CITY OF SEBASTOPOL CITY COUNCIL
AGENDA ITEM REPORT FOR MEETING OF: November 17, 2026

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To: Honorable City Councilmembers
From: Mary Gourley, City Manager
Ana Kwong, Administrative Services Director
Department: Administrative Services /Human Resources
Subject: Discussion and Consideration of Release of Request for Proposal for Contracts that end June 2027

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RECOMMENDATION(s):
Staff recommends that the City Council receive the report regarding anticipated Requests for Proposals (RFPs) for professional service contracts ending June 2027; provide direction on the proposed scopes and timeline; and provide direction regarding whether staff should prepare a job description and salary range for a part-time Public Information Officer (PIO) so that a recruitment may proceed in parallel with the Community Outreach RFP, or defer recruitment until RFP results are available

PROCESS OF AGENDA ITEM:
This agenda item will proceed as follows:

- Presentation by staff
- Council questions and discussion
- Public Comment
- Deliberation and action

EXECUTIVE SUMMARY:
As part of the City's FY 2027-28 budget development and operational planning, several professional service contracts are scheduled to end in June 2027. Staff anticipates releasing Requests for Proposals for Human Resources, Community Outreach, Building Official, Information Technology, and management of Park Village services.

This item is intended to provide the City Council with advance notice of the anticipated RFP process and an opportunity to provide direction prior to release of the solicitations.

In addition, Mayor McLewis has requested that the City Council consider a part-time Public Information Officer (PIO) position as an alternative to relying solely on contracted Community Outreach services. Because the City recruitment cannot begin until a job description and salary range are prepared and approved, Council direction is needed on whether staff should develop those items now so the recruitment and Community Outreach RFP can proceed on generally parallel schedules, or first complete the RFP process and consider recruitment afterward. The timing and implications of each approach are decribed below.

BACKGROUND:
The City periodically evaluates contracted professional services to ensure service levels, operational needs, and costs remain aligned with City objectives. Issuing Requests for Proposals allows the City to obtain competitive pricing, evaluate qualifications, and ensure transparency in the procurement process.

As staff begins planning for future budget cycles, certain existing contracts and service arrangements may warrant review through a competitive solicitation process.

DISCUSSION:
Staff is providing advance notice of anticipated procurement efforts for professional service contracts ending in June 2027 to support planning for the FY 2027-28 budget. No contract awards or funding appropriations are being requested through this item.

Staff anticipates releasing RFPs for the following services:

- Human Resources - Provide professional human resources support, which may include employee and labor relations, classification and compensation work, personnel policy guidance, recruitment support, investigations, and other project-based assistance requested by the City.
- Community Outreach - Provide day-to-day public communications support, including social media, website and newsletter content, public notices and outreach materials, media coordination, and assistance with routine and emergency communications in coordination with City departments.
- Building Official - Provide building official and related code administration services, including oversight of plan review and inspection functions, interpretation and enforcement of applicable building codes, and technical support to City staff and the public.
- Information Technology - Provide managed information technology services, including network and systems support, cybersecurity, user support, hardware and software administration, backup and recovery, and technology planning.
- Management of Park Village - Provide property management and administrative services for Park Village, including resident coordination, rent and occupancy administration, maintenance oversight, vendor coordination, reporting, and compliance with applicable program requirements.
- Impact and User Fee Schedule - Conduct a comprehensive review of the City's development impact fees and user/regulatory fees to ensure they reflect current service costs, development impacts, legal requirements, and the City's cost-recovery objectives. Comprehensive user fee studies are generally performed every three to five years, with annual adjustments occurring between studies. The City's last comprehensive user fee study was completed in 2020, while portions of the City's development impact fee structure are considerably older and require updating.
- Building Permit ERP/System Modernization: Reconfigure and improve the City's electronic permitting system to streamline Building, Planning, and Public Works permit processing, automate permit and fee calculations, improve reporting and public portal functionality, and provide staff and system-administrator training. The project would reduce manual processes and ensure the permitting system can accommodate updated fee structures and current operational requirements.

