

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE:	Discussion of Proposed Ordinance No. 687 – Amending the 2014 Salary Schedule for the Communication Program
DEPARTMENT:	City Manager’s Office
PRESENTED BY:	John Norris, Assistant City Manager
ACTION:	<input type="checkbox"/> Ordinance <input type="checkbox"/> Resolution <input type="checkbox"/> Motion <input checked="" type="checkbox"/> Discussion <input type="checkbox"/> Public Hearing

PROBLEM/ISSUE STATEMENT:

As the City Manager’s Office has a current opening for a CMO Management Analyst position, and given that one of the CMO Management Analysts has been providing communication services since 2010, staff felt it was appropriate to review how communication services are being provided for the City. After conducting this review, staff is recommending that one of the CMO Management Analysts positions be titled as a Communication Program Coordinator, with an appropriate job description, within the same salary range on the exempt salary schedule, and that the Communication Assistant position be reclassified from Range 37 to Range 39 on the non-exempt salary schedule. Proposed Ordinance No. 687 would make these amendments to Ordinance No. 678, which adopted the 2014 salary schedule as part of the 2014 budget.

RESOURCE/FINANCIAL IMPACT:

There is no financial impact to reclassify the CMO Management Analyst Position to a Communication Program Coordinator. However, proposed Ordinance No. 687 will have a budgetary impact in that the Communication Assistant position is proposed to move from Range 37 to Range 39 on the non-exempt salary schedule. Given that the staff person currently in this position is at Step 6 of Salary Range 37 and would continue to be at that step of the new salary range if this change is approved, the difference in the hourly wage rate would be \$1.43 per hour (Range 37, Step 6 - \$28.18 per hour; Range 39, Step 6 - \$29.61 per hour). Using 2014 wage rates, this equates to an additional \$2,967 per year. This additional cost would be paid for out of salary savings in the City Manager’s Office budget for 2014, and would be budgeted as an ongoing expense in future years.

RECOMMENDATION

No action is required as this item is for discussion purposes only. However, when this agenda item is brought back for Council action, which is currently scheduled for April 28, staff will recommend that Council adopt proposed Ordinance No. 687 amending the 2014 salary schedule.

Approved By: City Manager **DT** City Attorney **IS**

BACKGROUND

When former CMO Management Analyst John Norris was hired as the current Assistant City Manager earlier this year, one of the two CMO Management Analysts positions in the City Manager's Office became vacant. Prior to posting this position to fill the vacancy, the City Manager and the Assistant City Manager felt that it was important to review the work being accomplished by the two CMO Management Analysts positions. Since 2010, the other CMO Management Analyst position, which is staffed by Eric Bratton, has served as the lead position for providing communication services for the City. In working with Mr. Bratton and with the goal of aligning current job roles and duties with formal job classifications, the City Manager provided direction that one of the CMO Management Analyst positions should be reclassified to a position specifically focusing on communications. Based on this direction, staff created a new job classification not currently on the exempt salary schedule titled Communication Program Coordinator, which is in the same salary range as the CMO Management Analyst.

In addition to this proposed change, staff also used this opportunity to review the work being performed by the current Communication Assistant in the City Manager's Office. This position currently reports to the Executive Assistant position in the City Manager's Office and the position is expected to provide support to both the Communication program along with some administrative support to the office. The Communication Program presents a more comprehensive and focused approach and therefore the Communication Assistant will be tasked with additional responsibilities. Thus, staff is recommending that the Communication Assistant position be reclassified from Range 37 to Range 39 on the non-exempt salary schedule. As well, this position would now report to the Communication Program Coordinator.

Proposed Ordinance No. 687, which is attached to this staff report as Attachment A, would make these amendments to Ordinance No. 678, which adopted the 2014 salary schedule as part of the 2014 budget. Attachments B and C to this staff report provide the amended exempt and non-exempt salary schedules, respectively.

