



Agenda Report

MEETING DATE: Tuesday, April 12, 2022

TO: City Council

FROM: DEPUTY CITY MANAGER MANNING
POLICE CHIEF ZAMORA
ASSISTANT CHIEF OF POLICE SIMS

SUBJECT: RESOLUTION APPROVING AND AUTHORIZING NEW JOB CLASSIFICATIONS; PROGRAM COORDINATOR AND MEDIA AND COMMUNICATIONS ASSISTANT JOB DESCRIPTION AND SALARY AND APPROPRIATING \$96,000 TO THE SPECIAL GRANTS FUND

STATEMENT OF ISSUES:

The Police Department requires new job classifications and job descriptions to hire staff to assist with new initiatives and communications.

RECOMMENDED ACTION:

It is recommended the City Council adopt resolutions to approve and authorize the following new job classifications, job descriptions and proposed salaries and appropriate \$96,000 to the Special Grants Fund (0260-336) for the Program Coordinator position:

- Program Coordinator at a salary range of \$33.36-\$44.71 per hour or \$5,782.79-\$7,749.47 per month.
- Media and Communications Assistant at a salary range of \$25.72 - \$34.47 per hour or \$4,458.57 - \$5,974.87 per month

The new job classifications and salaries of Program Coordinator and Media and Communications Assistant were approved by the Personnel Commission at its March 29, 2022 meeting and was reviewed and approved by the associated bargaining units.

DISCUSSION:

Program Coordinator

In accordance with the public health approach to violence prevention, a framework adopted by the Centers for Disease Control and Prevention, the City of Watsonville acknowledges that violence is a public health condition that requires a multidisciplinary approach. The public health model requires input, participation and collaboration from diverse sectors including health, education, social services, justice and the community at large. In order to meet the task of reducing violence within the City of Watsonville, collaborators have established a Multi-Disciplinary Team (MDT) that will respond to incidents identified by the Watsonville Police

Department. The purpose of the MDT is to assess and address trauma and to provide linkages to services as needed by those individuals most impacted by trauma and/or acts of violence. Collaborators will provide services in an integrated, comprehensive, culturally responsive, trauma-informed and evidence based/best practice manner.

As part of the commitment from the City of Watsonville, a Program Coordinator will be hired to take the lead and support the MDT members in establishing a trauma safety net for Watsonville community members who are impacted by trauma and/or violence. The Program Coordinator will provide critical incident response coordination, will conduct assessments and triage for the initial response needed, and act as the community liaison. In addition, the Program Coordinator will also track and report on outcome measures, facilitate meetings and conduct trainings among other responsibilities.

The proposed salary scale for this position is consistent with comparisons of similar classifications (external and internal):

External Comparisons	Hourly	Monthly
County of Santa Cruz – Program Coordinator	\$31.80 - \$40.86	\$5,512 - \$7,082
City of Watsonville – Environmental Education Coordinator	\$33.36 - \$44.71	\$5,782 – \$7,749

Proposed salary scale:

Local Comparison	Hourly	Monthly
<i>Proposed Program Coordinator Position</i>	\$33.36 - \$44.71	\$5,782 - \$7,749

Staff is recommending the Program Coordinator position to have the same salary scale as an Environmental Education Coordinator because both positions have similar characteristics and essential duties. Both positions require the implementation of programs designed to promote awareness, ensuring program compliance, presentations, training, directing and coordinating among other responsibilities.

Media and Communications Assistant

The Media and Communications Assistant will manage social media platforms, serve as a media liaison, work on stories about department services, programs and events. This position will be required to prepare content for dissemination to the media and community. The Watsonville Police Department (WPD) intends to use the Media and Communications Assistant to provide data and information to the community and increase community engagement to foster trust.

Historically, the WPD had a Police Media and Communications Specialist position which had the same pay scale as an Administrative Analyst due to similar levels of responsibilities. When the City created the Public Information Officer (PIO) position, WPD no longer needed the Police Media and Communications Specialist. However, the WPD still requires an entry level position to assist the PIO with police related stories.

The difference in pay scale between an Administrative Analyst position and an entry level position of an Administrative Analyst Assistant is 27%. Staff is proposing to create an entry level classification to the Police Media and Communication Specialist position by creating a Media and Communications Assistant. To maintain consistency in pay scales between the different series in this classification, Staff is proposing the pay scale of the Media and Communications Assistant be similar to that of the Administrative Analyst Assistant Position:

Local comparison and proposed salary scale:

Local Comparison	Hourly	Monthly
City of Watsonville – Administrative Analyst	\$32.62 - \$43.71	\$5,654 - \$7,577
City of Watsonville – Assistant Administrative Analyst	\$25.72 - \$34.47	\$4,4458 - \$5,974
City of Watsonville - Police Media and Communication Specialist	\$32.62 - \$43.71	\$5,654 - \$7,577
<i>Proposed Media and Communications Assistant</i>	<i>\$25.72 - \$34.47</i>	<i>\$4,4458 - \$5,974</i>

Staff is recommending the Media and Communications Assistant position to have the same salary scale as an Assistant Administrative Analyst to maintain a consistent pay scale difference.

STRATEGIC PLAN:

6-Public Safety.

FINANCIAL IMPACT:

The new Program Coordinator position will require an appropriation of \$96,000 to the Special Grants Fund (0260-336) will be funded with Behavioral Health Justice Intervention Service Project grant funds which will be available until February 14, 2023. After that, the WPD will request the position to be funded with American Rescue Plan Act (ARPA) funds.

The new Media and Communications Assistant will use funding that was originally appropriated for a different vacant position that will no longer be filled under Measure Y. The yearly financial gap of \$12,000 between the vacant position and the Media and Communications Assistant will be absorbed by Measure Y.

ALTERNATIVE ACTION:

The City Council may deny this request.

ATTACHMENTS AND/OR REFERENCES (If any):

None.