



## City of Grass Valley City Council Agenda Action Sheet

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**Title:** Community Engagement Specialist Position

**CEQA:** Not a project.

**Recommendation:** That the City Council approve the creation of the Community Engagement Specialist position and authorize the promotion of an existing qualified employee to fill the position, with backfilling of any resulting vacancies.

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

**Council Meeting Date:** 4/8/2025

**Date Prepared:** 4/3/2025

**Agenda:** Consent

**Background Information:** Effective community engagement and communication are essential to maintaining transparency, fostering public trust, and ensuring citizens are well-informed about City initiatives. Currently, the City relies on an external social media contract for communication and outreach. By transitioning these responsibilities in-house, the City can enhance its engagement efforts while achieving cost savings.

The proposed Community Engagement Specialist position is designed to centralize and enhance the City's public communication efforts, social media management, event coordination, and community outreach. This role will also oversee city branding, facilitate public safety messaging, and administer the City's code compliance software. The position will be classified as full-time, exempt, and will report directly to the City Manager or a designee.

The creation of this role will allow the City to:

- Improve direct engagement with residents through enhanced communication strategies.
- Increase efficiency by consolidating digital and print media efforts under a dedicated in-house specialist.
- Improve oversight and coordination of public events, decorations, and community initiatives.
- Strengthen relationships with local businesses, organizations, and stakeholders.
- Enhance transparency by streamlining information dissemination and public inquiries.

The proposed salary range for the Community Engagement Specialist position will be a minimum of \$36.11 per hour, a median of \$45.14 per hour, and a maximum of \$57.92

per hour.

The establishment of the Community Engagement Specialist position aligns with the City's commitment to effective communication, enhanced public engagement, and operational efficiency. The position will provide a cost-neutral solution that benefits the City and its residents while leveraging internal talent. The staff recommends that the City Council approve the creation of this position and authorize staff to implement the necessary hiring and transition steps.

**Council Goals/Objectives:** The Community Engagement Specialist Position executes portions of work tasks towards achieving/maintaining Strategic Plan - Community Leadership

**Fiscal Impact:** Funding for this position will be sourced from the cost savings generated by reducing external social media contracts. The allocation of salary and benefits will be distributed across the General Fund, Sewer Fund, and Water Fund to ensure that there is no net impact on the General Fund.

**Funds Available:** Yes

**Account #:** General - 100, Sewer Enterprise - 510, Water Enterprise - 500

**Reviewed by:** City Manager

**Attachments:** Community Engagement Specialist