Any recommendations resulting from the RFP processes would be returned to the City Council for consideration. The anticipaticated schedule is intended to allow sufficient time for selection, contract approval, and transition before the current agreement expire on June 30, 2027.

Anticipated RFP Timeline

- December 2026: Finalize scopes of services and solicitation documents based on Council direction.
- January 2027: Release the RFPs and conduct proposer outreach.
- February – March 2027: Receive and evaluate proposals, conduct interviews if needed, and complete reference checks.
- April-May 2027: Return recommended selections and proposed agreements to the City Council for consideration.
- By July 1, 2027: Begin new or renewed service arrangements, subject to Council approval. The schedule may vary by service depending on proposal volume, negotiations, and transition requirements.

Public Information Officer Staffing Option

Mayor McLewis has requested that the Council consider whether the City should pursue a part-time Public Information Officer position as an alternative to contracted Community Outreach services. Staff intends to issue the Community Outreach RFP on the general schedule described above. If Council wants both service delivery options available for comparision during the FY 2027-28 budget process, staff would also prepare a proposed PIO job description and salary range and return them to the Council for approval before opening a recruitment. If Council preferes to review the RFP results first, recruitment would be deferred until after those resulta are presented.

To provide additional context for Council's consideration, staff gathered information regarding how other Sonoma County cities manage day-to-day social media and public communications. The information illustrates a range of staffing approaches and is included as an attachment to this report.

STAFF ANALYSIS:
Initiating the anticipated RFP processes sufficiently in advance of the FY 2027-28 budget process would allow service delivery options and associated costs to be evaluated before future contract and budget decisions are made.

With respect to Community Outreach services, the City has two possible sequencing approaches. Under a parrallel process, staff would issue the RFP while also preparing the PIO classification materials for Council approval and, if approved, opening recruitment. This would provide the best opportunity to compare qualified proposals and a viable employee candidate pool before the FY 2027-28 service decision. Under a sequential process, staff would complete the RFP first and initiate recruitment only if Council decides not to select a consultant. The sequential approach avoids conducting a recruitment that may not be needed, but it would delay the availability of an employee option and could require an interim extension of contracted services after June 30, 2027.
Staff contacted the other eight cities in Sonoma County and received information from seven; the City of Santa Rosa's response was pending at the time this report was prepared. The responses fall generally into two staffing models:

- Dedicated communications position. Healdsburg, Petaluma, Rohnert Park, and the City of Sonoma assign day-to-day communications to a designated communications or management analyst position, generally reporting to the City Manager or Assistant City Manager. Reported annual base salary ranges for these positions are approximately $82,000 to $143,500 for full-time employment, excluding benefits.
- Combined City Clerk/Public Information Officer. In Windsor, Cotati, and Cloverdale, the City (or Town) Clerk also serves as the PIO, and day-to-day posting is shared with other staff, such as Windsor's departmental social media team and Cotati's Recreation Manager and Senior Administrative Analyst. Cloverdale reported that adding PIO duties to its City Clerk position did not change the position's compensation, which is now under review.

Under either model, every responding city relies on department staff as the primary source of content. Windsor and Cotati hold monthly cross-departmental meetings to coordinate public messaging, and Cotati and the City of Sonoma maintain a calendar of upcoming events and recurring communications. These practices reflect the importance of cross-departmental coordination in identifying, developing, and communicating information to the public. In Sebastopol, public communications information is provided by all departments and supported by contracted Community Outreach services.

For additional reference, staff compiled information for five smaller California cities outside Sonoma County (Half Moon Bay, Yountville, St. Helena, Ojai, and American Canyon). These cities reflect the same general approaches: a combined Clerk/Communications leadership position (Half Moon Bay, Yountville, and St. Helena), a single communications position in the City Manager's Office (Ojai), or a dedicated communications team (American Canyon).

