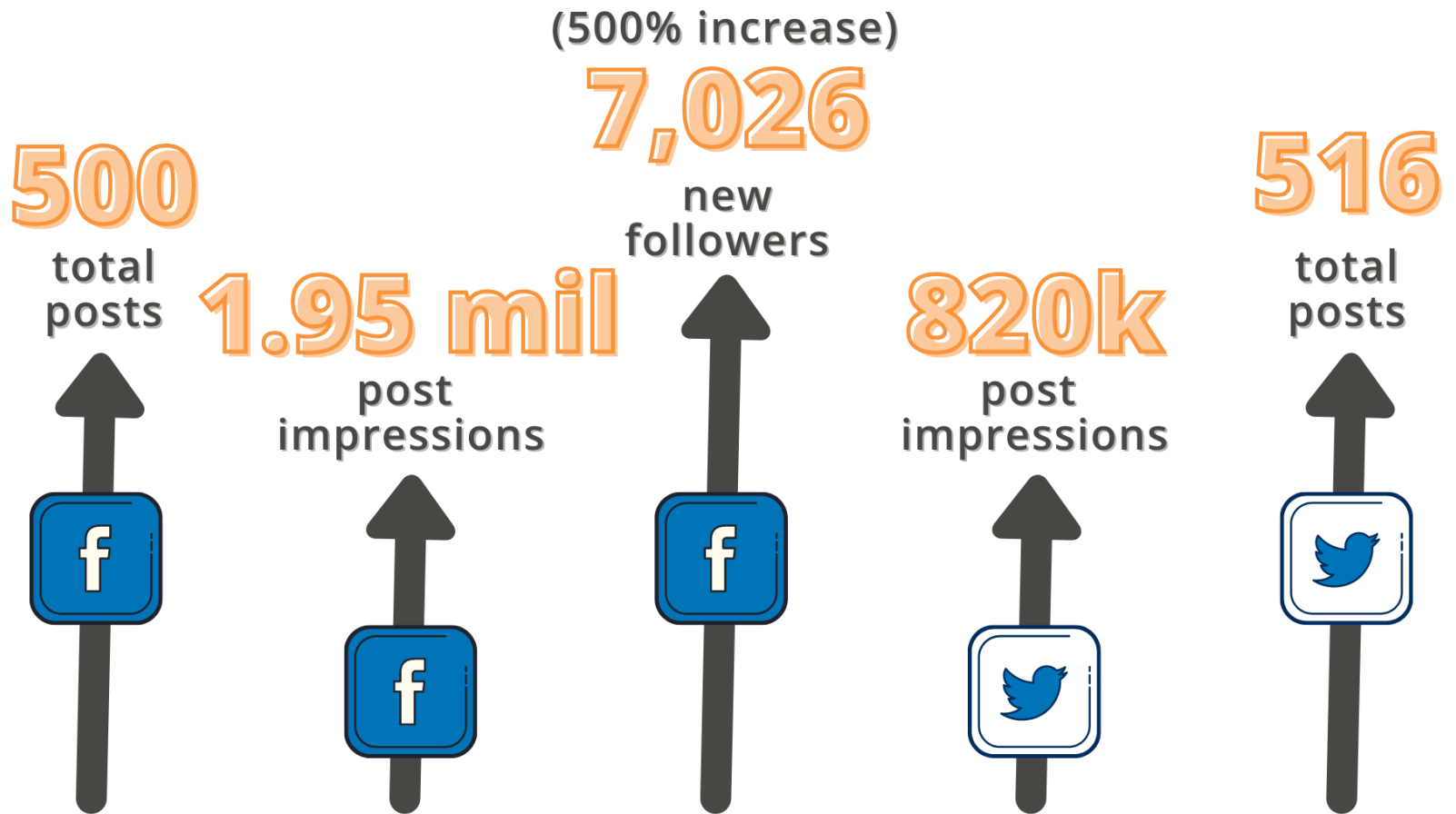
proclamations
written



Budgetary Highlights: AV and PIO



Budgetary Highlights: PH Support



Budgetary Highlights: PH Support

Created over 300 original graphics for Public Health Social Media



Budgetary Highlight: Project Update

8

print advertisements
across 3 publications

5

month-long billboards
across the county

6

social media ad campaigns
244,537 residents reached

74.3%

EL PASO COUNTY CENSUS RESPONSE RATE

national response rate: 66.7%
state response rate: 69.7%



Budgetary Highlight: Project Update

Print, Billboard and Social Media Census Advertising Samples



Keep small town communities connected.

What makes a small town great is its community, and that's why your response to the 2020 Census is so important. Your Census response can impact funding for things that keep us connected, like local roads and bridges, schools, and community programs. Take the 2020 Census and count for El Paso County.

www.2020Census.gov

Shape your future START HERE >

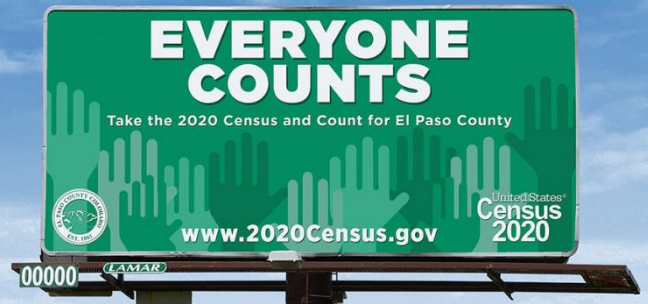
United States Census 2020



EVERYONE COUNTS

United States Census 2020

WWW.2020CENSUS.GOV



EVERYONE COUNTS

Take the 2020 Census and Count for El Paso County

www.2020Census.gov

United States Census 2020



Base Budget and Critical Needs

- The Public Information Office received a relatively small portion of CARES Act funding for a broadcast system upgrade and two temporary staff members
- No changes or requests
- A significant portion of PIO staffing and costs are covered by the cable franchise agreement



Questions?

