

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE:	Adoption of 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 checked="" type="checkbox"/> Ordinance	<input type="checkbox"/> Resolution	<input type="checkbox"/> Motion
	<input type="checkbox"/> Discussion	<input type="checkbox"/> Public Hearing	

PROBLEM/ISSUE STATEMENT:

One of the CMO Management Analysts in the City Manager’s Office has been providing communication services since 2010. Given this work assignment, staff is recommending that this position be reclassified as a Communication Program Coordinator, with an appropriate job description, within the same salary range as the CMO Management Analyst on the exempt salary schedule. Staff is also recommending that the Communication Assistant position in the City Manager’s Office be reclassified from Range 37 to Range 39 on the non-exempt salary schedule due to additional work duties being performed. Proposed Ordinance No. 687 would make these amendments to Ordinance No. 678, which adopted the 2014 salary schedule as part of the 2014 budget. Council reviewed this recommendation during the April 14 Council meeting.

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

Staff recommends that Council adopt Ordinance No. 687 amending the 2014 salary schedule.

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

BACKGROUND

Since 2008, the City has reduced its total full-time equivalent (FTEs) positions from 141.4 to 135.05. This has resulted in a reduction in salary and benefit costs for the City's budget. At the same time it has resulted in shifting workload and reducing the level of work that can be accomplished with a smaller work force. The recommendation in this staff report will not increase the City's FTE count.

Since 2010, one of the two CMO Management Analyst positions in the City Manager's Office has served as the lead position for providing communication services for the City. With the goal of aligning current job roles and duties with formal job classifications, the City Manager provided direction to propose that this position 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.

Staff also reviewed the work being performed by the current Communication Assistant in the City Manager's Office. Given that the Communication Assistant will be tasked with additional responsibilities, staff is recommending that the Communication Assistant position be reclassified from Range 37 to Range 39 on the non-exempt salary schedule, and also report to the new Communication Program Coordinator position.

Both the Communication Assistant and CMO Management Analyst salary schedule proposed changes were discussed with Council on April 14. The staff report for this Council discussion can be found at the following link:

<http://cosweb.ci.shoreline.wa.us/uploads/attachments/cck/council/staffreports/2014/staffreport041414-9c.pdf>. 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.

Job Classification Amendments

While the City currently provides 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 at the City, proposed as the Communications Program Coordinator, 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 are also proposed to be updated to capture the duties that will be assigned to fulfill the scope of the Communication Program. This means having this position, "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, this position would, "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 the Communication Assistant move from Range 37 to Range 39 on the salary schedule.

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

Staff recommends that Council adopt Ordinance No. 687 amending the 2014 salary schedule.

ATTACHMENTS:

Attachment A –Ordinance No. 687

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