Under either sequence, staff would compare the proposed scope of services, anticipated availability, responsibility for routine and emergency communications, coordination with City departments, continuity of service, and total cost. A recruitment would not produce a candidate who could be held pending the RFP decision. Any candidate would need to complete the normal application, interview, selection, and pre-employment process, and the timing of a potential appointment would depend on candidate availability. Accordingly, parallel processing offers the most practical path if Council wants both options evaluated on approximately the same timeline.

Should the City Council direct staff to proceed with a part-time PIO recruitment, the following would be required before the position could be filled:

- **Job description.** Staff would prepare a job description defining the position's duties, minimum qualifications, and reporting relationship, including responsibility for routine and emergency communications.

- **Salary range.** Staff would establish a salary range for the new classification, informed by the comparable positions identified in Attachment 1, for City Council approval. The only funding budgeted for these services is $50,000 for the existing Community Outreach contract, which runs through June 2027.

Any recruitment for a part-time PIO would be required to go through the City's established process. Staff estimates that preparation and Council approval of the classification materials could occur in January or February 2027, followed by an approximately six to ten week recruitment and selection process. This is a planning estimate only and may vary based on applicant response, interview scheduling, background and reference checks, and the selected candiates notice period. If recruitment is deferred until after the RFP results are presented, a part-time PIO may not be available by July 1, 2027.

CITY COUNCIL GOALS/PRIORITIES/AND/OR GENERAL PLAN CONSISTENCY:
Goal 4: HIGH PERFORMANCE ORGANIZATION. Restore public trust, improve public communications, and strengthen collaborative partnerships with outside agencies and service providers.

PUBLIC COMMENT:
As of the preparation of this staff report, no public comments have been received on this item. Any comments received after distribution of the report will be provided to the City Council as supplemental materials. Public comment will also be accepted during the meeting.

COMMUNITY OUTREACH:
This item has been noticed in accordance with the Ralph M. Brown Act and was available for public viewing and review at least 72 hours prior to the scheduled meeting date.

FISCAL IMPACT:
There is no direct fiscal impact associated with receiving this report or providing direction regarding the proposed RFP and PIO evaluation processes. Staff time would be required to prepare and administer the solicitations and; if directed, to develop the PIO classification and conduct recruitment

The current budget includes $50,000 for the existing Community Outreach contract through June 2027. No funding is currently allocated for a part-time PIO position. If Council directs staff to pursue the employee option, staff would return with a proposed job description, salary range, estimated benefit costs, and any related budget action before recruitment is opened. Any future contract award, establishment or funding of a part-time PIO position, interim service extension, or related appropriations would be presented separately to the City Council with the applicable fiscal impact.

RESTATED RECOMMENDATION:
Staff recommends that the City Council receive the report regarding anticipated Requests for Proposals (RFPs) for professional service contracts ending June 2027; provide direction on the proposed scopes and timeline; and provide direction regarding whether staff should prepare a job description and salary range for a part-time Public Information Officer (PIO) so that a recruitment may proceed in parallel with the Community Outreach RFP, or defer recruitment until RFP results are available

(OPTIONS)
1. Direct staff to proceed with the anticipated professional services RFP schedule and prepare a proposed part-time PIO job description and salary range for Council consideration, allowing recruitment to proceed in parallel after Council approval.
2. Direct staff to proceed with the anticipated professional services RFP schedule and defer consideration of a part-time PIO recruitment until the Community Outreach RFP results are presented.
3. Provide alternative direction regarding the RFP scopes, schedule, or PIO evaluation process.

