



# COUNTY MANAGER

## Public Information Office – 12PI

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### PURPOSE:

To disseminate accurate and timely information to the public about the programs and services of Bernalillo County Government. The Public Information Office uses a variety of methods that are primarily used and listed below to reach the public.

### SERVICES PROVIDED:

- News releases and Public Service Announcements
- Paid advertising (radio and newspaper)
- Government Access Television (GOVTV 16)
- Internet WEB site that provides information about County Government
- Intranet WEB site that provides information to County staff
- Audio/Visual presentations that are used at public meetings and presentations
- Booklets, brochures, flyers, DVDs and CDs that are distributed to the general public
- Direct mailings and faxes to organizations such as neighborhood associations, individuals living in a specific area and the news media
- Implement and oversee Public Art Program
- Proclamations and Awards
- Neighborhood Coordinator regularly attends neighborhood association meetings and distributes quarterly newsletter

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### PUBLIC INFORMATION – 12PI EXPENDITURES BY CATEGORY:

	Actuals FY 2004	Actuals FY 2005	Estimated FY 2006	Budget FY 2007	% Var	Budget FY 2008	% Var
Salaries and Benefits	230,618	324,491	423,691	419,270	-1%	422,665	1%
Office Expense	6,624	5,874	10,270	15,700	53%	15,700	0%
Operating Expense	1,040	3,732	204	1,975	867%	1,975	0%
Travel and Transportation Expense	316	516	134	600	347%	600	0%
Technical and Professional Expense	901	5,933	6,210	6,252	1%	6,252	0%
Carryovers	355	475	1,189	-	-100%	-	0%
<b>PROG EXPENDITURES TOTAL</b>	<b>239,853</b>	<b>341,021</b>	<b>441,698</b>	<b>443,797</b>	<b>0%</b>	<b>447,192</b>	<b>1%</b>

### FUNDING SOURCE SUMMARY

General Fund Contribution	239,853	341,021	441,698	443,797	0%	447,192	1%
<b>PROG FUNDING SOURCE TOTAL</b>	<b>239,853</b>	<b>341,021</b>	<b>441,698</b>	<b>443,797</b>	<b>0%</b>	<b>447,192</b>	<b>1%</b>

Authorized Full-time Equivalents	4	4	6	6	0%	6	0%
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## **PROGRAM HIGHLIGHTS AND MAJOR ACCOMPLISHMENTS:**

Effectively communicate activities of Bernalillo County to its citizens and metro area audiences via the news media and county produced publications; provide citizens with information on County services; oversee operations of the County's television services; manage the Web Team in providing accurate and effective information about County services and programs and work with each department to coordinate special events and promotions to present a positive image of Bernalillo County.

The Public Information Office was awarded the 2005 National Association of County Information Officers Excellence Award in Special Projects for the Dedication of the Joseph O. Quintero Performing Arts Stage Dedication.

**PUBLIC AWARENESS:** Coordinated several public awareness campaigns, which included news releases, radio spots, radio programs, press conferences and newspaper ads, which generated interest and informed readers and listeners about Bernalillo County. Some of these included County Government Week – Protecting Our Community, the 2005 Primary and General Election, Fire Restrictions and early fire safety measures, National recognition of the JDC Reform Program, the Emergency Operation Plan, the Water Conservation Plan, Community Celebrations, Holiday/Winter Safety, the CIP program and Illegal Dumping. The Art Program was able to leverage money for the art project for the Rail Runner.

**PUBLICATIONS:** The "Fire Safety Saves Lives" brochure was updated and re-printed for distribution to residents during fire season. Several newsletters and flyers were reviewed and edited. Four Neighborhood Newsletters were produced and distributed at community meetings and community centers. The Public Information Project binder was produced and is updated as new construction projects begin.

**VIDEOS:** A new state-of-the-art camera and editing system were purchased and installed. Some of the videos produced for GOV16 include: Brown Fire, DWI update, Housing Update, Los Padillas Aquatic Center, W.L. Jackson Park, NM All Star Classic, Isleta Blvd. Phase II, CARE program, Hurricane Katrina Rescue Efforts, Valle Del Bosque Park opening and the OEM exercise. PSA's for the Clerk, Assessor and Treasurer and additional County news videos and studio shows aired on TV16.

**SPECIAL EVENTS:** Public Information staff assisted and was responsible for several special events including: Employee Appreciation Day, Swearing in Ceremony, Los Padillas Pool Dedication, Valle Del Bosque Park, SV Economic Development Center opening, Fire Awards Ceremony, Isleta Boulevard Phase II Groundbreaking and MATS grand opening.

