Buckman Direct Diversion Project

A joint regional project of the City of Santa Fe and Santa Fe County to build a reliable and sustainable water supply.

Date: **November 1, 2012**

To: **Buckman Direct Diversion Board (BDDB)**

From: **Erika Schwender, CEP, Interim BDD Facilities Manager** ES

Re: **Procurement of Public Relations Officer**

Item and Issue:

Request review and direction for a BDD Public Relations Officer.

Background and Discussion:

In response to comments made during the BDD Board meeting on October 11, 2012, BDD staff requests direction from the BDD Board regarding the BDD Public Relations Officer. BDD staff believes a Public Relations Officer would improve the BDD's public information and communication program. The Public Relations Officer would be tasked with developing a comprehensive communication plan and managing the flow of information between BDD and the public by creating educational and informational outreach documents and materials, providing media and presentation coaching and assisting in public message development.

Financial Implications:

BDD staff estimates that routine PR services should average 6-8 hours per week. The City of Santa Fe Public Relations Officer position has a salary range of $22.46 to $40.67 per hour, which is estimated to be $30.32 to $54.90 after taxes and benefits. The Santa Fe County Public Relations Specialist position has a salary range of $21.69 to $32.53 per hour, which is estimated to be $29.28 to $43.92 after taxes and benefits. Hourly rates for PR contractors typically average $150 to $160.

Expenses for this position or professional services were not included in the budget for FY2012/13.

Recommendation:

BDD Staff requests discussion and direction regarding whether these services should be provided by contract services or a newly created BDD position. Should the BDD Board direct staff to create a new BDD position, this will be included in the upcoming FY2013/14 budget process scheduled for discussion at the FSAC in December 2012.