SERVICE INVENTORY FORM

		BUDGET STAFF TO COMPLETE THIS SECTION	
Service Number:	CI-01	Functional Area:	**Internal Support Services**
Service Name:	Public Information - Media Relations	Strategic Priority:	Efficient & Effective Government
Program Name:	Community Information	Priority Score:	49
Division Name:	n/a	% of Program Budget:	7.42%
Department Name:	Community Information	Number of FTE:	1.50

Service Description & Goals

1. Please describe the service you provide. A service is the completed end product, not a task performed in service delivery. Include whether service is provided countywide or in unincorporated areas only.

The Community Information Department (CID) is under the direct supervision of the Community Information Director. The department's services include, but are not limited to the dissemination of Public Information countywide, throughout the Central Florida region, and on some occasions nationwide. This service is accomplished through news release dissemination, the distribution of event announcements and informational articles to local television stations, radio stations, newspapers, regional magazines, civic organizations and individuals. Public Information is also distributed via the County's television channel SGTV, through originally produced programming including the monthly newsmagazine program Seminole InSIGHT, via the County's website at www.seminolecountyfl.gov, in-person to walk-in clients and at County events, via telephone and e-mail. The Community Information Director is the designee for the ESF14 function of Public information in Seminole County's Emergency Operations Center (EOC) and provides staffing for this position in the event of a crisis situation/disaster/severe weather occurrence.

Media Relations are established and maintained through in person, telephone and e-mail contact with the various television, radio, newspaper, magazine, and website news organizations (reporters, anchors, editors, news directors, assignment editors, freelance journalists) in Central Florida and nationwide. This service is provided on a daily basis. A database of current media contacts is maintained by CID.

2. Is this service mandated by Federal or State law? Please cite reference.

This service is not mandated by Federal or State law. The Board of County Commissioners approved a resolution and amended the Seminole County Administrative Code on September 23, 2003, to provide for the Community Information Department and its services.

3. Purpose & Goals:
*   *a.   What is the purpose of this service (benefit to customers)?*

The goal of the Public Information-Media Relations service is to ensure that up-to-date, accurate, factual information regarding Seminole County government and its partners is available to the citizenry and the media in a timely fashion, while providing a venue for the County's departments to collect and disseminate information through a centralized clearinghouse.
The department was created as a means of centralizing collection and dissemination of Seminole County information and news to citizens and businesses via a county-wide communications plan. This service provides trained and degreed professionals to address media inquiries, public requests for information, provide expertly written materials for distribution (printed or spoken-word), manage crisis communications, and provide for a spokesperson for the County government.

*   *b.   What indicators are used to determine if the purpose is being accomplished?*

CID prepares a monthly status report presented to the BCC and the County Manager of news releases, resulting articles, media requests received and responded to, SGTV viewership numbers and website statistics, and other departmental services which provide indicators that the purpose of the service is being accomplished. The report indicates that the Public Information-Media Relations service is delivered on a daily basis with primarily positive results, indicated by complimentary feedback from citizens and the media who have requested information and has been responded to in a timely manner.

A survey tool is being considered for use in 2009 to provide more formalized indicators of service accomplishments.

*   *c .   What are the FY08/09 goals for this service? Identify 1-3 primary goals.*

1.   Community Information distributes a quarterly e-mail newsletter "Seminole County Outlook" highlighting County services and providing links to the County's website for additional information. "Seminole County Outlook" is also currently available on the County's website for those who do not subscribe. This service currently serves approximately 1,700 subscribers to date. Efforts are underway through signup opportunities at County events to increase the subscriber level to 10,000 by July 30, 2009. Consideration is also being given to the distribution of the e-mail newsletter on a monthly basis.

2. Seminole County's website will be redesigned in 2009. CID's goal is to make the website more user-friendly for external users by improving search-engine functions, initiate web 2.0 capabilities to personalize content for web users who only access limited items on the site and allow for internal customers to update content through the implementation of a Content Management System (CMS).

3.Improved Internal Communications according to the Strategic Plan is a primary goal of CID. As this goal is accomplished, it will create an improved network information flow allowing CID to better relay the news of the County to its citizens, businesses and the media thereby improving external customer service as it relates to Public Information-Media Relations.

Service Level Information

4. Identify the target audience for this service. If it is citizens, identify the number and type of recipients (residents, children, seniors, handicapped, low-income, etc) benefiting from service.

All Seminole County citizens, business owners, and visitors, in addition to citizens in Central Florida who may have an interest in the County are the target audience for the Public Information services provided by Community Information. According to the December 2008 Bureau of Economic Business Research there are currently 426,413 citizens in Seminole County who benefit from this service and more than 1,400 County staff members. Seminole County's news and information also reaches the populations of Orange County, which currently stands at more than 1,114,970 and Volusia County 510,750.

Local media outlets are the target for the Media Relations service. This service is performed to insure the County receives fair and balanced news coverage relating to County services and operations.

5. What is the demand for this service? Please provide quantitative usage data if possible (i.e. # of customers).

One hundred fifty-five news releases were distributed for FY 2007-08 and approximately 1,230 media inquiries were received and responded to by Community Information. Additionally more than two dozen articles with subject matters ranging from landscaping concerns to library services were distributed to regional printed publications. In FY 2007-08, 1,297,716 unique IP addresses visited the Seminole County website, resulting in 153,207,607 hits. The website www.seminolecountyfl.gov may be accessed globally through the Internet. Estimates indicate that Community Information responds to approximately 70-80 telephone inquiries from citizens each month, and approximately 30 e-mails.

6. Are customers requesting an increased level of service that is not currently being provided? (Formerly Question 20)

The quarterly e-mail newsletter "Seminole County Outlook" was launched in response to citizen requests for more information regarding County services and programs. Consideration is being given to providing the newsletter on a monthly basis. In addition citizens have requested more information via the website, resulting in enhanced web pages providing information on hours of operation, locations, current projects and events.

Seminole County's departments/divisions, primarily those providing public services, such as the Board of County Commissioners, Animal Services, Community Services, Economic Development, Environmental Services, Leisure Services and Library Services request new avenues to disseminate information through printed material, the website, billboards, articles and SGTV.

7. What is the frequency of services provided? Daily, Monthly, every 5 years, etc?

This service is provided daily, with the PIO and Assistant PIO being on-call 24/7, 365 days per year.

8. Identify what positions (by title) are utilized in providing this service? (attach FTE allocation)

Three (3) FTEs provide this service.

-Community Information Director/Public Information Officer (PIO) has overall responsibility for Media Relations/Public Information (spokesperson for the County), website content and design, and SGTV. The Director is also responsible for the ESF14 function of Public Information in the County's Emergency Operations Center, as well as other services and duties.

-Community Information Coordinator/Assistant Public Information Officer (APIO) reports to the Director and shares duties with the Director for Media Relations/Public Information, in addition to producing the SGTV program Seminole InSIGHT, and other original programs on SGTV, as well as other services and duties.

- Aministrative Assistant provides support to the Director, and responds to citizens' inquiries via phone and e-mail for information relating to County services as well as the services and programs of local

municipalities, state and federal government inquiries, in addition to performing other adminsitrative services and duties.

Two (2) FTEs have been cross-trained to provide backup Public Information-Media Relations Services.
-Program Manager II
-Broadcast Production Engineer

a. Who is the service Owner/Manager (by title) responsible for the daily delivery of quality service?
Community Information Director/PIO

b. Who is responsible (by title) for analyzing and enhancing the service?
Community Information Director/PIO

9. Are there any vacancies associated with this service? If any of the vacant positions are not being filled, how does this impact your operational plan?
There are no vacancies associated with this service.

10. Are there any potential increases beyond your current base cost?
If upgraded technology/equipment is required to produce enhancements for the website additional costs may be incurred.

