

To: Jim Provenza, Chair
and Members of the Board of Directors

From: Mat Ehrhardt, P.E., Executive Director/APCO *ME*

Date: September 8, 2021

Subject: Approve New Job Classification – Public Outreach Coordinator

Recommended Action

Approve new job description, Public Outreach Coordinator.

Background

Section 405 of the Administrative Policy states, “The Board shall adopt, and may from time to time amend, the classification plan. A Class specification shall be prepared for each class of positions. The APCO may underfill positions as needed, but must have board approval to permanently change a position.”

The Public Information Officer (PIO) was converted to an Administrative Analyst due to the recent dissolution of the Planning Division. The Administrative Analyst will be completing grant management duties. In reviewing the needs of the agency and the availability of the administrative staffing, it has been determined there is a need for a Public Outreach Coordinator. This position will do the outreach for a variety of programs such as Clean Air Funds, FARMER, AB923 Clean School Bus. The Public Outreach Coordinator will represent the district at various community events, interact with non-profits and provide support for our social media campaigns. The Administrative Analyst will continue to be the face of the organization for media requests. The Public Outreach Coordinator will be the support for all programs for the District, including outreach with sources for permitting processes.

This position will be filled internally within our current allocations. The position allocation list will be presented to the Board of Directors in a future meeting for modification when the deleted position is determined. The current budget recommends a reduction in a position TBD to reflect a net zero difference in positions allocated within the Final Budget.

The salary of this position is proposed to be set equal to the existing Air Quality Technician position. The salary range is a 67, which is \$60,024 to \$72,960 per year. This salary reflects market value of a technical administrative position.

Fiscal Impacts

Due to salary savings realized through vacancies, the fiscal impact for Fiscal Year 2021/2022 will be minimal.

Recommendations

With Board Approval the District will conduct an internal recruitment for this position and return to the Board with the position allocation changes at a future board meeting. This change is reflected in the FY 2021/2022 Final Budget.

Attachment: Public Outreach Coordinator Job Description



PUBLIC OUTREACH COORDINATOR

DEFINITION

Under general direction, plans, organizes, oversees, coordinates, and participates in Yolo-Solano AQMD public education and public outreach messaging and events. The Public Outreach Coordinator serves as a public liaison between the District and the general public; addresses and resolves project issues, defines strategies and plans for project communication, represents the District in public forums, inter-agency groups, and committees, and community meetings; tracks and communicates regulatory changes, provides assistance and education to businesses during the permitting and inspection processes, Public Records Requests, performs administrative duties such as scanning, filing, answering phones, and other duties as assigned. This position will process permitting documents as needed.

SUPERVISION RECEIVED AND EXERCISED

The **Public Outreach Coordinator** receives guidance from the Administrative Analyst and the Administrative Operations Coordinator. Direct supervision is received from the Administrative Services Manager.

CLASS CHARACTERISTICS

This single-position class is characterized by professional public outreach responsibilities, including coordinating and educating on permit processes, and processing public records requests. Responsibilities include identifying outreach needs, developing messages and materials, coordinating and implementing various outreach forms, collecting data and evaluating program effectiveness, and report writing. This class is characterized by the responsibility to develop and produce publications, marketing campaigns, programs, presentations, and displays to increase public awareness about the District's functions, activities, and responsibilities. This position requires proficiency in desktop publishing, computer graphics design and acts as one of the District's webmasters. Attendance at occasional evening and weekend events is required.

EXAMPLES OF ESSENTIAL JOB FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Prepare correspondence, forms, informational and educational materials, graphic design, and specialized documents from drafts, notes, brief instructions or corrected copy.
- Reviews, develops and implements a public relations program designed to educate and inform on issues of public significance.
- Participate in inter-agency groups or committees such as, but not limited to, Solano Transportation Authority, Yolo County Transportation Department, or Unitrans.
- Represents the District at meetings and conferences of community interest groups, professional associations, and public health organizations concerned with the effects of air quality.
- Participate with non-profit organizations to help promote alternate transportation.
- Analyzes and evaluates the public's interest and extent of understanding of district functions and programs.
- Representative for internal and external communications regarding wildfire and smoke updates.
- Coordinate and participate in public appearances, special events, contests, or exhibits to increase program or service awareness and further public relations objectives.



