



Office of the City Manager

CONSENT CALENDAR

June 14, 2022

To: Honorable Mayor and Members of the City Council
 From: Dee Williams-Ridley, City Manager
 Submitted by: Donald Ellison, Interim Director of Human Resources
 Subject: Classification and Salary: Senior Economic Development Project Coordinator

RECOMMENDATION

Adopt a Resolution establishing the Senior Economic Development Coordinator classification (Local 1) with a monthly stepped salary range of \$11,219.88 to \$13,775.00 effective June 15, 2022.

FISCAL IMPACTS OF RECOMMENDATION

None.

CURRENT SITUATION AND ITS EFFECTS

The Human Resources Department in consultation with Local 1 is proposing the establishment of a new classification of Senior Economic Development Project Coordinator.

The new classification is to establish a career ladder in the Office of Economic Development from Community Development Project Coordinator (which has an existing corresponding senior classification already established) to Economic Development Project Coordinator to Senior Economic Project Coordinator to Economic Development Manager. This classification development responds to Local 1's request to develop such a classification in the last contract cycle, and supports the City's Strategic Plan goals numbers 6 and 9, to "Foster a dynamic, sustainable, and locally-based economy" and "Attract and retain a talented and diverse City government workforce."

The Office of Economic Development (OED) is a division of the City Manager's Office, with the mission to "*assist businesses, entrepreneurs, artists and community organizations to access services, feel welcome in Berkeley, and thrive.*" By creating an expanded economic development classification series, OED will be able to provide both a mid-level and senior position within the division. This will enable OED to attract, develop and retain the necessary diverse talent to expand Berkeley's economic development program and provide critical supportive services to aid in the sustainable recovery of Berkeley's most pandemic-impacted sectors (tourism, small business, arts and culture).

It is essential to any government organization in the 21st century, especially one with the unique circumstances of Berkeley, to have talented, steadfast, staff skilled in current best practices of economic, community, and cultural development techniques and technologies. Establishing the Senior EDPC classification will enable the division to retain and develop top talent that directly benefits our city’s stakeholders by providing a high level of quality customer service to the business and artistic community of Berkeley.

The Human Resources Department contracted with CPS HR Consulting to develop a base salary recommendation based on internal equity, and comparable cities. CPS HR Consulting is an agency that provides a variety of human resource services to non-profit and public-sector clients. After considering the internal relationships among classifications and compensation at corresponding cities, HR staff is recommending a monthly stepped salary range of \$11,219.88 - \$13,775.00.

Senior Economic Development Project Coordinator	Salary (Monthly)
Classification Step 1	\$11,219.88
Classification Step 5	\$13,775.00

BACKGROUND

The Personnel Board discussed and voted unanimously to send this classification to the City Council for approval at its May 9, 2022 meeting (Vote: Ayes: Bartlow, Dixon, Lacey, Wenk, Karpinski, Gilbert, Noes: None Abstains: None).

ENVIRONMENTAL SUSTAINABILITY

There are no identifiable environmental effects or opportunities associated with the subject of this report.

RATIONALE FOR RECOMMENDATION

It has been the policy of the City to create the necessary classification and salary schedule to accommodate new duties and responsibilities, reflect programmatic changes, maintain competitive salaries and, when applicable, comply with regulatory requirements.

ALTERNATIVE ACTIONS CONSIDERED

None.

CONTACT PERSON

Donald E. Ellison, Human Resources, Human Resources, (510) 981-6807.

Attachments:

- 1. Resolution
 - Exhibit A: Classification Specification and Salary Schedule
- 2. Organizational Chart

RESOLUTION NO. -N.S.

CLASSIFICATION: SENIOR ECONOMIC DEVELOPMENT PROJECT COORDINATOR
(LOCAL 1)

WHEREAS, the Human Resources Department maintains the Classification and Compensation plan for the City of Berkeley; and

WHEREAS, the Human Resources Department has completed a classification review and recommended establishing the Senior Economic Development Project Coordinator classification to establish a career ladder in the Office of Economic Development;

WHEREAS, the series will lead to wider outreach and a more diverse pool of potential qualified candidates, and create a professional path for dedicated employees by allowing the division to retain and develop top talent that directly benefits our city's stakeholders;

WHEREAS, this classification also responds to Local 1's request to develop such a classification in the last contract cycle, and supports the City's Strategic Plan goals to "Foster a dynamic, sustainable, and locally-based economy" and "Attract and retain a talented and diverse City government workforce."

