



Office of Public Affairs

FY 2026 Budget Presentation
Wayne Larson, CPC, APR
Director of Public Affairs



FY 2026 OFFICE OF PUBLIC AFFAIRS: PRESENTATION AGENDA

Department Overview

2024-25 in Review

County Strategic Plan

2025-26 Plans

Budget Requests



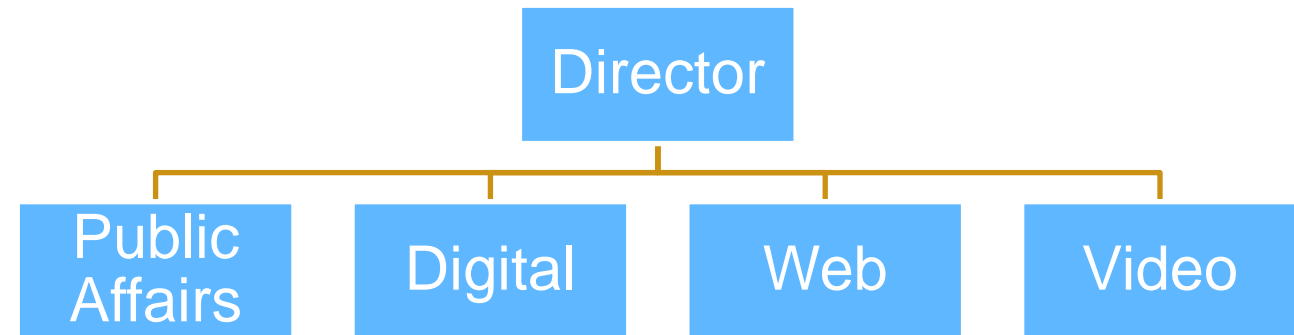
Office of Public Affairs: Department Overview



Office of Public Affairs

Organizational Chart

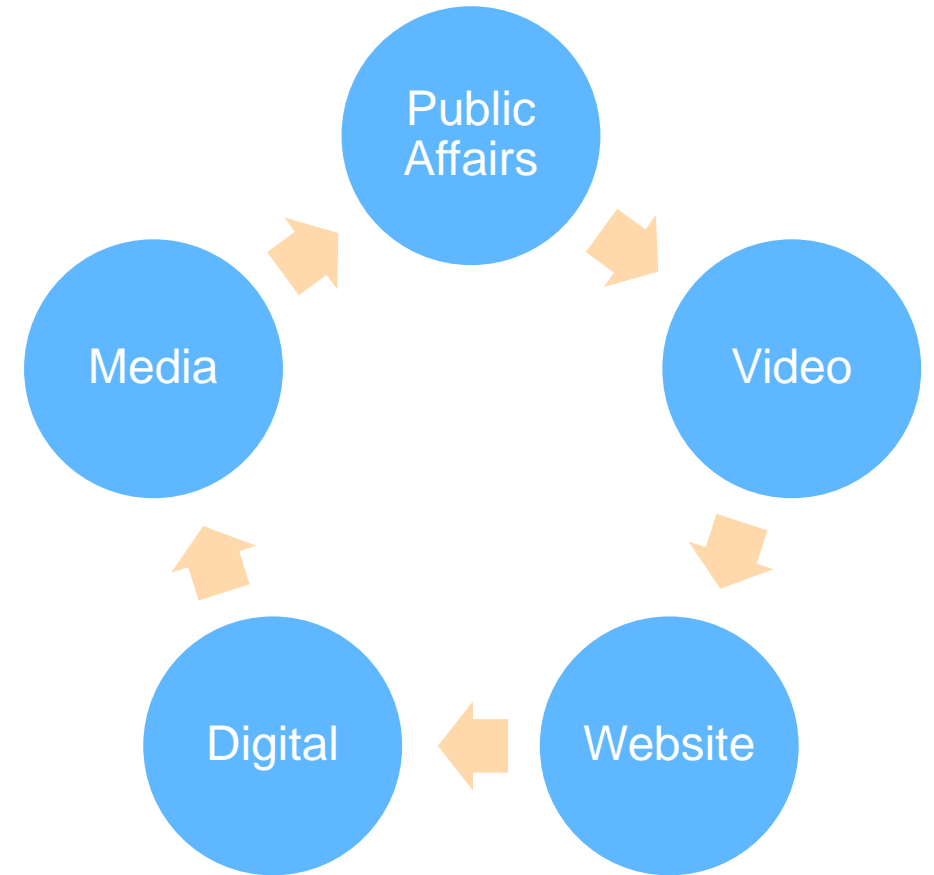
The department is balanced into four divisions with unique operation tactics that align with each other and support collaborations within the department and other county departments.



