Department New Request Form
Fiscal Year 2022

Program	**Central Services**	***Title of New Request:***	***Rank:*** 5
Department	Non-Department	New position 1.0 FTE Public Information Officer (PIO) to continue to serve public and department after COVID-19 response is demobilized	
Request Category	**New**		
Request Rating	**Urgent**		
Department Goal			

1.How will request assist in acheiving Department Goal and benefit the customer?

In this request, the department seeks funding contributions from the city and county to transition our COVID public information officer to a regular department position ongoing. In FY 22, we anticipate keeping our 1.0 COVID PIO until mid-year and request city and county assistance with transitioning that full-time position through the rest of the FY, therefore the FY 22 request is 0.5. The benefit of a dedicated public information office for the department has been demonstrated during the COVID-19 Emergency Response. With this position we have fielded thousands of public inquiries, complaints; announced rapidly established testing and immunization opportunities, made timely connections to other services, improved the quality and timeliness of out public messages and solicited, handled, and analyzed public comment. The department's strategic plan (ending FY21) had identified marketing services to the public and better engaging all members of the community for program and policy-making participation, input, and improved mutual awareness of public health needs and resources. Methods and resources identified to meet this goal were more in the marketing arena, but our experience with a dedicated PIO during COVID indicates this essential function is best served by integrated, internal staff dedicated to these functions department-wide. This will allow us to coordinate better with, rather than rely upon, the generous support of city and county communications personnel, and initiate public information in a more proactive fashion. Our accreditation standards require various PIO functions and a designated PIO, but until COVID, the department had been fulfilling this function in a fragmented fashion. Although this past strategic plan year (of our 3-year plan cycle) could not address this priority goal during COVID, board, staff, media, and community partner comments are projecting that the new strategic plan will again adopt this priority goal for the FY 22-25 department strategic plan. Total cost for FY 22 is $38,438. At a 60:40 proportion for city and county respectively, the request to the city is $23,060.

2. What specifically is needed to achieve this goal?

In latter FY22 city and county tax contributions are needed to transition the current COVID Public Information Officer (PIO) into a health department PIO. This will be at a professoinal staff, non-management level. Transition funding is needed for half of a year (January-June) or a 0.5 FTE in FY22. Upon assessment of this transition, the department will likely request funding for a full 1.0 FTE in the following year, FY23.

3. Cost Impact of New Program:

Account #	Item	Qnty	Unit Cost	Requested One-Time	Requested Ongoing	FY 2022 Unfunded	FY 2022 Funded	Proposed FY 2022 Ongoing
Ongoing Expenses								
1000.390.440190.700	0.5 FTE PIO	1	23060		23,060	23,060	-	
					-	-	-	
					-	-	-	
					-	-	-	
					-	-	-	
					-	-	-	
					-	-	-	
					-	-	-	
					-	-	-	
					-	-	-	
					-	-	-	
					-	-	-	
One-time Expenses								
				-		-	-	
				-		-	-	
				-		-	-	
				-		-	-	
				-		-	-	
			Expense Sub-Total	**-**	**23,060**	**23,060**	**-**	**-**

Revenue Offset:

Account #		Revenue Description	Proposed Onetime Revenue	Proposed Ongoing Revenue
1000.000.311000.00	T	Tax Funded		23,060
		Revenue Sub-Total	**-**	**23,060**

4. What sort of data will be used to report results and outcomes of request?

Requested/Proposed Funding Source

	One-time	Ongoing
Tax or Assessment	-	**23,060**
Non-tax	-	-
Fund Balance	-	-
Total	-	**23,060**