DISCUSSION

In proposing to reclassify the CMO Management Analyst position and adjust the salary range for the Communication Assistant, staff first looked at the job functions and responsibilities the City needs accomplished in order to have a comprehensive Communication Program. The City also looked at what duties were currently being performed. Based on this review, it was clear that while the City does provide high quality communication services, a focus on comprehensive, city-wide strategic communications would enhance the City's communication function. This would mean having the lead communications position more responsible for coordinating city-wide communication and working more with City departments to draft communication messaging, branding and materials. It also means having the Communication Program Coordinator truly responsible for the City's Communication Program with oversight from the City Manager and Assistant City Manager, rather than having communication policy direction come from the Assistant City Manager.

The current job specifications of the Communication Assistant position will also need to be updated to capture the duties that will be assigned to fulfill the scope of the Communication Program. Specifically, the current Communication Assistant job classification stated that an essential function is to “assist with graphic design and composition of media materials for City newsletter, website, social media, cable channel, city wide publications; assist in preparation and distribution of City information to media contacts.”

Staff is proposing, among other edits, to have this essential function read, “Create complex graphic designs and compose media materials for City newsletter. Monitor and manage website content, manage social media accounts and the cable channel. Draft and create city wide publications; assist in preparation and distribution of City information of media contacts.” Additionally, staff is also adding language to the job classification that reads, “Assist with the development and implementation of policies and procedures related to public information and community involvement programs.” This assignment of a higher level of duties and responsibilities is the reason staff is proposing that this job classification move from Range 37 to Range 39.

ALTERNATIVES

The Council has two alternatives regarding proposed Ordinance No. 687. If Council adopts this ordinance, the CMO Management Analyst position will be reclassified and the Communication Program Assistant salary range will be adjusted as noted. Adoption of the ordinance will also solidify the City’s Communication Program, with the Communication Assistant reporting directly to the Communication Program Coordinator.

If Council does not adopt proposed Ordinance No. 687, the CMO Management Analyst position will continue to provide communication services as is happening currently. However, the level of communication work provided will be limited by the duties performed by the Communication Assistant and the Program will need to be reduced so that it is commensurate with resources available. This will mean that some work may need to be shifted over to the CMO Management Analyst providing communication services, or that some external contract services are provided so that this work load can be accomplished.

If Council does not adopt the reclassification of the CMO Management Analyst to Communication Program Coordinator, then the reporting structure between the Communication Program Coordinator and Communication Assistant will not be established, which will diminish gains in coordination through a unified reporting structure. The City’s Management Analyst positions have not typically served in a supervisory role.

RESOURCE/FINANCIAL IMPACT

There is no financial impact to reclassify the CMO Management Analyst Position to a Communication Program Coordinator. However, proposed Ordinance No. 687 will have a budgetary impact in that the Communication Assistant position is proposed to move from Range 37 to Range 39 on the non-exempt salary schedule. Given that the staff person currently in this position is at Step 6 of salary range and would continue to be at

that step if this change is approved, the difference in the hourly wage rate would be \$1.43 per hour (Range 37, Step 6 - \$28.18 per hour; Range 39, Step 6 - \$29.61 per hour). Using 2014 wage rates, this equates to an additional \$2,967 per year. This additional cost would be paid for out of salary savings in the City Manager's Office budget for 2014, and would be budgeted as an ongoing expense in future years.

RECOMMENDATION

No action is required as this item is for discussion purposes only. However, when this agenda item is brought back for Council action, which is currently scheduled for April 28, staff will recommend that Council adopt proposed Ordinance No. 687 amending the 2014 salary schedule.

ATTACHMENTS:

Attachment A – Proposed Ordinance No. 687

Attachment B – 2014 Amended Salary Table 01 – Exempt

Attachment C – 2014 Amended Salary Table 02 – Non-exempt

ORDINANCE NO. 687

AN ORDINANCE OF THE CITY OF SHORELINE, WASHINGTON, AMENDING THE 2014 EXEMPT SALARY SCHEDULE AND THE 2014 ADOPTED NONEXEMPT SALARY SCHEDULE; AND AMENDING ORDINANCE NO. 678 ADOPTING THE ANNUAL BUDGET OF THE CITY OF SHORELINE FOR THE YEAR 2014

WHEREAS, the 2014 Budget was adopted by Ordinance No. 678; and

WHEREAS, the adoption of budget included the adoption and authorization of the City's exempt salary schedule for setting salaries of exempt personnel; and

WHEREAS, the City Council must approve the classifications and a salary schedule for city employees; and