Revenues Sources

11. Identify fees or other revenue sources currently supporting this service.
Community Information's Public Information-Media Relations is funded by the County's General Fund. There are no other revenue sources.

a. What percentage of support do the revenues provide?
N/A

b. If fees are charged for this service, when were they last updated or reviewed?
N/A

c. If services are provided to municipalities, are they being charged by Seminole County and at a rate that is adequate for the service being rendered?
Public Information regarding events and programs provided by the municipalities is often disseminated by SGTV and on the County website, but no charges are assessed.

12. Are there other potential revenue sources available?
No.

13. Are there specific Grants opportunities being targeted to supplement this service?
We are always investigating grant opportunities, but thus far have not identified any that apply to this service.

Alternative Providers

14. Are there internal/external agencies that can provide this service, if so please list potential service providers, the net impact on the County's budget and the impact on citizens/customers. If your division currently contracts with other private, public or non-profit organizations to provide public services, please identify agency and services provided? (Formerly Questions 13, 14 & 15)
If an alternate internal agency was designated to provide Public Information-Media Relations, the logical choice would be the County Manager's office as it would be a centralized point for information flow. However, as the County Manager's office is handling the daily management of the government, an additional staff member or members would need to be allocated to specifically handle this service, which is a 24/7 365 day a year job.

Each of the County's 13 departments could also be tasked to manage their own dissemination of Public Information-Media Relations. This would require training of an established staff person or the employment of a trained professional, resulting in 13 new staff positions within the County, at a variable cost of $50-$100,000 per staff member depending on their level of expertise. Delegating the service of Public Information-Media Relations to each individual department would mean there would be no centralized clearinghouse for the release of information, responding to media inquiries, or processes and procedures for tracking such.

External contract workers may be secured to perform these services through a Public Relations Agency. The scope of work performed would be limited to the contract negotiated by the County. Contracted services historically are more expensive than in-house services. Vendors who contract services have multiple clients so this would not be a dedicated service for the County.

Efficiency Factors

15. What <u>have you done</u> to improve service efficiency? When were these efficiencies implemented?

In the past 12 months, Community Information has cross-trained two additional staff in the 10-person department to provide Public Information-Media Relations services. These two staff members are tasked with producing Public Information specifically for SGTV and back-up support during critical times for other departments. During emergency operations in the EOC for the Tropical Storm Fay operation, the two cross-trained staff members provided support during high-volume Media events. All FTEs involved with Public Information-Media Relations experienced Media Relations Training in 2008 and Customer Service Training in the past two years.

16. What <u>can be done</u> to improve service efficiency? What new efficiencies do you have planned?

The implementation of a Content Management System (CMS) on the website, allowing for CID to place content on the site will improve the immediacy of Public Information provided. Currently content must be updated through the IT department, which can result in delays depending on the web developers' current workload. The CMS will be implemented with the website redesign in 2009.

A new efficiency also planned for the website would be the addition of an on-line newsroom. This feature would allow media organizations to access photos, video clips, facts, figures and articles about County services without placing a phone call or making a request via e-mail. When such request are made, in order to satisfy them in a timely basis, staff currently suspends other work and searches archives and other sources for the necessary information. This on-line newsroom would be maintained by CID.

17. If this service is not funded in FY 2009/10, please quantify the impact on the Program's outcome/results.

If this program is not funded in 2009-10, information will not be disseminated in a consistent and professional manner to citizens via local media outlets through media releases, the website, e-mail, brochures, posters or on SGTV. In addition, the County would no longer have an official spokesperson/Public Information Officer, thus leaving the challenge of responding to the media up to the various department directors and managers, or a designee who may not be educated or trained in Public Information-Media Relations. This deficit could lead to a lack of information about the County's programs and services or misinformation being distributed about the County, damaging the County's image in the eyes of its citizens and the general public at large. This department promotes the County's Vision and Mission, and consistently delivers the message that Seminole County is a safe and desirable place to live, learn, work and play. The elimination of a single point of oversight and coordination would result in the loss of a cohesive and concerted effort in the provision of these essential services and degradation in the quality of services currently being provided. The elimination of this program would be extremely detrimental to the citizens, businesses and visitors, and the County as a whole.

Comments

SERVICE INVENTORY FORM

Service Number:	CI-02	Functional Area:	**Internal Support Services**
Service Name:	Marketing/Branding	Strategic Priority:	Efficient & Effective Government
Program Name:	Community Information	Priority Score:	21
Division Name:	n/a	% of Program Budget:	2.01%
Department Name:	Community Information	Number of FTE:	.90

Service Description & Goals

1. Please describe the service you provide. A service is the completed end product, not a task performed in service delivery. Include whether service is provided countywide or in unincorporated areas only.

Marketing/Branding Seminole County government is a service provided by Community Information. It is accomplished in conjunction with the Department's Public Information/Media Relations Services.

Marketing/Branding Services is public education campaigns, newsletters, brochures highlighting various programs and services, the County's website, news releases, SGTV, in-person contact via the Speakers' Bureau and public gatherings such as Chamber of Commerce events or Homeowners Association meetings, and any other effort that promotes Seminole County's goods and services.

2. Is this service mandated by Federal or State law? Please cite reference.

This service is not mandated.

3. Purpose & Goals:

a. What is the purpose of this service (benefit to customers)?

Generally, Marketing/Branding Services true purpose is customer retention. As a government entity the customer base is established and varies little; therefore, the purpose in this forum is keeping customers informed of changes or enhancements to services, and providing an easily identifiable logo and motto that is associated with the entity, which instills a sense of community and trust.

b. What indicators are used to determine if the purpose is being accomplished?

There are no specific indicators to measure the accomplishments of this service. Participation in the County's Citizens' Academy and attendance numbers at various County events could be ascribed to this service. The frequency of requests made by internal County departments to assist in promoting events is also an indicator, which has not been formally tracked in the past.

c. What are the FY08/09 goals for this service? Identify 1-3 primary goals.

A goal for Marketing/Branding Services in 2009 is to work with Paradise, a contracted service, to enhance the County's image, expanding recognition of the Seminole County logo and its associated services beyond Central Florida in order to attract more tourists, potential residents and businesses to the County.

A second goal is to provide a unified look for all public-facing products produced by the County that will allow anyone to immediately recognize the items are associated with Seminole County.

Service Level Information

4. Identify the target audience for this service. If it is citizens, identify the number and type of recipients (residents, children, seniors, handicapped, low-income, etc) benefiting from service.

The target audience is Seminole County's 426,413 citizens, and its businesses, in addition to the populations of the neighboring counties of Orange and Volusia.

The target audience is also the 13 County Departments and the Board of County Commissioners who use the service to educate and inform the public.

5. What is the demand for this service? Please provide quantitative usage data if possible (i.e. # of customers).

Demand for this service has increased in recent months. Marketing/branding campaigns are underway for Leisure Services, Community Services and Library Services, which have seen increases in the number of patrons in the initial phases of the campaigns.

6. Are customers requesting an increased level of service that is not currently being provided?

(Formerly Question 20)

Internal customers are requesting additional measures to market/brand through the development of video presentations for specific audiences or to be made available as programming for SGTV. They are also interested in printed publications (take-aways) that will keep Seminole County in the minds of those who use County services.

External customers have inquired as to whether they can utilize the County logo or SGTV to promote an event or distribute information. Seminole County Public Schools is currently using an SGTV original production to solicit funding for the historical student museum. We are also working with Americantowns.com to distribute news nationwide about Seminole County.

Other external customers without a government affiliation have also requested the use of Seminole County's logo or SGTV to market services within the County that may take place at a County location or are associated with a non-profit serving County citizens. Current policy states that unless there is a government affiliation the request must be declined.

7. What is the frequency of services provided? Daily, Monthly, every 5 years, etc?

This service is provided almost daily responding to internal requests for announcement and news release approval, responding to requests from the citizens and from the media for news and information about Seminole County's services.

With formal public facing campaigns, the service is provided monthly through scheduled events. On average Seminole County sponsors at least one event per month, involving citizen participation. An estimated 50+ people attend these events which are advertised and promoted through more than three dozen media organizations.

