



Agenda Item No. 2

To: Rules, Policy and Industrial Relations Committee/Committee of the Whole  
Meeting of March 11, 2005

From: Jim Swindler, Deputy General Manager Ferry Division  
Teri W. Mantony, Deputy General Manager Administration and Development  
Celia G. Kupersmith, General Manager

Subject: **APPROVE CHANGES TO THE TABLE OF ORGANIZATION  
RELATIVE TO THE FERRY DIVISION AND THE MARKETING AND  
COMMUNICATIONS DEPARTMENT**

**Recommendation**

The Rules, Policy and Industrial Relations Committee recommends that the Board of Directors approve reorganization and staffing changes, and amend the Table of Organization accordingly, to include the following specific actions:

- a. Restructure and re-title the vacant Ferry Maintenance Superintendent position to a Marine Superintendent position, with a salary range of \$77,251 - \$93,371, excluding benefits;
- b. Eliminate the higher classification position of Marketing Supervisor, and add a lower level position of Marketing Specialist, with a salary range of \$49,491 - \$59,806, excluding benefits.

**Summary**

*Ferry Division*

In early 2003, the Board of Directors directed staff to eliminate and restructure positions and work flow to achieve operating efficiencies and cost savings throughout the District. Since April 2003, various positions have been eliminated, and some positions have remained open while undergoing further review. The Ferry Division has experienced job elimination and restructure in the various reductions-in-force that have occurred since early 2003 that have impacted both the operations and administrative functions. As one more piece to consolidate functions and be poised for expected future needs, it is now requested that the currently vacant Ferry Maintenance Superintendent position be replaced with a new Marine Superintendent position. The scope and job duties of the existing Ferry Maintenance Superintendent position would be expanded to include oversight of other marine-related activities, including vessel-related projects. The Ferry Maintenance Superintendent position has historically overseen only the maintenance functions

for the Ferry Division. The proposed position, Marine Superintendent, would oversee the vessel maintenance programs and other operations and engineering activity. Projects that are more periodic in nature and require full-time oversight would be managed by employing a project manager who would be assigned only for the duration of the project.

The District's ferry operation is considered to be a medium-sized operation, and in comparable organizations, the maintenance and marine engineering functions are commonly performed by a single individual. Historically, the District has employed three individuals to perform these functions. If approved, this action would allow the District to move toward a single combined position over the next two years. Because of the expanded scope and extensive changes in the job, Board action is required. The General Manager is authorized to modify titles and make only minimal changes in job duties.

### Marketing and Communications Department

In February 2002, several functions related to marketing, graphics and public information were consolidated from three departments into one department. Additionally, the ticket sales function transferred from the Auditor-Controller's office to the marketing function in the Administration and Development Division. Since then, staff has refocused marketing efforts, which formerly included many special events and promotions activities, to more public outreach and public information functions. With two recent retirements in the department, a minor restructuring of duties and responsibilities is now proposed to meet changing needs in the District.

Under the plan, the Marketing Supervisor position, with a Step 5 salary of \$65,540, would be eliminated and a second Marketing Specialist position, with a Step 5 salary of \$59,807, would be created. Currently, a single Marketing Specialist oversees District publications such as the customer newsletter, brochures and pamphlets, and the quarterly transit guide. A second position at this same level would now primarily oversee website management and online store sales. The web has become an increasingly important part of the District's communication strategy, and it now requires more time to manage and keep updated. Some software upgrades are planned, and will allow the District to perform some of the maintenance functions for the web that are now done by a consultant.

Some other duties will be realigned in the department, but the shift in work would not require a change to any of the other salary levels at this time.

### Fiscal Impact

The annual salary of the Ferry Maintenance Superintendent position is \$93,371, plus benefits, and is funded in the current budget. It is proposed that the salary of the Marine Superintendent position be the same as the currently budgeted Ferry Maintenance Superintendent. Therefore, the proposed change in the Ferry Division would have no fiscal impact in the current budget year.

The proposed change in the Marketing and Communications Department would result in annualized savings of approximately \$5,600, plus associated benefits.