WHEREAS, staff is recommending that the classification of Communication Program Coordinator be added to the 2014 salary schedule at Range 52 and the Communication Assistant position be reclassified from Range 37 to Range 39 on the non-exempt salary schedule to allow these positions to be filled for more effective operations; now therefore

THE CITY COUNCIL OF THE CITY OF SHORELINE, WASHINGTON, DO ORDAIN AS FOLLOWS:

Section 1. Amending the 2014 Budget Exempt Salary Table. *Salary Table 1 - Exempt* of the 2014 Final Budget adopted in section 1 of Ordinance No. 678 is amended to include a Communication Program Coordinator at Range 52.

Section 2. Amending the 2014 Budget Non Exempt Salary Table. The *Salary Table 2 - Non Exempt* of the 2014 Final Budget adopted in section 1 of Ordinance No. 678 is amended to reclassify the Communication Assistant position from Range 37 to Range 39.

Section 3. Effective Date. This ordinance shall take effect and be in full force five days after passage and publication of a summary consisting of the ordinance title.

PASSED BY THE CITY COUNCIL ON APRIL 28, 2014.

Mayor Shari Winstead

ATTEST:

APPROVED AS TO FORM:

Jessica Simulcik Smith
City Clerk

Ian Sievers
City Attorney

Date of Publication: , 2014

Effective Date: , 2014

City of Shoreline
Range Placement Table
2.5% Between Ranges; 4% Between Steps

Salary Table 01 - EXEMPT

Mkt Adj: 1.26%
Effective: January 1, 2014

Range	Title	Salary	Min					Max
			Step 1	Step 2	Step 3	Step 4	Step 5	
1		Annual	19,795	20,587	21,410	22,266	23,157	24,083
2		Annual	20,317	21,130	21,975	22,854	23,768	24,719
3		Annual	20,782	21,613	22,477	23,377	24,312	25,284
4		Annual	21,304	22,156	23,043	23,964	24,923	25,920
5		Annual	21,856	22,730	23,639	24,585	25,568	26,591
6		Annual	22,407	23,303	24,235	25,205	26,213	27,262
7		Annual	22,988	23,907	24,863	25,858	26,892	27,968
8		Annual	23,568	24,511	25,491	26,511	27,571	28,674
9		Annual	24,119	25,084	26,088	27,131	28,216	29,345
10		Annual	24,758	25,748	26,778	27,849	28,963	30,122
11		Annual	25,339	26,352	27,406	28,502	29,642	30,828
12		Annual	25,977	27,016	28,097	29,221	30,389	31,605
13		Annual	26,645	27,710	28,819	29,972	31,170	32,417
14		Annual	27,312	28,405	29,541	30,723	31,951	33,229
15		Annual	27,980	29,099	30,263	31,473	32,732	34,042
16		Annual	28,705	29,854	31,048	32,290	33,581	34,924
17		Annual	29,431	30,608	31,833	33,106	34,430	35,807
18		Annual	30,128	31,333	32,586	33,889	35,245	36,655
19		Annual	30,882	32,118	33,402	34,738	36,128	37,573
20		Annual	31,666	32,933	34,250	35,620	37,045	38,526
21		Annual	32,450	33,748	35,097	36,501	37,961	39,480
22		Annual	33,291	34,623	36,008	37,448	38,946	40,504
23		Annual	34,104	35,468	36,887	38,362	39,897	41,493
24		Annual	34,975	36,374	37,829	39,342	40,915	42,552
25		Annual	35,816	37,249	38,739	40,289	41,900	43,576
26		Annual	36,716	38,185	39,712	41,301	42,953	44,671
27		Annual	37,645	39,151	40,717	42,345	44,039	45,801
28		Annual	38,603	40,147	41,753	43,423	45,160	46,966
29		Annual	39,561	41,143	42,789	44,500	46,280	48,132
30		Annual	40,547	42,169	43,856	45,610	47,435	49,332
31		Annual	41,563	43,226	44,955	46,753	48,623	50,568
32		Annual	42,608	44,313	46,085	47,928	49,846	51,839