## **SERVICE IMPROVEMENT GOALS & OBJECTIVES:**

### **FY07**

- Provide public information services to elected officials, county manager, deputy county managers, department directors and boards and committees that include news releases, editorial board visits, radio spots, radio talk shows, public meetings, flyers, direct mailings, scrolling information on TV16, studio shows, videos and management of the County Web page. Ongoing.
- Become more knowledgeable in all areas of public information such as effective community outreach, speech writing, web page design and publication design by attending training and seminars each quarter. Quarterly
- Maintain County presence in local media outlets such as newspaper articles and features and radio programs by visiting with reporters, editors and radio hosts each quarter. Quarterly
- Provide technical and administrative support and public art education to the Arts Board. Ongoing.
- Manage Quality of Life initiative. Ongoing through 2006 General Election. Voter approval will require ongoing management.
- Continue to compile and record historical information about Bernalillo County. Project should be finished by 1<sup>st</sup> quarter '07.
- Continue to work with each division and elected official to produce information videos and county news videos each month. Ongoing
- Standardize stationery, envelopes and business cards, signs and plaques. This project should be finished by 2<sup>nd</sup> quarter FY07.
- Manage the Public Affairs and public information related to MDC transition. Commencing 1<sup>st</sup> quarter FY07 and ongoing.
- Assess reorganization possibilities. 3<sup>rd</sup> Quarter FY07.
- Design and implement a "Back to Basics concept in public awareness and special event efforts. Ongoing

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**FY08**

- Provide public information services to elected officials, county manager, deputy county managers, department directors and boards and committees that include news releases, editorial board visits, radio spots, radio talk shows, public meetings, flyers, direct mailings, scrolling information on TV16, studio shows, videos and management of the County Web page. Ongoing.
- Become more knowledgeable in all areas of public information such as effective community outreach, speech writing, web page design and publication design by attending training and seminars each quarter. Quarterly
- Maintain County presence in local media outlets such as newspaper articles and features and radio programs by visiting with reporters, editors and radio hosts each quarter. Quarterly
- Provide technical and administrative support and public art education to the Arts Board. Ongoing.
- Manage Quality of Life initiative. Voter approval in 2006 will require ongoing management.
- Continue to compile and record historical information about Bernalillo County. Project will be ongoing.
- Continue to work with each division and elected official to produce information videos and county news videos each month. Ongoing
- Manage the Public Affairs and public information related to MDC transition. Commencing 1<sup>st</sup> quarter FY07 and ongoing.
- Assess reorganization possibilities.
- Design and implement a “Back to Basics concept in public awareness and special event efforts. Ongoing

**PERFORMANCE DATA:**

Performance Measures	Actual FY 2004	Actual FY 2005	Estimated FY 2006	Target FY 2007	Target FY 2008
Assistance with events/promotions per year	170	173	180	190	200
Average number of news releases per year.	180	190	195	200	230
Number of contacts with representatives from the print and broadcast media, including editorial board visits, per year.	830	850	875	900	900
Videos produced	28	15	20	25	28



# COUNTY MANAGER

## Public Information – 12TV

### PURPOSE:

To provide quality local coverage about Bernalillo County and governmental activities as well as providing other educational programs of interest to citizens and businesses. Provide citizen access to the policy-making meetings, special events and press conferences. Produce and distribute informational and promotional tapes for county departments.

### SERVICES PROVIDED:

- Live coverage of County Commission meetings
- Live “Call-In” programs
- Special events and press conferences
- Video news releases
- Taped replays of meeting coverage
- “Closed Captioning” of Commission meeting
- Community Bulletin – schedule of upcoming events and Department information
- Live and recorded video of Commission and ABCGC and ABCWUA meetings accessible on the Internet
- Videos provided by producer about County events and program highlights routinely broadcast

### Public Information Office – 12TV EXPENDITURES BY CATEGORY:

	Actuals FY 2004	Actuals FY 2005	Estimated FY 2006	Budget FY 2007	% Var	Budget FY 2008	% Var
Office Expense	1,955	1,279	1,270	1,200	-5%	1,200	0%
Operating Expense	-	-	-	600	0%	600	0%
Technical and Professional Expense	48,680	48,622	44,394	46,968	6%	46,968	0%
Carryovers	6,299	2,146	2,137	-	-100%	-	0%
<b>PROG EXPENDITURES TOTAL</b>	<b>56,934</b>	<b>52,047</b>	<b>47,801</b>	<b>48,768</b>	<b>2%</b>	<b>48,768</b>	<b>0%</b>