ATTACHMENT(S):

1. Sonoma County Cities Day-to-Day Social Media and Communications Staffing Summary

APPROVALS:
Department Head Approval: Approval Date: __10/29/26_____
CEQA Determination (Planning): Approval Date: N/A
The proposed action is not a project under the California Environmental Quality Act (CEQA).
General Plan Goal (Planning): Approval Date: N/A
Administrative Services (Financial): Approval Date: _10/29/26_____
Costs authorized in City Approved Budget: Yes No N/A
Account Code (if applicable): _____
City Attorney Approval: Approval Date: 11/9/26
City Manager Approval: Approval Date: 11/9/26

ATTACHMENT 1

Sonoma County Cities Day-to-Day Social Media and Communications Staffing Summary

Prepared by the City Manager's Office · October 29, 2026

Question asked of each city: Do you have a department, staff member, or consultant who posts to Facebook and Instagram, updates the website, and sends the newsletter day-to-day, and how does that person get the information they post?

City	Who Handles Day-to-Day (Social Media / Website / Newsletter)	Position(s) & Salary Range (as reported)	Annual Base Salary *Full-time equivalent; excludes benefits*	50% Part-Time Annual Base *Half of full-time; excludes benefits*	Reports To	How Content Is Sourced
Sonoma County Cities (staff survey, September–October 2026)						
Santa Rosa	Communications & Intergovernmental Relations office; Community Engagement Manager is the lead contact.	Response pending	Response pending	Response pending	Response pending	Response pending
Healdsburg	Public Information & Community Engagement Officer (1 position, newly established). City Clerk is also listed as Public Information Officer.	PI & Community Engagement Officer: $54.21–$65.89/hr ($9,395.84–$11,420.69/mo)	$112,750–$137,048	$56,375–$68,524	Assistant City Manager	Not provided
Petaluma	Communications Program Manager.	Communications Program Manager: $56.33–$68.43/hr ($9,763.87–$11,861.20/mo) Community Engagement Liaison: $40.89–$49.69/hr ($7,087.60–$8,612.93/mo)	Comm. Program Manager: $117,166–$142,334 Comm. Engagement Liaison: $85,051–$103,355	Comm. Program Manager: $58,583–$71,167 Comm. Engagement Liaison: $42,526–$51,678	Not provided	Not provided
Rohnert Park	Management Analyst (Public Communications) in the City Manager's Office creates and publishes social media content, updates website news, prepares newsletters and supports community outreach Staff across departments coordinate and contribute.	Management Analyst: $81,988.43–$99,657.19/yr	$81,988–$99,657	$40,994–$49,829	City Manager's Office	Department staff, City projects and programs, upcoming events, and community questions. Analyst works with relevant staff to gather and verify details, then develops content for each channel.

City	Who Handles Day-to-Day (Social Media / Website / Newsletter)	Position(s) & Salary Range (as reported)	Annual Base Salary *Full-time equivalent; excludes benefits*	50% Part-Time Annual Base *Half of full-time; excludes benefits*	Reports To	How Content Is Sourced
Windsor	No dedicated communications position. Town Clerk serves as PIO and, as a member of the Executive Management Team, leads a social media team of 1–2 representatives from each department; manages press releases, website, social channels, and emergency communications. Parks & Facilities Senior Admin manages the "Windsor Insider" newsletter.	Deputy Town Clerk: $41.97–$52.42/hr	Deputy Town Clerk: $87,298–$109,034	Deputy Town Clerk: $43,649–$54,517	Town Clerk/PIO reports to Town Manager; Deputy reports to Town Clerk	Department representatives post events and volunteer opportunities; recording secretaries post agendas
Sonoma (city)	Senior Management Analyst & Public Information Officer (1 position).	Sr. Management Analyst & PIO: $118,091–$143,540/yr (position has a broader span of duties)	$118,091–$143,540	$59,046–$71,770	City Manager	Maintains a calendar of major events, observances, and recurring items. Receives staff requests to promote services and programs and follows up with departments; monitors items affecting residents (street closures, major events); provides items to local media.
Cotati	City Clerk serves as PIO. Recreation Manager manages social media accounts and the downtown marquee, posting recreation and other City content as requested. Senior Administrative Analyst manages the website; departments have access to update their own pages. Community Development publishes a periodic sustainability newsletter.	City Clerk: $59.12–$71.86/hr Recreation Manager: $49.61–$60.29/hr	City Clerk: $122,970–$149,469 Recreation Manager: $103,189–$125,403	City Clerk: $61,485–$74,735 Recreation Manager: $51,595–$62,702	City Manager	Staff organizes monthly cross-departmental meetings to coordinate public messaging and update a master public information calendar
Cloverdale	City Clerk/PIO (1 position) handles social media and website updates; digital newsletter is a joint effort with the City Manager. Police Department manages its own social media.	City Clerk/PIO: $52.81–$64.19/hr ($9,153.52–$11,126.16/mo) Same range as the former standalone City Clerk; under review.	$109,842–$133,514	$54,921–$66,757	City Manager	Public inquiries and comments, department head requests, topics useful to residents, and monitoring of local and regional agencies
Sebastopol	City Manager's Office, supported by contracted Community Outreach services.	—	—	—	City Manager's Office	All departments provide information.
Other California Cities of Comparable Size (compiled from public sources)						

