



## City of Grass Valley City Council Agenda Action Sheet

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**Title:** Adoption of Community and Outreach Coordinator Position, Modification of Authorized Staffing, and Budget Amendment

**CEQA:** Not a project

**Recommendation:** That the City Council: 1) Adopt the Community and Outreach Coordinator job description and authorize the creation of one (1) part-time Community and Outreach Coordinator position not to exceed 960 hours annually; 2) Authorize the conversion of the currently budgeted and authorized part-time Community Services Analyst (CSA) position to one (1) full-time Community Services Analyst position; 3) Eliminate the currently authorized full-time Community Engagement Specialist position and reallocate the associated funding to support the newly created Community and Outreach Coordinator position; 4) Approve the associated budget amendment; and 5) Authorize the City Manager to make any necessary administrative changes to implement these staffing modifications.

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**Prepared by:** Taylor Whittingslow, Deputy City Manager

**Council Meeting Date:** 06/18/2026

**Date Prepared:** 06/23/2026

**Agenda:** Consent

**Background Information:** During the Fiscal Year 2026-27 budget development process, staff evaluated organizational needs, service delivery demands, and opportunities to improve operational efficiency while maintaining fiscal responsibility.

The City currently has an authorized full-time Community Engagement Specialist position that is currently staffed. However staff has reviewed the duties and responsibilities associated with this position and determined that many of the City's communication, outreach, marketing, public information, and community engagement needs can be effectively addressed through a modified part-time position.

At the same time, customer service demands at the City's public counter continue to increase. Staff has identified a greater operational need for full-time customer service support than for a full-time outreach position. Converting the currently authorized part-time Community Services Analyst position to a full-time position will improve customer service coverage, increase operational efficiency, and provide greater continuity for front counter services.

To meet the City's communications and outreach needs, staff has developed a new Community and Outreach Coordinator classification. This position will serve as a part-

time employee limited to 960 hours annually and will be responsible for community outreach, public information, social media management, website content, marketing materials, graphic design, event support, and public engagement efforts. The position will also provide high-level administrative oversight of the City's code compliance software platform and may provide occasional front counter customer service support during planned staffing shortages or operational needs.

The proposed staffing plan better aligns available resources with current organizational priorities while maintaining the City's commitment to community engagement and customer service.

The Community and Outreach Coordinator position will provide:

- Community outreach and engagement activities;
- Social media management and digital communications;
- Website content maintenance;
- Graphic design and marketing support;
- Public information and public relations assistance;
- Community event coordination and promotion;
- High-level administration and oversight of the City's code compliance software platform; and
- Limited front counter customer service support when operationally necessary.

By converting the authorized part-time Community Services Analyst position to full-time, the City will improve public counter coverage, reduce service interruptions, and enhance support for residents, businesses, contractors, and visitors conducting business with the City.

This staffing modification allows the City to maintain outreach and communication services while strengthening customer service operations and reducing overall personnel costs.

#### FISCAL IMPACT

The proposed staffing changes result in net savings to the City while maintaining service levels. Annual estimated savings are as follows:

<b>Fund</b>	<b>Savings</b>
General Fund	\$15,920
Water Fund	\$2,684
Sewer Fund	\$2,684
<b>Total Annual Savings</b>	<b>\$21,288</b>

The savings are achieved by replacing the authorized full-time Community Engagement Specialist position with a 960-hour part-time Community and Outreach Coordinator position while converting the currently authorized part-time Community Services Analyst position to full-time.

Staff recommends approval of the associated budget amendment to reflect these personnel changes and fund reallocations.

**Council Goals/Objectives:** This item executes portions of work tasks towards achieving/maintaining Strategic Plan Goal - High Performance Government and Quality Service.

**Fiscal Impact:** Saving of approximately \$15,920.00 to the general fund, \$2,684 to the Water fund and \$2,684.00 to the Sewer fund for a total savings of \$21,288.00

**Funds Available:** Yes

**Account #:** 100, 500, & 510

**Reviewed by:** City Manager

**Attachments:** Community and Outreach Coordinator Job Description