



COMMUNICATIONS & PUBLIC ENGAGEMENT DEPARTMENT (CPE)

2023 Council Budget Presentation

October 24, 2022

Time-Limited, Full-time Communication Coordinator

Key Takeaways

- Grant funded with Health Department COVID-19 monies through 2024.
 - These state funds are *specific to health-related response efforts*.
 - We use it or lose it.
- Replacing contractor position ending December 2022.
- Cost-effective & other benefits vs. agency, consultants

Cost Benefit

FTE v. Contractor/Agency

Demonstrated need to operate as an FTE:

- Ability to assist with billing, invoicing, administrative work.
- Set schedule. Available for **unplanned weekend and after-hours emergencies** (fires, hazmat spills, reactive public input and education needs).
- **Faster turnaround**, in-house expertise, established relationships & **all-purpose capability**.
- Recent agency work for the county was billed at \$175-\$235 per hour.
 - **\$20,000 over two months**
- Agencies and consultants offer campaign-specific or specialist work.
- Slower turnaround & higher cost for services and materials.

Addressing Growth & Meeting Increased Demand

One additional position in the last decade doesn't offset **increased** events, public hearings, outreach initiatives, videography requests, website & graphic design for existing departments & elected offices + **new departments, new efforts & special initiatives.**

- Behavioral Health
- Stormwater
- Public Lands & OSAC
- Emergency Management
- High Valley Transit
- 2019 NS Rec Mil Levy
- 2019 Health Assessment
- 2020 RAP Tax
- 2021 GO Bond
- Hideout Annexation
- Dakota Pacific Public Meetings
- NS Fire Public Meetings
- Property Tax Concerns
- 2022 NS Fire Truth in Taxation
- 2022 Workplan Recap Video
- EMS Open Houses
- Winter Ski Season Public Input Event
- 2022-23 Community Visioning Project
- 2023 Solid Waste Opt-In Services
- 2023 Truth in Taxation?

Recent work made possible from this resource

Currently a combo of CPE Prof/Tech & Health Department funding (COVID & Behavioral Health)

- COVID-19 holiday and back to school campaigns (ongoing).
- Behavioral Health marketing, design, social media management
 - State & National Crisis Line marketing
 - Upcoming "Our Mental Health" campaign
- Easton Corbin concert graphic design, marketing & promotion.
- Summit County Fair graphic design, photography and social media management.
- 2023 County Calendar
- All Kamas billboard designs.
- COVID-19 After Action Report surveys and document revisions.
- 2020 RAP Tax graphic design for social media, signs, flyers.
- 2021 GO Bond graphic design, social media, signs, flyers.
- End-of-Year Work Plan recap videos
- Weekly County Council recap podcast production.
- COVID-19 & upcoming SHARP Survey Health Dept. dashboard.

THANK YOU!