City	Who Handles Day-to-Day (Social Media / Website / Newsletter)	Position(s) & Salary Range (as reported)	Annual Base Salary *Full-time equivalent; excludes benefits*	50% Part-Time Annual Base *Half of full-time; excludes benefits*	Reports To	How Content Is Sourced
Half Moon Bay *Pop. ~11,000 · San Mateo Co.*	Communications Specialist (1 position) creates and maintains social media and website content and writes the weekly citywide newsletter plus department and project newsletters. Supervised by a combined Communications Director/City Clerk.	Communications Specialist: $55.33–$67.26/hr ($9,590–$11,658/mo) Communications Director/City Clerk: $80.23–$97.52/hr ($13,906–$16,903/mo) (eff. 7/1/25)	Comm. Specialist: $115,080–$139,896 Comm. Director/City Clerk: $166,872–$202,836	Comm. Specialist: $57,540–$69,948 Comm. Director/City Clerk: $83,436–$101,418	Communications Director/City Clerk	Specialist advises and assists departments on community relations and public communications
Yountville *Pop. ~3,000 · Napa Co.*	Combined Town Clerk & Communications Department led by the Communications Director/Town Clerk; manages website, social media, newsletters, media relations, and emergency communications. Staff includes 3 full time staff.	Communications Director/Town Clerk: $120,163 (2024 base pay) Current range not published.	$120,163 (2024 base pay)	$60,082 (2024 base pay)	Town Manager	Director directs content of press releases, website, electronic communications, and newsletters, and coordinates with departments
St. Helena *Pop. ~5,400 · Napa Co.*	City Clerk and Public Information Officer (Program Manager classification), one combined position, supported by an Administrative Analyst (Assistant/Deputy City Clerk).	City Clerk/PIO: $133,285 Administrative Analyst: $98,942 (2024 reported pay; current ranges not published)	City Clerk/PIO: $133,285 Admin. Analyst: $98,942 (2024 reported pay; may include more than base salary)	City Clerk/PIO: $66,643 Admin. Analyst: $49,471 (based on 2024 reported pay)	City Manager's Office	Supports department communications and community inquiries
Ojai *Pop. ~7,600 · Ventura Co.*	Public Information Officer (1 position) in the City Manager's Office oversees citywide communications, websites, social media, media relations and press releases, plus special events and Libbey Bowl. Position created in 2022.	Events & Public Information Officer: $46.71–$56.78/hr (~$8,096–$9,842/mo) (eff. 7/7/25)	$97,157–$118,102	$48,579–$59,051	City Manager's Office	Supports department communications and community inquiries
American Canyon *Pop. ~21,000 · Napa Co.*	Communications & Engagement Supervisor oversees Communications & Engagement Coordinators I/II; responsible for website, email, social media, newsletters, press releases, and public notices.	Communications & Engagement Supervisor: $92,221–$112,096/yr (~$7,685–$9,341/mo) (2025 job posting)	$92,221–$112,096	$46,111–$56,048	Executive management (not specified in posting)	Collaborates with departments and contractors to prepare outreach documents; gathers information from appropriate City staff for media responses.

