STATE OF OREGON
POSITION DESCRIPTION

Agency: Dept of Transportation

Division: Operations

This position description is for:

☒ A new position that is being established
☐ An existing position that is being revised
☐ No change – Annual review

SECTION 1. POSITION INFORMATION

a. Classification Title: Public Affairs Specialist 2
b. Classification No: C0865
c. Effective (Est.) Date: 7/1/2019
d. Position No: 1921088
e. Working Title: Community Affairs Coordinator - Communication
f. Agency No: 73000
g. Section Title: Urban Mobility Mega Project
h. Budget Auth No: 001361820
i. Employee Name: Vacant
j. Union Repr Code: ☑ SEIU(OA)
k. Work Location (City – County): Portland - Multnomah ☑ AEE (E)
l. Supervisor Name: Lucinda Broussard

m. Position:
   ☒ Permanent
   ☐ Seasonal
   ☐ Limited Duration
   ☐ Double Fill

n. Position:
   ☒ Full-Time
   ☐ Part-Time
   ☐ Intermittent
   ☐ Job Share

o. FLSA:
   ☒ Exempt
   ☐ Non-Exempt

If Exempt:
   ☐ Executive
   ☐ Professional
   ☐ Administrative

p. Eligible for Overtime: ☑ Yes
   ☐ No

SECTION 2. PROGRAM AND POSITION INFORMATION

a. Describe the program in which this position exists. Include program purpose, who is affected, size, and scope. Include relationship to agency mission.

The Oregon Department of Transportation exercises leadership and vision in promoting, developing and managing a statewide network of transportation systems and facilities. These systems and facilities provide access to Oregon for the State’s citizens and visitors, provides efficient movement of commerce, goods and services, ensures the safety of transportation systems users, and enhances Oregon’s competitive position in national and international markets. ODOT is a geographically-spread organization of approximately 4500 FTE with a $3.8 billion biennial budget.
ODOT Delivery and Operations Division is responsible for construction, improvement, maintenance, and operation of the state highway systems to serve the public of the State of Oregon.

The Urban Mobility and Mega Projects office is engaged in complex projects with a high degree of public interest that entail responsibility for analyzing and resolving the policy implications of new ODOT programs and policies. The UMMP is the lead unit responsible for developing these projects, including the policy basis for their implementation, as well as the development of project concepts, with stakeholder input, prior to and during environmental review in accordance with the National Environmental Policy Act (NEPA).

ODOT is committed to supporting a workplace environment that encourages a diverse workforce. This support focuses on respectful treatment of others, reducing conflict by increasing understanding of and respect for differences amongst all people.

b. Describe the primary purpose of this position, and how it functions within this program.
   Complete this statement. The primary purpose of this position is to: Directly support public and stakeholder education and engagement essential to the planning and environmental review phases for the ODOT Tolling Program, as defined under the 2018 Value Pricing Feasibility Analysis and directed and approved by the Oregon Transportation Commission (OTC) and the Federal Highway Administration (FHWA).

This position supports the development of outreach plans and represents ODOT at community and public events. This position also involves defining messages, preparing written materials, maintain project stakeholder databases, and creating and implementing communication distribution plans. Duties will include interfacing with community affairs, planning, major projects, and other ODOT units, in addition to a significant consultant team. This position will be responsible for serving as webmaster of the tolling web page, preparing and distributing public notes, meeting with stakeholders individually and in groups, planning and attending public meetings, and supporting region-wide communications initiatives, including producing project information materials to be distributed to other jurisdictions, stakeholders, the web, and the new media. Preparing stories and blog posts for internal communications will be required.

The position works closely with Region 1 and UMMP Public Information officers on information for the news media on construction and maintenance activities that may have a major impact of traffic, residences, businesses or the environment.

SECTION 3. DESCRIPTION OF DUTIES

List the major duties of the position. State the percentage of time for each duty. Mark “N” for new duties, “R” for revised duties or “NC” for no change in duties. Indicate whether the duty is an “Essential” (E) or “Non-Essential” (NE) function – for ADA purposes.

The following are general requirements for performance of the duties listed below: maintains regular and punctual attendance; contributes to a positive and productive work environment; establishes and maintains professional and collaborative working relationships with all contacts.

Be a respectful member of a team, which includes communicating and working effectively and appropriately with a variety of individuals or groups with diverse cultural beliefs, values and behaviors.

