PINAL • COUNTY
wide open opportunity

STRATEGIC BUSINESS PLAN
FY 2012/2013

COUNTY VISION

Pinal County Government provides progressive and proactive leadership in the areas of economic development, state-of-the-art technologies, growth management, and public services to promote healthy and safe communities.

COUNTY MISSION

Pinal County Government protects and enhances its citizens' quality of life by providing public services in an ethical, efficient, and responsible manner delivered by a motivated, skilled, and courteous workforce.

DEPARTMENT MISSION

Pinal County's Communications & Public Affairs program provides information to internal and external customers so they have access to reliable information, can plan accordingly and take action as necessary. (Informally: Provide the right information to the right audience, at the right time, using the right words so they can make the right decision or take the right action.)

SUMMARY OF MAJOR SERVICES PROVIDED:

- Consultation
- Briefings
- Website Content
- Interviews with Media
- Resident/Visitor Updates
- Brochures
- Fact Sheets
- Legislative Reviews/Commentary from Board members
- Constituent Relations
- Presentations
- Press Conferences
- Speeches, Talking Points
- Video Programs
- Video News Releases
- Countywide Broadcast Messages

ISSUE STATEMENTS

In 2007, the public had little confidence in Pinal County as a result of a scandal. The Board of Supervisors undertook an effort to identify the concerns of the public, which included:

- Perception that Pinal County is a money-eating machine. We send our tax dollars and get who-knows-what back.
- There's no identity and we don't know where to go for services.
- We never know what's going on at the county.

- Steeped in fraud and good 'ol boys' who take care of each other, not the public.
- Self-serving, not customer-focused.

Today:
Using multimedia and the website we now send our news to more than 104 'media/government' and 1,793 citizen subscribers. Previously, only the media received county press releases.

When asked "In general, please rate your opinion of Pinal County's website as a useful place to go for information" 86.8% of respondents said it was average or better with 46% giving it excellent ratings. Only 13.1% said it was below average.

When asked "Are you able to find what you need quickly using the website?" 59.2% answered "most of the time" and 28.9% answered "yes."

Issue #2
There are several fundamental shifts in the way people receive and digest information. The major media no longer dominate the information delivery. By providing information directly to the public – for those who choose to subscribe – the Communications & Public Affairs Department is achieving the objective of keeping people better informed.

Issue Statement Update:

Pinal County residents, snowbirds and visitors deserve to receive information about the services, programs and people who serve them. Our challenge is to make our information human and relatable.

Phoenix area media have realized that Pinal County represents a new market for advertising and audience share as its cities populate. The challenge is to help focus that coverage to the positive and proactive.

COUNTY PRIORITY ALIGNED TO:

The Communications & Public Affairs Department exists to help increase attention to, focus on and support the achievement of any county priorities agreed to by Pinal County's elected officials.

2-5 YEAR STRATEGIC GOALS:

1. Build a more robust library of original Channel Pinal news programs. To that end, we expect to generate 48 new, original programs in the coming year.

2. Explore cost-effective tools like Constant Contact or other bulk email services to help eliminate having our emails blocked or characterized as junk mail. There are several new

entrants to this market and the services are subscription-based. Before selecting a service, we need to evaluate how it will meet our needs for 2-5 years at least.

3. Adapt coverage and subscriber lists to new 5-district configuration or consider 'all or nothing' list.

4. Providing consistent, high-quality service to all of Pinal County's elected officials, especially the newly seated board of five Supervisors. This entails learning their 'voice,' hot-button issues, unique issues affecting their constituents and monitoring potential emerging issues.

CROSS CUTTING ISSUES:

The success of the Communications & Public Affairs Department is not achieved in a vacuum. Confidence in the county and the degree to which constituents feel confident or supportive of its elected officials can be undone quickly by the bad actions of one or more officials or employees.

ANNUAL PERFORMANCE MEASURES:

1. 5% increase in the number of respondents to the Citizen Satisfaction Survey who indicate they are aware of county services.

2. Achieve an average rating of 6 or better in the semi-annual Communications & Public Affairs survey indicate they were adequate to excellent satisfaction with the service they receive from the Communications & Public Affairs office. (Measurement of subscribers to county news and information and rates timeliness, accuracy, level of detail provided and usefulness.)

3. 90% or more respondents to the semi-annual Communications & Public Affairs survey answer "Yes" or "Most of the Time" when asked if they are able to find what they need quickly using the website.

4. 100% of the Report to Citizens for the prior fiscal year completed and posted on the Pinal County website by October 1st.

5. 5% increase in survey respondents indicating they value the services they receive from the County in return for the taxes they pay.

Output goals:
130 press releases issued
1,000,000 unique web hits annually
48 new Channel Pinal programs produced and aired (4 per month average)

REVENUE BY FUND:

The Communications & Public Affairs Department is funded through the General Fund and a special revenue fund that receives funds through the payment of cable franchise fees. A nominal amount of funding comes from the fulfillment of public records requests.

Programs/Activities	Cost Center	Total Budget
General Fund	3000211	
General Fund Total		
Fund	3000212	50,000

EXPENDITURES BY FUND:

Programs/Activities	# of Full Time Employees	# of Part Time Employees	Cost Center	Total Budget
General Fund	1.4		3000211	178,688
General Fund Total				178,688
PEG Channel Fund (Fund 173)	.60		3000212	74,473