Sonoma County Cities: Who Handles Day-to-Day Social Media & Public Information

Do you have a Department; Staff Member of Consultant who actually posts to Facebook and Instagram, updates the website, and sends the newsletter day-to-day and how that person gets the information they post.

City	Who Handles Day-to-Day (FB/IG/Web/Newsletter)	Salary Range	Reports To	How They Source Content
Santa Rosa	9/23/26 Thank you, Alexandre. We will start working on this request and will reach out to you if we have any clarifying questions. **Ana M. Horta | Community Engagement Manager** Communications & Intergovernmental Relations 637 First Street | Santa Rosa, CA 95404 Tel. (707) 543-4625| Cell (707) 483-3742 | ahorta@srcity.org Reached out again 10/14 with follow up question.			
Healdsburg	Newly established Public Information and Community Engagement Officer (1 position)	$54.21-$65.89 $9,395.84 - $11,420.69	Assistant CM	"I am not sure where they get their content, you would need to gather that information from them: Rholley@healdsburg.gov" Reached out, no response. Reached out again 10/14 with follow up question.
Petaluma	Reached out 9/23, no response. Reached out again 10/14 with follow up question. "Please find the link to the Salary Schedule Salary Schedule - Petaluma.	Communications Program Manager $56.33-68.43 $9,763.87-$11,861.20		jbunn@cityofpetaluma.org Thank you for your email. I will be out of the office until Monday, October 19, with limited access to email. Please reach out to Jessica Medina at jmedina@cityofpetaluma.org and

City	Who Handles Day-to-Day (FB/IG/Web/Newsletter)	Salary Range	Reports To	How They Source Content
	The job classification is Communications Program Manager." We would appreciate receiving the data you collect. It would be helpful to see how other Sonoma County cities structure their communications staffing. I also want to highlight my hybrid work arrangement, which allows me to work from home two days a week. This flexibility is particularly important to me personally and is a significant benefit of my position with the City. It meaningfully influences my decisions about where I choose to invest my time and professional expertise. I feel like when surveying roles, pay and benefits of comms professionals, this should be a bigger part of that conversation.	Community Engagement Liaison $40.89-$49.69 $7,087.60 - $8,612.93		copy the City Manager's Office at citymgr@cityofpetaluma.org with any urgent communications needs. All best, Jamieson
Rohnert Park	Our day-to-day communications and social media are managed internally through my position as Management Analyst I in the City Manager's Office. My responsibilities include creating and publishing social media content, updating website news, preparing newsletters as well at the 40 page "Friendly City Spotlight" magazine, and supporting community outreach. I also attend events, take photos, and create video content for City communications. • **Staffing:** I manage the City's primary communications channels, with coordination and contributions from staff across departments. •	• **Salary range:** $81,988,43-$99,657.19	• **Reporting structure:** My position is within the City Manager's Office, under the City Manager's oversight.	• **Content sourcing:** Content comes from department staff, City projects and programs, Council actions, upcoming events, and community questions. I work with the relevant staff to gather details and verify information, then develop it into content appropriate for each channel.