<table>
<thead>
<tr>
<th>% of Time</th>
<th>N/R/NC</th>
<th>E/NE</th>
<th>DUTIES</th>
</tr>
</thead>
</table>

Note: If additional rows of the below table are needed, place cursor at end of a row (outside table) and hit “Enter”.

731-0729 (8/2014) ODOT HR Non-Management
<table>
<thead>
<tr>
<th>45%</th>
<th>NC</th>
<th>E</th>
<th><strong>Communications Planning:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Under the direction of Tolling Manager, develop and implement comprehensive community outreach plans to support the Value Pricing Program. Conduct and manage public involvement and outreach for a given county outreach area.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Prepare and oversee consultant public involvement scope of work, including the development of Public Involvement and Communications Plans.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Support the planning process defining messages, preparing written materials, maintaining project stakeholder databases, preparing mailings and door-to-door delivery communications. Preparing and launching information on the tolling web site in the webmaster capacity. Coordinate social media posts. Review materials and messages drafted by consultants.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Study the objectives, promotional policies and needs of the agency.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Respond to project-related inquiries from other jurisdictions and the public. Represent the department to external audiences affected by UMMP activities and studies.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Plan web site information architecture and flow; consult with agency information technology staff to develop policies and procedures for posting, updating, and removing material from the agency website. Manage content and control quality of information posted to websites.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Develops reviews, revises and posts profiles and content for Region 1 and ODOT intranet.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>25%</th>
<th>NC</th>
<th>E</th>
<th><strong>Public Outreach and Community Advisory Committee:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Manage and staff a community advisory committee, including all tasks related to the formation of the committee, committee meetings, and summaries and outreach.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Support project’s public meetings, including meeting set up, take down, notetaking and the production of a meeting summary for posting on the website.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Review and prepare meeting and comment summaries. Represent ODOT at public events. Track outreach presentations and events. Responds to correspondence to the Governor and the Ask ODOT website.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Research public opinion to determine potential for program success; give gathered information to agency management; plan publicity or communication campaigns for agency programs designed to increase public support.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Coordinate and organize meetings designed to increase communications with special interest groups.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>15%</th>
<th>NC</th>
<th>E</th>
<th><strong>Communication Material Development:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Responsible for the development of project newsletters and other public communication materials. Serve as an author of reader friendly summary reports of the planning and environmental studies.</td>
</tr>
</tbody>
</table>
- Prepare or edit publications for internal and external audiences.

### Outreach and Planning Coordination:
- Awareness of planning and delivery projects and timelines for the Region and UMMP. Develop and maintain good working relations with community members, area managers, project leaders and project managers/staff, maintenance supervisors and UMMP and Region 1 Community Affairs and communications staff serving Region 1 in accordance with accepted ODOT standards.
- Consult with other staff (inside and outside of Community Affairs) regarding agency goals, programs and policies and procedures. Provide counsel to the UMMP and Tolling team, Office of Innovation, Community Affairs team, region management or staff in preparing for public outreach.
- Participates in UMMP and tolling team meetings and project development, traffic management, construction and other team meetings as needed to provide advice on implementing project information programs. Participates with project teams in planning and preparing appropriate materials and provide support for public meetings.

### Media Relations:
- Provide media support and coordinate closely with PIOs and relevant staff.
- Review and draft media releases and talking points. Research answers from media, coordinating with internal teams as needed.
- Work with media sales representatives to arrange for and determine cost estimates for proposed media advertising campaigns for public outreach public events. Track media coverage.
- Answer questions from media. Advise management on how to respond to media inquiries.
- Prepare news releases, media advisories and packets of information.

### Other:
- Other duties as assigned.

---

### SECTION 4. WORKING CONDITIONS

Describe any on-going working conditions. Include any physical, sensory, and environmental demands. State the frequency of exposure to these conditions.

Typical office environment – use of microcomputer and various software including but not limited to MS Office is required. Extended work days, night meetings on call 24 hours a day, seven days a week via pager and cell phone – especially in the case of an emergency - extended work hours, frequent travel within the region. Some conflict situations and frequent deadline pressure will be
encountered. Part of the work duties are performed in the field on uneven terrain. Some outdoor and project work site visits required. Must have the ability to drive and have transportation to various work sites throughout the region. Must maintain a valid driver’s license.

Additional conditions:

General office conditions: Employee will have frequent, short notice and short time frames for completion of assignments. Position may require occasional travel that may include driving a state or personal vehicle on state business. Position may also have extended periods of time sitting at a desk or working on a computer terminal.

