

ORDINANCE NO. _____(N.S.)
**AN ORDINANCE AMENDING ARTICLE XII-F OF THE SAN DIEGO COUNTY
ADMINISTRATIVE CODE, RELATING TO THE COUNTY COMMUNICATIONS OFFICE**

The Board of Supervisors of the County of San Diego ordains as follows:

Section 1. Section 206.6 of the San Diego County Administrative Code is hereby amended to read as follows:

SEC. 206.6. FUNCTIONS OF THE DEPARTMENT.

The Department shall serve as an advisor to the Chief Administrative Officer and shall provide through central management, planning, collaboration and evaluation the coordination of the public affairs activities of all County groups, departments, offices, and programs to create innovative, transparent and trusted communications and meaningful engagement opportunities in service to the public good. In carrying out this primary function, the Department shall perform such duties as may be assigned to it including the following:

- (a) Plans, directs, organizes, and evaluates the overall strategic direction, standards, resources and implementation of external and internal communications, marketing and outreach, community engagement and language access activities of the County.
- (b) Provides coordination and guidelines for County departments and programs to support consistent, diverse and transparent external and internal communications, marketing and outreach, community engagement and language access. Provides coordination of monitoring, measurement and evaluation of such activities.
- (c) Serves as the County government's lead public information office during a regional emergency or disaster.
- (d) Prepares regularly updated crisis communications plans and operational communications plans at the enterprise, group and department levels.
- (e) Coordinates consistent implementation and provides quality assurance of the County's brand guidance, including proper use of logos and overall tone/culture.
- (f) Builds and maintains relationships with diverse local and national media to provide accurate, timely and transparent information about County operations and priorities. Serves as the primary point of contact in coordination with departments and their subject matter experts for news media seeking information about the County and its operations and programs.
- (g) Coordinates design and content of the County's intranet in collaboration with the County Technology Office informed by employee input to provide engaging and informative resources consistent with the County's vision, mission, values and culture. Uses additional platforms to reach employees where they are, recognizing employees' diverse work environments in service of the County and public.
- (h) Coordinates production of written, video and graphic activities on County and department owned, earned and paid media platforms consistent with all Department recommendations and guidelines.
 - a. Including but not limited to digital platforms such as County News Center, social media, web communications; broadcast such as the County's TV station including the broadcast of Board of Supervisors and other public meetings as assigned; graphics such as flyers and posters; and other general and focused outreach methods and materials.

- (i) Coordinates meaningful community engagement practices consistent with all Department recommendations and guidelines to inform County policies and operations, including the management of the County's digital engagement platforms.
- (j) Coordinates accessible language translation and interpretation practices consistent with Department recommendations and guidelines in accordance with the Board of Supervisor's policy A-139 and the County's Inclusive and Equitable Language Plan.
- (k) Coordinates with the Department of Human Resources on the structure of existing and new job classifications and descriptions in support of public affairs functions including but not limited to external and internal communications, graphics, video, outreach, marketing, community engagement and language access to ensure efficiency, consistency and equitable opportunities across the enterprise.
- (l) Provides reputation management advice and risk analysis on issues of importance to the County.
- (m) Reviews and advises internal parties on public affairs, engagement, and language services contracts.
- (n) Directs the development of the Department's annual budget and monitors the revenues and expenditures of the Department.

~~The Department shall perform such functions as may be assigned to it and shall manage the County's procedures and activities for community engagement, language services and the communication of county-wide issues to the public, employees and news organizations. The Department shall oversee County-wide communications; including emergency/crisis communications, public and media relations/outreach as well as overall content of the County's external and internal websites in coordination with the County Technology Office. The Department shall be responsible for County internal and external communications and outreach strategy across various traditional and emerging platforms and techniques including but not limited to social media, news releases, news conferences, media placement, campaigns, advertisements, newsletters, publications, presentations and other related functions in coordination with and as assigned by the Chief Administrative Officer. The Department shall also be responsible for management of the County News Center Television (CNC TV), including videotaping and transmission of all Board of Supervisors' meetings and production of informational programming for television, the County's intranet system, the internet and various presentations educating the public on the various services, programs and input opportunities offered by the County and its departments.~~

Section 2. This ordinance shall take effect and be in force thirty days after its passage, and before the expiration of fifteen days after its passage, a summary hereof shall be published once with the names of the members of this Board voting for and against it in a newspaper of general circulation published in the County of San Diego.

APPROVED AS TO FORM AND LEGALITY
CLAUDIA G. SILVA
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