Integrated Marketing Communications

IMC

Combines various communication tools and tactics to deliver messages to audiences across various platforms. The end goal is effective communication, dependent on three key elements: clarity, conciseness, and consistency.





**St. Johns
County**
FLORIDA AT FIRST SIGHT

SJC News

Stay Informed

SJC Newsletters

SJC Connect

Inside SJC

Community Letter

From St. Johns County Administrator Joy Andrews

May 2025



Dear Residents of St. Johns County,

I am delighted to announce that we are once again pulling back the curtain on St. Johns County's inner operations, and [you're invited to join us in the front row to watch and participate in the Fiscal Year 2026 Budget Dialogue Series](#). These dialogues are conducted between each operational department leader and me, or between community partner leaders and me, to review their proposed levels of service and requested funding needed to accomplish those service goals and operations.



New Spaces for Play & Connection

We've made great strides in enhancing community spaces and infrastructure:

- **March 1:** We celebrated the [grand opening of Mill Creek Park](#) with a ribbon-cutting ceremony and an exciting first pitch from county commissioners.
- **March 3:** A [groundbreaking ceremony at the Solomon Calhoun Community Center](#) marked the start of a project replacing the football field's natural grass with artificial turf for an improved playing experience.
- **March 8:** [St. Johns County's Parks and Recreation Department was officially designated as a Certified Autism Center](#), ensuring inclusive and accessible recreation opportunities for individuals with autism and sensory sensitivities. This was celebrated with a Kite Day at Treaty Park.
- **March 28:** Residents gathered with us to [celebrate the start of construction on the \\$3.8 million Fire Station 21 & Sheriff's Office](#). This new facility will be located in the Flagler Estates Community and service the surrounding Hastings area.
- **April 11:** We [celebrated the \\$1.5 million renovation of Mussallem Beachfront Park with a ribbon-cutting ceremony](#). The project added numerous amenities and quality of life features to that area of our community.
- **May 3:** The Field of Dreams, St. Johns County's disability-friendly baseball field located at Aberdeen Park is set to undergo a \$1.5 million expansion. [To celebrate the start of work on this project, a groundbreaking ceremony will be held at 11:30 a.m. on May 3.](#)



A Historic Step for Florida's First Black History Museum

On **March 11, 2025**, we celebrated a historic achievement as the [Florida Senate Committee on Community Affairs voted unanimously \(7-0\) in favor of Senate Bill 468](#), supporting St. Johns County's efforts to establish the state's [first-ever Black History Museum in West Augustine](#). With leadership from [Senator Thomas J. "Tom" Leek](#), this [legislation lays the foundation](#) for a governance framework for the [Florida Museum of Black History](#)—a project that will honor and preserve the rich history of Black communities in our region.



Thank you for Staying Connected & Getting Involved

In April, [we launched a new video series, Inside SJC](#), aimed at educating, engaging, and empowering residents and business owners by showcasing the County's departments, services, and key initiatives. The video series will roll out strategically, with each episode focusing on timely topics for the community. [Inside SJC](#) will provide an in-depth look at how the County operates, the resources available to residents, and the programs that contribute to making St. Johns County a vibrant and thriving community. From parks to libraries, the series will cover a wide array of subjects, offering viewers a comprehensive understanding of essential County services.



Also in April, [we hosted the News4Jax newscasts at Veterans Park as part of their "4 Your Neighborhood" series](#). The station featured the success of regional parks plans, discussed our efforts to address infrastructure projects, and profiled various people and places in our community. We have been proactive the past few years in getting our news out to the press and the community, now the news is coming to us to talk about St. Johns County!

Office of Public Affairs: 2024 - 2025 in Review



Award-Winning Communications

State and National Recognitions

City-County Communications & Marketing Association

- ✓ 1st Place in Go Green Communication Division
- ✓ Diamond Award – Top 3 of all U.S. cities & counties

Florida Municipal Communicators Association

- ✓ Certificate of Excellence in Government Communications
- ✓ SJC is 1 of only 16 cities & counties in Florida



