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DATE: August 19, 2021

TO: SJVUAPCD Governing Board



FROM: Samir Sheikh, Executive Director/APCO
Project Coordinator: Chenecua Dixon

RE: **ITEM NUMBER 24: AMEND DISTRICT'S CLASSIFICATION PLAN AND APPROVE RELATED CHANGES TO THE DISTRICT'S ADMINISTRATIVE CODE**

RECOMMENDATIONS:

1. Amend the District's Classification Plan to include Bilingual Pay at \$30.60 per pay period effective August 28, 2021, for the following classifications:
 - a. Air Quality Education Representative Bilingual I/II
 - b. Senior Air Quality Education Representative Bilingual
2. Approve changes to the Employee Terms and Benefits section of the District's Administrative Code, effective August 28, 2021, reflecting the amendments to the District's Classification Plan.

BACKGROUND:

Upon unification and formation of the District in 1992, the Governing Board approved a Classification and Compensation Plan, which identifies the types and requirements of positions available within the District's workforce, and a Position Control List which shows the positions and counts within the District. These documents are periodically modified by your Board to address organizational or workload changes, or as a result of the meet and confer process.

Samir Sheikh
Executive Director
Air Pollution Control Officer

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DISCUSSION:

The District has seen a tremendous change in the nature, method, and goals of air quality outreach over the years. To enhance the District's ability to meet multilingual outreach and communication goals, your Board has previously approved bilingual classifications. Specifically, in March 2012, the Air Quality Education Representative Bilingual I/II was added to the District's Classification Plan to enhance the District's capacity to further develop both bilingual and new media outreach to reflect the realities of Valley demographics. Additionally, in March 2021, the Senior Air Quality Education Representative Bilingual was added to the District's Classification Plan to provide lead direction and support to staff in meeting the translation, interpretation, and logistical needs of the AB 617 communities.

The compensation for these bilingual classifications is identical to the non-bilingual equivalent classifications despite the additional requirement that employees in these classifications possess bilingual skills and have demonstrated competency in the designated language to the satisfaction of the District. In addition to their normal duties, employees in these classifications are also called upon to provide translation and interpretation services for other programs throughout the District.

To support the need for translation and interpretation across District programs, the District maintains a pool of designated bilingual employees that may be called away from their normal duties to perform translation and interpretation services. These employees are assigned to non-bilingual classifications, and bilingual skills are not a prerequisite requirement of employment as they with the District bilingual classifications. Under the District's labor agreement, this pool of employees is capped at twelve (12) District-wide and each employee receives a bilingual pay stipend of \$30.60 per pay period. Individuals employed in the District's bilingual classifications are not eligible to participate.

Given it is expected that employees assigned to bilingual classifications perform their normal scope of duties in both English and Spanish, and they are also called upon to provide translation and interpretation services for other programs throughout the District, it is appropriate that these additional required skills and duties be recognized. Therefore, it is recommended that the District's Classification Plan be amended to include a \$30.60 per pay period bilingual pay stipend as part of the compensation for bilingual classifications.

FISCAL IMPACT:

If approved, the amendments to the District's Classification Plan will result in a cost of \$3,496 per year. This cost will be absorbed in FY2021-22 through additional salary savings.

Attachments:

- Attachment A: Air Quality Education Representative Bilingual I/II Classification Specification (4 pages)*
- Attachment B: Senior Air Quality Education Representative Bilingual Classification Specification (4 pages)*
- Attachment C: Administrative Code Changes (1 page)*

San Joaquin Valley Unified Air Pollution Control District
Governing Board Meeting
August 19, 2021

**AMEND DISTRICT'S CLASSIFICATION PLAN AND APPROVE
RELATED CHANGES TO THE DISTRICT'S ADMINISTRATIVE
CODE**

Attachment A:

**Air Quality Education Representative Bilingual I/II Classification Specification
(4 pages)**

Attachment A

Air Quality Education Representative Bilingual I/II Classification Specification

August 19, 2021

San Joaquin Valley Unified
Air Pollution Control District

Air Quality Education Representative Bilingual I/II

DEFINITION

Under supervision, implements a comprehensive Spanish language public education and community relations program for the District; acts as District liaison with Hispanic community and news media to disseminate information about District programs, air quality hazards, and events; provides translation and interpretation services for other programs throughout the District as necessary; and performs related work as assigned.