8. Identify what positions (by title) are utilized in providing this service? (attach FTE allocation)

-Community Information Director/PIO
-Community Information Coordinator/Assistant PIO
-Senior Graphics Coordinator
-Graphics Coordinator
-Graphics Coordinator
-Program Manager II
-Video Coordinator
-Administrative Assistant

a. Who is the service Owner/Manager (by title) responsible for the daily delivery of quality service?

Community Information Director/PIO

b. Who is responsible (by title) for analyzing and enhancing the service?

Community Information Director/PIO

9. Are there any vacancies associated with this service? If any of the vacant positions are not being filled, how does this impact your operational plan?

No.

10. Are there any potential increases beyond your current base cost?

No.

Revenues Sources

11. Identify fees or other revenue sources currently supporting this service.

There are no fees or revenue sources supporting this service.

a. What percentage of support do the revenues provide?

N/A.

b. If fees are charged for this service, when were they last updated or reviewed?

N/A.

c. If services are provided to municipalities, are they being charged by Seminole County and at a rate that is adequate for the service being rendered?

N/A.

12. Are there other potential revenue sources available?

No.

13. Are there specific Grants opportunities being targeted to supplement this service?

No grant opportunities have been identified to supplement this service.

Alternative Providers

14. Are there internal/external agencies that can provide this service, if so please list potential service providers, the net impact on the County's budget and the impact on citizens/customers. If your division currently contracts with other private, public or non-profit organizations to provide public services, please identify agency and services provided? (Formerly Questions 13, 14 & 15)

External contract workers may be secured to perform these services through a Public Relations Agency. The scope of work performed would be limited to the contract negotiated by the County. Contracted services historically are more expensive than in-house services. Vendors who contract services have multiple clients so this would not be a dedicated service for the County.

Efficiency Factors

15. What <u>have you done</u> to improve service efficiency? When were these efficiencies implemented?

In the past 12 months, CID has met with each department to discuss their needs for Marketing/Branding of services. Redundant informational pieces have been eliminated. Education on the proper use of the County logo has been provided through logo standards guidelines and Power Point Presentation templates providing an identifiable "Seminole County look" have been provided for use by all departments.

16. What <u>can be done</u> to improve service efficiency? What new efficiencies do you have planned?

This service is currently accomplished with limited staffing. No new efficiencies are planned due to that factor.

17. If this service is not funded in FY 2009/10, please quantify the impact on the Program's outcome/results.

Marketing/Branding is a component of the larger service of Public Information-Media Relations. Without funding the County's identity would suffer as there would be no concerted effort to inform the customer base, the citizens, businesses, visitors and the media of the availability and the value of the County's services.

In this day and age, government is like any other corporate entity. If the provider's goods and services are a mystery, the consumer will go elsewhere, which for the County would mean a decline in revenue through taxes and fees.

Comments

SERVICE INVENTORY FORM

Service Number:	CI-03	Functional Area:	**Internal Support Services**
Service Name:	SGTV Administration and Operations	Strategic Priority:	Efficient & Effective Government
Program Name:	Community Information	Priority Score:	84
Division Name:	n/a	% of Program Budget:	57.60%
Department Name:	Community Information	Number of FTE:	3.75

Service Description & Goals

1. Please describe the service you provide. A service is the completed end product, not a task performed in service delivery. Include whether service is provided countywide or in unincorporated areas only.

SGTV: Seminole Government Television (SGTV) is a government/education cable access channel cablecast on Bright House channel 199 countywide twenty-four hours a day, seven days a week. SGTV is also streamed live on the Seminole County website at www.seminolecountyfl.gov 24/7. SGTV Administration and Operations have been serving Seminole County citizens for over 10 years since November 1998. The services provided have been recognized with several national and state awards for original productions including Savvy, NATOA and Crystal Awards. SGTV received seven awards during 2008, the most of any year since inception.

SGTV Operations provides programming including a minimum of five live meetings per month, all BCC Meetings, Board of Adjustment, Planning and Zoning and Code Enforcement Board. Various other live meetings are also cablecast throughout the year including BCC Work Sessions, Legislative Delegation, Seminole County Expressway Authority, and budget public hearings. All Seminole County School Board Meetings are replayed on SGTV. SGTV airs original programs produced by the operations staff and CID department staff highlighting services provided by Seminole County. SGTV Administration also contracts with external production personnel to produce original programming for the channel. Seminole InSIGHT, the monthly news magazine series has been produced and aired for four years and has won several awards.

SGTV Operations also acquires programming for broadcast through active partnerships including:
-Videos and messages provided by Seminole County's seven cities, Seminole County Public Schools, Seminole Community College under a BCC resolution described in Section 2 below and the University of Florida Cooperative Extension.
-Retransmission of free satellite delivered programming such as the Florida Channel (coverage of the State legislature from Tallahassee), NASA TV, The Pentagon Channel and Classic Arts Showcase.
-Other free or low cost programming from various sources such as Orange TV, agencies of the State of Florida and the Federal Government.

Original SGTV productions are also aired on WMFE-CFAN throughout Central Florida, during prime time, three evenings per week through an agreement negotiated by SGTV administration. This agreement provides a wider audience for the channel with viewers outside the County.

Select SGTV programming can be accessed on the County web site for "on demand" viewing including county meetings such as BCC, BOA and P&Z and original SGTV programs.

A critical service provided by SGTV operations is the ability to shift the origination point of the channel to the EOC in an emergency or disaster to assist in disseminating vital information, live briefings and video access on the web. During the flooding caused by Tropical Storm Faye in 2008, several local TV news channels utilized the SGTV provided feed to air media briefings live on their channels.

Other services provided by SGTV Operations staff include AV support for the BCC Chambers and County related events and ceremonies, recording and archiving training sessions for various other county departments' future needs, and video duplication services for internal County use and public records

requests.

SGTV Administration-Cable Franchising: As described in Section 2 below, SGTV is provided by Bright House Networks through a County Ordinance, a franchise agreement and state law. The enforcement of the County's Cable Franchise Ordinance and the franchise agreement is the responsibility of the Program Manager II position, who also acts as the station manager for SGTV. A service provided under the cable franchising function is receiving unresolved customer complaints against franchised cable operators and intervening on behalf of citizens to assist them in resolving complaints as provided in the County Ordinance.

2. Is this service mandated by Federal or State law? Please cite reference.

This service is not mandated, but is sanctioned by State law. The County would breach the franchise agreement with Bright House Networks if the service was not provided.

SGTV: Government/Educational access channels are provided under federal law, FCC regulation, State law and County Ordinance. SGTV is provided under a BCC approved franchise agreement with Bright House Networks and its predecessors. SGTV was launched in November 1998 under the then existing franchise agreement. A 10 year renewal and new agreement was approved by the BCC in 2006 which expires in 2016 (Ordinance NO. 2006-37). A state franchise law was passed in 2007 (Consumer Choice Act of 2007) allowing cable operators to opt out of local franchises and obtain a statewide permit. The state law contains provisions requiring cable operators to continue to provide local access channels. The law also contains minimum requirements for channel programming including ten hours of non-repeat programming daily. Bright House has not opted out of the Seminole County franchise and has indicated an intention to continue to honor their agreement with the County. The Federal Cable Communications Policy Act of 1984 (47 U.S.C.) also allows the provision of local access channels under various FCC rules and regulations.

A BCC resolution in 1999 (Resolution NO. 99-R-22) authorized the sharing of time on SGTV with the seven cities, the School Board and SCC. These entities do not provide a great amount of programming, but in addition to the School Board replays, SGTV receives various other programs from them on occasion. All of these partners have utilized SGTV for messages and event announcements.

Cable Franchising: The same federal and state laws also govern cable franchising. The County's Cable Franchising Ordinance (Ordinance NO. 2002-23) contains numerous requirements of cable operators and enforcement authority by the County including remedies for non-compliance. The County's franchise agreement with Bright House Networks (Ordinance NO. 2006-37) also requires monitoring for compliance and enforcement.

