

TO: Finance Committee

FROM: Tameaka Bryant

DATE: July 12, 2022

Subject: 1.0 FTE Position (Metro Transit)

The Metro Transit General Manager, Justin Stuehrenberg, requests the 2022 Metro Transit Operating Budget be amended to add a limited term 1.0 FTE Transit Marketing Specialist 2 position to support the need for increased community outreach activity. Metro Transit anticipates greatly increased outreach needs because of the upcoming implementation of the network redesign starting in the summer of 2023 and the Bus Rapid Transit east-west line in the summer of 2024.

The following additional position is requested:

- One (1) 1.0 LTE in the Marketing Specialist 2 in CG 44, Range 8

Metro has an increased need to support marketing and public relations activities with two major transit projects which will completely restructure transit route service. This new limited term position will be focused on marketing and outreach for upcoming large projects. The impact of these major projects will completely change travel patterns, routes, route numbers, and the transit services the public is accustomed to. In order to provide the best service to current and future riders, Metro needs to increase staff to disseminate information and provide marketing activities during the implementation phase. The employee will meet with existing organizations, groups and attend public meetings in Metro's service area to make presentations, answer questions, provide guidance, and educate the community about new routes and services. The employee will also coordinate related Metro staff activities surrounding outreach and education, including on-site guidance at new bus stops and Bus Rapid Transit stations. Based on information gained from community outreach, the employee can suggest and collaborate with marketing staff about appropriate marketing materials, article placements in papers, newsletters and other avenues of community education. It is not anticipated that this additional support will last longer than four (4) years that is allowable for a limited term employee.

Editor's Note:

Classification	Compensation Group/Range	2022 Annual Minimum (Step 1)	2022 Annual Maximum (Step 5)	2022 Annual Maximum (+12% longevity)
Transit Marketing Specialist 2	44/08	\$ 66,960	\$ 79,458	\$ 88,993

cc: Justin Stuehrenberg-Metro Transit General Manager  
 Mick Rusch- Transit Marketing and Customer Service Manager  
 Emaan Abdel-Halim-Human Resources Services Manager

Harper Donahue IV-Human Resources Director