Diversity: ODOT is committed to diversity. Diversity efforts reinforce respectful treatment of others in the workplace. These efforts focus on identifying ways to work better together, reducing conflict by increasing understanding, improving collaboration, fostering teamwork, and increasing productivity and quality of services delivered by Major Projects.

Team Environment: UMMP has a team oriented environment. Working in a team oriented environment requires participative decision making and cooperative interactions among staff and management. Team participation requires being prepared for meetings, bringing issues and possible solutions for the team to resolve, obtaining agreement through the use of consensus when appropriate, giving and receiving feedback, committing to support and help other team members, sharing in the leadership of the team and agreeing to buy-in and actively support decisions made by the management team. This position may also be required to participate in cross functional or problem solving teams as needed.

Data sensitivity: This position might have access to personally identifiable information and will be expected to follow the department’s policies related to data security.

SECTION 5. GUIDELINES

a. List any established guidelines used in this position, such as state or federal laws or regulations, policies, manuals, or desk procedures.
   National Environmental Protection Act
   Federal Highway Administration policies and procedures
   Local permitting requirements
   ODOT Strategic Plan for Region 1
   ODOT Strategic Communications Plan
   Governor’s Community-Based Solutions Policy
   Oregon Transportation Initiative
   Statewide Transportation Improvement Plan
   Metro’s Regional Transportation Plan
   Transportation Efficiency Act 21
   Department of Administrative Services Administrative Rules, Policies and Procedures
   ODOT Mission, Values and Goals
   Federal laws applicable to ODOT programs
   ODOT Rules and Procedures Manual
   Oregon Transportation Investment Acts I, II, III
   Public involvement best practices

b. How are these guidelines used?
   To manage context sensitive solutions and public participation activities in accordance with Federal, State, Regional and Local transportation planning and rules, policies and procedures. The position will require management of projects, issues and plans directed by numerous transportation rules and policies. Familiarity with ODOT community affairs, communication and administration rules, policies,
procedures and regulations also will serve as guidelines while evaluating project effectiveness and managing community affairs activities for UMMP projects and programs.

SECTION 6. WORK CONTACTS

With whom, outside of co-workers in this work unit, must the employee in this position regularly come in contact?

<table>
<thead>
<tr>
<th>Who Contacted</th>
<th>How</th>
<th>Purpose</th>
<th>How Often?</th>
</tr>
</thead>
<tbody>
<tr>
<td>The public</td>
<td>By phone, in person, letters, mailers, meetings and email</td>
<td>Represent ODOT and manage letters, mailers and manage the public process.</td>
<td>Daily</td>
</tr>
<tr>
<td>Business Owners</td>
<td>By phone, in person, letters, mailers, meetings and email</td>
<td>Represent ODOT and manage letters, mailers, etc.</td>
<td>Daily</td>
</tr>
<tr>
<td>External Partners</td>
<td>By phone, in person, letters, mailers, meetings and email</td>
<td>Manage cooperative public programs</td>
<td>Daily</td>
</tr>
<tr>
<td>Local jurisdiction staff and special interest groups</td>
<td>By phone, in person, letters, mailers, meetings and email</td>
<td>Research and respond to inquiries from jurisdiction staff and special interest groups. Represent ODOT in discussion of projects affecting other jurisdictions.</td>
<td>Daily</td>
</tr>
<tr>
<td>ODOT Managers and staff</td>
<td>By phone, in person, letters, mailers, meetings and email</td>
<td>Represent ODOT programs and positions, address issues, disseminate information and document communications</td>
<td>Daily</td>
</tr>
<tr>
<td>News Media</td>
<td>By phone, in person, letters, mailers, meetings and email</td>
<td>In concert with Public Affairs, provide project information, respond to inquiries, help resolve issues, provide project information, respond to inquiries 24 hours a day, seven days a week to resolve conflicts</td>
<td>Daily</td>
</tr>
</tbody>
</table>

Note: If additional rows of the below table are needed, place cursor at end of a row (outside table) and hit “Enter”.

SECTION 7. POSITION RELATED DECISION MAKING

a) Describe the typical decisions of this position.

Good judgment pertaining to what information is acceptable to share, when and with whom is required and must be determined by weighing what is in the best interest of ODOT. Failure to communicate appropriately can result in positioning the agency negatively in the public’s eyes. The incumbent in this position will decide how and when to communicate information relating primarily to construction and maintenance activities to stakeholders and the media and advise ODOT management as necessary.

b) Explain the direct effect of these decisions.

