



## **STRATEGIC BUSINESS PLAN FY 2014/2015**

### **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 Broadcasts
- Internal Communications

### **ISSUE STATEMENTS**

Pinal County encompasses 5,374 square miles of land (larger than the states of Connecticut, Rhode Island and Delaware). Technological availability is quite different ranging from high speed internet and cable TV in the western and northern Pinal County, while the eastern portion does not have a dedicated cable provider (many subscribe to DirectTV and Dish Network) and internet availability is spotty at best.

**Issue #1:**

How do we to tailor our message delivery as to reach the most amount of residents?

**Issue #2:**

Develop press releases and programming to better inform residents of the services Pinal County provides them for their tax dollar.

**Issue #3:**

With a five-member Board of Supervisors, we must craft a consistent message without conflicting the viewpoints from each member.

**Issue #4:**

Use tried and true message delivery techniques of using our email subscriber system though Constant Contact and our webpage.

**Issue #5:**

Marketing our Swagit Live-Streaming capabilities, with the ultimate goal of optimizing it to use as our major means of broadcasting Channel Pinal programming.

**Issue #6:**

Continue to develop Channel Pinal programming.

**Issue #7:**

Focus more on internal communications to keep county employees informed of county events and issues that affect them.

**Issue #8:**

Work with County Attorney's Office to ensure timely delivery of Public Records Requests.

**Issue #9:**

Developing new and innovative ways to address our residents through emerging technologies-including use of social media.

**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 30 new, original programs in the coming year.
2. See an improvement of percentage of citizens who say they know what services Pinal County provides to them for their tax dollar.
3. Providing consistent, high-quality service to all of Pinal County's elected officials. This entails using their 'voice,' hot-button issues, unique issues affecting their constituents and monitoring potential emerging issues.
4. Improvement in internal communications and interaction with our employees.

**CROSS CUTTING ISSUES**

The success of the Communications & Public Affairs Department is not achieved in a vacuum. It is a collaborative effort by reaching out to departments and having departments contacting us to tell us of interesting and news worthy

events. 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. 120 press releases per year
2. 30 Channel Pinal videos per year
3. 1 series of special press releases per year highlighting Pinal County services

**REVENUE BY FUND:(Please note: delete unused or unneeded tables when SBP is complete)**

| Programs/Activities       | Cost Center | Total Budget   |
|---------------------------|-------------|----------------|
| General Fund              | 3000211     | 178,091        |
| <b>General Fund Total</b> |             | <b>178,091</b> |
| Fund                      | 3000212     | 190,000        |
| <b>Fund Total</b>         |             | <b>190,000</b> |
| <b>Fund Total</b>         |             | <b>368,091</b> |

**EXPENDITURES BY FUND:**

| Programs/Activities       | # of Full Time Employees | # of Part Time Employees | Cost Center | Total Budget   |
|---------------------------|--------------------------|--------------------------|-------------|----------------|
| General Fund              | 1.4                      |                          | 3000211     | 178,091        |
| <b>General Fund Total</b> |                          |                          |             | <b>178,091</b> |
| Fund                      | .60                      |                          | 3000212     | 190,000        |
| <b>Fund Total</b>         |                          |                          |             | <b>190,000</b> |
| <b>Fund Total</b>         |                          |                          |             | <b>368,091</b> |

**SUPPLEMENTAL FUNDING**

| Supplemental Name/Project | Cost Center | Sub Ledger | Total Budget |
|---------------------------|-------------|------------|--------------|
| ABC New Project           |             |            |              |
| XYZ New Project           |             |            |              |