

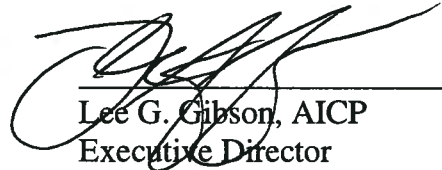


February 17, 2012

AGENDA ITEM 8.2

TO: Regional Transportation Commission

FROM: Steve Burlie
Administrative Services Director



Lee G. Gibson, AICP
Executive Director

SUBJECT: Public Information Officer (PIO) Recruitment and Request for Proposal (RFP)

RECOMMENDATION

Provide direction to RTC staff regarding the replacement of the PIO position and/or the issuance of a Request for Proposals (RFP) to outsource some of the PIO duties.

SUMMARY

The RTC PIO position is currently unfilled. At the December 2011 RTC Board of Commissioners meeting, staff was directed to return with options for replacing the former PIO and potentially outsourcing some of the PIO duties. Staff was also directed to develop options for improving agency communications and the agency's public image.

FISCAL IMPACT

The PIO position is budgeted in the current fiscal year. It is believed that the maximum cost of outsourcing some PIO-related duties will not exceed \$30,000 per year. An external communications consultant is not currently budgeted.

PREVIOUS ACTIONS BY BOARD

On December 16, 2011, discussion took place regarding options for outsourcing some duties of the former PIO as well as the potential replacement of an internal PIO position. Staff was directed to return with options for review.

ADDITIONAL BACKGROUND

Attachment A outlines which duties could be performed by a PIO and which could be supplemented by an outside consultant. It should be noted that some of the duties outlined in Attachment A are in addition to work performed by a PIO in previous years and that - in response to Board direction - more strategic responsibilities have been included. In the past, the PIO reported to the Director of Communications and Marketing. Because that position has not been replaced, it is likely that a PIO would be expected to assume increased decision-making and autonomy in working with directors, the E.D. and the Board.

Other alternatives considered.

1. The Board may accept Attachment A *as is* or direct staff to make changes.
2. The Board may choose to direct staff to return periodically to report on the effectiveness of outsourcing some of the PIO work.
3. The Board may choose to direct staff to delay the consideration of a communications consultant RFP until a PIO is hired.

Attachment

**ROLE, AUTHORITY, RESPONSIBILITY AND SCOPE OF WORK BETWEEN PIO
REPLACEMENT POSITION AND EXTERNAL COMMUNICATIONS CONSULTANT**

PIO	COMMUNICATIONS CONSULTANT
Recommend traditional and non-traditional media to promote the Agency's communications efforts (T.V., radio, print media, internet, speaking engagements, websites, blogs, social networks, etc.)	Limited involvement or N/A
Recommend and maintain communication strategy	Involved
Recommend Agency-wide messaging strategy	Involved
Develop positive partnerships with local media	N/A
Produce creative writing work-products	N/A
Write News Releases	N/A
Coordinate media programs and events	N/A
Assist with communications during emergencies, disasters and significant Agency events (e.g., accidents)	N/A
Write and/or edit speeches	N/A
Recommend metrics for evaluating Agency media effectiveness	N/A
Create and manage media contact records and media archive directory	N/A
Manage outside consultant – if assigned	N/A
Prepare weekly media reports	N/A
Prepare annual report on media communication activities/events for RTC Board	N/A
Assist Directors and subject-matter-experts (SME) with presentations	N/A
Recommend methods and strategies for enhancing reputation (reputation management)	Involved
Conduct research as directed	Limited involvement or N/A
Provide media training to directors and staff	May be involved
Extensive (PIO) interface with media	N/A
May lead web content development and work closely with IT Administrator on web design	Involved