DISTINGUISHING CHARACTERISTICS

Air Quality Education Representative Bilingual I is the entry level class in this series. Initially under close supervision, incumbents learn air quality management policies, procedures, and regulations in preparation for handling inquiries regarding the District's practices and for developing educational and informational materials. The incumbent may be required to provide translation and/or interpretation services to the public in person, over the telephone and/or in writing. As experience is gained, there is greater independence of action within established guidelines. This class is alternately staffed with Air Quality Education Representative Bilingual II. Incumbents may advance to the higher level after meeting the qualifications and demonstrating the proficiency necessary to perform at the journey level.

Air Quality Education Representative Bilingual II is the journey level class of this series. Incumbents are fully competent to perform the full range of duties associated with a comprehensive Spanish language public education and community relations program. General guidelines for action are normally established; however, day to day activities require the use of initiative and independent judgment, particularly when responding to inquiries from members of the media and the public. This class is distinguished from the Senior Air Quality Education Representative in that the latter provides lead direction to Air Quality Education Representatives and performs highly specialized and difficult public education and community relations functions.

EXAMPLES OF DUTIES (Illustrative Only)

- Responds to public and media inquiries regarding District regulations, permit processes, enforcement, legal authority, and air quality conditions in both English and Spanish.
- Prepares speeches for District management and Board members.
- Makes presentations before and participates in trade shows, fairs, and public and private school groups in both English and Spanish.
- Represents the District at meetings and conferences of community interest groups, professional associations, and public health organizations concerned with the effects of air quality on human life.
- Assists in curriculum development for schools.
- Designs, writes, and oversees production of media kits, brochures, newsletters, and other informational reference materials.
- Plans and coordinates news conferences and public meetings in both English and Spanish.
- Coordinates the dissemination of smog advisory and smog alert information to radio, television, and newspaper publications within established guidelines.
- Develops and implements Spanish language communication strategies.

Attachment A

Air Quality Education Representative Bilingual I/II Classification Specification

August 19, 2021

- Assists in the formatting, printing, publication, and dissemination of District regulations and amendments, and District Newsletters in both English and Spanish.
- Organizes and conducts tours of District facilities.
- Maintains accurate records and files of work performed; prepares periodic and special reports as required.

Attachment A

Air Quality Education Representative Bilingual I/II Classification Specification

August 19, 2021

Air Quality Education Representative I/II

Page 2

QUALIFICATIONS

NOTE: The level and scope of the knowledge and skill requirements listed below are related to job duties as defined under Distinguishing Characteristics.

Knowledge of:

- Both the English and the Spanish languages and the Valley's Hispanic demographic
- Air pollution or related environmental problems and enforcement programs
- Principles and practices of public and community relations, mass communications, and the media
- Principles and practices of print and electronic media
- Theories and techniques of journalism, expository writing, and editing
- Principles, theories, and applications of design, reproduction, printing processes, and layout techniques
- Standard office practices and procedures
- Desktop publishing and word processing software

Skill in:

- Researching, compiling, and summarizing a variety of complex and technical reports and informational materials needed in the development of news releases, brochures, and newsletters
- Planning and organizing news conferences and public meetings
- Effectively communicating, orally and in writing in both English and Spanish
- Composing clear and complete technical, educational, and informational reference materials for industry and public use in both English and Spanish
- Using tact, discretion, initiative, and sound independent judgment within established guidelines
- Maintaining accurate records and files
- Establishing and maintaining effective working relationships with those contacted in the course of the work
- Using desktop publishing and word processing software

Other Requirements:

Must possess a valid California Driver's License and meet the automobile insurability requirements of the District. Must be willing to attend meetings outside of regular working hours. Must demonstrate the competency to speak, interpret, and write in English and Spanish to the satisfaction of the District. Must be able to attend work on a daily basis as scheduled.

