



# *Public Information*

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## *FY17 Budget Briefing*

*8-16-16*

*Dedicated Service – Every Day, For Everyone!*



# *Mission*

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Provide relevant, timely information utilizing a variety of mediums to achieve maximum reach.

Create a positive community image through engagement.

Work with state, federal and local officials to address local needs.

***Dedicated Service – Every Day, For Everyone!***



# *Vision 2030 Goals*

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**#6 Preserve & Promote a Positive City Image**

**#7 Foster a Sense of Community & Provide an Exceptional Quality of Life**

**#11 Recruiting & Maintaining a Talented and Committed Workforce**

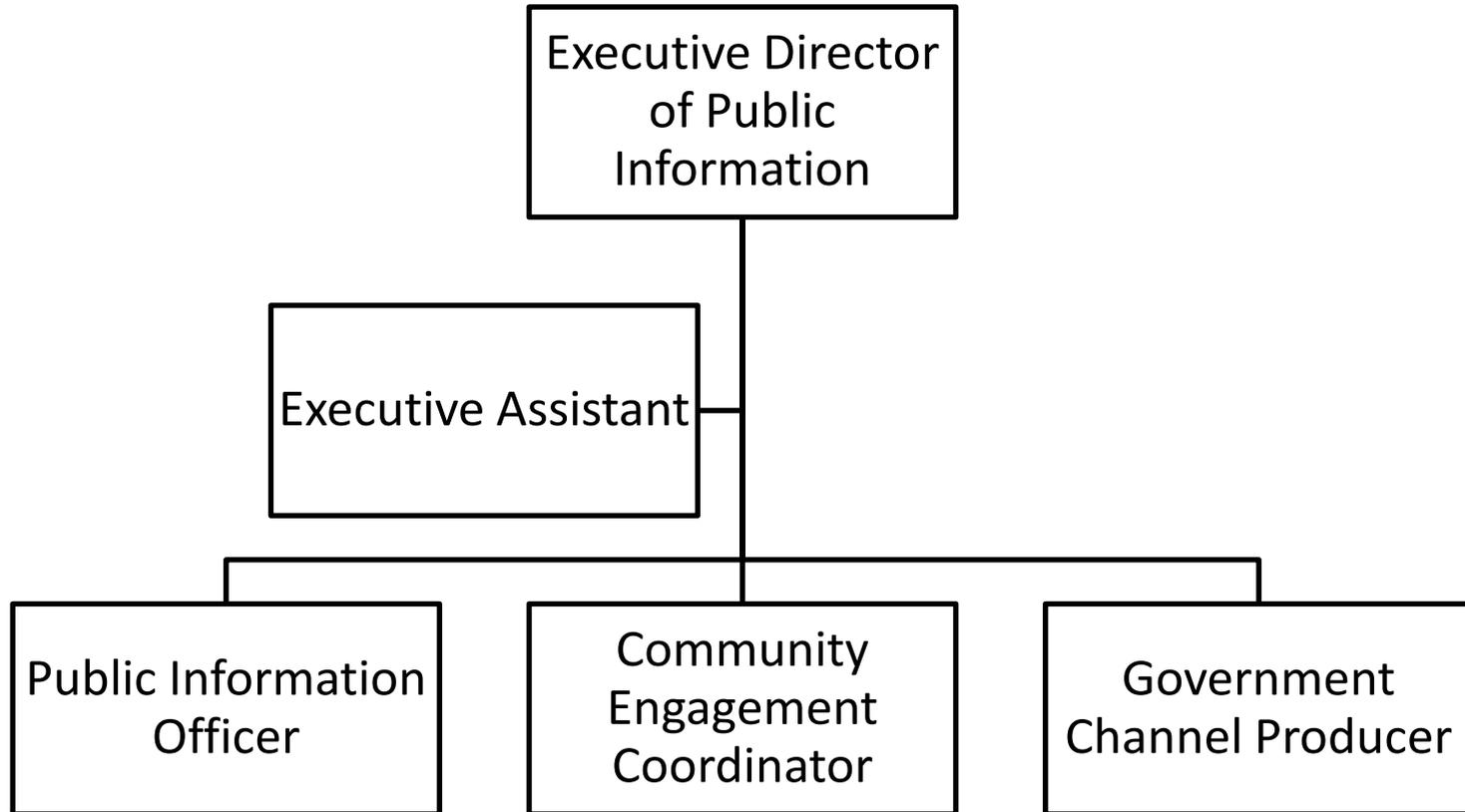
**#12 Local & Central Texas Regional Leadership**

*Provide communication and outreach support to all 12 goals*



# Organization

Total FTE: 5



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# *Core Competencies*

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- City news
- Engagement
- Legislative affairs

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# *Public Information*

## Key Function

## Allocation

News generation	<b>\$70,343</b>
Online Presence	<b>\$43,092</b>
Community engagement	<b>\$44,979</b>
Employee engagement	<b>\$43,308</b> <i>(\$66,308 - \$23,000)</i>
Legislative affairs	<b>\$16,597</b>
<b>Total</b>	<b>\$218,319</b> <i>(\$241,319 - \$23,000)</i>



# *Government Channel*

## **Key Function**

## **Allocation**

Meeting production	<b>\$69,522</b>
Program video production	<b>\$135,571</b>
Graphic production	<b>\$68,926</b>
<b>Total</b>	<b>\$274,019</b>



# *Unfinanced Requirements*

**Function**

**Cost**

Function	Cost



# *Summary*

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- Proactive delivery of information
- Engaging the public and staff
- Representing city interests at local, state and federal levels

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