



## Board Report

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**File #:** RES 21-071, **Version:** 1

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Adopt a Resolution to:

- a. Amend Personnel Policies and Practices Resolution (PPPR) No. 98-394 Appendix A and B to create the classification of County Media Analyst as indicated in Attachment A;
- b. Amend the County Administrative Office Budget 1050-CAO004 Unit 8054 to allocate one (1) FTE County Media Analyst as indicated in Attachment A;
- c. Authorize and direct the Auditor-Controller to amend the FY 2020-21 Adopted Budget by increasing appropriations by \$43,556 in the County Administrative Office 001-1050-CAO004-8054 financed by a decrease in appropriations in General Fund Contingencies 001-1050-CAO020-8034 as previously approved by the Board of Supervisors on Feb 9, 2021 (4/5ths vote);
- d. Authorize the Auditor-Controller's Office to incorporate approved appropriation and estimated revenue modifications to the FY 2020-21 Budget, and the County Administrative Office to reflect these approved changes in the FY 2021-22 Adopted Budget; and,
- e. Direct the Auditor-Controller and County Administrative Office to incorporate the position changes in the FY 2020-21 Adopted Budget and the Human Resources Department to implement the changes in the Advantage HRM system.

**RECOMMENDATION:**

It is recommended that the Board of Supervisors take the following actions:

Adopt a Resolution to:

- a. Amend the Personnel Policies and Practices Resolution (PPPR) No. 98-394 Appendix A and B to create the classification of County Media Analyst as indicated in Attachment A;
- b. Amend the County Administrative Office Budget 1050-CAO004 Unit 8054 to allocate one (1) FTE County Media Analyst as indicated in Attachment A;
- c. Authorize and direct the Auditor-Controller to amend the FY 2020-21 Adopted Budget by increasing appropriations by \$43,556 in the County Administrative Office 001-1050-CAO004-8054 financed by a decrease in appropriations in General Fund Contingencies 001-1050-CAO020-8034 as previously approved by the Board of Supervisors on Feb 9, 2021;
- d. Authorize the Auditor-Controller's Office to incorporate approved appropriation and estimated revenue modifications to the FY 2020-21 Budget, and the County Administrative Office to reflect these approved changes in the FY 2021-22 Adopted Budget; and,
- e. Direct the Auditor-Controller and County Administrative Office to incorporate the position changes in the FY 2020-21 Adopted Budget and the Human Resources Department to implement the changes in the Advantage HRM system.

**SUMMARY/DISCUSSION:**

During the past year, the County has responded to several catastrophic events including the COVID-19 pandemic emergency, 2020 wildfires and 2021 winter storm events. During these catastrophic events, coordinating and disseminating timely and accurate information has been critical to ensure public safety. To aid in this endeavor, the Board of Supervisors created an ad hoc COVID Communications Committee intended to develop COVID related communications/messaging strategy and to guide staff in the dissemination of vital information to members of the public. Due to the multiple catastrophic events and limited staff resources

available to develop and disseminate messaging needed to respond to the overwhelming informational needs/demands of the community, the Board of Supervisor authorized the County Administrative Officer to bring on additional contractor provided communications resources. After a process in which several firms were interviewed, TMD Creative of Salinas was selected to augment and help guide the County's communication efforts.

The TMD contract was extended in December 2020 and is currently set to expire in May, 2021. A one-month contract extension with additional Spanish language translation capability will be processed in the next several weeks. The proposed TMD extension will provide service only through the end of the current Fiscal Year. A budget augmentation has been requested for Fiscal Year 2021-22 that, if approved, would extend the contract to December 2021.

The COVID-19 pandemic has shed light on certain areas for improvement related to the County's communication capabilities which both the ad hoc COVID Communications Committee and the staff feel must be addressed in both a short term and a more long-term manner. The most immediate and pressing need is for the County to have, on staff, an individual who can provide expert, quick turnaround, Spanish language translation as well as proficiency in social media messaging.

In effort to support the County's future communication needs with internal resources, the ad hoc COVID Communications Committee of the Board of Supervisors requested the County Administrative Office and Human Resources Department to create a County Media Analyst classification to perform a variety of professional-level communications, crisis management, media relations duties to include preparing communication campaigns for the County's Spanish only speaking community.

The Human Resources Department conducted a classification and labor market study with our comparable agencies and found there were not sufficient matches within the comparable agencies to recommend a salary range for the County Media Analyst. An internal review was conducted, and it was determined that the proposed County Media Analyst most closely aligns with the Management Analyst III in terms of scope and complexity and it is recommended to create the new classification of County Media Analyst with the same salary range of the Management Analyst III as indicated in Attachment A.

An augmentation request has been submitted to the Budget Office for the position described above. It is staff's recommendation that the position of County Media Analyst should be added now and included in the recommended 2021-22 County budget. The County Media Analyst will be recruited immediately and will be required to possess oral and written Spanish language proficiency.

The BOS Budget Committee supported moving the recommendation to the full Board for consideration.

**OTHER AGENCY INVOLVEMENT:**

The County Administrative Office has reviewed and concurs with the recommendations.

**FINANCING**

On February 9, 2021 the Board of Supervisors allocated \$100,000 to the CAO budget for Spanish language translation services. Staff proposes that these funds are used to fund the position of County Media Analyst until the FY 21-22 budget is approved.

**BOARD OF SUPERVISORS' STRATEGIC INITIATIVES:**

The proposed recommended actions address the Board of Supervisors Administration Strategic Initiative. The

actions demonstrate the County's commitment to meeting the Board's initiatives in recruiting, retaining, and attracting a diverse, talented workforce that supports the mission of Monterey County.

- Economic Development
- Administration
- Health & Human Services
- Infrastructure
- Public Safety

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Approved by: Irma Ramirez-Bough, Director of Human Resources

Approved by: Charles J. McKee, County Administrative Officer

Attachments:  
Attachment A  
Resolution