

TO: Personnel Board

FROM: Victoria Larson, Human Resources

DATE: October 10, 2019

SUBJECT: Public Information Officer Series

At the request of Parks Superintendent Eric Knepp and Parks Assistant Superintendent Kay Rutledge I have studied the position of Parks Community Relations Coordinator (CG 18, Range 7, Position #1515), currently occupied by Ann Shea. Ms. Shea has worked in her role as Parks Community Relations Coordinator since 2015. Ms. Shea is responsible for many of Parks public information related tasks including; media inquiries, website content development, event promotion, newsletter creation, media story development, and organizes groundbreaking and ribbon cutting ceremonies.

This study has also prompted an ongoing need to create a new professional series of Public Information Officer 1 & 2. As a result, of reviewing Ms. Shea's position and reviewing other agency Public Information Officer positions, I recommend the following:

- Create new classifications of Public Information Officer 1 & 2 in CG 18, Ranges 8 & 10;
- Delete the existing classifications of Police Public Information Specialist 1 and 2 (CG18, R8 and 10), Fire Public Information Specialist 1 and 2 (CG18, R8 and 10), Water Utility Public Information Officer 1 and 2 (CG18, R8 and 10), and Parks Community Relations Coordinator (CG18, R07);
- Recreate position #4021 of Police Public Information Specialist 2, #2148 Fire Public Information Specialist 2, and #1869 Water Utility Public Information Officer 2 as a Public Information Officer 2 in the same CG and Range within in their departments' budgets (Police, Fire, Water Utility.) and reallocate incumbent J. Despain, C. Schuster, and A. Barrilleaux to the new positions.
- Recreate position #4767 of Water Utility Public Information Officer 1 as a Public Information Officer 1 in the same CG and Range with the Engineering Department budget, and reallocate incumbent H. Mohelnitzky to the new position.
- Recreate position #1515 of Parks Community Relations Coordinator as a Public Information Officer 2 within the Parks budget, and reallocate incumbent A. Shea to the new position.

Over the last 15 years, a number of positions in the City have been assigned specific responsibility to serve as an agency public information officer. The first position formally classified as a Public Information Specialist was in the Police Department in 2006, when this role was civilianized. In 2012, the classification was expanded to include a second level, and the current structure of Police Public Information Specialist 1-2 was created in CG18, R8 and 10 respectively. In 2013, the Water Utility Public Information Officer was created in Range 8, and expanded into a 1-2 progression in 2017. The Fire Department created a Fire Public Information Specialist 1-2 classification and position in 2014, in CG18, R8 and 10, modeled after the Police series. Finally, in 2019, the Engineering Division was granted a new position of Public Information Officer. Due to agency needs, the Engineering Division used the Water Utility Public Information Officer 1 classification to recruit and hire Ms. Mohelnitzky, with the understanding that these classifications would likely all be condensed into one Public Information Officer series in the near future. That time is now. In reviewing the City's various PIO classifications, I found that the classification language, compensation and ranges, training and experience, progressions structures, and titles were very similar. As a result, I recommend that all the agency-specific job titles be eliminated and a general classification of Public

Information Officer 1-2 be created to be used by these and other agencies who have a need for this Public Information work.¹ When classifying positions, where there is significant overlap in the duties and the minimum qualifications, it is appropriate for one classification to be used to describe the work. Individual agencies will maintain position descriptions to describe agency-specific duties and responsibilities. In addition, agencies may have specific training requirements in order to advance to the 2 level. However, having a general classification will make it easier for these positions to be identified throughout the City. A new class specification describing the series is attached.

Regarding the position in Parks, Ms. Shea has been the Parks Community Relations Coordinator since 2015, but her position performs the tasks outlined in the Public Information Officer class specification. As noted in the opening paragraph, Ms. Shea oversees the outreach and public information program for the Parks Division, and she performs these tasks with a high degree of independence, complexity, and initiative. Ms. Shea has specifically shown leadership by expanding Parks social media platform use through Instagram and has greatly increased Parks social media followers. Ms. Shea has also worked to redevelop the Parks Newsletter and has established Parks ongoing photography contest. Based on my review of this position against the proposed class specification and other public information positions throughout the City, I have determined that the current position of Parks Community Relations Coordinator should be recreated as a Public Information Officer 2 in CG 18, Range 10, and that Ms. Shea should be reallocated to the new position.

The necessary resolution to implement this recommendation has been drafted.

Editor's Note:

Compensation Group/Range	2019 Annual Minimum (Step 1)	2019 Annual Maximum (Step 5)	2019 Annual Maximum (+12% Longevity)
18/7	\$61,197.76	\$72,494.76	\$81,194.13
18/8	\$63,911.12	\$75,840.96	\$84,941.88
18/10	\$69,375.80	\$83,377.06	\$93,382.31

Cc: Eric Knepp, Parks Superintendent
Kay Rutledge, Assistant Parks Superintendent
John Patterson, Asst. Police Chief
Steven Davis, Fire Chief
Tom Heikkinen, Water Utility General Manager
Kathy Cryan, Deputy City Engineer
Incumbents

¹ It should be noted that the Streets Division also has a Public Information Officer position. However, this position is also the City's Recycling Coordinator, which makes up a significant portion of the position's responsibilities. The official classification title is Streets Public Information/Recycling Coordinator. The classification is in CG18, R10, consistent with the Public Information Officer 2. Because of the recycling work, we agreed that maintaining this separate classification is appropriate.