Public Affairs Division

Accomplishments

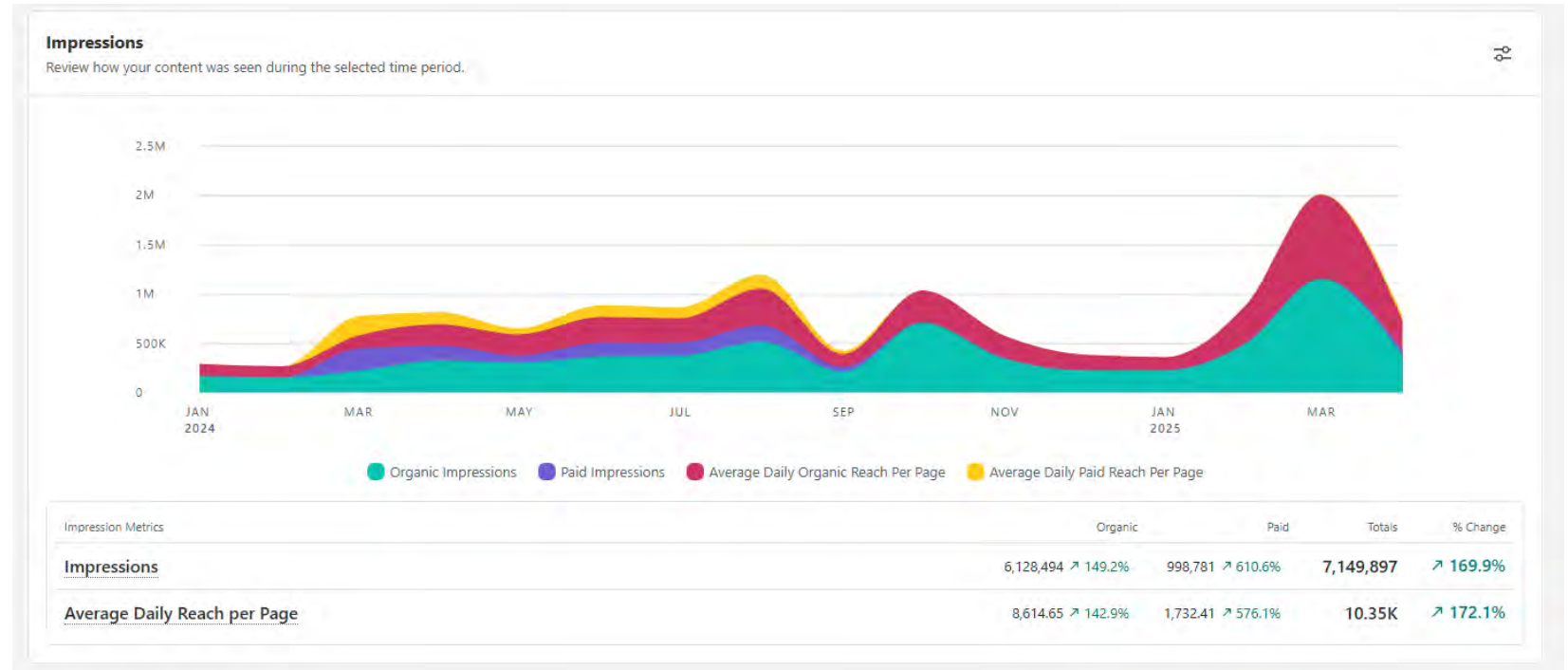
- ✓ SJC 101 Citizen Academy
- ✓ Get Hooked Anti-Litter Campaign
- ✓ Enjoy Don't Destroy Anti-Vandalism Campaign
- ✓ 3 Emergency Operations Center Activations as a PIO
- ✓ Special Events, Ground Breakings & Ribbon Cuttings



