



**CITY OF MARTINEZ**

**CITY COUNCIL AGENDA  
September 18, 2013**

**TO:** Mayor and City Council  
**FROM:** Alan H. Shear, Assistant City Manager  
**SUBJECT:** Amending Civil Service Rules and Regulations- Employee Recruitment - Announcements  
**DATE:** September 12, 2013

**RECOMMENDATION:**

Motion to conduct a public hearing and adopt a resolution to amend Rule 4, Section 4.2, Employee Recruitment – Announcements, of the Civil Service Rules and Regulations to allow flexibility in recruitment advertising sources.

**BACKGROUND:**

Civil Service Rules and Regulations Rule 4. Employee Recruitment provides the following in Section 4.2 Announcements:

*At least ten (10) days prior to the date of an examination, the Personnel Officer shall cause an official notice of all vacancies for which an examination is to be held to be published in at least one newspaper of general circulation and one newspaper which reaches a minority population in the City. The notice shall also be posted in a conspicuous place in City Hall and may further be posted prominently at locations throughout City facilities and may further be posted, distributed, advertised or published in such manner as deemed appropriate by the Personnel Officer. The notice shall specify the classification title and salary range of the position for which an examination is announced, including some typical duties to be performed, minimum and desirable qualifications, the date, time, place and manner of making applications, the closing date for receiving applications, the types of tests to be administered in the examination, and such other additional information which the Personnel Officer determines.*

The advertising requirements specified in the Civil Service Rules were historically common in local government personnel regulations. The intent was to insure broad notification of government positions, which reduced the possibility of political or organizational favoritism and discrimination.

**DISCUSSION:**

In this internet era, newspapers are no longer the primary source of applicants for positions in the City or indeed elsewhere. Further, there are other advertising sources that are often more effective in guaranteeing broad distribution of vacancy notifications and non-discrimination. Attached is an advertising survey of applicants for calendar years 2008 through 2012 that shows the overwhelming number of applicants come from advertisements on the City's website. Newspaper advertisements were actually the source of very few applicants and for some positions they resulted in no applicants.

Also, attached is a spread sheet showing the cost of advertising venues for the years 2008-2012. Clearly, the cost of advertising in a "newspaper of general circulation" is significant and, based on the lack of applicants, in some cases simply wasteful.

It would be fiscally prudent, while fully compliant with the original intent of Civil Service Rules Section 4.2, to provide staff with flexibility in advertisement placement of position vacancies.

On June 26, 2013, the Civil Service Commission met and approved the attached changes to the Civil Service Rules.

**FISCAL/BUDGET IMPACT:**

Annual savings depending upon the specific vacancies that may occur.

**ACTION:**

Conduct a public hearing and adopt a resolution amending Rule 4, Section 4.2, Employee Recruitment – Announcements, of the Civil Service Rules and Regulations to allow flexibility in recruitment advertising sources.

Attachments:

- A. Revision to Rule 4, Section 4.2
- B. Resolution
- C. Survey, Advertising Costs

**APPROVED BY:**

  
City Manager

## ATTACHMENT A

### Rule 4. Employee Recruitment Section 4.2 Announcements:

At least ten (10) days prior to the date of an examination, the Personnel Officer shall cause an official notice of all vacancies for which an examination is to be held to be published in at least one ~~newspaper of general circulation and one newspaper which reaches a minority population in the City~~ source of broad distribution both in terms of numbers and types of populations reached. The specific recruitment source shall be selected based upon the targeted audience, for example, professional journals would be one appropriate source for a professional vacancy. The notice shall also be posted in a conspicuous place in City Hall, the City's website, and may further be posted prominently at locations throughout City facilities and may further be posted, distributed, advertised or published in such manner as deemed appropriate by the Personnel Officer. The notice shall specify the classification title and salary range of the position for which an examination is announced, including some typical duties to be performed, minimum and desirable qualifications, the date, time, place and manner of making applications, the closing date for receiving applications, the types of tests to be administered in the examination, and such other additional information which the Personnel Officer determines.

RESOLUTION NO. -13

**AMENDING RULE 4, SECTION 4.2 OF THE CIVIL SERVICE RULES AND REGULATIONS ON EMPLOYEE RECRUITMENT - ANNOUNCEMENTS TO ALLOW FLEXIBILITY IN RECRUITMENT ADVERTISING SOURCES**

**WHEREAS**, the Civil Service Rules and Regulations states that an official notice of all vacancies is to be published in at least one newspaper of general circulation and one newspaper which reaches a minority population in the City; and

**WHEREAS**, the advertising requirements specified in the Rules were historically common in local government personnel regulations with the intent to insure broad notification of government positions; and

**WHEREAS**, in this internet era, newspapers are no longer the primary source of applicants for positions in the City and there are often more effective methods in guaranteeing broad distribution of vacancy notifications and non-discrimination; and

**WHEREAS**, the cost of advertising in a "newspaper of general circulation" is significant and, based on survey data that indicates resulted in a lack of applicants, was simply wasteful; and

**WHEREAS**, the City's Civil Service Rules and Regulations Rule 2, Section 2.5 states that amendments to the Rules shall be reviewed by the Commission prior to adoption by the City Council; and

**WHEREAS**, the Civil Service Commission met on June 26, 2013 and approved the changes to allow flexibility in recruitment advertising sources that still meet the original intent of the Rules.

