

**CITY OF SAN MATEO  
RESOLUTION NO. \_\_ (2022)**

**CLASSIFICATION UPDATES IN THE POLICE DEPARTMENT**

WHEREAS, pursuant to the San Mateo Municipal Code Section 2.57.030(d), approval of new classifications and related job specifications, salary schedules, compensation changes, elimination or reinstatement of positions, reallocation of positions, reclassifications, and revisions of job specifications must be approved by City Council Resolution; and

WHEREAS, the proposed changes as detailed below are in response to the Police Department's requests to 1) reallocate the Community Engagement and Public Relations Coordinator position to a Communications and Public Relations Analyst, 2) reclass the incumbent to Communications and Public Relations Analyst, and 3) revise the job specifications for the classifications of Communications and Public Relations Analyst and Police Records and Communications Manager.

WHEREAS, the job specifications for the classifications of Communications and Public Relations Analyst and Police Records and Communications Manager are attached hereto as Exhibit A, and the Amended 2021-22 Position Budget for the Police Department is attached as Exhibit B and incorporated by reference; and

WHEREAS, these classification updates are not subject to CEQA, because it can be seen with certainty that they will not cause a physical change in the environment; and

WHEREAS, the employee associations representing the impacted classifications have been informed of the classification updates and have not brought forth any objections or concerns.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF SAN MATEO, CALIFORNIA, HEREBY RESOLVES that the following classification updates are approved:

1. The reallocation of the Community Engagement and Public Relations Coordinator position to a Communications and Public Relations Analyst,
2. The reclassification of the incumbent to Communications and Public Relations Analyst, and
3. The revisions to the job specifications for the classifications of Communications and Public Relations Analyst and Police Records and Communications Manager.



**POLICE TECHNICAL SERVICES ADMINISTRATOR**

**DEFINITION**

To plan, organize, direct and coordinate the activities of the Technical Services Division within the Police Department including police technical services; communications and public safety dispatch center operations; police records; police property and evidence; police computer and information technology; and public safety radio systems; to coordinate assigned activities with other divisions and departments; and to provide highly complex staff assistance to the Chief of Police.

**SUPERVISION RECEIVED AND EXERCISED**

Receive general direction from the Chief of Police.

Exercises direct supervision of assigned management, supervisory, professional, technical, and administrative support personnel.

**EXAMPLES OF DUTIES** - Duties may include, but are not limited to, the following:

Develop and implement divisional goals, objectives, policies and procedures.

Plan, organize and direct Police Technical Services activities including public safety communications dispatch center, records, property and evidence, and information technology.

Direct, oversee and participate in the development of the Police Technical Services Division budget; assist in budget implementation; participate in the forecast of additional funds needed for staffing, equipment, materials and supplies; administer the approved budget.

Recommend the appointment of personnel; provide or coordinate staff training; conduct performance evaluations; implement discipline procedures as required; maintain discipline and high standards necessary for the efficient and professional operation of the Department.

Manage organizational and technical changes that impact the Department's system of information management and ensure programs and projects related to public safety technology are integrated into the police department and effectively managed for compliance.

Provide strategic development and use of public safety information technology; oversee design and implementation of new systems; coordinate acquisition of new software and hardware including development of long-range funding plans for maintenance and replacement of hardware; and manage support functions for telecommunications.

Monitor, research, analyze and provide strategic recommendations regarding federal, state and local regulations relating to assigned divisions which impact the city and police department; maintain knowledge of current legal requirements to ensure operations maintain legal compliance.

Plan, direct, coordinate and review the work plan for the Police Technical Services Division; meet with staff to identify and resolve problems; assign work activities, projects and programs; monitor workflow; review and evaluate work products, methods and procedures.

Continuously monitor and evaluate efficiency and effectiveness of service delivery methods and procedures; identify opportunities for improvement and review with Chief of Police; direct the implementation of improvements.

Direct the procurement and development of all facilities, equipment, and systems necessary for effective, efficient, and economical telecommunications and information management services.

Ensure, through the use of outside contractors and/or City resources, prompt and effective remedial and preventative maintenance of all communications systems and equipment.

Conduct and/or supervise technical administrative studies of new and existing services, special projects and/or acquisition of services and equipment to determine feasibility and legality and to increase service efficiency.

Represent the division and department to outside agencies and organizations; participate in outside community and professional groups and committees; provide technical assistance as necessary.

Research and prepare technical and administrative reports; prepare written correspondence.