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that Classification for Senior Economic Development Coordinator (Local 1) is established, with a salary range and classification specification as shown on Exhibit A, effective June 15, 2022.

Exhibit A: Senior Economic Development Project Coordinator, Classification Specification and Salary Schedule



CITY OF BERKELEY
Established Date: XXXX

Class Code:
xxxxx

Senior Economic Development Project Coordinator

Bargaining Unit: Local 1

SALARY RANGE

\$64.73 - \$79.47 Hourly
\$11,219.88 - \$13,775.00 Monthly
\$134,683.56 - \$165,300.00 Annually

DESCRIPTION:

DEFINITION

Under general supervision, a Senior Economic Development Project Coordinator (EDPC) supports the Office of Economic Development's mission to *assist businesses, entrepreneurs, artists and community organizations to access services, feel welcome in Berkeley, and thrive*. Through extensive expertise in community engagement and cultural development, sector support, real estate, marketing, planning, public policy and analysis of the local economy, a Senior EDPC aids new and growing businesses and cultural organizations in Berkeley, many of whom locate here to take advantage of our rich environment of innovation and entrepreneurship.

CLASS CHARACTERISTICS

This is a senior classification of the Economic Development series, incumbents are fully competent to perform and manage complex projects and initiatives with minimal direction or supervision. The Senior Economic Development Project Coordinator performs a variety of tasks that require a high degree of independent professional skill and judgment on a daily basis at the greatest level of quality. The Senior Economic Development Project Coordinator may also provide professional deputy-level support to the Economic Development Manager.

EXAMPLES OF DUTIES:

The following list of duties is intended only to describe the various types of work that may be performed and the level of technical complexity of the assignment(s) and is not intended to be an all-inclusive list of duties. The omission of a specific duty statement does not exclude it from the position if the work is consistent with the concept of the classification, or is similar or closely related to another duty statement. The Senior Economic Development Project Coordinator performs a variety of tasks that require a high degree of professional skill and judgment, including but not limited to:

1. Coordinates and performs project management, administrative and technical duties necessary to achieve project objectives in the areas of economic and cultural development, small business assistance and sector support, and employment;

Classifications: Creation of Senior Economic Development Project Coordinator

Classification

Page 2

2. Performs a range of economic data analysis including economic impact reports for larger development projects and assessing/mapping trends in employment and innovation, sales tax and other economic/demographic indicators;
3. Prepares reports and presentations for the City Manager, City Council, task forces, work groups, various boards and commissions and the general public;
4. Works closely with Citywide and district-based business organizations, including assisting the formation and renewal of Business Improvement Districts (BIDs) and representing the City's interest on their boards of directors;
5. Assists developers and business owners considering projects in the City, including advising them on site opportunities, city requirements, and referring them to other departments as necessary;
6. Advises startups and firms seeking to grow in or relocate to Berkeley on available sites and zoning conditions and links them with property owners, brokers, and other sources of business assistance; and
7. Manages complex, multi-phase projects with diverse stakeholders from inception through approval and implementation. Such projects might involve program or policy development initiatives, business district planning efforts, internal city organizational development, grant or loan programs, commercial district, or business cluster marketing initiatives.

Other responsibilities include representing the Office of Economic Development on interdepartmental teams, external professional organizations related to economic development, and supervising other staff in the Office of Economic Development as directed by the Economic Development Manager.

KNOWLEDGE AND ABILITIES:

Note: The level and scope of the knowledges and skills listed below are related to job duties as defined under Class Characteristics and Examples of Duties.

Knowledge of: Principles, practices and techniques related to the project areas to which assigned; programs and methods of improving the economic development and cultural climate within the City; knowledge of effective technical assistance providers, Federal, State and local funding sources and techniques for sector support; basic administrative and budgetary principles and practices; and principles and practices of effective employee and project supervision.