Education and Experience:

A typical way to obtain the knowledge and skills outlined above is:

Air Quality Education Representative I: A Bachelor's Degree from a four year college or university with major coursework in journalism, mass communications, or a closely related field. Experience in the public information or communication field may be substituted for the required education on a year for year basis up to a maximum of two years.

Attachment A

Air Quality Education Representative Bilingual I/II Classification Specification

August 19, 2021

Air Quality Education Representative II: In addition to the above, two years of professional experience in developing and implementing a public relations program preferably with a public agency dealing with environmental issues.

Approved: _____ Date:
Executive Director/APCO or designee

San Joaquin Valley Unified Air Pollution Control District
Governing Board Meeting
August 19, 2021

**AMEND DISTRICT'S CLASSIFICATION PLAN AND APPROVE
RELATED CHANGES TO THE DISTRICT'S ADMINISTRATIVE
CODE**

Attachment B:

Senior Air Quality Education Representative Bilingual Classification Specification
(4 pages)

Attachment B

Senior Air Quality Education Representative Bilingual Classification Specification

August 19, 2021

San Joaquin Valley Unified
Air Pollution Control District

SENIOR AIR QUALITY EDUCATION REPRESENTATIVE BILINGUAL

DEFINITION

Under general supervision, assigns and reviews the work of public education and community relations staff; trains staff; participates in the activities of a comprehensive public education and community relations program for the District; develops educational materials in English and Spanish as required; performs professional level public education and information work; acts as District liaison with Hispanic community and news media to disseminate information in English and Spanish about District programs, air quality hazards and events; provides translation and interpretation services for other programs throughout the District as necessary; and performs related work as assigned. In addition to normal duties, the incumbents are also called upon to provide translation and interpretation services for other programs throughout the District.

DISTINGUISHING CHARACTERISTICS

This is the working lead level and/or the technical specialist in Air Quality Education Representative series. Duties include providing lead direction to Air Quality Education Representatives and performing highly specialized and difficult public education and community relations functions. The incumbent may be required to provide translation services to the public in person, over the telephone and/or in writing. This is not considered a supervisory class in that the selection and discipline of employees is not assigned to this level and the number of employees for which direction is provided is limited.

EXAMPLES OF DUTIES (Illustrative Only)

- Provides lead direction, training, and work review to Air Quality Education Representatives and Air Quality Education Representatives Bilingual and related staff.
- Organizes and assigns work, sets priorities, and follows up on work to ensure coordination and completion of assigned work.
- Provides input into the selection and evaluation of staff and other personnel decisions.
- Coordinates and participates in public education and Hispanic community relations activities necessary to achieve District goals and objectives.
- Coordinates and assigns the work of staff involved in public informational activities such as preparing and disseminating press releases and other informational materials about the District's programs and activities.
- Represents the District with the media and responds to questions and concerns about the District's activities.

Attachment B

Senior Air Quality Education Representative Bilingual Classification Specification

August 19, 2021

- Coordinates the preparation and dissemination of educational materials to schools, the community, business groups and others; makes public presentations.
- Responds to public and media inquiries regarding District regulations, permit processes, enforcement, and legal authority and air quality conditions in English and Spanish.
- Prepares speeches for District management and Board members.
- Makes presentations in English and Spanish before and participates in trade shows, fairs, and school groups.
- Represents the District at meetings and conferences of community interest groups, professional associations, and public health organizations concerned with the effects of air quality on human life.

Senior Air Quality Education Representative Bilingual

Page 2

- Assists in curriculum development for schools.
- Designs, writes, and oversees production of media kits, brochures, newsletters, and other informational reference materials in English and Spanish.
- Plans and coordinates news conferences and public meetings in English and Spanish.
- Coordinates the dissemination of smog advisory and smog alert information to radio, television, and newspaper publications within established guidelines.
- Develops and implements communication strategies in English and Spanish.
- Assists in the formatting, printing, publication, and dissemination of District regulations and amendments.
- Organizes and conducts tours of District facilities.
- Maintains accurate records and files of work performed; prepares periodic and special reports as required.