Build and maintain positive working relationships with co-workers, other City employees and the public using principles of good customer service.

Perform related duties and responsibilities as assigned.

## **QUALIFICATIONS**

### **Knowledge of:**

Principles, practices, terminology and management of public safety electronic, emergency communications, and information systems.

Laws, techniques, and procedures relating to the maintenance, processing, release and retention of police records.

Legal guidelines pertaining to the maintenance and control of property and evidence.  
Principles of management, supervision, training, and employee development.

Methods, principles and practices of public administration and organizational management.

Operational requirements of law enforcement agencies. Pertinent local, state, and federal laws, rules and regulations.

Use and/or management of dispatch records management and computer aided dispatch systems.

Modern office procedures, methods and computer equipment including associated software.

Principles and practices of research analysis and management.

Principles and practices of budget development, implementation and monitoring.

Principles and practices of work safety.

**Ability to:**

Organize, implement, and direct Police Technical Services operations and activities within the Police Department including dispatch, records management, property/evidence receipt and storage, and projects related to public safety technology and communications.

Work as part of a public safety management team and provide administrative and professional leadership and direction for assigned division.

Manage, direct and coordinate the work of management, supervisory, professional technical and support personnel.

Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of assigned division's goals and objectives

Interpret and apply the policies, procedures, laws, codes and regulations pertaining to the assigned division's programs and functions

Communicate clearly and concisely, both in writing and orally.

Establish and maintain cooperative working relationships with City officials, other governmental agencies, department personnel, citizens and the public.

Manage, train, and evaluate employees; mentor and develop the professional workforce of assigned divisions.

Identify, coordinate, and resolve a wide variety of issues related to police operations.

Represent the City, or the Department, in contacts with representatives of other agencies, City Departments, and the public.

Maintain confidentiality regarding sensitive information.

## **Experience and Training Guidelines**

Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

### **Experience:**

Five years of progressively more responsible management experience in a public safety communications or police records environment including management and supervisory experience.

### **Training:**

Bachelor's Degree with major course work in criminal justice, business or public administration or a closely related field. A Master's degree is highly desirable.

### **Licenses and Certificates:**

Possession of, or ability to obtain, a valid California Driver's License and a satisfactory driving record.

### **ADA Special Requirement:**

*Essential duties require the following physical abilities and work environment:*

Ability to work in a standard office environment and dispatch center with some ability to lift and climb.

Availability to work protracted or irregular hours.

ADOPTED:	4-18-16
REVISED:	3-07-22
FORMER TITLES:	POLICE RECORDS AND COMMUNICATIONS MANAGER
BARGAINING UNIT:	MANAGEMENT UNIT
FLSA:	EXEMPT
PERFORMANCE APPRAISAL:	MANAGEMENT
DOT:	YES
PRE APPT MEDICAL:	YES
SAFETY SENSITIVE:	YES
REQUIRED HARASSMENT PREVENTION TRAINING:	SUPERVISORY
FORM 700:	YES
JOB CODES:	2621
ABOLISHED:	



## **COMMUNICATIONS AND PUBLIC RELATIONS ANALYST**

### **DEFINITION**

To provide oversight and management of the communication and public education outreach efforts, either on a citywide basis or for a large complex department including developing, planning and implementing communication about the City, departments, and its programs, services, and activities; to coordinate the newsletter production and website design, maintenance and operations; and to advise and assist various departments on public information/relations activities.

### **DISTINGUISHING CHARACTERISTICS**

This is the journey level in the single level professional Communications and Public Relations Analyst class. Incumbents initially perform the more routine duties assigned to positions in this series and work under close supervision. However, as experience is gained, incumbents are expected to perform the full range of duties as assigned with increasing independence.

### **SUPERVISION RECEIVED AND EXERCISED**

Receives direction from higher level department personnel.

**EXAMPLES OF ESSENTIAL DUTIES** - Depending upon assignment, duties may include, but are not limited to, the following:

Design, oversee and implement community-based outreach and engagement efforts involving coordination of multiple City departments, partner agencies and community groups.

Participate in communications strategic planning; consult with and support City departments in communication activities; develop marketing campaigns for a variety of City or department initiatives.

Design, implement and maintain the website; manage and oversee various written communication platforms.

Oversee, implement and maintain social media presence; create content and recommend utilization of new social media platforms.

Oversee media relations; prepare, review and distribute press releases.

