

PERSONNEL AND ANIMAL WELFARE COMMITTEE REPORT relative to the re-exemption of one Public Information Director, Department of City Planning (DCP), from the Civil Service provisions of the City Charter.

Recommendation for Council action:

APPROVE the re-exemption of one Public Information Director (Class Code 1800), DCP, from the Civil Service provisions of the City Charter, pursuant to Charter Section 1001(b)(1).

Fiscal Impact Statement: None submitted by the Mayor. Neither the City Administrative Officer nor the Chief Legislative Analyst has completed a financial analysis of this report.

Community Impact Statement: None submitted.

TIME LIMIT FILE - SEPTEMBER 6, 2016

(LAST DAY FOR COUNCIL ACTION - SEPTEMBER 6, 2016)

Summary:

On August 26, 2016, your Committee considered an August 11, 2016 communication from the Mayor relative to the re-exemption of one Public Information Director (Class Code 1800), DCP, from the Civil Service provisions of the City Charter, pursuant to Charter Section 1001(b). According to the Mayor, the Public Information Director position will be responsible for coordinating and addressing the various communication needs of the DCP, including addressing regular media inquiries, drafting DCP press releases, coordinating communications with elected officials' communications teams, and interacting with the City's certified neighborhood councils. Further, the Public Information Director position will serve as the DCP's primary liaison with the Mayor's Public Information Office to ensure prompt and appropriate responses to media inquiries and ensure appropriate messaging. The Public Information Director will serve as the lead manager providing guidance and expertise to staff in public relations, published materials, web presence social media, and outreach programs.

After consideration and having provided an opportunity for public comment, the Committee moved to recommend approval of the re-exemption. This matter is now submitted to Council for its consideration.

Respectfully Submitted,

PERSONNEL AND ANIMAL WELFARE COMMITTEE



<u>MEMBER</u>	<u>VOTE</u>
KORETZ:	YES
RYU:	YES

HARRIS-DAWSON: ABSENT

ARL

8/26/16

-NOT OFFICIAL UNTIL COUNCIL ACTS-