

TO: Personnel Board

FROM: Julie Trimbell, Human Resources

DATE: December 9, 2014

SUBJECT: Food and Alcohol Policy Coordinator – Mayor’s Office

At the request of the Mayor’s Office, Human Resources has reviewed position #4004 of Food and Alcohol Policy Coordinator (CG18, Range 8) currently occupied by Mr. Mark Woulf. New responsibilities were added to this position in 2012 with respect to food policy, which have changed the scope of the position. Based on the position description submitted (attached), a review of comparable positions in the City’s classification plan, an interview with the incumbent and a review by the Mayor, it is recommended the Food and Alcohol Policy Coordinator position (#4004) be recreated as a Food and Alcohol Policy Administrator in CG18, Range 10 and the incumbent be reallocated to the new position.

Mr. Woulf was hired as an Alcohol Policy Coordinator in this position in January of 2011. At the time, the position was equally funded by the City of Madison and the University of Wisconsin. During the summer of 2011, the University withdrew their portion of the funding for the position. The City elected to fund the remaining portion and therefore had the flexibility to evaluate and modify the position. In the spring of 2012, the Mayor’s Office expanded the responsibilities of the position beyond alcohol policy to include substance abuse and food policy. At that time, it was determined the work would be an extension of the alcohol policy work and because it was unknown what the new responsibilities would specifically entail, only the title of the classification was updated.

The General Responsibilities of the Food and Alcohol Policy Coordinator state:

This position will direct food and alcohol policy work for the City of Madison by providing leadership and strategic direction to policymakers and stakeholders including, but not limited to, policy development, coordination, implementation, and analysis. The position will have an intense focus on providing equitable access to healthy, affordable, culturally appropriate food to all communities and developing policies that positively impact the health and well-being of all residents of the City of Madison and beyond. The responsibilities include leading the city’s efforts in food and alcohol policy, programs, and initiatives by engaging key stakeholders, including elected officials, senior management, and key organizations; directing the work of key policy committees and/or councils; implementing policies, programs, and initiatives relating to food and alcohol on behalf of the City by administering policy changes, managing contracts and projects, and leading initiatives; and, directly advising the Mayor on food and alcohol policy and serving as his or her representative on food and alcohol issues.

Currently, alcohol policy accounts for approximately 30% of the workload, the substance abuse work has become minimal and the food policy work accounts for the majority of the time. The position has evolved as new initiatives have been established, including the development of the Madison Food Policy Council whose mission is to:

...act in an advisory role to the Mayor and Common Council, developing and making recommendations on food policy changes and monitoring implementation relative to reducing hunger through providing community-wide access to food; enhancing the local and regional food economy; creating an

economically, socially, and environmentally sustainable local food system; and improving the health and nutrition of the community through local, healthy food options.

Some of the new and significant responsibilities of this position include:

- Provide direction, leadership, and professional staff support to the Madison Food Policy Council and each of its working groups;
- Develop and manage contracts for the purchase of services for food-related programming, including the development of Requests of Quotations/Proposals and managing the selection process of contracts;
- Develop, manage, oversee, and administer grant programming for food-related activities to include writing contracts with grantees, evaluating the funded programs, and overseeing the use of city resources devoted to project/program;
- Manage city resources (budget items) devoted to food policy, programs, and initiatives by developing proposals and monitoring their progress;
- Fundraise on behalf of the City for funding of food-related programs, initiatives, and/or projects to include providing leadership to organizations that have a relationship with the City to provide services by assisting in securing private funding for initiatives.

In reviewing all the duties and responsibilities of this position, and comparing to other similar classifications, placement in CG18, Range 10 appears to be appropriate.

The general responsibilities of the Housing Initiatives Specialist state:

This is responsible, professional work involving an understanding of local and regional housing trends, the assessment of housing trends in the region and the creation of strategies and initiatives to maintain a broad range of housing choices in the City of Madison, Wisconsin. The work involves communicating with organizations that participate in the finance, construction and operation of non-profit and private sector housing within the region and researching housing initiatives in other regions; working with other city departments and agencies on the implementation of housing initiatives; and assisting other city departments and agencies with planning activities that affect housing in the region. The incumbent will staff the Housing Strategy Committee and will have primary responsibility for the preparation of a biennial housing report for the Mayor and the Common Council.

Likewise the general responsibilities of the Neighborhood Resource Coordinator state:

This is responsible professional work involving the Mayor, the Common Council, Neighborhood Guidance Team (NGT), the Community Development Division (CDD), the Public Health Madison and Dane County (PHMDC), other City of Madison departments and divisions, and others necessary to support the efforts of the Neighborhood Resource Teams (NRTs), neighborhoods and community stakeholders. The focus of this position is to serve as team leader for the NGT, and to coordinate the City's NRT-related efforts to strengthen challenged neighborhoods. This position will help implement a portion of the City's overall community development goals by developing a cohesive and effective NGT that can guide and support the City's NRTs. This position, in coordination with others, will work to improve the quality of life and well-being in higher poverty/higher risk areas within the City of Madison, and increase the awareness of, and neighborhood resident group access to, public and private resources and services that will help those groups address these goals.

Although there are differences in terms of specific responsibilities and focus, all three classifications have responsibility within their respective areas for:

- Community issues;

- Research and assessment of trends and initiatives;
- Strategy and initiative creation and implementation;
- Communication, collaboration and coordination with numerous individuals, both internally and externally;
- Staffing committees and/or teams;
- Preparing and presenting reports and oral presentations to high level staff and officials;
- Monetary/budgetary considerations, such as grants, contracts and financial assistance.
- Strong leadership (although none of the classifications have responsibility for direct supervision of staff).

In terms of reporting structure, the Food and Alcohol Policy Coordinator position initially worked under the leadership of the Mayor, reporting directly to a Mayoral Assistant. However since spring of 2012, the position has had a direct reporting relationship to the Mayor in line with the Neighborhood Resource Coordinator.

Because the level of work performed is commensurate with the Neighborhood Resource Coordinator and Housing Initiatives Specialist in CG18, R10, I recommend position #4004 be recreated as a Food and Alcohol Policy Administrator in CG18, R10, and the incumbent be reallocated as such.

We have prepared the necessary Ordinance and Resolution to implement this recommendation.

Editor’s Note:

Compensation Group/Range	2015 Annual Minimum (Step 1)	2015 Annual Maximum (Step 5)	2015 Annual Maximum +12% longevity
18/08	\$56,393	\$66,919	\$74,950
18/10	\$61,215	\$73,569	\$82,398

cc: Paul Soglin, Mayor
 Enis Ragland, Mayoral Assistant
 Mark Woulf, Food and Alcohol Policy Coordinator