



# City Council Memorandum

*City of Arts & Innovation*

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**TO: HONORABLE MAYOR AND CITY COUNCIL      DATE: JUNE 25, 2024**

**FROM: HUMAN RESOURCES DEPARTMENT      WARDS: ALL**

**SUBJECT: REVISIONS TO THE MASTER FRINGE BENEFITS AND SALARY PLAN FOR THE CREATION OF THE NEW CLASSIFICATION AND SALARY RANGE FOR THE MARKETING AND COMMUNICATIONS DIRECTOR AND DEPUTY MARKETING AND COMMUNICATIONS DIRECTOR CLASSIFICATIONS; AND SALARY ADJUSTMENTS TO THE LIBRARY DIRECTOR CLASSIFICATION.**

**ISSUE:**

Approve a revision to the Citywide Fringe Benefits and Salary Plan for the creation of new classifications and salary ranges for the Marketing and Communications Director and Deputy Marketing and Communications Director and salary adjustments to the Library Director.

**RECOMMENDATION:**

That the City Council

1. Approve the creation of the new classifications and salary ranges for the Marketing and Communications Director and Deputy Marketing and Communications Director;
2. Approve the salary adjustment for Library Director;
3. Adopt the attached Resolution amending the Master Fringe Benefits and Salary Plan to reflect the new classifications and salary ranges for the Marketing and Communications Director and Deputy Marketing and Communications Director; and to reflect the salary adjustments for the Library Director.

**DISCUSSION:**

The City Manager's Office submitted a class study request to determine appropriate Director and Deputy Director titles and salary ranges for the newly proposed Marketing and Communications Department. The Human Resources Department conducted the study using the City's approved Labor Market Basket. Based on the results of the market survey, there were

very few agencies found to have comparable classifications for the Director and Deputy Director levels for Marketing and Communications. Based on external survey data, the average monthly maximum salary for the Director level was calculated at \$15,804 and the Deputy Director at \$13,077. The Human Resource Department also reviewed internal comparable classifications in order to establish internal parity and recommended that the new Director and Deputy Director be aligned to the Library Director and Assistant Library Director. Fringe benefits for the new Marketing and Communications Director and Deputy Director are aligned to the Executive and Sr. Management groups respectively. Furthermore, it is recommended that the salary for the Library Director be adjusted to establish internal parity with the Chief Innovation Officer, General Services Director and Parks and Recreation Director. The proposed salary adjustment is illustrated below:

Job Code	Classification Title and Bargaining Unit Designation	Current Monthly Salary Range	Proposed Monthly Salary Range	% Increase to Max Salary
New	Marketing and Communications Director (BU 01-Executive)	N/A	\$14,227 - \$20,559	N/A
New	Deputy Marketing and Communications Director (BU 07-Sr. Management)	N/A	\$11,180 - \$13,587	N/A
6040	Library Director (BU 01-Executive)	\$11,987 - 17,226	\$14,227 - \$20,559	19.35%

Additionally, the new Marketing and Communications Director is eligible to receive a \$500 monthly automobile allowance; the monthly automobile allowance amount that other Department Directors currently receive.

**STRATEGIC PLAN ALIGNMENT:**

Adopting the Resolution to amend the Master Fringe Benefits and Salary Plan to adopt the salary range adjustments contributes to the City of Riverside’s Strategic Priority of a High Performing Government, Goal 5.1: *Attract, develop, engage and retain a diverse and highly skilled workforce across the entire City organization.*

1. **Community Trust** – Salary adjustments to classifications allow the city to accurately align with comparable market classifications to attract the appropriate workforce skillset to efficiently maintain City services.
2. **Equity** – Classifications and salary levels are reviewed against comparable classifications within the approved City market basket. These are also reviewed internally to ensure the appropriate internal salary alignment with comparable classifications.
3. **Fiscal Responsibility** – Classifications and salaries are reviewed both internally and within the City’s comparable market basket to ensure appropriate salary alignment.
4. **Innovation** – Classifications are reviewed and updated to ensure the City is progressive on new fields of study, changes to specific fields related to certifications, associated technology, educational and experience requirements.
5. **Sustainability & Resiliency** – Classifications are updated, and salary adjustments are adopted to ensure employees can work effectively and efficiently; and at the same time

retain a diverse range of highly skilled employees who can adapt to the changing needs of the City both internally and externally.

**FISCAL IMPACT:**

The total fiscal impact for FY 2024/25 due to the salary adjustments for the three (3) FTEs is up to \$120,756. This calculation includes the difference between the Library Director's current salary and the adjusted salary, as well as the reclassification of two incumbents from their current roles to the new Marketing roles. The fiscal impact has been included in the respective departments' budgets scheduled for Council adoption on June 25, 2024.

Prepared by: Rene Goldman, Human Resources Director  
Certified as to  
Availability of funds: Kristie Thomas, Finance Director/Assistant Chief Financial Officer  
Approved by: Edward Enriquez, Assistant City Manager/CFO/City Treasurer  
Approved as to form: Phaedra Norton, City Attorney

Attachments:

1. Resolution Amending the Fringe Benefits and Salary Plan
  - a. Exhibit A – Job Code Table  
Exhibit B – Salary Survey Data for Marketing and Communications Director and Deputy Marketing and Communications Director.