



ERIC GARCETTI
MAYOR

MEMORANDUM

To: The Honorable Members of the City Council
c/o City Clerk

From: Eric Garcetti, Mayor *EG*

Subject: Exemption of One Public Information Director II for the Department of Public Works, Bureau of Sanitation

Date: June 18, 2015

The Bureau of Sanitation has requested the exemption of one (1) Public Information Director II pursuant to Charter Section 1001(b), for the employment of persons "to provide management services or render professional, scientific or expert services of an exceptional character." The Charter allows for a maximum of 200 exempt positions under Section 1001(b). Currently, there are 147 approved exemptions citywide. Approval of this request will increase the count.

The Public Information Director II position will oversee the Public Affairs Office, which primarily supports the Bureau of Sanitation, but also provides services for the Board of Public Works and the other bureaus. The position will be responsible for media relations, including planning, strategizing, communication and response as well as representing the department at news conferences and other media events. Other duties include program and informational campaign conceptualization, marketing research, advertising, outreach and development, budgetary planning and monitoring, and government, corporate and community relations.

The Public Information Director II position requires A bachelor's degree from an accredited four year college or university including 24 semester or 36 quarter units in public relations, journalism, mass communications, writing or English and five years of full-time paid professional experience responsible for an organization's public relations or news writing, media relations, community relations, public relations events or general public relations function, which includes one or more of the following: interaction with the communications media and/or general public; experience in analyzing, planning,

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preparing and disseminating information to publicly promote programs or communicate organizational policies; preparing cost estimates for public relations/outreach programs or projects; and experience interacting with or advising management or clients regarding public information techniques.

The exemption of this position will allow the Bureau of Sanitation the flexibility to recruit and select the best-qualified candidate who possesses the necessary experience and expertise for the position. The duties and requirements as described are appropriate to the class of Public Information Director.

Based on my review of LADOT's request, as well as the review of the Personnel Department, I hereby approve the request for the exemption of one (1) Public Information Director II position and transmit my action to the City Council, pursuant to City Charter Section 1001(b)(1).

EG:rc

cc: Enrique Zaldivar, Bureau of Sanitation
Ana Guerrero, Office of the Mayor
Mandy Morales, Office of the Mayor
Miguel Santana, City Administrative Officer
Wendy Macy, Personnel Department