City of Shoreline
 Range Placement Table
 2.5% Between Ranges; 4% Between Steps

Salary Table 01 - EXEMPT

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 Effective: January 1, 2014

Range	Title	Salary	Min					Max
			Step 1	Step 2	Step 3	Step 4	Step 5	
33		Annual	43,682	45,429	47,247	49,136	51,102	53,146
34		Annual	44,756	46,546	48,408	50,344	52,358	54,453
35		Annual	45,859	47,693	49,601	51,585	53,648	55,794
36		Annual	47,049	48,931	50,888	52,924	55,041	57,242
37		Annual	48,181	50,108	52,112	54,197	56,365	58,619
38		Annual	49,371	51,346	53,400	55,536	57,757	60,067
39		Annual	50,619	52,644	54,750	56,939	59,217	61,586
40		Annual	51,896	53,972	56,131	58,376	60,711	63,140
41		Annual	53,202	55,330	57,543	59,845	62,239	64,729
42		Annual	54,537	56,719	58,988	61,347	63,801	66,353
43	Assistant Planner	Annual	55,901	58,138	60,463	62,882	65,397	68,013
44		Annual	57,295	59,586	61,970	64,449	67,027	69,708
45	Executive Assistant to the City Manager	Annual	58,717	61,066	63,508	66,048	68,690	71,438
46	Staff Accountant	Annual	60,168	62,575	65,078	67,681	70,388	73,204
47	Associate Planner	Annual	61,735	64,205	66,773	69,444	72,222	75,111
48	Budget Analyst Management Analyst Recreation Coordinator I	Annual	63,245	65,775	68,405	71,142	73,987	76,947
49	Parks & Rec Project Coordinator Emergency Management Coordinator Neighborhoods Coordinator	Annual	64,841	67,435	70,132	72,937	75,855	78,889
50		Annual	66,437	69,095	71,859	74,733	77,722	80,831
51	Web Developer Senior Planner	Annual	68,092	70,816	73,648	76,594	79,658	82,844
52	Customer Response Team Supervisor Development Review Engineer I Grants Coordinator Recreation Coordinator II CMO Management Analyst Senior Human Resources Analyst Senior Management Analyst Senior Budget Analyst Communication Program Coordinator	Annual	69,833	72,627	75,532	78,553	81,695	84,963
53	Network Administrator Construction Inspection Supervisor	Annual	71,575	74,438	77,415	80,512	83,732	87,082
54	PW Maintenance Supervisor	Annual	73,345	76,279	79,330	82,503	85,804	89,236
55	Capital Projects Manager I City Clerk	Annual	75,174	78,181	81,308	84,560	87,943	91,460
56	Engineer I: Traffic	Annual	77,089	80,173	83,380	86,715	90,184	93,791

City of Shoreline
Range Placement Table
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Salary Table 01 - EXEMPT

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 Effective: January 1, 2014

Range	Title	Salary	Min					Max
			Step 1	Step 2	Step 3	Step 4	Step 5	
57	GIS Specialist	Annual	79,005	82,165	85,452	88,870	92,425	96,122
58		Annual	80,979	84,218	87,587	91,090	94,734	98,523
59	Recreation Superintendent Finance Manager Capital Projects Manager II Community Services Manager Intergovernmental Prog Manager Development Review Engineer II Permit Services Manager Parks Superintendent Planning Manager Central Services Manager Structural Plans Examiner Engineer II: Traffic Engineer II: Surface Water IT Systems Analyst	Annual	83,011	86,331	89,784	93,376	97,111	100,995
60		Annual	85,071	88,474	92,013	95,694	99,521	103,502
61	Building Official	Annual	87,219	90,708	94,336	98,110	102,034	106,115
62	Assistant City Attorney Economic Development Program Mgr	Annual	89,396	92,972	96,691	100,558	104,581	108,764
63	City Traffic Engineer SW & Environmental Svcs Manager	Annual	91,602	95,266	99,077	103,040	107,161	111,448
64		Annual	93,924	97,681	101,588	105,651	109,878	114,273
65	Engineering Manager Transportation Planning Manager	Annual	96,246	100,096	104,099	108,263	112,594	117,098
66	Information Systems Manager	Annual	98,655	102,601	106,705	110,973	115,412	120,029
67		Annual	101,151	105,197	109,405	113,781	118,332	123,066
68		Annual	103,647	107,793	112,105	116,589	121,252	126,102
69		Annual	106,259	110,510	114,930	119,527	124,308	129,281
70	Human Resources Director	Annual	108,901	113,257	117,787	122,498	127,398	132,494
71	City Engineer Utility and Operations Manager	Annual	111,629	116,094	120,738	125,567	130,590	135,814
72		Annual	114,444	119,022	123,783	128,734	133,884	139,239
73		Annual	117,289	121,980	126,859	131,934	137,211	142,700
74	Assistant City Manager Administrative Services Director Parks, Rec & Cultural Svcs Director Planning & Community Dev Director Public Works Director City Attorney	Annual	120,220	125,029	130,030	135,231	140,641	146,266
75		Annual	123,239	128,168	133,295	138,627	144,172	149,939