City	Who Handles Day-to-Day (FB/IG/Web/Newsletter)	Salary Range	Reports To	How They Source Content
Windsor	Deputy Town Clerk is Deputy PIO – Handles many of the items mentioned but not all as some are department driven. No dedicated communications position, there is a social media team of staff who represent their departments.	Deputy Town Clerk: $41.97 - $52.42	Reports to Town Clerk	"As Jon noted below, we don't have a dedicated communications role. Instead, our social media team consists of 1-2 representatives from each department and/or division. The team meets monthly to share town updates, brainstorm ideas, and strategize on how to reach a broader audience. Department Representatives from the social media team typically share information regarding local events and volunteer opportunities on social media and update the Town website. Recording secretaries post meeting agendas, while the Town Manager's Office shares reminders on topics like waste collection and emergency preparedness. Our Town Clerk also serves as the Public Information Officer (PIO). As part of the Executive Management Team reporting to the Town Manager, she leads the social media team, sets content themes, manages press releases, the Town's website, and social channels, and oversees emergency communications. In my role as Deputy Town Clerk, I assist the Town Clerk with coordinating the social media team, website, and channels, while serving as the backup PIO during emergencies. I also record and edit our podcast videos, manage our Linktree account, and carry out my standard clerk duties. In regard to newsletters, the Windsor Insider is managed by the Parks and Facilities Division's Senior Admin, while I produce the Town Council Meeting Recap. Because the Town Clerk sits on the Executive Management Team, we can easily identify key topics of community interest and proactively address community concerns. The Town regularly uses Facebook, Instagram, Linktree, Nextdoor, and our website. Attached is our salary schedule resolution and exhibits.

City	Who Handles Day-to-Day (FB/IG/Web/Newsletter)	Salary Range	Reports To	How They Source Content
				Please let me know if you need any additional information."
Sonoma (city)	Senior Management Analyst & PIO (1 position)	Sr. Mgmt Analyst & PIO $118,091-$143,540 (respondent's position is unique and may have a wider span of duties)	City Manager	"I'm new here so I put together a calendar of big events, like election dates, ho0lidays, celebration months, etc. I added recurring events, like city council previews. I added staff acknowledgement days, like HR Professionals Day (be careful on this one, various online calendars don't always agree). I regularly get requests from city staff, to promote a service or program. If I don't, I pester them. I pay attention to anything that might impact residents, like street closures, major events, etc. I selectively promote events that are good for the community and residents, like art festivals, etc. Most graphics are created in Canva, so that other staff can access them. We are very cautious about AI graphics and rarely use them. An exception is our police department; they love AI graphics, even though I don't. 😊 I keep the local newspaper and news blogs supplied with small items that promote city services and programs.
Cotati	City Clerk serves as PIO Senior Admin Analyst manages City Website. Recreation Manager manages social media accounts and downtown City Marquee; posts recreation content and coordinates posting other city content as requested. Each dept is provided limited access to update content on their dept pages, in coordination with Sr. Admin Analyst.	City Clerk: $59.12-$71.86 Recreation Manager: $49.61 - $60.29	Reports to: City Manager	"…organizes monthly cross departmental meetings to coordinate public messaging and update our master public information calendar. I [City Manager] also attend this meeting to assist in coordination/direction."

City	Who Handles Day-to-Day (FB/IG/Web/Newsletter)	Salary Range	Reports To	How They Source Content
	Community Dev Dept. also publishes a periodic sustainability newsletter, which just promotes events and programs that are already approved.			
Cloverdale	City Clerk/Public Information Officer (1 position) Salary range is same as it was for standalone City Clerk position. Adding PIO designation and duties did not affect compensation – this is under review. Handles City social media and website updates; The digital newsletter is a joint effort with the City Manager.	City Clerk/PIO: $52.8088 - $64.1894 $9,153.52 - $11,126.16	Reports to: City Manager	"I draw content from public inquiries and comments, department head requests, topics I think would be useful to residents, and I monitor local and regional agencies for topic inspiration. I developed the City's Social Media Policy, which includes guidance on our tone and how we engage with the public. The police department handles their own social media via Admin and Sergeants, but we often collaborate on posts regarding public safety etc."
Sebastopol			City Manager's Office	All departments are to provide information.