3. Purpose & Goals:
a.   What is the purpose of this service (benefit to customers)?

SGTV is the only dedicated local television channel in Seminole County. It offers "government in the sunshine" applicable under Florida Statute (F.S.) Public Records Chapter 119.01 (1) "It is the policy of this state that all state, county, and municipal records are open for personal inspection and copying by any person. Providing access to public records is a duty of each agency." SGTV airs gavel-to-gavel coverage of BCC Meetings, School Board Meetings and other major Seminole County boards. SGTV contributes to an informed citizenry. It personalizes local government. SGTV provides information about County services and community events. There are no commercials, only Public Service Announcements. Utilizing the cable channel and the internet, SGTV provides information to the homebound, elderly and disabled. With newspapers cutting staff and reducing news coverage, the service provided by SGTV is all the more important now. During an emergency or disaster requiring activation of the EOC, SGTV participates in the dissemination of vital information. SGTV provides the ability to communicate with thousands of citizens on a real time and regular basis.

b. What indicators are used to determine if the purpose is being accomplished?

SGTV is a valuable but intangible asset. While Bright House networks refuses to provide quantitative measures as to the number of SGTV viewers, they have noted that the channel is available in over 100,000 households in the County, which are populated by an average of two adults and two point five children who through anecdotal evidence are aware of SGTV and have watched the channel. Phone calls to SGTV regarding specific programming also indicate the channel is being viewed.

c . What are the FY08/09 goals for this service? Identify 1-3 primary goals.

1. Continue to improve the quality of programming and service provided.
2. Enhanced utilization of the web as a method of delivering the service.
3. Act as a conduit in the effort to brand and market Seminole County.

Service Level Information

4. Identify the target audience for this service. If it is citizens, identify the number and type of recipients (residents, children, seniors, handicapped, low-income, etc) benefiting from service.

SGTV is available to all Bright House cable subscribers countywide including the seven cities. Cable households with the availability of SGTV number in excess of 100,000. Anyone with computer access can
also watch the SGTV live stream and access on-demand programming on the web from anywhere in the world.

5. What is the demand for this service? Please provide quantitative usage data if possible (i.e. # of customers).

As indicated in 3b Bright House Networks does not provide viewership measurements of the channel, therefore estimates can be made that of the 100,000 households with access to SGTV there has been viewership at some time in the past 12 months. On the Seminole County website at www.seminolecountyfl.gov, through live and "on demand features for FY 2007-08 99,486 hits were registered with 46,464 unique IP addresses. Viewership & Audience Research Surveys are available at a cost of $10,000-$15,000.

6. Are customers requesting an increased level of service that is not currently being provided? (Formerly Question 20)

No.

7. What is the frequency of services provided? Daily, Monthly, every 5 years, etc?

SGTV operates 24 hours per day, seven days per week, 365 days per year.

8. Identify what positions (by title) are utilized in providing this service? (attach FTE allocation)

-Program Manager II
-Program Manager I
-Broadcast Production Engineer
-Video Coordinator

In addition to the dedicated SGTV staff listed above, CID staff also contributes to SGTV operations:
-Community Information Director/PIO
-Community Information Coordinator/Assistant PIO
-Senior Graphics Coordinator
-Graphics Coordinator
-Graphics Coordinator
-Administrative Assistant

a. Who is the service Owner/Manager (by title) responsible for the daily delivery of quality service?

Program Manager II

b. Who is responsible (by title) for analyzing and enhancing the service?

Community Information Director/PIO

9. Are there any vacancies associated with this service? If any of the vacant positions are not being filled, how does this impact your operational plan?

There are no vacancies at this time.

10. Are there any potential increases beyond your current base cost?

No.

Revenues Sources

11. Identify fees or other revenue sources currently supporting this service.

There are no revenue sources. By agreement with Bright House, SGTV cannot charge for air time or air commercials. However, there is a balance of a Bright House capital grant in the amount of $186,204 as a result of the franchise renewal in 2006. The use of this grant is restricted to the purchase of capital equipment to enhance SGTV. This balance is being carried forward in the County's capital budget in anticipation of future use for digital conversion.

a. What percentage of support do the revenues provide?

N/A

b. If fees are charged for this service, when were they last updated or reviewed?

N/A

c. If services are provided to municipalities, are they being charged by Seminole County and at a rate that is adequate for the service being rendered?

No

12. Are there other potential revenue sources available?

No

13. Are there specific Grants opportunities being targeted to supplement this service?

Grant opportunities have been investigated, but none have been identified that apply to this service.

Alternative Providers

14. Are there internal/external agencies that can provide this service, if so please list potential service providers, the net impact on the County's budget and the impact on citizens/customers. If your division currently contracts with other private, public or non-profit organizations to provide public services, please identify agency and services provided?   (Formerly Questions 13, 14 & 15)

The administration and operation of a local government access television channel and cable franchising regulation are inherent functions of the local government entity. An informal survey of other local government channels throughout the US revealed none that outsourced the administration and operation of their government channel. The SGTV budget includes Contracted Services. SGTV utilizes temporary contract personnel, under the direction of SGTV staff, for specialized video production services such as script writing, videography, editing, etc., whenever appropriate and efficient to do so.

Efficiency Factors

15. What <u>have you done</u> to improve service efficiency? When were these efficiencies implemented?

SGTV staff was reduced by one Video Coordinator in May 2008. In addition, the use of flex time and comp time was implemented to reduce use of overtime. Other operating expenditures have been reduced wherever possible.

16. What <u>can be done</u> to improve service efficiency? What new efficiencies do you have planned?

Operating a TV channel requires a specifically skilled and trained staff. SGTV operates efficiently with minimal staff of four, in addition to support from the other six staff members of CID, who all dedicate time on weekends and during evening hours beyond the 40-hour work week to the operation and administration of SGTV.
Training courses are planned to continuously improve the production skills and efficiency of SGTV staff. Cross training of the other CID staff in SGTV operations is also planned to ensure sufficient backup support is available when needed.

17. If this service is not funded in FY 2009/10, please quantify the impact on the Program's outcome/results.

SGTV: Not-funding SGTV would result in the County potentially being in violation of the Bright House Franchise Agreement and failure to meet programming requirements of the new state law. One possibility could be to attempt to renegotiate the existing Bright House agreement. That would require Bright House' willingness and cooperation in negotiating a modification of the existing franchise agreement. BCC direction would be required as well as BCC approval of any modified agreement. Rather than agreeing to renegotiate a local franchise agreement, it is more likely that Bright House would opt out of the current franchise agreement in favor of the state permit. A cable channel is a valuable asset. Bright House would likely seize the opportunity to take back the channel, due to the County's failure to utilize it as required by state law, and use it for another revenue generating purpose. It would be very difficult or impossible for the County to reacquire the channel at some future time. The loss of SGTV by our citizens would deprive them of an intangible asset that provides open government and an informed citizenry with a better understanding of the operations and services provided by their local government.

Comments

SERVICE INVENTORY FORM

Service Number:	CI-04	Functional Area:	**Internal Support Services**
Service Name:	Website Content	Strategic Priority:	Efficient & Effective Government
Program Name:	Community Information	Priority Score:	49
Division Name:	n/a	% of Program Budget:	1.14%
Department Name:	Community Information	Number of FTE:	.75

Service Description & Goals

1. Please describe the service you provide. A service is the completed end product, not a task performed in service delivery. Include whether service is provided countywide or in unincorporated areas only.

The Community Information Department (CID) provides Website Content, including media releases, announcements, photographs, documents and general information about County services, functions and events. CID also provides streaming video for the website (live and taped format) from SGTV programming. Website Content can be accessed globally from the Internet. CID has access to upload some of the content directly, but overall content placement must currently be coordinated through the web developers in ITS.

In 2009 with the redesign of the website and the implementation of a Content Management System (CMS), CID will have complete governance of the content.

2. Is this service mandated by Federal or State law? Please cite reference.

No. However, it could be considered applicable under Florida Statute (F.S.) Public Records Chapter 119.01 (1) "It is the policy of this state that all state, county, and municipal records are open for personal inspection and copying by any person. Providing access to public records is a duty of each agency."

