

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: BARBARA DUNCAN, HUMAN RESOURCES ANALYST, HUMAN
RESOURCES DEPARTMENT

SUBJECT: AMENDMENT TO THE CITY CLASSIFICATION AND SALARY
PLAN TO CREATE THE CLASSIFICATION OF CHIEF
COMMUNICATIONS AND INTERGOVERNMENTAL RELATIONS
OFFICER

AGENDA ACTION: RESOLUTION

RECOMMENDATION

It is recommended by the City Manager's Office that the Council, by resolution, amend the City Classification and Salary Plan to create the classification of Chief Communications and Intergovernmental Relations Officer with a salary range of \$131,875 to \$164,989 annually, in Unit 10 – Executive Management and authorize the addition of one (1.0) FTE to the City Manager's Office.

EXECUTIVE SUMMARY

At the request of the City Manager's Office, Human Resources staff created a new executive management level position to serve as the City's chief communications officer and strategist and to conduct intergovernmental work for the City. This new at-will position will be responsible for managing and executing the City's comprehensive communications, public information, intergovernmental affairs and government relations programs and for coordinating assigned communications activities and programs with the City Council, City staff, the news media, the public, and outside agencies and organizations.

This position will also be responsible for monitoring, reviewing, and analyzing legislative activities and initiatives at the State and Federal level to evaluate the impact upon City operations and to develop and implement outreach efforts to the City's state legislative representatives to advocate for the City's legislative interests.

BACKGROUND

The City Manager recently identified the need to establish a new classification responsible for developing, coordinating, and managing all of the City's comprehensive

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communications, public information, intergovernmental affairs, and governmental relations activities.

In consultation with City management and City Council, this critical position will be charged with crafting and executing a strategic Communication Plan for the City to promote the initiatives and priorities of the City of Santa Rosa. This position will serve as the City's chief communications officer bringing consistency to the City's written, oral, and multi-media communications with the public, the news media, social media platforms, and City staff. Additionally, this position will be responsible for tracking, reviewing, analyzing and evaluating current and proposed legislative issues at the State and Federal level to determine the potential or real impact to the City and will develop and implement outreach efforts to the City's state legislative representatives to advocate for the City's legislative issues.

PRIOR CITY COUNCIL REVIEW

None.

ANALYSIS

Upon receiving a request from the City Manager's Office to create a new classification to lead all communications for the City, Human Resources staff prepared a job description incorporating the duties and responsibilities provided by the City Manager. Additionally, a review of positions with comparable duties and responsibilities was conducted, including positions at the cities of Sacramento, Concord, San Jose, and Irvine, and the counties of Sonoma and Yolo. The average top salary of comparable positions at these agencies is \$162,977 annually.

This position will be assigned to the City Manager's Office as an at-will, director-level member of the Executive Management Team which is consistent with comparable positions at other agencies. The recommended job title of the new classification is Chief Communications and Intergovernmental Relations Officer with an annual salary range of \$131,875 to \$164,989.

FISCAL IMPACT

The fiscal impact of this new position through the end of the calendar year (December 31, 2017) is \$180,735 and sufficient funds are available in the FY 2016-17 adopted budget in the City Manager's Office. The ongoing annual fiscal impact of this position will be \$238,498 and funding for this position will be addressed in the budget going forward.

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ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guideline Section 15378.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Resolution

CONTACT

Barbara Duncan, Human Resources Analyst – Human Resources Department,
bduncan@srcity.org, (707) 543-3074