

**ROSEVILLE**  
**REQUEST FOR COUNCIL ACTION**

Date: August 26, 2013  
Item No.: 13.b

Department Approval

City Manager Approval

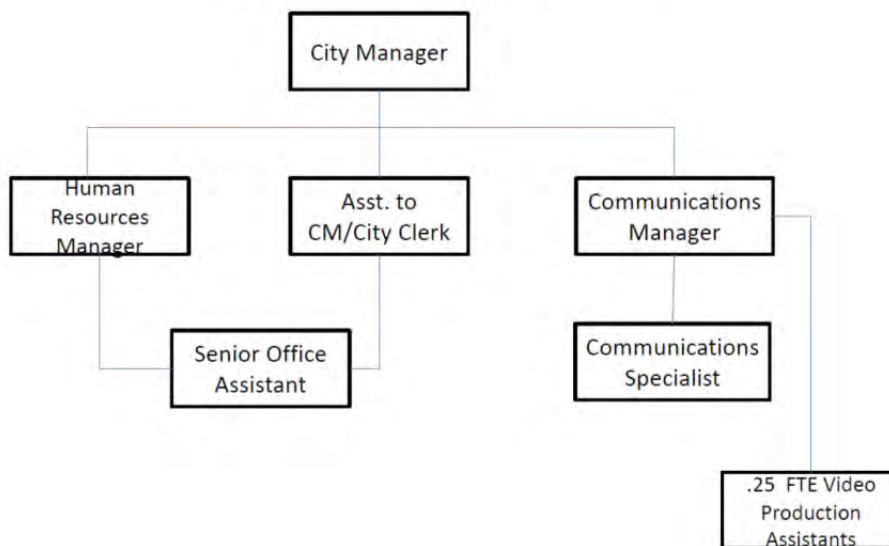


Item Description: Authorize Administration Department Reorganization

**BACKGROUND**

At the July 18<sup>th</sup> Special City Council meeting, staff presented a memo outlining a proposed reorganization of the Administration Department. (Attachment A). The reorganization is being undertaken in order to better unite the City's communication efforts to residents and businesses as well as amongst departments. The proposed reorganization will also expand roles and responsibilities of a couple of positions. As discussed in Attachment A, the reorganization will create a new position, Communications Manager, and retain one Communications Specialist. Additionally, the current Executive Assistant position will be changed to an Assistant to the City Manager/City Clerk position. Finally, the reorganization plan will change the part-time Senior Office Assistant position to full time. A revised Administration Department organizational chart is shown below:

Proposed Administration Department Reorganization



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17 It should be noted that the Interim City Manager is pursuing conversations with CTV to discuss  
18 the possibility of CTV staff producing and operating the video broadcast of the City Council  
19 and Commission meetings. Until a final decision is made, the organizational chart will show the  
20 Video Production Assistants as City employees and under the supervision of the  
21 Communications Manager.

22 In regards to implementing the change, the Interim City Manager proposes a phased-in approach.  
23 There currently is a need for additional staff hours for department activities, especially for  
24 Human Resources. In addition, the Executive Assistant will be out on maternity leave starting in  
25 October, further accentuating the needs for additional staff hours. It is proposed that the Senior  
26 Office Assistant position in the Administration Department become full-time effective on  
27 September 2<sup>nd</sup>.

28 It is proposed that the changes in the Communications division take effect at the start of the  
29 budget year, January 1, 2014. There needs to be additional work done on the job descriptions of  
30 the Communications Manager and Communications Specialist as well as recruitment of the  
31 Communications Manager position. It is the intention for the Communications Manager position  
32 to begin work at the beginning of the year.

33 Finally, it is recommended that the conversion of the Executive Assistant to the Assistant to the  
34 City Manager/City Clerk position take effect on January 1, 2014. This date coincides with the  
35 start of the budget year and is the approximate return date of the Executive Assistant.

#### 36 **POLICY OBJECTIVE**

37 The City-wide organizational structure should meet the needs and expectations of tax payers for  
38 services and programs. As part of that ongoing commitment, it is important to review the current  
39 organizational structure and allocation of resources to ensure that these needs are being met.

#### 40 **BUDGET IMPLICATIONS**

41 It is proposed that the changes to Administration Department will be funded from two sources,  
42 the existing Communications Fund as well as \$30,000 from the HRA levy. Final costs have not  
43 been determined for all of the changes, but the annual cost to make the Senior Office Assistant  
44 full-time is \$13,600.

#### 45 **STAFF RECOMMENDATION**

46 Staff asks that the City Council authorize the Interim City Manager to implement the  
47 Administration Department reorganization that includes the creation of the Communications  
48 Manager position, the retention of one Communications Specialist position, the conversion of the  
49 Executive Assistant position to an Assistant to the City Manager/City Clerk position, and making  
50 the Senior Office Assistant position full-time.