3. Purpose & Goals:
* a.   What is the purpose of this service (benefit to customers)?*

The County provides Website Content as a means to deliver information instantly to anyone with access to the Internet. It is a quick reference tool which also has interactive capabilities for some who conduct business with the County.

* b. What indicators are used to determine if the purpose is being accomplished?*

Monthly statistics are compiled from the website by the ITS department as to the number of hits, pages viewed, visitors, location of visitors (local and global), etc. In FY 2007-08, an average of 302,496 visitors accessed our website each month; and annually 1,297,716 unique IP addresses visited the Seminole County website, resulting in 153,207,607 hits.

Periodic phone calls or e-mails from citizens seeking information on the website also indicate that the content is being accessed.

* c . What are the FY08/09 goals for this service? Identify 1-3 primary goals.*

Seminole County's website will be redesigned in 2009. CID's goal is to make the website more user-friendly for external users by improving search-engine functions, initiate web 2.0 capabilities to personalize content for web users who only access limited items on the site and allow for internal customers to update content through the implementation of a Content Management System (CMS).

Service Level Information

4. Identify the target audience for this service. If it is citizens, identify the number and type of recipients (residents, children, seniors, handicapped, low-income, etc) benefiting from service.

The target audience for this service is the County's citizens, potential visitors, businesses and public and private entities seeking information about the County. According to the latest Bureau of Economic Business Research estimate, there are 426,413 residents in Seminole. Seminole County's news and information also reaches the populations of Orange County, which currently stands at more than 1,114,970 and Volusia County 510,750.

5. What is the demand for this service? Please provide quantitative usage data if possible (i.e. # of customers).

In FY 2007-08, 1,297,716 unique IP addresses visited the Seminole County website, resulting in 153,207,607 hits.

6. Are customers requesting an increased level of service that is not currently being provided? (Formerly Question 20)

External customers have requested more interactive capabilities, web 2.0 functionality, ability to pay for events and services (i.e.: recreation) on line.

Internal customers are seeking more immediate means to add content to the website so that information is timelier and can be changed if situations indicate, such as a cancellation to an event, or time change for a meeting.

7. What is the frequency of services provided? Daily, Monthly, every 5 years, etc?

Updating website content is a weekly and sometimes daily occurrence, particularly during the activation of the Emergency Operations Center (EOC). CID has the capability to update news release, announcements, Special Notice banner information and the Prepare Seminole website (www.prepareseminole.org), a sister site to www.seminolecountyfl.gov. ITS currently facilitates any additional updates as there is no Content Management System (CMS) on the site. All actual Website Content is provided by CID.

8. Identify what positions (by title) are utilized in providing this service? (attach FTE allocation)

CID:
-Community Information Director/ Public Information Officer (PIO)
-Community Information Coordinator/ Assistant Public Information Officer (APIO)
-Program Manager I
-Senior Graphics Coordinator
-Graphics Coordinator
-Graphics Coordinator.

ITS:
-Senior Web Developer
-Temp Web Developer

a. Who is the service Owner/Manager (by title) responsible for the daily delivery of quality service?

As this service is currently a collaborative effort between two departments responsibility for the service is shared by the Community Information Director/PIO and the Division Manager for Enterprise Software.

b. Who is responsible (by title) for analyzing and enhancing the service?

As this service is currently a collaborative effort between two departments responsibility for the service is shared by the Community Information Director/PIO, Division Manager for Enterprise Software.

9. Are there any vacancies associated with this service? If any of the vacant positions are not being filled, how does this impact your operational plan?

No.

10. Are there any potential increases beyond your current base cost?

No.

Revenues Sources

11. Identify fees or other revenue sources currently supporting this service.

There are no other revenue sources currently supporting this service.

a. What percentage of support do the revenues provide?

N/A

b. If fees are charged for this service, when were they last updated or reviewed?

N/A.

c. If services are provided to municipalities, are they being charged by Seminole County and at a rate that is adequate for the service being rendered?

N/A

12. Are there other potential revenue sources available?

No.

13. Are there specific Grants opportunities being targeted to supplement this service?

No grant opportunities have been identified for this service.

Alternative Providers

14. Are there internal/external agencies that can provide this service, if so please list potential service providers, the net impact on the County's budget and the impact on citizens/customers. If your division currently contracts with other private, public or non-profit organizations to provide public services, please identify agency and services provided?   (Formerly Questions 13, 14 & 15)

Internally, each department could be required to provide Website Content directly to ITS web developers. However, this practice eliminates the checks and balances provided by the trained CID staff that fact check, edit and format content, and determine correct placement on the website for accessibility by the end user.

Externally, a web development vendor could be contracted to provide Website Content services out-of-house, or as a consultant working within Seminole County government offices. Either option would negatively impact the County's budget as website consultants will charge hourly fees for any updates to the content, and in the event of after hours or weekend Website Content updates, these fees could range as high as $100 per hour.

With either option web users may be subject to viewing outdated Website Content or content that is factually incorrect, which could reflect negatively on the County's image.

Efficiency Factors

15. What <u>have you done</u> to improve service efficiency? When were these efficiencies implemented?

In the past 12 months, access points to update some levels of content have been made accessible to the CID staff at the request of the CID Director. This has alleviated the need to request ITS web developers add of edit content during fluid situations. The Special Notice banner is one such adaption that allows for immediate updates for crucial information.

Content design on the website homepage has also been amended to allow for users to quickly access the Board of County Commissioners' page, to find hours of operation and addresses for each department in one location, to find jobs, to access the County's e-newsletter "Seminole County Outlook" and to access SGTV.

16. What <u>can be done</u> to improve service efficiency? What new efficiencies do you have planned?

Seminole County's website will be redesigned in 2009. CID's goal is to make the website more user-friendly for external users by improving search-engine functions, initiate web 2.0 capabilities to personalize content for web users who only access limited items on the site and allow for internal customers to update content through the implementation of a Content Management System (CMS).

17. If this service is not funded in FY 2009/10, please quantify the impact on the Program's outcome/results.

Without funding for the Website Content users would not have an immediate source for up-to-date information on County services, news and events. The County would also be without a presence on the Internet. In today's technology driven world, this would create and information deficit for users internally and externally. Citizens would have to resort to using the phone, communicating by e-mail or snail mail, or visit in person to access information. The end result would be a need for more County customer service representatives to provide information that is currently available online.

Comments

SERVICE INVENTORY FORM

		BUDGET STAFF TO COMPLETE THIS SECTION	
Service Number:	CI-05	Functional Area:	**Internal Support Services**
Service Name:	Public Records Request Coordination	Strategic Priority:	Efficient & Effective Government
Program Name:	Community Information	Priority Score:	85
Division Name:	n/a	% of Program Budget:	.49%
Department Name:	Community Information	Number of FTE:	.50

Service Description & Goals

1. Please describe the service you provide. A service is the completed end product, not a task performed in service delivery. Include whether service is provided countywide or in unincorporated areas only.

In 2007 the County Manager mandated that the Community Information Department (CID) become the Public Records Request Coordinator for the County. It is the responsibility of CID staff to coordinate and track all public records requests for all 13 County departments and act as liaison between the requestor and the various, appropriate departments/records custodians related to a particular request. CID is ultimately responsible for insuring that the Public Records Request is responded to in a timely manner, and that all material requested, if available, is provided to the requestor in the form requested.

It is the responsibility of CID to comply with the law that states public records requests must be handled "promptly and in good faith". As Records Request Coordinator, CID maintains a Public Records Request Tracking Log with information provided by the various Department/Division Records Custodian(s) throughout the County. It is also the responsibility of CID staff to train and provide updates to Department/Division Records Custodian(s) on the policies and procedures that have been set forth in an effort to maintain continuity throughout the County with regard to public records request compliance.

These services are provided Countywide, but reach regionally throughout Central Florida, depending on the location of the requestor.

