

TO: Personnel Board

FROM: Michael Lipski, HR Services Manager

DATE: April 19, 2013

SUBJECT: Water Community Outreach Specialist

Tom Heikkinen, Water Utility General Manager, is recommending creation of a new professional position to work on Public Information/Outreach at the Water Utility. This position would work with the Water Utility Public Information Officer in increasing the Utility's presence on social media, engage in outreach activities with neighborhood groups and schools, coordinate use of the Utility's Water Wagon, coordinate citizen engagement and volunteer opportunities, and other related outreach work. After reviewing the position description, I recommend the following for the reasons outlined in this memo:

- A new classification of Water Community Outreach Specialist be created in CG18, R04;
- The current non-represented position (#1859) of Secretary 1 (CG17, R10) be recreated as a 1.0 FTE Water Community Outreach Specialist in the Water Utility budget, reporting to the Water Utility Public Information Officer, and
- The new position be posted and filled through a competitive process within the Water Utility. The Secretary 1 is currently a filled position, but the incumbent is qualified and eligible to post for the new position that is being created.

The Water Utility recently filled its' vacant Public Information Officer (PIO) position. This presented an opportunity for Mr. Heikkinen to review the outreach services the Utility currently provides. The Utility has undergone a number of changes in recent years, most notably the change to automated meter reading and the creation of the Water Wagon. This has presented opportunities for the Utility to reach out to the community and publicize its work. In addition, the Utility's infrastructure is aging and will require future investment to ensure high quality water delivery in the future. The Utility will need to engage in a large public outreach campaign to ensure the public is educated regarding the Utility's activities in water delivery, quality, metering, and other areas. Finally, the Public Information section is taking over responsibility for citizen engagement, formerly done by the Engineering section. While the PIO will have primary responsibility for developing a comprehensive public relations program for the Utility, more can be done in this area.

Mr. Heikkinen currently has a non-represented Secretary 1 who provides administrative support for the General Manager and also coordinates activities of the Water Utility Board, with overall responsibility for the Board with the PIO. Based on the new areas of responsibility outlined above, Mr. Heikkinen concluded that this Secretary 1 position would be more effective as a second professional position working with the PIO on Public Information/Outreach activities. The position would still provide administrative support for the General Manager (see attached Position Description), but the primary focus of the position would be developing appropriate uses of social media for the Utility, coordinating citizen engagement and volunteer activities, and planning community outreach events. The position would also develop and deliver educational content to inform the public about where water comes from and the infrastructure necessary to

deliver clean, safe water. This position would report to the PIO and supplement the PIO's outreach strategies.

In reviewing the duties of the position, I agree that this is a professional level position, performing professional outreach work for the Utility. In reviewing comparable positions, I conclude that this position is appropriate for placement in CG18, Range 4, similar to the Library Program Coordinator and the Senior Center Program Coordinator. The Library Program Coordinator has responsibility for developing events and reaching out to community resources to ensure the event is conducted appropriately. The position is responsible for marketing the events using various media. The position also provides assistance to the Community Services Manager for a variety of public relations and outreach projects. The Senior Center Program Coordinator performs similar activities for the Senior Center. Based on these comparable positions, it is appropriate to place this Water Utility position in CG18, R04. However, I recommend a title of Water Community Outreach Specialist to more clearly define its role within the Public Information section.

Based on the above, it is appropriate that a new classification of Water Community Outreach Specialist be created in CG18, R04, and the Secretary 1 position be deleted and recreated as a Water Community Outreach Specialist, to be posted and filled competitively within the Water Utility.

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

#### Attachments

Compensation Group/Range	2013 Annual Minimum (Step 1)	2013 Annual Maximum (Step 5)	2013 Annual Maximum +12% longevity
17/10	39,866	45,373	50,830
18/04	47,655	54,955	61,542

cc: Tom Heikkinen-Water Utility General Manager  
Amy Robb-Secretary 1