#### 51 **REQUESTED COUNCIL ACTION**

52 Motion to authorize the Interim City Manager to implement the Administration Department  
53 reorganization that includes the creation of the Communications Manager position, the retention  
54 of one Communications Specialist position, the conversion of the Executive Assistant position to  
55 an Assistant to the City Manager/City Clerk position, and making the Senior Office Assistant  
56 position full-time.

Prepared by: Patrick Trudgeon, Interim City Manager

Attachments: A: Memo from Interim City Manager dated July 18, 2013 regarding Administration Department Reorganization.



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**TO:** Roseville City Council  
**FROM:** Patrick Trudgeon, Interim City Manager  
**SUBJECT:** Administration Department Reorganization  
**DATE:** July 18, 2013

For the past couple of months, I have been exploring how best to organize the Administration Department to better be able to provide for the changing needs of the City's residents and City employees. After research of other cities and conversation amongst staff and input from City Council members, I am reporting back to what I think is the best arrangement of staff within the Administration Department.

Given the extremely limited resources that currently exist and the levy limits in place for 2014, we will need to make the changes cost neutral as much as possible. Exact dollar impacts have not been calculated yet. Once there is agreement on the structure of the Administration Department, a precise cost can be calculated.

### *Findings*

**Communications:** Currently, 1.60 FTEs are allocated towards communications efforts for the City and are funded from the Communications Fund (non-levy). I would propose we repurpose these positions and funding to create a full-time Communications Manager and a full-time Communications Specialist. (These positions are tentatively proposed to be partially funded by dollars from the HRA, which currently expends \$30,000 annually for marketing efforts. The HRA Board will be considering a proposed budget in August that would allocate those funds to the City to assist the overall communication efforts of the City). A general description of duties for each position is listed below:

#### **Communications Manager**

- Oversee the strategic communication efforts for all of the City's operations including marketing, branding, website, newsletter, and assisting in other Department's communication efforts.

#### **Communication Specialist**

- Assist Communications Manager in the duties mentioned above in the day-to-day communication efforts of the City.

**Full Time Senior Office Assistant** Currently the Senior Office Assistant is  $\frac{3}{4}$  time. In my short time in the position, it is quite apparent that additional staff support time is needed, especially as it related to HR functions. In making the position full-time, we will also be able to provide additional customer service and provide additional assistance in Council packet preparation.

43 **Assistant to the City Manager/City Clerk** I have determined that it necessary to elevate the  
44 current Executive Assistant position to one that undertakes higher level tasks and duties. This is  
45 predicated on the fact that some of the functions, such as data practice requests, record retention,  
46 and elections will no longer be done by communication staff and should be consolidated more  
47 under a City Clerk role. Additionally, there needs to be higher level staff support to the City  
48 Manager’s office in regard to public policy matters. This could include working on  
49 organizational-wide issues as well providing staff support on City Commissions.

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51 Some of the duties that could be included as part of position include:

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- 53 • Coordinates the official record keeping and notification
  - 54 ○ Executes Ordinances and Resolutions
  - 55 ○ Executes City deeds, contracts, and agreements
  - 56 ○ Codification of City Code
  - 57 ○ Ensures proper public notification of public hearings and meetings.
- 58 • Develops and administers records management system.
- 59 • Coordinates election process.
- 60 • Oversees recruitment and appointment of City Commission members.
- 61 • Serves as staff support to Human Rights Commission.
- 62 • Supervises the preparation and distribution of City Council agendas and preparation of  
63 minutes.
- 64 • Provide confidential administrative support to City Manager, City Council, and City staff.
  - 65 ○ Drafts correspondence for City Manager, Mayor, Council as needed.
  - 66 ○ Works on special projects as assigned by City Manager
  - 67 ○ Supervises Best Value bidding process for Administration and City Council  
68 contracts

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70 **Recycling** Recycling operations have already been moved to the supervision of the Public  
71 Works Department. Once the new position is created in Public Works (Environmental  
72 Specialist) there will no longer be staff from the Administration Department involved in  
73 recycling.

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75 **Human Resources** While I am not proposing any change at this time, additional staff support is  
76 needed for the HR Manager. One person cannot perform the duties required of the position for a  
77 city of Roseville’s size and diverse type of employees. It is a credit to the current HR Manager  
78 that all of the necessary work is completed. Making the Senior Office Assistant full-time will  
79 help the current situation. However, in the long-term view, the City will need to explore the  
80 possibility of creating a Human Resources Specialist position solely dedicated to assisting the  
81 HR Manager in in HR duties. I am not recommending establishing the position at this time, but  
82 it should be considered in future budget cycles.