Build and maintain positive working relationships with co-workers, other City employees and the public using principles of good customer service.

Foster an environment that embraces diversity, integrity, trust, and respect.

Be an integral team player, which involves flexibility, cooperation, and communication.

Perform related duties as assigned.

## **MINIMUM QUALIFICATIONS**

### **Knowledge of:**

Principles, practices and techniques of communications and public information through a variety of mediums.

Principles and concepts of corporate and organizational branding.

Strategic communications methods and platforms, including utilization of social media.

Typical City structure, services and programs.

### **Ability to:**

Manage and develop a public information function for a variety of purposes and audiences.

On a continuous basis, know and understand all aspects of the job; intermittently analyze work papers, reports and special projects; identify and interpret technical and numerical information; observe and problem solve operational and technical policy and procedures.

On a continuous basis sit at desk for long periods of time; intermittently twist to reach equipment surrounding desk; perform simple grasping and fine manipulation; use telephone and write or use a keyboard to communicate through written means; and lift or carry weight of 10 pounds or less.

Understand and communicate technical data to the public and the media.

Write effective copy, proposals, press releases, articles, etc.; prepare presentations;

Use desktop publishing and printing techniques; learn the use of specialized computer software applicable to the position.

Use sound judgment in recognizing scope of authority.

Operate and use modern office equipment including computers and applicable software.

Maintain regular attendance and adhere to prescribed work schedule to conduct job responsibilities.

Utilize appropriate safety procedures and practices for assigned duties.

Establish and maintain effective working relationships with those contacted in the course of work.

Work with various cultural and ethnic groups in a tactful and effective manner.

Communicate clearly and concisely, both orally and in writing.

### **Experience and Education**

Any combination equivalent to experience and education that could likely provide the required knowledge and abilities would be qualifying. A typical way to obtain the knowledge and abilities would be:

#### **Experience**

Two years of responsible public affairs, public communications and/or public relations experience.

#### **Education**

Equivalent to a Bachelor's degree from an accredited college or university with major coursework in marketing, journalism, public relations, public administration, or a related field.

### **License or Certificate**

Possession of, or ability to obtain, a valid California driver's license.

### **Special Requirements:**

*Essential duties require the following physical skills and work environment:*

Ability to work in a standard office environment; ability to travel to different sites and locations.

ADOPTED:	10-03-16
REVISED:	03-07-22
FORMER TITLES:	
BARGAINING UNIT:	MANAGEMENT UNIT
FLSA:	EXEMPT
PERFORMANCE APPRAISAL:	MANAGEMENT
DOT:	NO
PRE APPT MEDICAL:	NO
SAFETY SENSITIVE:	NO
REQUIRED HARASSMENT PREVENTION TRAINING:	NON-SUPERVISORY
FORM 700:	YES (SUBJECT TO DEPARTMENT DUTIES)
JOB CODES:	2001
ABOLISHED:	



## POLICE DEPARTMENT

FULL TIME EQUIVALENT (FTE) PERSONNEL	2021-22 ADOPTED	2021-22 ADJUSTED
Chief of Police	1.00	1.00
Administrative Assistant	2.75	2.75
Administrative Technician	1.00	1.00
Business Manager	1.00	1.00
Communications and Public Relations Analyst	-	1.00
Community Engagement and Public Relations Coordinator	1.00	-
Community Service Officer I/II	4.00	4.00
Dispatch Services Supervisor	1.00	2.00
Dispatcher I/II	13.00	14.00
Executive Assistant	1.00	1.00
Facilities Coordinator	1.00	1.00
Police Captain	2.00	2.00
Police Digital Forensic Specialist	1.00	1.00
Police Evidence Analyst	1.00	1.00
Police Lieutenant	6.00	6.00
Police Officer	88.00	89.00
Police Records and Communications Manager	1.00	1.00
Police Records Specialist I/II	5.00	5.00
Police Records Supervisor	1.00	1.00
Police Sergeant	17.00	17.00
Senior Business Systems Analyst	1.00	1.00
Senior Community Service Officer	1.00	1.00
Senior Dispatcher	2.00	-
Senior Police Records Specialist	3.00	3.00
Vehicle Abatement Officer	2.00	2.00
<b>Total Merit</b>	<b>157.75</b>	<b>158.75</b>
<b>Per Diem</b>	<b>9.75</b>	<b>9.75</b>
<b>Total Positions</b>	<b>167.50</b>	<b>168.50</b>