

FY 2021-22 Budget Board of Supervisor Inquiry Form

Deadline: April 30, 2021

Please email: CAO-Budget@sonoma-county.org

Board Member	
Gorin	
Rabbitt	x
Coursey	
Gore	
Hopkins	

Department: County Administrator's Office

Date: 4/2021

Inquiry Number: 104

Request/Question:

Please provide detail regarding PIO's located within specific departments and the plan for those positions with the current PIO team within the CAO.

Response:

Staffing Overview

At this time, the only departments that are known to have official or semi-official Public Information Officer or Communications capacity are the Sheriff's Office, Ag Preservation + Open Space, Human Services and Regional Parks.

The centralized communications team at the County Administrator's Office, which was created with Board approval on March 10, 2020 (<https://sonoma-county.legistar.com/LegislationDetail.aspx?ID=4388248&GUID=3E26487F-F5E6-4521-BF5B-09C2545CBD50&Options=&Search=>), includes these positions:

- 1.0 FTE: County Communications Manager
- 1.0 FTE: Supervising County Communications Specialist
- 6.0 FTE: County Communications Specialist
- 1.0 FTE: County Communications Specialist reduction backfilled with 3-Years of PG&E funds through 22/23
- 2.0 FTE: Limited Term County Communications Specialist (term ends 12/31/21; added due to COVID)
- 1.0 FTE: Administrative Aide

The CAO-Communications team provides support services to the Board of Supervisors, CAO and various departments through a beat system in which communications specialists are assigned responsibility for designated departments, Strategic Plan priorities and/or key issues of public interest and will serve as subject matter experts and points of contact in those areas. Staff also have 'horizontal' beat responsibilities in which they serve as part of a team addressing such areas as media relations, Latinx outreach, social media, newsletter-development and video production.

The centralization of the communications function was based on a report by Full Court Press provided to the Board on December 10, 2019 (<https://sonoma-county.legistar.com/LegislationDetail.aspx?ID=4275906&GUID=B1B07F6C-BCEB-4B52-9C5A-A861489F8CC3&Options=&Search=>). As a part of that report, the following positions were moved from departments into the centralized communications team at the County Administrator's Office.

Department	Communication Position	Notes
Emergency Management	Dept. Program Manager	Position and incumbent, if position is filled, will be transferred to CAO Office
General Services	Dept. Program Manager	
Health Services	Planning and Eval. Analyst	Position and incumbent, if position is filled, will be transferred to CAO Office
Permit Sonoma	Dept. Program Manager	
Regional Parks	Dept. Program Manager	Vacant position allocation will be transferred to CAO Office
Transportation and Public Works	Dept. Program Manager	Position and incumbent, if position is filled, will be transferred to CAO Office