2. Is this service mandated by Federal or State law? Please cite reference.

The County provides the Public Records Request service because it is mandated in Florida Statute (F.S.) Public Records Chapter 119.01 (1) "It is the policy of this state that all state, county, and municipal records are open for personal inspection and copying by any person. Providing access to public records is a duty of each agency." In addition this service is mandated by the Seminole County Manager Policies "Public Records and Public E-Mail Records Requests".

3. Purpose & Goals:
   a. What is the purpose of this service (benefit to customers)?

The purpose of this service is to comply with the State of Florida Sunshine laws for open government and to comply with Florida Statute (F.S.) Public Records Chapter 119.01 (1) which states it is a duty of each agency to allow for inspection and copying of public records.

   b. What indicators are used to determine if the purpose is being accomplished?

As Records Request Coordinator, CID maintains a Public Records Request Tracking Log. CID as Records Request Coordinator allows for 10 business days for a response to the Public Records Request to be accomplished. Phone calls and e-mails are made to the responsible Departments half-way to the deadline date to ensure that the request will be responded to in the provided time frame. If indications are made that fulfilling the request will take more time, notification is given to the requestor. The log indicates that on average 70 Public Records Requests are received and responded to on a monthly basis, though in some months the requests are significantly higher.

   c . What are the FY08/09 goals for this service? Identify 1-3 primary goals.

Training on updated Public Records Requests laws for the various Public Records department liaisons will be provided if funding is available. Homeland Security stipulations affecting public records have been modified due to terrorists' activity and not all records are now considered public as their release could produce security breaches.

Service Level Information

4. Identify the target audience for this service. If it is citizens, identify the number and type of recipients (residents, children, seniors, handicapped, low-income, etc) benefiting from service.

This service is provided for any citizen, business, or government agency requesting inspection of public records, barring homeland security exemptions.

5. What is the demand for this service? Please provide quantitative usage data if possible (i.e. # of customers).

Approximately 840 Public Records Requests are coordinated annually.

6. Are customers requesting an increased level of service that is not currently being provided? (Formerly Question 20)

Customers appear satisfied with the 10 business day time frame for response though some have indicated they would like access to records within 24 hours or sooner. Reducing response time can only be accomplished if all records are stored electronically. Paper records are archived in Iron Mountain and require retrieval and transportation time factored into the response.

7. What is the frequency of services provided? Daily, Monthly, every 5 years, etc?

The tracking and coordination of public records requests is a weekly function, but the log is sometimes updated daily depending on the number of requests received. More time is also allotted to this service depending on the complexity of certain requests. Communication may be a daily occurrence if there is a multi-departmental request and short deadline.

8. Identify what positions (by title) are utilized in providing this service? (attach FTE allocation)

-Administrative Assistant
-Community Information Director/Public Information Officer (PIO)
-Community Information Coordinator/Assistant Public Information Officer (APIO)

a. Who is the service Owner/Manager (by title) responsible for the daily delivery of quality service?

Community Information Director/PIO

b. Who is responsible (by title) for analyzing and enhancing the service?

Community Information Director/PIO

9. Are there any vacancies associated with this service? If any of the vacant positions are not being filled, how does this impact your operational plan?

No.

10. Are there any potential increases beyond your current base cost?

No.

Revenues Sources

11. Identify fees or other revenue sources currently supporting this service.

A small amount of revenue may be realized from Public Records requests as charges may be incurred for materials being copied or reproduced in accordance with the F.S. 119.07 (4), also in accordance with the Seminole County Administrative Code Section 20.36 "Public Records Fees".

a. What percentage of support do the revenues provide?

Revenues provide less than 1% support for this service. The service providers are funded through the general fund.

b. If fees are charged for this service, when were they last updated or reviewed?

Section 119.07, Florida Statutes, authorizes the establishment of fees for the cost of providing copies of public records and was adopted under the following Seminole County resolutions:
•   Resolution 2007-R-42 adopted March 13, 2007
• Resolution 98-R-104 adopted May 12, 1998
•   Resolution 2005-R-99 adopted June 14, 2005

The section of the resolution detailing the fees is below:

(a) Fifteen cents ($.15) for each copy of each page made by copy machine; provided that the copy paper size does not exceed 8 ½ " by 14" (legal size) and; provided, further that the copy is imprinted on one (1) side only.
(b) Twenty five cents ($.25) for each copy of each page made by copy machine for 11" by 17" (ledger) and; provided, further that the copy is imprinted on (1) side only.
20.36 - 1
© An additional five cents ($.05) for each copy as set forth in C. (1)(a) and (b), above, which is imprinted on two (2) sides.
(d) As to all other copies, the actual cost of duplication of the record or document.
(e) Electronic file copies shall be charged staff time, if extensive, as defined above.
(f) Video copies – Duplicate copies of televised meetings or productions shall be charged fees as set forth

in the established SGTV policies.
(g) For Blueline Prints of Contour Aerials, FIVE AND NO/100 DOLLARS ($5.00) per copy.
(h) For Mylar Prints of Contour Aerials, TEN AND NO/100 DOLLARS ($10.00) per copy.
(i) For Blueline Prints of Historical Aerials, FIVE AND NO/100 DOLLARS ($5.00) per copy.
(j) For Blueline Prints of Engineering Drawings, FIVE AND NO/100 DOLLARS ($5.00) per copy.
(k) For Mylar Prints of Historical Aerials, TEN AND NO/100 DOLLARS ($10.00) per copy.
(l) Mylar Prints of Engineering Drawings, TEN AND NO/100 DOLLARS ($10.00) per copy.
(m) For Survey Corner Books, TWENTY AND NO/100 DOLLARS ($20.00) per copy.
(n) If the copies are to be mailed at the request of the requestor, a charge of $3.50 for handling plus all applicable postage expenses shall be made. Requests for public records to be mailed by a Department or Division shall be paid in advance.
(2) If the nature or volume of public records requested to be inspected, examined or copies is such to require extensive use of County technology resources or extensive clerical or supervisory assistance or both, the Department or division may charge an additional special service charge which shall be based on the cost incurred for the use of the technology resources as listed in the County Manager's policies setting forth such costs and hourly rate of personnel providing the services. This charge shall be based on the costs actually incurred.
20.36 - 2
(3) In the event that due to the size or configuration of a public record, it cannot be reproduced on equipment owned or operated by the County, the requestor shall pay in advance the estimated cost that will be charged to the County for outside reproduction services as the base copy charge. Full payment must be made prior to the release of the document to the requestor.

c. If services are provided to municipalities, are they being charged by Seminole County and at a rate that is adequate for the service being rendered?

N/A.

12. Are there other potential revenue sources available?

No.

13. Are there specific Grants opportunities being targeted to supplement this service?

No.

Alternative Providers

14. Are there internal/external agencies that can provide this service, if so please list potential service providers, the net impact on the County's budget and the impact on citizens/customers. If your division currently contracts with other private, public or non-profit organizations to provide public services, please identify agency and services provided? (Formerly Questions 13, 14 & 15)

There are no alternative providers outside the organization to manage Public Records Requests. Government agencies in the State of Florida are mandated to comply with F.S. Chapter 119 by law. A private organization does have to follow the same standards as set forth by the State of Florida for governmental entities.

Efficiency Factors

15. What <u>have you done</u> to improve service efficiency? When were these efficiencies implemented?

A spread sheet system has been implemented to keep track of all Public Records Requests, including material requested and date expected by requestor. Follow up phone calls at timed intervals are made to departments involved in the procurement of the records to insure the request is responded to in a timely fashion.

16. What <u>can be done</u> to improve service efficiency? What new efficiencies do you have planned?

Additional training for each department's Public Records Requests liaison would assist in increasing the timeliness factor for responding to the requests. In addition training on what is considered a Public Record and what is in fact a Media Inquiry would expedite the process.

Archiving files electronically would also expedite responses to Public Records requests. This can be done with more recent documents of legal or letter size, but would be difficult for large scale plans, maps, etc.

17. If this service is not funded in FY 2009/10, please quantify the impact on the Program's outcome/results.

If this service is not funded and the County fails to respond to Public Records Requests this is a violation

of the F.S. 119.10 (a) "punishable by fine not exceeding $500" per request. The County received approximately 840 Public records requests in 2008-09. The fines for not responding to these requests would have totaled $420,000.