Yolo-Solano Air Quality Management District

- Represents the district at public meetings, trade shows, fairs, public and private school groups.
- Performs public speaking at community and business events and meetings; interfaces with local and regional governmental agencies and elected officials.
- Coordinate outreach for grant programs and special events such as the calendar contests.
- Coordinate with other staff to obtain District Newsletter content, develop newsletter content and organize all content for Newsletter publication.
- Build and maintain cooperative working relationships with other District employees, public agency representatives, community representatives, public interest groups, or the general public and demonstrate positive customer service and communication skills.
- Standardize procedures and methods and continuously monitor assigned programs and communicate opportunities for improvement.
- Evaluates the effectiveness and coverage of public information activities.
- May prepares news releases, bulletins, brochures, newsletters and other media for public dissemination; creates graphs and charts for public presentation.
- Researches and analyzes materials for information to develop written documentation, reports, graphs and press releases.
- Responds to public inquiries regarding District regulations, permit processes, enforcement, legal authority, grant or incentive availability and air quality conditions.
- Develops and delivers educational presentations in classroom settings.
- Designs, writes and over-sees production of media kits, brochures, newsletters, and other informational reference materials.
- Plans and coordinates public meetings.
- Coordinates the dissemination of air quality warning information on social media platforms.
- Develops and implements communication strategies.
- Assists in the formatting, printing, publication, and dissemination of District regulations and amendments.
- Maintains accurate records and files of work performed; prepares periodic and special reports as required
- Disseminates air quality warning and smog alert information to schools and the public promptly.
- Works with air monitoring section in packaging and compiling air quality data for use in reports.
- Ability to communicate effectively, maintain positive working relationships with coworkers and management and interact effectively and professionally under pressure.
- Understand and follow oral and written directions; communicate effectively, both orally and in writing; and understand and work within the scope of authority.
- Processing Public Record Request (PRA) and oversight of the program.
- Other duties as assigned.

QUALIFICATION GUIDELINES

Education and/or Experience

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

College units in public relations, communications, journalism, business administration, or a related field and two years of experience in public relations, Yolo-Solano Air District employment, or any combination of training and experience that could likely provide the desired knowledge and abilities.



Knowledge and Abilities

Knowledge of:

- Proficient knowledge of organization and function of public agencies, including the role of an elected Governing Board.
- Record keeping, report preparation, filing methods and records management techniques.
- Air pollution or related environmental problems and enforcement programs.
- Principles and practices of public and community relations, mass communications
- Principles and practices of print and electronic media.
- Theories and techniques of journalism, expository writing, and editing.
- Principles, theories, and applications of design, reproduction, printing processes, and layout techniques.
- Desktop publishing, word processing software, and knowledge of website software programs.
- Standard office practices and procedures.
- Methods and techniques for record keeping and report preparation and writing.
- Occupational hazards and standard safety practices.
- English usage, spelling, vocabulary, grammar, and punctuation.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and District staff.

Ability to:

- Excellent written skills; ability to write clearly and concisely.
- Ability to work independently with minimal supervision.
- Excellent public presentation skills.
- Proficiency in developing outreach and marketing materials for public audiences.
- Proficiency in organizing work, setting priorities, meeting critical deadlines, and following up with minimum direction.
- Proficient in using publishing software in a Windows environment.
- Read, interpret, and record data accurately.
- Work independently and as part of a team.
- Respond to issues and concerns from businesses, industry, public agencies, contractors, and the community.
- Follow written and oral directions.
- Observe safety principles and work safely.
- Communicate clearly and concisely, both orally and in writing.
- Operate an office computer and a variety of word processing and software applications.
- Safely and effectively operate ordinary hand and power tools.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.
- Skill in researching, compiling and summarizing a variety of technical reports and informational materials.
- Interpreting, applying and explaining complex policies and procedures.
- Use tact, discretion, initiative and independent judgment within established guidelines.



PHYSICAL ABILITIES

Must be able to perform essential functions of the job. Work is performed in an office setting with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. This position requires prolonged sitting, standing, walking, reaching, twisting, turning, kneeling, bending, squatting and stooping in the performance of daily activities. Position requires grasping, repetitive hand-eye coordination and fine-manipulation skills for preparing reports and data using a PC keyboard, computer mouse, and various office equipment. This position also requires good listening skills and the occasional need to lift, drag and push files, computer reports or other materials weighing up to 25 pounds. Travel by vehicle is required.

WORKING CONDITIONS

Work is performed both in an office setting and at offsite locations such as community buildings, educational institutions, public facilities, etc.

At times the public can disagree with the requirements of regulatory agencies and may be difficult to work with. This position must be able to handle these types of situations with diplomacy and tact.

SPECIAL REQUIREMENTS

- This position must possess a valid California Class C Driver’s License.
- Safety training as required by the District’s Safety Program

FSLA Status: Non-exempt - Covered under Collective Bargaining Unit

Approved: September 2021