QUALIFICATIONS

Knowledge of:

Both the English and the Spanish languages and the Valley's Hispanic demographic

Basic supervisory principles and practices

Principles and practices of effective public information and education programs

Principles and practices of public and community relations, mass communications, and the media

Principles and practices of print and electronic media

Principles, theories, and techniques of journalism, expository writing, and editing

Principles, theories, and applications of design, reproduction, printing processes, and layout techniques

Environmental issues and enforcement programs

Desktop publishing and word processing or personal computing equipment

Standard office practices and procedures

Skill in:

Attachment B

Senior Air Quality Education Representative Bilingual Classification Specification

August 19, 2021

Planning, assigning, directing, and reviewing the work of staff
Training staff in work procedures
Interpreting, applying, and explaining District, state, and federal laws, rules, and regulations
Researching, compiling, and summarizing a variety of complex and technical reports and informational materials needed in the development of news releases, brochures, and newsletters
Planning and organizing news conferences and public meetings
Effectively communicating, orally and in writing in both English and Spanish
Composing clear and complete technical, educational, and informational reference materials for industry and public use public use in both English and Spanish
Using desktop publishing and word processing software
Using tact, discretion, initiative, and sound independent judgment within established guidelines
Maintaining accurate records and files
Establishing and maintaining effective working relationships with those contacted in the course of the work

Senior Air Quality Education Representative Bilingual
Page 3

Other Requirements:

Must possess a valid California Driver's License and meet the automobile insurability requirements of the District. Must be willing to attend meetings outside of regular working hours. Must demonstrate the competency to speak, interpret, and write in English and Spanish to the satisfaction of the District. Must be able to attend work on a daily basis as scheduled.

Education and Experience:

A typical way to obtain the knowledge and skills outlined above is:

A Bachelor's Degree from a four year college or university with major coursework in journalism, mass communications, English, or a closely related field **AND** three (3) years of professional experience in developing and implementing a public information/relations awareness program, preferably with a public agency dealing with environmental issues.

Experience in the public information or communication field may be substituted for the required education on a year for year basis to a maximum of two years.

Attachment B

Senior Air Quality Education Representative Bilingual Classification Specification

August 19, 2021

Approved: _____ Date: _____
Executive Director/APCO or designee

San Joaquin Valley Unified Air Pollution Control District
Governing Board Meeting
August 19, 2021

**AMEND DISTRICT'S CLASSIFICATION PLAN AND APPROVE
RELATED CHANGES TO THE DISTRICT'S ADMINISTRATIVE
CODE**

Attachment C:

Administrative Code Changes
(1 page)

Attachment C

Proposed Revised District Administrative Code

August 19, 2021

SECTION 18

EMPLOYEE TERMS AND BENEFITS

18.8

Bilingual Pay

The District recognizes that certain employees having bilingual skills are called upon from time to time to perform translation duties. It is further recognized that certain of these employees may be called away from their normal duties to perform translation services. To recognize the specialized services provided by these employees, the District will designate a pool of employees District-wide who will provide translation services when called upon to do so. These employees may be located at any of the three District offices. Selection of employees is at the discretion of management with consideration given to classification, program assignment, regional office assignment, and operational needs. While the number of employees designated to provide bilingual services is at management's discretion, the number will not exceed twelve (12) District-wide. Effective July 3, 2021, employees designated to provide translation services will receive \$30.60 per pay period whether or not they actually provided such services during that pay period. No employee will be approved for Bilingual Pay until the employee has demonstrated competency in the designated language to the satisfaction of the District.

In addition to the District-wide pool of employees designated to provide bilingual services, effective August 28, 2021, any employee in a position specifically designated as a bilingual Classification will receive \$30.60 per pay period.