For Public Records Requests, each department/division is responsible to provide their portion of a public records request. However without the coordination aspect provided by CID there would be no centralized tracking mechanism. If calls for requests were made to each department there would be no method to determine if all items requested were being delivered in a timely basis and if the totality of the request was realized.

Comments

SERVICE INVENTORY FORM

			BUDGET STAFF TO COMPLETE THIS SECTION
Service Number:	CI-06	Functional Area:	**Internal Support Services**
Service Name:	Event Coordination-Speakers' Bureau/Community Outreach	Strategic Priority:	Efficient & Effective Government
Program Name:	Community Information	Priority Score:	13
Division Name:	N/A	% of Program Budget:	3.92%
Department Name:	Community Information	Number of FTE:	.30

Service Description & Goals

1. Please describe the service you provide. A service is the completed end product, not a task performed in service delivery. Include whether service is provided countywide or in unincorporated areas only.

Event Coordination was implemented within the Community Information Department to improve the scheduling of special events for County Departments. As coordinator, CID works with other departments providing logistics to secure event dates accommodating to elected officials schedules, upper management and other key invitees. Event coordination also ensures that speakers and topics are identified; invitations and programs are ordered; locations are selected, podiums, sound systems, chairs, tables and props are reserved, if needed, and writes news releases to promote the events. This service is limited to Seminole County Government events.

The Speakers' Bureau is a network of employees who speak and/or provide presentations on more than 100 topics to businesses, organizations, churches, civic groups and schools, including: health and wellness, environmental services, government functions and business. It is a countywide service.

2. Is this service mandated by Federal or State law? Please cite reference.

This service is not mandated.

3. Purpose & Goals:
   a. What is the purpose of this service (benefit to customers)?

Event coordination was established to provide a clearinghouse for event scheduling and management, ensuring that all elements necessary for special events are accounted for. This role assures that all invested parties are included in the event process, providing a centralized location for information gathering and distribution associated with the event.
The Speakers' Bureau is an added service to benefit County residents. It is a way to promote our programs, services and educate our community on other important topics of interest.

   b. What indicators are used to determine if the purpose is being accomplished?

The number of events coordinated are tracked and documented in the Community Information Department Monthly Status Report. In 2008, seven events were coordinated. Speakers Bureau requests were not formally tracked until August of 2008 and do not include requests for speakers from the extension services and public safety. Since that time six formal requests have been made for speakers in other departments.

   c . What are the FY08/09 goals for this service? Identify 1-3 primary goals.

1. Ensure the coordination of events includes a formalized tracking process as to the particular supplies required by most and possibly purchase in bulk for recurring events as a cost saving measure.
2. Promote the Speakers' Bureau at County meetings and events, as well as through the external e-mail newsletter, Seminole County Outlook, and the website.

Service Level Information

4. Identify the target audience for this service. If it is citizens, identify the number and type of recipients (residents, children, seniors, handicapped, low-income, etc) benefiting from service.

The target audience for Events Coordination is all 13 County departments and the Board of County Commission, as well as the County's partners who develop and execute events jointly.

The Speakers' Bureau is available to all 426,413 County residents. It is also available to businesses in the County.
The audience includes community and professional organizations, youth groups, schools, churches and rotary clubs.

5. What is the demand for this service? Please provide quantitative usage data if possible (i.e. # of customers).

Event coordination is provided on an as-needed basis and Speakers' Bureau inquiries are responded to as requested. In 2008, seven events were fully coordinated. These events were attended by approximately 300-400 citizen customers, dozens of elected officials, and municipality and County staff. An addditional 4 events were given assistance in the procurement of supplies, graphic assistance or media notifications.

Speakers' Bureau requests were not formally tracked until August of 2008 and do not include requests for speakers from the extension services and public safety. Since that time six formal requests have been made for speakers in other departments.

6. Are customers requesting an increased level of service that is not currently being provided? (Formerly Question 20)

Customers appear pleased with the current level of service which was increased in 2008.

7. What is the frequency of services provided? Daily, Monthly, every 5 years, etc?

Event Coordination and Speakers' Bureau Services are provided on an as-needed basis. If an average is taken of the requests, the services are provided monthly.

8. Identify what positions (by title) are utilized in providing this service? (attach FTE allocation)

-Community Information Director/PIO
-Community Information Coordinator/Assistant PIO
-Administrative Assistant
-Broadcast Engineer

a. Who is the service Owner/Manager (by title) responsible for the daily delivery of quality service?

Community Information Coordinator/Assistant Public Information Officer

b. Who is responsible (by title) for analyzing and enhancing the service?

Community Information Coordinator/Assistant Public Information Officer

9. Are there any vacancies associated with this service? If any of the vacant positions are not being filled, how does this impact your operational plan?

No.

10. Are there any potential increases beyond your current base cost?

No.

Revenues Sources

11. Identify fees or other revenue sources currently supporting this service.

No fees or other revenue services currently support this service.

a. What percentage of support do the revenues provide?

N/A.

b. If fees are charged for this service, when were they last updated or reviewed?

N/A.

c. If services are provided to municipalities, are they being charged by Seminole County and at a rate that is adequate for the service being rendered?

N/A.

12. Are there other potential revenue sources available?

No.

13. Are there specific Grants opportunities being targeted to supplement this service?

There are no grant opportunities available for this service.

Alternative Providers

14. Are there internal/external agencies that can provide this service, if so please list potential service providers, the net impact on the County's budget and the impact on citizens/customers. If your division currently contracts with other private, public or non-profit organizations to provide public services, please identify agency and services provided?   (Formerly Questions 13, 14 & 15)

Event Coordination serves internal customers only. Each department could coordinate their own idividual events. The County could also retain a vendor event planner to provide this service, but the cost would be significantly higher than it currently is as this service is provided by FTEs currently working on other services within the organization.

The Speakers' Bureau is a free service provided to the citizens. Speakers are delivering information on specific topics related to government services and projects; therefore, this service could only be provided

by a government entity or hired consultant who is well-versed in the daily operations of the organization.

Efficiency Factors

15. What <u>have you done</u> to improve service efficiency? When were these efficiencies implemented?

Tracking mechanisms have been implemented for both Event Coordination and the Speakers' Bureau. In addition marketing of the Speakers' Bureau through a brochure, on the County's website, and at events has garnered the service more attention.

16. What <u>can be done</u> to improve service efficiency? What new efficiencies do you have planned?

This is a value added service and is currently efficient.

17. If this service is not funded in FY 2009/10, please quantify the impact on the Program's outcome/results.

If this service is not funded, there would be no significant impact to internal customers. Event Coordination could be conducted within the individual County departments and Divisions, however there would be no centralized tracking method, which could lead to poorly planned and executed events, damaging the County's perception among its citizens.

The Speakers Bureau funding is included in FTE salaries as its coordination is a value-added service for Seminole County citizens. There would be no significant impact if it were discontinued. Citizens could still obtain information from the County, but would not have the benefit of a speaker who could attend a meeting at a location not associated with County services, such as a HOA clubhouse or a Rotary Club.

Comments

SERVICE INVENTORY FORM

Service Number:	CI-07	Functional Area:	**Internal Support Services**
Service Name:	Graphic Design Services	Strategic Priority:	Efficient & Effective Government
Program Name:	Community Information	Priority Score:	35
Division Name:	n/a	% of Program Budget:	27.41%
Department Name:	Community Information	Number of FTE:	2.3

Service Description & Goals

1. Please describe the service you provide. A service is the completed end product, not a task performed in service delivery. Include whether service is provided countywide or in unincorporated areas only.

