

TO: Personnel Board

FROM: Julie Trimbell, Human Resources

DATE: September 18, 2012

SUBJECT: Fire Education/Enforcement Officer - Fire
Fire Public Information Specialist - Fire

At the request of Fire Chief Steven Davis, Human Resources studied four new proposed classifications submitted by the Madison Fire Department, Fire Education/Enforcement Officer 1 and 2, and Fire Public Information Specialist 1 and 2. The intent of the new classifications is to redirect efforts of the Fire Department in order better accommodate fluctuating demands/needs throughout the year, as well as to address the need for a dedicated public information officer to oversee the current education specialists. Position descriptions were prepared by Division Chief Clay Christenson for the proposed positions (attached). Based on a review of the position descriptions, meetings with Assistant Chief Michael Popovich and Division Chief Christenson, and a review of other positions within Fire, Police, and other City agencies, I recommend the following actions for the reasons outlined in this memo:

- Creation of a new classification titled Fire Education/Enforcement Officer 1 with placement in CG 16, Range 13
- Creation of a new classification titled Fire Education/Enforcement Officer 2 with placement in CG 16, Range 16
- Creation of a new classification titled Fire Public Information Specialist 1 with placement in CG 18, Range 08
- Creation of a new classification titled Fire Public Information Specialist 2 with placement in CG 18, Range 10.
- Recreate positions #2150, #2148 and #3290 as Fire Education/Enforcement Officer 2 and reallocate the incumbents to the new positions.

The Fire Education/Enforcement Officer 1 and 2 will replace the current classifications of Fire Community Education Specialist 1-3 (CG16, Ranges 13, 16, and 19).

Fire Community Education Specialists currently perform responsible professional and paraprofessional work in the development and implementation of the Fire Department's Communications Program, which incorporates public relations, community education, and related services. They represent the department in a wide variety of community events by providing information to community groups, schools and others regarding departmental activities, events, recommended safety precautions, etc. They also prepare and distribute news releases, narrative reports, flyers, brochures, information packages and public service announcements to media, external agencies and the public. In order to effectively perform the education/outreach components of the job, the Fire Community Education Specialists are required to know and understand fire codes and enforcement activities. Fire Code Enforcement Officers perform inspection and code enforcement work. Their work involves inspecting new

and/or existing structures in order to achieve compliance with applicable State statutes and City Ordinances, as well as issuing and following through on violation notices and citations.

The Fire Department has indicated the need for a professional Public Information Officer, similar to the Police Department, to cultivate media contacts, coordinate public education and outreach activities, and supervise the Fire Community Education Specialists. While the Fire Community Education Specialist 3 serves as a leadworker over the group, more direct supervision of the unit is necessary. The Resource Management Division Chief currently has the responsibility to supervise the unit. The Department has also identified a need for more enforcement activity. In reviewing the unit, it has been determined that creating a professional supervisor in the Public Information Officer role would allow the current Fire Community Education Specialists time to perform code enforcement activities. Actually performing enforcement activities will also give the Fire Community Education Specialists more understanding of the fire codes, which will allow them to perform the education component of their position more effectively.

Because the Fire Community Education Specialists are being required to perform enforcement activities at the level of a Fire Code Enforcement Officer 1, it is appropriate to create a new classification which more accurately describes their work. The new classification series of Fire Education/Enforcement Officer was created as a hybrid of the Fire Community Education Specialist 1 and 2 (CG 16, Range 13 and 16, respectively), and the Fire Code Enforcement Officer 1 classifications (CG 16, Range 13). The two new classifications will be responsible for public education, community outreach and code enforcement equivalent to the current Fire Community Education Specialist 1 and 2, and the Fire Code Enforcement Officer 1. The combination of duties will increase efficiencies within the Fire Department. This change will allow the current Fire Code Enforcement Officers additional time to spend on more thorough inspections and training for fire crews, and provide flexibility in assigning personnel to areas of need.

Class specifications for the two levels have been created outlining the combined duties and responsibilities of the new classifications (see attached). Because the level and types of duties of the new classifications are equivalent to those in the current classifications, just combined into single classifications, salary placement for Fire Education/Enforcement Officer 1 and 2 is recommended unchanged at CG 16, Range 13 and 16, respectively.

