

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF OLYMPIA, WASHINGTON, APPROVING AN INCREASE TO CITY STAFFING BY THREE FULL-TIME EQUIVALENT (FTE) POSITIONS TO SUPPORT THE IMPLEMENTATION OF RECOMMENDATIONS FOR CITYWIDE STRATEGIC COMMUNICATIONS

WHEREAS, the Olympia City Council has indicated that a citywide communications strategy is one of its highest priority issues; and

WHEREAS, the City performed an in-depth analysis of Communication Services to ensure it is positioned as a high-performing, high-functioning communications department that is effectively and fully staffed to do best practices in strategic communications, and that it is providing excellent, sustainable 21st Century strategic communication support to the City of Olympia; and

WHEREAS, as the Washington State Capital and the largest city in Thurston County, the City of Olympia faces 'big city' communication challenges demanding immediate attention to issues and services; and

WHEREAS, the analysis found that Communication Services is greatly under-resourced and that the City has an urgent and critical need to expand Communication Services so it can execute work proactively, consistently, and with high quality; and

WHEREAS, the analysis concluded that Communication Services should have between seven and 13 full-time staff members dedicated to communications functions; and

WHEREAS, the City has an immediate need to produce a proactive City narrative, create a robust website, prioritize social media content, crisis communication, employee communication, and expand its visual design and production capacity; and

WHEREAS, the General Fund Fund Balance has sufficient resources to support funding of the three positions;

NOW, THEREFORE, THE OLYMPIA CITY COUNCIL DOES HEREBY RESOLVE as follows:

The increase to City staffing by three full-time equivalent (FTE) positions is approved. The three positions will consist of (1) Deputy Public Information Officer, (1) Social Media/Content Strategist, and (1) Graphic Designer. Funding will be supported by the General Fund Fund Balance, with a commitment to identify permanent funding through the 2022 budget process.

PASSED BY THE OLYMPIA CITY COUNCIL this _____ day of _____ 2021.

MAYOR

ATTEST:

CITY CLERK

APPROVED AS TO FORM:

Mark Barber
CITY ATTORNEY