The Graphics team provides professional design services for communication materials produced for internal County customers including all County Departments and some of the Constitutional Officers. Design work is not limited to print material, but also includes presentations, web and video graphics. The Graphic team creates the artwork and serves as a coordination point for all printed County stationary (envelopes and letterhead) and business cards. Graphics also serves as an archive and repository for County forms and artwork including the County logo and department program logos. The Graphics team guides County departments to adhere to logo guidelines to effectively get the County's message out in a standard and professional manner. Graphics provides County logos to vendors working with County departments. In addition, the graphics team provides design work and production coordination of the following work products: forms, flyers, brochures, posters, banners, certificates, mailers, covers for manuals or reports, invitations, programs for events, handouts, door tags, routing slips, name tags, bookmarks, cards that advertise County programs or services, sign design, labels, nameplates, newspaper ads, billboard designs, booklets, post cards, large format mounting and laminating, web elements for the Internet, organizational charts, general maps of the County for information pieces and video graphics for SGTV.

Graphics provides cost effective solutions for many of these items with designs that maximize resources, and with knowledge of vendors that provide printing, binding and laminating services at minimal costs. Graphics digitally sends art to Printing Services (aka the Copy Center) to eliminate printing degradation. Graphics prints large format posters and art in-house, saving the County the cost of large format printing. In addition, Graphics maintains the brochure racks and signage for the main entrance of the County Services building and coordinates the distribution and printing of information pieces that go into the brochure racks at the five library branches. Graphics provides photography services at many County ribbon cuttings, events and functions to maintain a photo library of the County's past and interaction with the Citizens. Graphics provides graphic support to internal and external county campaigns or programs including: the Charitable Giving Committee, the Employee Academy, Environmental Services Water Web Site, the Citizens' Academy and National County Government Week. On the SGTV side of Community Information, Graphics has assisted in the control room during live meetings, has been creating the lower thirds for all live meetings and has provided presentation support for departments when necessary. Graphics has been coordinating the content, layout and production of the monthly County Employee Newsletter. Graphics also launched a new product, Seminole County Outlook, a quarterly e-mail community newsletter. Graphics also coordinated the content, layout and production of this publication, including maintenance of an e-mail database. Graphics also gives assistance to internal customers who need help inserting graphics into their work by providing instruction or images for departments to use.

Graphics also occasionally does work for some County Constitutional offices including the Clerk of the Court, the Tax Collector and the Seminole County Sheriff's Office. Attached to this inventory is a spreadsheet list with information concerning the requests that were fulfilled in fiscal years 07/08 and numbers to date in 08/09.

2. Is this service mandated by Federal or State law? Please cite reference.

There is not a mandate or agreement that demands this service though Graphics works on several projects that are mandated including: the County Manager's Annual Report that is required by the County

Charter, the State required Consumer Confidence Report for Seminole County water utility customers (provides water quality data to consumers).

3. Purpose & Goals:

a. What is the purpose of this service (benefit to customers)?

The County provides this service to assist departments delivering the County's message. There is a cost savings to the County for design, layout, typography and large format printing services that would cost much more if outsourced. Also, artwork is archived and kept for future use. This keeps the County from paying additional money for artwork fees and saves the County time because the art can be quickly modified and sent to the vendor.

b. What indicators are used to determine if the purpose is being accomplished?

The number of requests for Graphics assistance has steadily increased in the last quarter of 2008, reaching over 100 job requests in December of 2008. The volume of work does fluctuate month to month however, depending on the needs of the various departments.

c. What are the FY08/09 goals for this service? Identify 1-3 primary goals.

1. Assist in the redesign of the County's Internet Site .
2. Promote the importance of brand consistency and the services of Graphics throughout the County.
3. Promote SGTV by designing new advertising collateral (print, web and billboards) and lend graphic assistance to the creation of new PSAs.

Service Level Information

4. Identify the target audience for this service. If it is citizens, identify the number and type of recipients (residents, children, seniors, handicapped, low-income, etc) benefiting from service.

The target audience is Seminole County businesses and the 426,413 residents of Seminole County, as indicated
by the December 2008 population figures from BEBR and the County's 1400 + employees.
Visitors to Seminole County are also an audience for this service.

5. What is the demand for this service? Please provide quantitative usage data if possible (i.e. # of customers).

Graphics completed 980 work requests in 07/08. In addition, Graphics has been handling an average of 85 work requests per month in the last three months. Besides handling these requests, Graphics has monthly duties that include: coordination, and creation and production of the monthly Employee Newsletter and graphic elements for the monthly SGTV magazine program, Seminole InSIGHT. Graphics also creates the design concepts and production coordination for several annual projects including: the County Manager's Annual Report, the State of the County presentation, the Adopted Budget Book, the Budget Work session presentations, the Comprehensive Annual Financial Report (for the Clerk of the Court), the Environmental Services Consumer Confidence Report (water quality data for utility customers), publicity items for National County Government Week and Solid Waste Management's Programs brochure. Graphics also worked on a printed version of the Employee Training Calendar four times a year.

6. Are customers requesting an increased level of service that is not currently being provided? (Formerly Question 20)

Customers are requesting increased levels of service, however we have been able to handle the current workload thus far.

7. What is the frequency of services provided? Daily, Monthly, every 5 years, etc?

Services are provided on a daily basis.

8. Identify what positions (by title) are utilized in providing this service? (attach FTE allocation)

Senior Graphics Coordinator
Graphics Coordinator
Graphics Coordinator
Additional positions who provide this services include:
-Director Community Information/PIO
-Community Information Coordinator/APIO
-Video Coordinator

a. Who is the service Owner/Manager (by title) responsible for the daily delivery of quality service?

Senior Graphics Coordinator

b. Who is responsible (by title) for analyzing and enhancing the service?

Community Information Director/PIO

9. Are there any vacancies associated with this service? If any of the vacant positions are not being filled, how does this impact your operational plan?

No vacancies are associated with this service.

10. Are there any potential increases beyond your current base cost?

The only potential increases are in outside printing costs which may increase based on the cost of ink,

paper and delivery services.

Revenues Sources

11. Identify fees or other revenue sources currently supporting this service.
There are no other revenue sources.

a. What percentage of support do the revenues provide?
N/A.

b. If fees are charged for this service, when were they last updated or reviewed?
N/A.

c. If services are provided to municipalities, are they being charged by Seminole County and at a rate that is adequate for the service being rendered?
N/A.

12. Are there other potential revenue sources available?
No.

13. Are there specific Grants opportunities being targeted to supplement this service?
No grant opportunities have been identified.

Alternative Providers

14. Are there internal/external agencies that can provide this service, if so please list potential service providers, the net impact on the County's budget and the impact on citizens/customers. If your division currently contracts with other private, public or non-profit organizations to provide public services, please identify agency and services provided?   (Formerly Questions 13, 14 & 15)
Private marketing or design agencies could provide these services at a much higher price and this approach would also result in significant service delays. Departments may not deliver a consistent message with proper usage of the County logo. We contract with one non-profit agency, Pride Enterprises, for the printing of County letterhead and envelopes.

Efficiency Factors

15. What <u>have you done</u> to improve service efficiency? When were these efficiencies implemented?
To effectively reach the Citizens of Seminole County without spending County funds, we created the Seminole County Outlook, an e-mail quarterly community newsletter. We are trying to increase the readership of this service through promotional strategies at County events and additional placement in physical locations such as the parks Constitutional Offices and various County buildings. Four billboards designs were created to advertise various County services. These are digital billboards and are provided as a free public service. They run only when there are no purchased ads running on these billboards.

16. What <u>can be done</u> to improve service efficiency? What new efficiencies do you have planned?
To improve the County information outlets to the community at large we would like to change the Community Newsletter to a monthly publication and use some innovative techniques by embedding video for citizens to view. New billboards are planned for 2009.

17. If this service is not funded in FY 2009/10, please quantify the impact on the Program's outcome/results.
If the service is not funded in 2009/10 the County would need to outsource production of all published materials which would come at a significant cost increase. Private industry firms who perform Graphic work typically charge anywhere from $50 to $100 per hour for their design services, and there are additional costs associated with the materials used, such as paper and ink. In addition delivery times would be affected as currently these services are performed in house and outsourcing would mean wait times for proofs and production of even the smallest items such as business cards.

Comments