City of Shoreline
 Range Placement Table
 2.5% Between Ranges; 4% Between Steps

Salary Table 02 - NON-EXEMPT

Mkt Adj: 1.26%
 Effective: January 1, 2014

Range	Title	Hourly Rate	Min Step 1	Step 2	Step 3	Step 4	Step 5	Max Step 6
1		Hourly	9.52	9.90	10.29	10.71	11.13	11.58
2		Hourly	9.77	10.16	10.56	10.99	11.43	11.88
3		Hourly	9.99	10.39	10.81	11.24	11.69	12.16
4		Hourly	10.24	10.65	11.08	11.52	11.98	12.46
5		Hourly	10.51	10.93	11.36	11.82	12.29	12.78
6		Hourly	10.77	11.20	11.65	12.12	12.60	13.11
7		Hourly	11.05	11.49	11.95	12.43	12.93	13.45
8		Hourly	11.33	11.78	12.26	12.75	13.26	13.79
9		Hourly	11.60	12.06	12.54	13.04	13.57	14.11
10		Hourly	11.90	12.38	12.87	13.39	13.92	14.48
11		Hourly	12.18	12.67	13.18	13.70	14.25	14.82
12		Hourly	12.49	12.99	13.51	14.05	14.61	15.19
13	Lifeguard/Instructor II	Hourly	12.81	13.32	13.86	14.41	14.99	15.59
14		Hourly	13.13	13.66	14.20	14.77	15.36	15.98
15		Hourly	13.45	13.99	14.55	15.13	15.74	16.37
16		Hourly	13.80	14.35	14.93	15.52	16.14	16.79
17		Hourly	14.15	14.72	15.30	15.92	16.55	17.22
18		Hourly	14.48	15.06	15.67	16.29	16.94	17.62
19		Hourly	14.85	15.44	16.06	16.70	17.37	18.06
20		Hourly	15.22	15.83	16.47	17.12	17.81	18.52
21		Hourly	15.60	16.22	16.87	17.55	18.25	18.98
22		Hourly	16.01	16.65	17.31	18.00	18.72	19.47
23		Hourly	16.40	17.05	17.73	18.44	19.18	19.95
24	Senior Lifeguard	Hourly	16.81	17.49	18.19	18.91	19.67	20.46
25		Hourly	17.22	17.91	18.62	19.37	20.14	20.95
26		Hourly	17.65	18.36	19.09	19.86	20.65	21.48
27		Hourly	18.10	18.82	19.58	20.36	21.17	22.02
28		Hourly	18.56	19.30	20.07	20.88	21.71	22.58
29		Hourly	19.02	19.78	20.57	21.39	22.25	23.14
30		Hourly	19.49	20.27	21.08	21.93	22.81	23.72
31	Teen Program Assistant Administrative Assistant I Recreation Assistant I	Hourly	19.98	20.78	21.61	22.48	23.38	24.31
32		Hourly	20.48	21.30	22.16	23.04	23.96	24.92
33		Hourly	21.00	21.84	22.71	23.62	24.57	25.55

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Salary Table 02 - NON-EXEMPT