**NOW, THEREFORE, BE IT RESOLVED that the** City Council of the City of Martinez amends Rule 4, Section 4.2, Employee Recruitment - Announcements of the Civil Service Rules and Regulations to allow flexibility in recruitment advertising sources.

\* \* \* \* \*

**I HEREBY CERTIFY** that the foregoing is a true and correct copy of a resolution duly adopted by the City Council of the City of Martinez at a Regular Meeting of said Council held on the 18<sup>th</sup> day of September, 2013, by the following vote:

AYES:

NOES:

ABSENT:

RICHARD G. HERNANDEZ, CITY CLERK  
CITY OF MARTINEZ

**Advertising Cost (For the Years 2008-2012)**

Advertising Venues										Total Cost for Position
Position	Bay Area News Group	Response	Craigslist	Response	Martinez News-Gazette	Response	Trade Specific Magazines/Websites	Response		
Police Dispatcher 08	\$ 522.00	30	\$ 75.00	61	\$ 62.55	0		0		\$ 659.55
Planning Manager 08	\$ 828.00	0	\$ 75.00	0	\$ 62.55	0	\$ 316.80	5		\$ 1,282.35
Info Systems Tech 08	\$ 692.27	0	\$ 75.00	4	\$ 40.00	0		0		\$ 807.27
Police Officer 08	\$ 989.76	0	\$ 75.00	1	\$ 75.00	0		0		\$ 1,139.76
Police Assistant 09	\$ 526.99	20	\$ 75.00	221	\$ 40.00	0		0		\$ 641.99
Police Officer Jan 09	\$ 848.84	4	\$ 75.00	12	\$ 83.40	0		0		\$ 1,007.24
WTPO I/in training 09	\$ 1,278.11	33	\$ 75.00	232	\$ 41.70	0	\$ 200.00	14		\$ 1,594.81
Police Dispatcher 2/10	\$ 456.56	6	\$ 75.00	18	\$ 27.80	0		0		\$ 559.36
Police Dispatcher 7/10	\$ 792.16	5	\$ 75.00	28	\$ 27.80	0		0		\$ 894.96
Meter Service Worker 10	\$ 877.36	41	\$ 75.00	4	\$ 12.50	4		0		\$ 964.86
Police Officer 10	\$ 960.61	0	\$ 75.00	20	\$ 55.60	0		0		\$ 1,091.21
WTPO I 10	\$ 676.33	0	\$ 75.00	7	\$ 27.80	0	\$ 200.00	0		\$ 979.13
General Laborer 10	\$ 868.03	24	\$ 75.00	4	\$ 12.50	2		0		\$ 955.53
Assistant Water Superint 3/11	\$ 1,424.00	2	\$ 75.00	8	\$ 48.65	0	\$ 400.00	0		\$ 1,947.65
WTPO Supervisor 3/11	\$ 1,356.50	0	\$ 75.00	1	\$ 27.80	0	\$ 400.00	0		\$ 1,859.30
Police Dispatcher 10/11	\$ 1,329.85	3	\$ 75.00	36	\$ 27.80	0		0		\$ 1,432.65
Police Officer 12/11	\$ 1,597.00	1	\$ 75.00	2	\$ 41.70	0		0		\$ 1,713.70
Police Assistant 7/12	\$ 1,582.80	9	\$ 75.00	70	\$ 41.70	2		0		\$ 1,699.50
Recreation Coordinator 8/12	\$ 1,604.30	1	\$ 75.00	2	\$ 41.70	1		0		\$ 1,721.00
Police Officer 10/12	\$ 1,236.00	0	\$ 75.00	0	\$ 41.70	0		0		\$ 1,352.70
Police Dispatcher 12/12	\$ 1,471.00	0	\$ 75.00	15	\$ 41.70	0		0		\$ 1,587.70
<b>Total</b>	<b>\$ 21,918.47</b>	<b>179</b>	<b>\$ 1,575.00</b>	<b>746</b>	<b>\$ 881.95</b>	<b>9</b>	<b>\$ 1,516.80</b>	<b>19</b>		<b>\$ 25,892.22</b>