This new series will eliminate the existing series of Fire Community Education Specialist 1 to 3. Some of the higher level work currently performed by the Fire Community Education Specialist 3 will be assigned to the new classification series of Fire Public Information Specialist. The Fire Public Information Specialist will also be responsible for duties or time lost as a result of the split in duties to be performed by the Fire Education/Enforcement Officers.

There are currently three incumbents that will be affected by this change: two Fire Community Education Specialist 2s, Ms. Bernadette Schwister (position #2150) and Mr. Eric Dahl (position #2148), and Ms. Lori Wirth (position #3290) who is a Fire Community Education Specialist 3 (CG 16, Range 19). The Fire Community Education Specialist 2s will be placed in the new classification of Fire Education/Enforcement Officer 2 and will not be affected by any salary change. Ms. Wirth will also be placed as a Fire Education/Enforcement Officer 2, however her

salary would be red circled at its current level of \$65,676 until such time the range for this new classification (taking into consideration longevity increases) surpasses that amount.

The second new classification series of Fire Public Information Specialist 1-2 (see attached) is being created to fulfill the need for a public relations person for the benefit of Fire suppression, prevention and information distribution, and to directly supervise the current education specialists. The Fire Department is looking to hire an experienced professional to develop and implement a comprehensive Public Information Program on behalf of the Madison Fire Department. It is recommended that two levels are established to allow for expanded knowledge in Fire-specific processes and programs, similar to that designed for the Police Department earlier this year. As with the Police Department, information management is a critical function for the Fire Department. The objective with this series will be to hire someone into the position with public relations credentials who will be able to foster positive relationships with the various media outlets in town. The employee will then be able to gain detailed knowledge of records and HIPAA law once on board. In addition, because of the EMS services provided by the Fire Department, the incumbent will be responsible for learning HIPAA and the associated confidentiality regulations. Because of the learning curve associated with Fire-related processes and program, it is appropriate that a progression series be created, similar to Police. It is recommended that two levels are established to allow for expanded knowledge in Fire-specific processes and programs, similar to that designed for the Police Department earlier this year.

Although numerous tasks and responsibilities are identical to those of the Police Public Information Specialist series, only with a Fire focus, there are some differences to point out accounting for approximately 25% of the workload. The Fire Public Information Specialist will be responsible for supervising the Fire Education/Enforcement Officers. The incumbent will provide guidance to the work unit, and lead and assist with community training and education activities. In addition, the incumbent will assist with recruitment and promotional processes. Although these aspects vary from the Police Public Information Specialist series, the level of work does not. Supervision of a small work unit at CG 18, Range 08 is not uncommon. For example the Monona Terrace Community Relations Supervisor, CG 18 Range 08, is responsible for supervisory and professional work in the development and implementation of education and community outreach and public relations programs for the Monona Terrace Community and Convention Center. Furthermore, it is anticipated the Fire Public Information Specialist series will not require the time commitment for public relations work as the Police Department does.

Because the level and types of duties of the new classifications are equivalent to those in the Police Public Information Specialist series, salary placement for Fire Public Information Specialist 1 and 2 is also recommended at CG 18 Range 08 and 10, respectively. It should be noted, this classification series is being created now in anticipation of recreating a vacant position in the near future following an expected retirement.

We have prepared the necessary Ordinance and Resolution to implement this recommendation.

Editor's Note:

Compensation Group/Range	2012 Annual Minimum (Step 1)	2012 Annual Maximum (Step 5)	2012 Annual Maximum +12% longevity
16/13	\$45,915	\$51,169	\$57,204
16/16	\$49,390	\$56,648	\$63,440
16/19	\$54,542	\$63,753	\$71,396
18/08	\$53,878	\$63,935	\$71,604
18/10	\$58,485	\$70,288	\$78,728

cc: Chief Steven Davis
Assistant Chief Michael Popovich
Division Chief Clay Christenson
Ms. Lori Wirth, Fire Community Education Specialist 3
Mr. Eric Dahl, Fire Community Education Specialist 2
Ms. Bernadette Schwister, Fire Community Education Specialist 2