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 Effective: January 1, 2014

Range	Title	Hourly Rate	Min Step 1	Step 2	Step 3	Step 4	Step 5	Max Step 6
34	Public Works Maintenance Worker I Parks Maintenance Worker I	Hourly	21.52	22.38	23.27	24.20	25.17	26.18
35	Finance Technician Administrative Assistant II Recreation Assistant II	Hourly	22.05	22.93	23.85	24.80	25.79	26.82
36		Hourly	22.62	23.52	24.47	25.44	26.46	27.52
37	Accounts Payable/Payroll Technician Legal Assistant Communication Assistant	Hourly	23.16	24.09	25.05	26.06	27.10	28.18
38	Technical Assistant Facilities Maintenance Worker I	Hourly	23.74	24.69	25.67	26.70	27.77	28.88
39	Environmental Programs Assistant Payroll Officer Administrative Assistant III Recreation and Class Prog Assistant Records Coordinator Recreation Assistant III Buyer Parks Maintenance Worker II Public Works Maintenance Worker II Communication Assistant	Hourly	24.34	25.31	26.32	27.37	28.47	29.61
40	Engineering Technician	Hourly	24.95	25.95	26.99	28.07	29.19	30.36
41	Surface Water Quality Specialist	Hourly	25.58	26.60	27.67	28.77	29.92	31.12
42	Deputy City Clerk Facilities Maintenance Worker II	Hourly	26.22	27.27	28.36	29.49	30.67	31.90
43	Environmental Educator CRT Representative	Hourly	26.88	27.95	29.07	30.23	31.44	32.70
44	Senior Engineering Technician Traffic Signal Technician Senior Facilities Maintenance Worker Sr. Public Works Maintenance Worker Senior Parks Maintenance Worker	Hourly	27.55	28.65	29.79	30.98	32.22	33.51
45		Hourly	28.23	29.36	30.54	31.76	33.03	34.35
46	Code Enforcement Officer Computer Network Specialist Plans Examiner I	Hourly	28.93	30.08	31.29	32.54	33.84	35.19
47	Associate Planner Construction Inspector	Hourly	29.68	30.87	32.10	33.39	34.72	36.11
48		Hourly	30.41	31.62	32.89	34.20	35.57	36.99
49	Neighborhoods Coordinator	Hourly	31.17	32.42	33.72	35.07	36.47	37.93
50	Plans Examiner II Combination Inspector	Hourly	31.94	33.22	34.55	35.93	37.37	38.86
51		Hourly	32.74	34.05	35.41	36.82	38.30	39.83
52		Hourly	33.57	34.92	36.31	37.77	39.28	40.85
53		Hourly	34.41	35.79	37.22	38.71	40.26	41.87
54	Plans Examiner III	Hourly	35.26	36.67	38.14	39.67	41.25	42.90
55		Hourly	36.14	37.59	39.09	40.65	42.28	43.97

Range	Title	Hourly Rate	Min Step 1	Step 2	Step 3	Step 4	Step 5	Max Step 6
56		Hourly	37.06	38.54	40.09	41.69	43.36	45.09
57		Hourly	37.98	39.50	41.08	42.73	44.44	46.21
58		Hourly	38.93	40.49	42.11	43.79	45.55	47.37
59		Hourly	39.91	41.51	43.17	44.89	46.69	48.56
60		Hourly	40.90	42.54	44.24	46.01	47.85	49.76
61		Hourly	41.93	43.61	45.35	47.17	49.05	51.02
62		Hourly	42.98	44.70	46.49	48.35	50.28	52.29
63		Hourly	44.04	45.80	47.63	49.54	51.52	53.58
64		Hourly	45.16	46.96	48.84	50.79	52.83	54.94
65		Hourly	46.27	48.12	50.05	52.05	54.13	56.30
66		Hourly	47.43	49.33	51.30	53.35	55.49	57.71
67		Hourly	48.63	50.58	52.60	54.70	56.89	59.17
68		Hourly	49.83	51.82	53.90	56.05	58.29	60.63
69		Hourly	51.09	53.13	55.25	57.47	59.76	62.15
70		Hourly	52.36	54.45	56.63	58.89	61.25	63.70
71		Hourly	53.67	55.81	58.05	60.37	62.78	65.29
72		Hourly	55.02	57.22	59.51	61.89	64.37	66.94
73		Hourly	56.39	58.64	60.99	63.43	65.97	68.61
74		Hourly	57.80	60.11	62.51	65.02	67.62	70.32
75		Hourly	59.25	61.62	64.08	66.65	69.31	72.09