

TO: Personnel Board
FROM: Tameaka Bryant, Human Resources
DATE: March 1, 2022
RE: Public Information Officer

At the request of former Assistant Parking Division Manager, Sabrina Tolley and Bill Putnam, Engineer 4 I have studied the position of Parking Community Outreach Specialist, Kristin Brodowsky (position #1253) in CG 18, Range 4. K. Brodowsky has worked in her role as Parking Community Outreach Specialist since 2018. K. Brodowsky is responsible for many of Parking and Traffic Engineering's public information related tasks including; media inquiries, social media posts, website content development, event promotion, newsletter creation, media story development, and organizes and speaks at press conferences. After meetings with the incumbent, the supervisor, Hannah Mohelnitzky, Public Information Officer-Engineering Division; Ann Shea, Parks Division Public Information Officer and Amy Deming-former incumbent of the Water Utility Community Outreach Specialist position, Yang Tao, City Traffic Engineer, and Katie Crawley, Deputy Mayor responsible for citywide communication efforts; and reviewing the duties and responsibilities associated with this position description (attached), I recommend the following for reasons outlined in this memo:

- Delete position #1253 as a Parking Community Outreach Specialist in CG18, R4;
- Recreate position #1253 as a Public Information Officer 1 position in CG18, R8 in the Parking Division operating budget; and
- Reallocate the incumbent, K. Brodowsky into the new position.

In 2018 the Parking Community Outreach Specialist classification was created to address the increased need for the Parking Division to coordinate and build relationships with the business community on the impacts of construction projects, and closures impacting where their customers can park and access area businesses. In addition, there needed to be a full time person dedicated to streamlining communication for the agency on various modalities: social media, press releases, and print communication. Additionally, there was an increased expectation from the public for instant communication and updates through the various forms of social media such as; Facebook and Twitter.

First, a review of the classification for the Public Information Officer indicated the work as: ...responsible professional public relations work in **developing and implementing a comprehensive Public Information Program on behalf of a specific city agency**. This position **coordinates all media relations**, and prepares and disseminates appropriate public information regarding departmental activities, events and operations to both respond to the public interest and promote departmental objectives. Under the supervision of a **higher-level manager or the agency head**, this work involves considerable judgment and discretion in identifying, recommending, implementing, and evaluating public and internal information programs. [emphasis added]

After analyzing the Public Information Officer position, K. Brodowsky's duties have increased in level of responsibility. Below are some key duties K. Brodowsky has taken on which distinguishes the Public Information Officer positions across the City. These include:

- Conduct and/or coordinate media training and crisis communications training sessions for staff likely to respond to the electronic and print media inquiries.
- Compile, coordinate, edit, prepare, develop, distribute and maintain print and published information for the agency, including, but not limited to, information on the agency website, annual reports, newsletters, brochures, bulletins, listserv information and other information outlets as appropriate.
- Keep abreast of and utilize various social media, including Facebook, Twitter, LinkedIn, and other new sites that may emerge. Determine the applicability of various social media sites to the agency's ability and need to disseminate information to the public.
- Ensure translation and foreign language availability of publications and other communications consistent with City policy and procedures, when possible.
- Solicit, coordinate, schedule and assign community speaking engagements and presentations to clubs, organizations, civics groups and school classes. Plan, coordinate and execute community events and participation in events, conferences and expositions.
- Identify the need for and develop risk assessment and public information messages for bioterrorism, natural disaster, public health emergencies or other issues in conjunction with appropriate staff.
- Under direction, design, develop and implement a comprehensive Public Information Program within an agency, incorporating both general and special information/ communication needs and utilizing various media, including print, audio/visual, social media, and other appropriate vehicles of communication.

As noted in the above described duties, the Public Information Officer is responsible for creating a comprehensive communication program in their respective agencies. The following agencies have Public Information Officers: Water Utility, Fire Department, Police Department, Engineering Division, and the Parks Division. All of these positions are required to be communication content managers of their respective agencies information, as well as develop relationships with the various local news networks to ensure their respective agency have press conferences scheduled as needed.

K. Brodowsky's role is unique as she splits her time between Parking Utility and Traffic Engineering. She started her role as Parking Community Outreach Specialist in 2018, and since has morphed into taking on as the lead communicator in a variety of Parking Division, Traffic Engineering as well as citywide initiatives such as: Vision Zero, Complete Green Streets, Traffic Demand Management (TDM) Transportation initiative as well as creating and maintaining the Parking Division and Traffic Engineering websites and updates. K. Brodowsky is responsible for the following: Vision Zero which includes news releases, citywide newsletter, website creation, press conference coordination, logo design, facilitation of public meetings, and an active social media page. She created the following websites and currently is the sole communicator charged with updating and maintaining the websites accuracy: Vision Zero, Complete Green Streets, 20 is Plenty, TDM, Let's Talk Streets, COVID Updates for Parking, Park Smarter, No Wait Inside-office scheduling system and Art Fair webpage.

Amy Deming, served as both the Water Utility Community Outreach Specialist CG18, R4 as well as the interim Public Information Officer; and was able to clearly demonstrate the differences between a Community Outreach Specialist and Public Information Officer. The main points of difference A. Deming identified were the Public Information Officer is primarily responsible for the agency's mass communication, media relations, representing the agency in media interviews, and crisis communication. In her role as Water Utility Community Outreach Specialist, she was primarily responsible for presentations to community groups, neighborhood associations, schools, universities, classes, and Water industry associations, national organizations, virtually presented to organizations nationwide about Water, coordinate Water Utility Board meetings and helped

Water Utility colleagues with their presentations to the Board. K. Brodowsky role has become the lead spokesperson and public information officer for the Parking Division and Traffic Engineering initiatives, which has increased the scope of her position. She is charged with creating and maintaining a multitude of websites, prepping department leaders for press conferences and responding to media inquiries related to these initiatives.

Lastly, in interviews with Yang Tao and Katie Crawley, they stated how K. Brodowsky's leadership and communication plans have been key to the success of various citywide initiatives. They both also indicated K. Brodowsky's work on the Vision Zero and 20 is Plenty campaigns are in line with the expectations of Public Information Officers in other agencies.

Based on a review of the aforementioned classification, the work K. Brodowsky performs aligns with the responsibilities of the Public Information Officer 1 classification. Because of reasons outlined in this memo, I recommend the Parking Community Outreach position, be recreated as a Public Information Officer 1 position and the incumbent, K. Brodowsky, is reallocated to the new position.

We have prepared the necessary Resolution to implement this recommendation.

Editor's Note:

Effective Date:1/24/2021

Compensation Group/Range	2022 Annual Minimum (Step 1)	2022 Annual Maximum (Step 5)	2022 Annual Maximum (+12% longevity)
18/4	\$ 57,795.40	\$ 66,648.14	\$ 74,646.00
18/8	\$ 66,648.14	\$ 79,088.88	\$ 88,579.66

cc: Tom Lynch - Director of Department of Transportation
David Wills - Interim Assistant Parking Division Manager
Bill Putnam - Engineer 4, Parking Division
Emaan Abdel-Halim - Human Resources Services Manager
Harper Donahue, IV- Human Resources Director