### FUNDING SOURCE SUMMARY

General Fund Contribution	56,934	52,047	47,801	48,768	2%	48,768	0%
<b>PROG FUNDING SOURCE TOTAL</b>	<b>56,934</b>	<b>52,047</b>	<b>47,801</b>	<b>48,768</b>	<b>2%</b>	<b>48,768</b>	<b>0%</b>

### PROGRAM HIGHLIGHTS AND MAJOR ACCOMPLISHMENTS:

Public Information Office maintained an average 24% County coverage on TV16 as outlined in the Joint Powers Agreement with the City of Albuquerque including coverage of Commission Meetings, intergovernmental board meetings, studio shows, press conferences and call-in programs. Produced monthly studio shows and on site location shows designed to inform and educate the TV16 viewing audience about Bernalillo County services and programs.

- County’s coverage at approximately 20% with an additional 4% for intergovernmental meetings.
- Worked with various County Departments to produce informative and educational studio shows and video news pieces that included JDC Reform, PSA’s for

Holiday Safety, Fire Danger, Firework Safety, East Mountain Evacuation Plan, Summer Programs, Legislative Update, NM All Star Classic, Recycling Program, DDD, MATS, Isleta Boulevard Phase II and Community Schools.

- Produced “on location” programs.
- Administrative meetings are presented in “closed captioning.”
- Continue live broadcast and delayed broadcast of Commission Meetings, and ABCWBA.
- Implemented new departmental programming including Commissioner Armijo’s “Bienvenidos.”

**SERVICE IMPROVEMENT GOALS & OBJECTIVES:**

**FY07**

- Insure that County programming on GOV TV 16 is informative and highlights new projects from County departments each month by working with elected officials, the county manager, deputy county managers and directors to gather information to produce the monthly studio shows. Some examples include Animal Care Officers, the Office of Emergency Management, a series of interviews with all elected officials, the Computer Clubhouse and PNM Foundation, Community Celebrations and the APS/TVI Election. Ongoing.
- Archive all historical County video and convert to current media. 1<sup>st</sup> Quarter '07.
- Produce historical documentary after remainder of historical information has been collected. 2<sup>nd</sup> Quarter '07.
- Producer is cross training with Media Production Specialist to direct County Commission and other joint meetings for live broadcast and streaming video. Training should be complete by March 2007 and then this goal is ongoing.
- Working in conjunction with Media Production Specialist to enhance “Community Bulletin” component. Ongoing
- Develop portion of 7<sup>th</sup> floor area into auxiliary studio. June 2007.

**FY08**

- Insure that County programming on GOV TV 16 is informative and highlights new projects from County departments each month by working with elected officials, the county manager, deputy county managers and directors to gather information to produce the monthly studio shows. Some examples include Animal Care Officers, the Office of Emergency Management, a series of interviews with all elected officials, the Computer Clubhouse and PNM Foundation, Community Celebrations and the APS/TVI Election. Ongoing.
- Producer is cross training with Media Production Specialist to direct County Commission and other joint meetings for live broadcast and streaming video. This goal is ongoing.
- Working in conjunction with Media Production Specialist to enhance “Community Bulletin” component. Ongoing

**PERFORMANCE DATA:**

Performance Measures	Actual FY 2004	Actual FY 2005	Estimated FY 2006	Target FY 2007	Target FY 2008
Programming on GOV TV 16- Intergovernmental Meeting	24%	24%	24%	24%	24%
Studio Shows	60	65	70	70	75

\*Goal is to maintain 24% coverage (20% for commission meetings, news conferences, special events and studio shows-4% for intergovernmental meetings) on TV16 as outlined in the JPA and paid for by Bernalillo County.



# COUNTY MANAGER

## Public Information – Intranet WEB 12WB

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### PURPOSE:

Provide convenient 24-hour access to important County government information. Internet (WEB) is available through public libraries and to anyone with a home or office computer with on-line capability. Intranet is available to all Bernalillo County employees with on-line capability.

### SERVICES PROVIDED:

Every County elected official, department and services are on-line and accessible 24 hrs per day

- Property tax and value information and detailed "GIS" maps (all interactive)
- County Clerk's public document search (iCris )
- Commission agendas, action reports, and ordinances (search available)
- Live video and audio of Commission meetings
- Job postings updated weekly with interactive application form on-line
- RFP's and purchasing information for vendors and the public
- Live election results and Candidate Filing Day for primary and general election
- "Where do I vote?" precinct search based on address entered
- Economic development information (local and state-wide)
- Prisoner custody lists for other law enforcement agencies
- Most-wanted lists and Sheriff deputy recruitment
- Sex Offenders and Outstanding Warrants lists
- "Burn advisories", fire warnings and safety info for Fire and Rescue
- Zoning, interactive capital improvement forms, and email
- Links to other governments, agencies and public services
- Intranet access for County employees
- Interactive form for Probate Judge and Sheriff's recruiting
- On-line survey available for web users
- Automated "Contact Us" form available on-line
- County Budget available on the intranet