Digital Division

Accomplishments

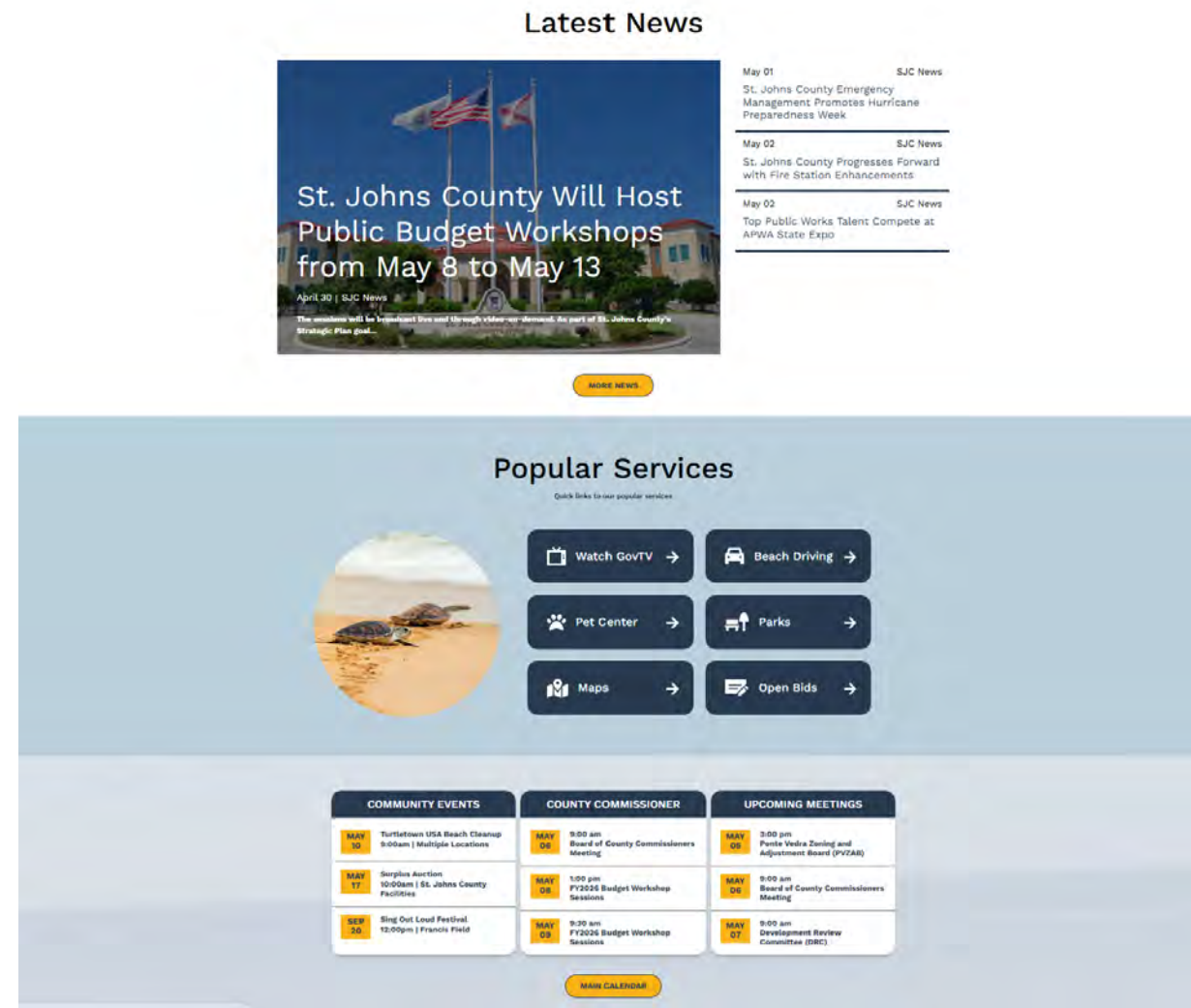
- ✓ SJC Connect Mobile App
- ✓ E-Newsletters
- ✓ Social Media
- ✓ Inside SJC Video Series
- ✓ Employee E-Newsletter



Web Division

Accomplishments

- ✓ Web stories and features
- ✓ Redesign of SJC Golf Website
- ✓ Document Accessibility Certification
- ✓ Department Training & Requests
- ✓ Compliance of Title II of the ADA



Video Division

Accomplishments

- ✓ Video Productions
- ✓ Auditorium Upgrades
- ✓ BCC Multi-Media
- ✓ Efficient Productions
- ✓ Dynamic Operations



Office of Public Affairs: County Strategic Plan



Strategic Plan

Community Trust

- Enhance community trust through **proactive communication**
- Opportunities for community **access to information**
- Promote awareness and **understanding of government** operations
- Ensure **consistent and accurate information** is delivered to the community



Office of Public Affairs: 2025 - 2026 Plans



2025 – 2026 Plans

Build Community Trust

- ☐ Cross-platform CIP videos and IMC tactics
- ☐ New production studio for videos, podcasts and internal communications
- ☐ Communication campaigns: PARD, PW, Utilities
- ☐ Grow digital tools: social media, e-newsletters, mobile app
- ☐ Redesign employee intranet
- ☐ Digital accessibility of PDFs on website
- ☐ County Branding 2.0

COMMUNITY TRUST

Expand and promote volunteer opportunities to enhance citizen participation in County programs and services.

Outcomes

- Enhanced citizen participation
- Expanded volunteer opportunities
- Increased public awareness of volunteer opportunities

Performance Measures

- Increase in volunteer rates for boards and committees
- Increase newsletter distribution as compared to industry averages annually
- Increase volunteer applications received for board or committee positions
- Increase the County's mobile app subscribers



Office of Public Affairs: Budget Requests



2025 – 2026 Budget Requests

FY 2026 Budget Request is 8% less than FY 2025

☐ Department

OPA vehicle for staff to cover stories and produce content

☐ Web Division

Remediation services for large PDFs/presentations

Enhanced A.I. search and chat feature on website

☐ Public Affairs Division

Production of citizen academies & community events

State-wide story distribution

☐ Digital Division

Podcasting

Inside SJC Season 2

☐ Video Division

Light truss removal

Broadcast BCC meetings live on social media





Online... In Print... Anytime.