



**Contra
Costa
County**

To: Board of Supervisors
From: Kathy Gallagher, Employment & Human Services Director
Date: December 8, 2015

Subject: Add one Administrative Aide, one Community & Media Relations Specialist positions; cancel one Account Clerk Exp and one Social Worker position in EHSD

RECOMMENDATION(S):

ADOPT Position Adjustment Resolution No. 21740 to add one (1) Administrative Aide-Deep Class (AP7A) (represented) full time position at Salary Plan and Grade B85 0972 (\$2,915-\$4,522) and add one (1) Community and Media Relations Specialist (APTC) (represented) position at Salary Plan and Grade QS5 1511 (\$4,969-\$6,040) and cancel one (1) Account Clerk-Experienced Level (JDVC) (represented) (position #12881) position at Salary Plan and Grade 3RH 0755 (\$3,070-\$3,806) and cancel one (1) Social Worker (X0VC) (represented) (position #4940) position at Salary Plan and Grade 255 1434 (\$4,604-\$5,596) in the Employment and Human Services Department, Administrative Services Bureau.

FISCAL IMPACT:

Upon approval of these positions, there is an increased annual personnel expense of \$3,549.

☒ APPROVE

☐ OTHER

☒ RECOMMENDATION OF CNTY

☐ RECOMMENDATION OF BOARD

ADMINISTRATOR

COMMITTEE

Action of Board On: **12/08/2015** ☒ APPROVED AS RECOMMENDED ☐ OTHER

Clerks Notes:

VOTE OF SUPERVISORS

AYE: John Gioia, District I Supervisor

Candace Andersen, District II Supervisor

Mary N. Piepho, District III Supervisor

Karen Mitchoff, District IV Supervisor

Federal D. Glover, District V Supervisor

I hereby certify that this is a true and correct copy of an action taken and entered on the minutes of the Board of Supervisors on the date shown.

ATTESTED: December 8, 2015

David Twa, County Administrator and Clerk of the Board of Supervisors

By: June McHuen, Deputy

Contact: Holly Trieu 3-1560

This position will be funded 45% Federal revenue, 45% State revenue, and 10% County cost. The annual pension cost is approximately \$26,196.

BACKGROUND:

In May 2015 EHSD created a Community Relations unit within the Administration Bureau for purpose of initiating an unprecedented outreach and education services on CalFresh, Medi-Cal, and Affordable Care Act for the general public. This requires close coordination with community based organizations, advocacy groups, legal interest groups and government service partners such as law enforcement, health, mental health, etc.

In order to ensure appropriate communications with community services and other governmental agencies, the Community Relations unit is tasked with maintaining outreach and access opportunities to all segments of our county. This includes but is not limited to outreach to multi-cultural diverse, bilingual, disabled and impaired populations.

Currently a lack of staff limits EHSD's ability to promote Contra Costa County services through positive stories and direct community outreach. The newly created EHSD Community Relations unit requires a skilled, team effort, which will include (1) Community and Media Relations Specialist, and (1) Administrative Aide. Community Relations unit is currently working with community partners on outreach programs including literacy and CalFresh. The Community and Media Relations Specialist will assist the EHSD Division Manager with sending news releases directly to television, radio and newspaper outlets; provide content to websites, blogs and social media sites; as well as strengthen Contra Costa EHSD's presence on Facebook, Twitter and Instagram; prepare and update mandatory client videos and materials. The Administrative Aide will analyze effective website and social media practices, assist with identifying and gathering social media content. In addition the Administrative Aide will outreach and recruit EHSD volunteers to sufficiently staff Education and Outreach/Speakers' Bureau events, and assist with department's social media outreach efforts and assist with social media posts.

CONSEQUENCE OF NEGATIVE ACTION:

Without the Community Relations and Media Specialist and the Administrative Aide, the Community Relations unit will be unable to expand the scope of community education and outreach, and collaborate with other County Agencies and our community partners.

CHILDREN'S IMPACT STATEMENT:

No impact.

ATTACHMENTS

P-300 #21740