Proper and timely communication of this kind will allow the public to make educated travel decision and be informed about projects and will also cement good working relationships with members of the working press. This person makes decisions affecting the delivery of programs with minimal supervision after a plan of action is approved.
SECTION 8. REVIEW OF WORK

Who reviews the work of the position?

<table>
<thead>
<tr>
<th>Classification Title</th>
<th>Position No.</th>
<th>How</th>
<th>How Often</th>
<th>Purpose of Review</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tolling Manager (PEM G)</td>
<td></td>
<td>Reviews through meetings, oral and written communication</td>
<td>Annually and as needed</td>
<td>Weekly updates, as needed. Meets at least annually for formal performance evaluation</td>
</tr>
</tbody>
</table>

SECTION 9. OVERSIGHT FUNCTIONS FOR MANAGEMENT SERVICE SUPERVISORY (MMS) POSITIONS ONLY

NOT APPLICABLE FOR THIS SERVICE TYPE

SECTION 10. ADDITIONAL POSITION-RELATED INFORMATION

ADDITIONAL REQUIREMENTS: List any knowledge and skills needed at time of hire that are not already required in the classification specification:

- Experience gathering information of various kinds, writing, editing and producing print and electronic media materials for non-technical "lay" language.
- Be articulate and able to communicate by phone, in person and in writing.
- Must be able to work effectively and proactively in a teamwork environment
- Must be able to provide written and/or oral information to the media and public under tight deadlines and in potentially stressful situations
- Coordination, collaboration and strong people skills due to regular interaction with the public as well as internal ODOT stakeholders in Region 1 and Salem, and other regions
- Working knowledge of MS Office
- Working knowledge of SharePoint, govDelivery or similar web publishing software and InView
- Willingness and ability to learn use of other appropriate software
- Ability to take photographs with film and/or digital camera
- Maintains a valid driver's license and the ability to drive

Desired Attributes/Application Scoring Criteria for the Recruitment Announcement:

- Demonstrated ability to engage and communicate with diverse audiences and perspectives.
- Excellent verbal and written communication skills.
- Experience explaining technical information to a wide variety of audiences.
- Proven experience developing and implementing strategic communications and public engagement plans.
- Experience authentically engaging communities that have historically been marginalized in transportation planning processes.
BUDGET AUTHORITY: If this position has authority to commit agency operating money, indicate the following:

<table>
<thead>
<tr>
<th>Operating Area</th>
<th>Biennial Amount ($00000.00)</th>
<th>Fund Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Personal Services; Services &amp; Supplies; Capital Outlay)</td>
<td>N/A</td>
<td>None</td>
</tr>
<tr>
<td></td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

DESIGNATION OF CRIMINAL BACKGROUND CHECK (CBC) REQUIREMENT:
Review the criteria below. Indicate if the position is assigned these duties or responsibilities. If one or more boxes is checked yes, a CBC is required prior to filling the position. The employee in this position...

1. Provides information technology (IT) services and has control over access to Department information technology systems that could allow the individual to harm these systems or the information contained within the systems. This relates to having responsibilities that involve development, programming, installation, maintenance or other technical aspects related to Department hardware and software. It is not intended to include positions with responsibilities that only utilize IT systems, such as entering and retrieving data................................. [ ] Yes ☑ No

2. Has responsibility for receiving, receipting, or depositing money or negotiable instruments........................................ [ ] Yes ☑ No

3. Has responsibility for payroll functions. ................................................................................................................. [ ] Yes ☑ No

4. Has responsibility for purchasing or selling property, or has access to private property in the Department's custody (such as Right of Way and Facilities). It is not intended to include positions with responsibilities that may involve simply being on private property to perform certain duties. ................................................................................................................. [ ] Yes ☑ No

5. Has access to personal identification information about employees or members of the public, including Social Security numbers, date of birth, driver license numbers, medical information, personal financial information or criminal background information........................................................ [ ] Yes ☑ No

SECTION 11. ORGANIZATIONAL CHART

Attach a current organizational chart. Be sure the following information is shown on the chart for each position: classification title, classification number, salary range, and employee name and position number.

SECTION 12. SIGNATURES

________________________________________  ________________________________
Employee Signature                        Date                                 Supervisor Signature       Date

________________________________________  ________________________________
Appointing Authority Signature            Date                                 Printed Name of Appointing Authority

731-0729 (8/2014) ODOT HR Non-Management