Ability to: Develop, implement and evaluate complex economic and cultural development programs, related to such areas as business development and financing, real estate development and redevelopment, arts and cultural administration, sector support and employment generation; organize work, set priorities and exercise sound independent judgment within established guidelines; interpret and apply complex rules, regulations, laws and ordinances; making persuasive oral presentations; prepare, administer and monitor project budgets; maintain accurate records and prepare clear, concise and effective correspondence, reports and other written materials; provide technical assistance and staff leadership to various boards and commissions and external professional organizations; organize, schedule and review the work of assigned staff; and establish and maintain effective working relationships with those encountered in the course of the work.

Classifications: Creation of Senior Economic Development Project Coordinator

Classification

Page 3

MINIMUM QUALIFICATIONS:

A TYPICAL WAY OF GAINING THE KNOWLEDGE AND SKILLS OUTLINED ABOVE IS:

Education

Equivalent to a Bachelor's degree from an accredited college or university with major coursework in business, arts, non-profit or public administration, economics, public policy, geography, urban or environmental planning or a closely related field. AND Equivalent to a Graduate degree from an accredited educational institution with major coursework in urban planning, public policy, business, geography, arts or public administration, economics, or a closely related field.

Experience

Ten years of professional level experience in economic or business development, employment, public policy, geography, arts or non-profit administration or similar administrative capacity. Additional experience as outlined above may be substituted for the education requirement on a year for year basis. Project management and lead or supervisory experience is desirable.

OTHER REQUIREMENTS:

Must be able to travel to various locations within and outside the City of Berkeley to meet program needs and to fulfill the job responsibilities. When driving on City business, the incumbent is required to maintain a valid California driver's license as well as a satisfactory driving record.

CLASSIFICATION HISTORY:

Established: xx/xx
Represented - Local 1
Exempt

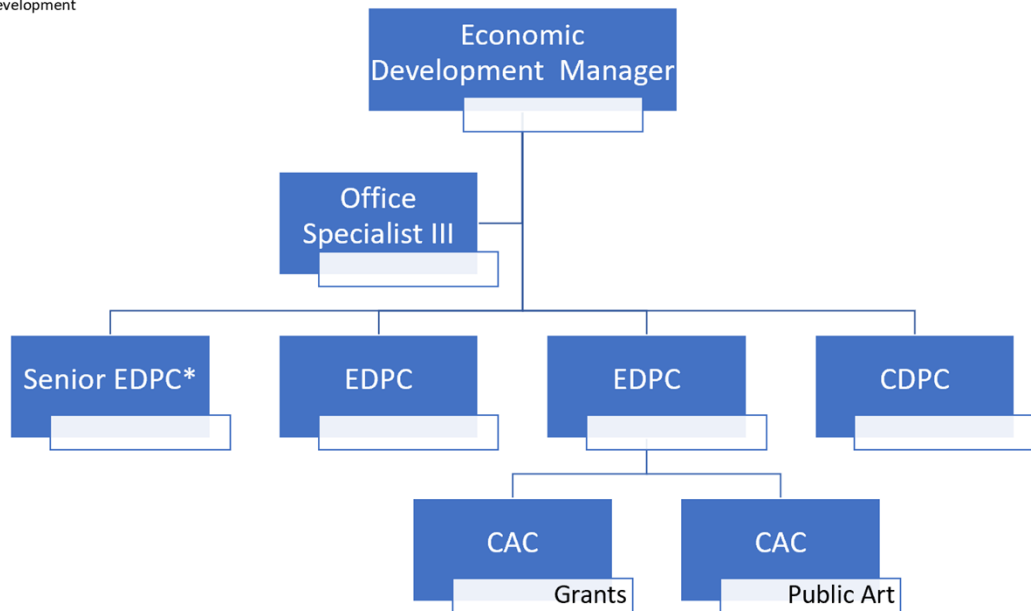
Organization Chart – Office of Economic Development

Office of Economic Development (OED)

Organization Chart



Office of Economic Development
8 FTE



CAC - Civic Arts Coordinator (Local 1)

EDPC – Economic Development Project Coordinator (Local 1)

CDPC – Community Development Project Coordinator (SEIU 1021 –Community Services Chapter)

* - Senior EDPC classification proposed