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### Public Information Office – 12WB

#### EXPENDITURES BY CATEGORY:

	Actuals FY 2004	Actuals FY 2005	Estimated FY 2006	Budget FY 2007	% Var	Budget FY 2008	% Var
Salary and Benefits	113,515	95,558	117,216	113,592	-3%	114,292	1%
Office Expense	1,403	882	2,411	2,500	4%	2,500	0%
Operating Expense	1,350	900	-	890	0%	890	0%
Technical and Professional Expense	-	-	-	2,000	0%	2,000	0%
Carryovers	-	318	359	0%	-100%	-	0%
<b>PROG EXPENDITURES TOTAL</b>	<b>116,268</b>	<b>97,657</b>	<b>119,986</b>	<b>118,982</b>	<b>-1%</b>	<b>119,682</b>	<b>1%</b>
<b>FUNDING SOURCE SUMMARY</b>							
General Fund Contribution	116,268	97,657	119,986	118,982	-1%	119,682	1%
<b>PROG FUNDING SOURCE TOTAL</b>	<b>116,268</b>	<b>97,657</b>	<b>119,986</b>	<b>118,982</b>	<b>-1%</b>	<b>119,682</b>	<b>1%</b>
Authorized Full-time Equivalents	2	2	2	2	0%	2	0%

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**PROGRAM HIGHLIGHTS AND MAJOR ACCOMPLISHMENTS:**

The Website received the 2005 Excellence Award from the National Association of Public Information Officers (NACIO).

For the first time, County Treasurer Patrick Padilla was able to accept property tax payment on-line. The on-line service was initiated in late October. To date, more than 1,000 property owners have taken advantage of this convenient payment option totaling \$877,999.00.

The number of "web visits" on Bernalillo County's public Web Site continues to increase dramatically each year. As more services are provided on-line, more residents are able to use this convenient method. The industry standard established "web hits" as the measurement, meaning that once an individual is on the web site, a "web hit" would

be registered each time a document is downloaded or a graphic displayed for that particular session.

The County's web site is registering over six- million "web hits" each month. Public email requests continue to increase and currently total about 3000 per year. Technical staff continues to "web-enable" more services reducing the cost of providing "hard copies" for the public making County government more accessible. Approximately 85% of applicant's for the Sheriffs Department are occurring on-line.

Internally, the Intranet continues to be a valuable resource for employees providing quick access to County rules and regulations, procedures, Administrative Instructions, training schedules and information, special announcements, Union contracts, directories, employee newsletters, the CAFR and budget and many other valuable resources.

**SERVICE IMPROVEMENT GOALS & OBJECTIVES:**

**FY07**

- Web Editor will work in coordination with Technical Writer to ensure that public site and Intranet is updated daily.
- Work with County Departments to allow residents and businesses to pay fees on-line for certain services and/or products. Purchasing will be finished by 1st quarter FY07, the Clerk will be finished by 3<sup>rd</sup> quarter FY07 and Parks and Recreation will be finished by 4<sup>th</sup> quarter FY07.
- Continue to train employees in use of content management system. Ongoing.
- Continue to make changes and updates to existing web site. Ongoing.
- Highlight employee activities and events, employee recognition and employee development service through the Stuff for Staff each month. Ongoing.
- Work with all departments to create interactive documents as needed. Ongoing.

**FY08**

- Have some of the most visited web pages converted to Spanish. 2<sup>nd</sup> quarter FY07.
- Web Editor will work in coordination with Technical Writer to ensure that public site and Intranet is updated daily.
- Continue to train employees in use of content management system. Ongoing.
- Continue to make changes and updates to existing web site. Ongoing.
- Highlight employee activities and events, employee recognition and employee development service through the Stuff for Staff each month. Ongoing.
- Work with all departments to create interactive documents as needed. Ongoing.

**PERFORMANCE DATA:**

Performance Measures	Actual FY 2004	Actual FY 2005	Estimated FY 2006	Target FY 2007	Target FY 2008
Web Hits – internet (Bernco.gov) Annually	1,000,000	2,000,000	6,000,000	6,500,000	7,000,000
Intranet access annually					
On-Line Survey Participants	50	60	80	100	100
On-Line Requests for information from Customers	2,000	2,500	3,000	3,500	4,000