

TO: Personnel Board
FROM: Harper Donahue, Human Resources
DATE: February 18, 2015
SUBJECT: Street Vending Coordinator

At the request of the former Economic Development Division Director, Mr. Aaron Olver, and the former Office of Business Resources Manager, and new Economic Development Division Director, Matthew Mikolajewski, I have studied the position (#3612) of Street Vending Coordinator (CG16/R13), currently occupied by Mr. Warren Hansen. This position is currently housed within the Office of Business Resources, within the Economic Development Division (EDD), and reports directly to the Office of Business Resources Manager. I have met with Mr. Olver, Mr. Mikolajewski, and Mr. Hansen (the incumbent), and based on these meetings, a review of the position description (attached), a review of several comparable positions, and the City of Madison Personnel Rules, I recommend that the Street Vending Coordinator classification be moved to CG16/R14, and the incumbent is reallocated to the new range for reasons outlined in this memo.

The Street Vending Coordinator class spec (attached) identifies

“...responsible program administration, field and office work, and general leadership relating to the licensing, enforcement, and monitoring of the activities of street vendors, merchants, and sidewalk cafes using the sidewalks on the Capitol Square, Mall-Concourse (State Street), and other specified vendor locations. The work involves issuing licenses, making on-site observations and field inspections, communicating with the public and vendors, following up on complaints, issuing citations and performing other enforcement activities, collecting fees, and maintaining related records. The work also involves administering the street banner placement and reservation program; participate in the enforcement of related Sign and Graphic Ordinance provisions; and staffing of the Vending Oversight Committee. Work is performed under the general supervision of the Office of Business Resources Manager.”

Specific responsibility may include

- *“Develop, implement, and monitor systems and procedures for the selection, evaluation, placement, licensing, and management of various street vendors, food carts, banner placement, and cafe operations to ensure operation within applicable City regulations. Plan and execute the procedures for food cart reviews, recruit and coordinate the evaluation panels, monitor the tabulation of scores, recommend future site placements, coordinate vendor activity and placement during special events, and conduct the site placement lotteries.*
- *Issue vending licenses, maintain accurate records and filing system of current licenses and violations. Keep accurate insurance records. Maintain forms and statistical records pertaining to the score sheets from the annual food cart review.*
- *Make on-site observations, monitor activities of street vendors, examine licenses for validity, and ensure compliance with Ordinance 9.13 and the accompanying regulations, follow up on complaints from the public, prepare related reports, and issue citations for enforcement action. Participate in the enforcement of related Sign and Graphic Ordinance provisions. Work with the City Attorney’s Office on the interpretation, application, and enforcement of ordinances and regulations, including the prosecution of citations. Testify in court as required.*

- *Work with vendors and merchants to explain the ordinances and regulations, educate and re-educate vendors and merchants on appropriate activities and procedures.*
- *Communicate with City officials, staff of other City and State departments, committees, commissions, boards, interest groups, event organizers, and University of Wisconsin staff, students, and interest groups as needed. Make reports to the Common Council.*
- *Serve as administrative staff to the Vending Oversight Committee. Prepare agendas and related materials and develop recommendations and reports, as directed.*
- *Coordinate activities for the City Street Banner Program in accordance with City Ordinances (i.e., reservation of several Madison sites where public banners can be hung on overpasses or across streets). Review applications, determine eligibility, maintain a schedule of banners, collect appropriate fees, and provide information about the program. Make field inspections and enforce regulations, remove unauthorized banners, and issue citations as required.*
- *Perform general office functions relating to the street vending program including updating forms; typing memos, letters, and related correspondence; maintaining the informational database; answering telephone and in-person inquiries; assisting the public; and preparing all paperwork for the food cart review committee.*
- *Participate in the hiring and training, scheduling, evaluating, and overseeing the activities of hourly vendor monitor staff.*
- *Perform related work as assigned.”*

Mr. Hansen has been with the City since 1992. Originally with the Parks Division, Mr. Hansen has served several roles including Lifeguard, and Beach and Concession Supervisor. In 1998, Mr. Hansen was promoted to the Street & Vending Monitor position in the Department of Public Facilities. The Public Facilities Department was later discontinued and discussions revolved around moving the position to the City Clerk’s Office or Building Inspection. The position was ultimately moved to Building Inspection due to enforcement responsibilities. The classification was later retitled as a Street Vending Coordinator in March of 1999. Originally an hourly position, the position did not become permanent until it was placed in CG16 at Range 13 in July of 2000. Around this time, the position was moved again, this time to the newly created Office of Business Resources within the Division of Economic Development.

Since Mr. Hansen’s involvement, the growth of the City’s Street and Vending program should be noted:

Vending Program	Licenses (1998)	Licenses (2014)
Mall/Concourse Food Vendor	26	53
Sidewalk Cafes	23	75
Mall/Concourse Arts and Crafts Vendors	25	50
Southeast Campus Vending Area	0	10
Late Night Vending	0	10
Tabling Permits	0	3

To assist with program growth, a permanent part-time street vending monitor position was created in Compensation Group 16 at Range 09 to assist with monitoring demands. As demands grew, along with program expectations, additional duties and responsibilities were absorbed by the Street Vending Coordinator. Specific key changes include:

- Leadworker responsibilities over the part-time Street Vending Monitor;

- Sidewalk café placement expanded from curb-only placement;
- Participation in City's annual Freakfest;
- Late Night Vending license and areas established;
- Southeast Campus Vending area;
- Tabling and mobile licenses;
- Food Cart placement at area businesses and business parks;
- Work with City IT to establish and maintain Street Vending website;
- Work with software consultants, City IT, City Clerk, and Public Health to establish online licensing system; and
- Serve as public information contact.

The Street Vending Coordinator classification has a unique combination of duties and responsibilities, which makes it difficult to find appropriate placement in the City's classification system. The enforcement responsibilities are comparable to the City's Zoning Code Officer 1 (CG16/R13) classification which is described as:

"... responsible work involving the interpretation and enforcement of the City's zoning and street graphics ordinances and related regulations in the Inspection Unit of the Department of Planning and Development. The work involves: 1) performing counter work relative to the review and approval of various types of zoning, variance, and sign permit applications and plans and/or 2) performing field work involving the investigation of zoning or sign complaints, the final field inspection for certain types of permits, and other special project inspections."

There are strong similarities between these two positions, but a clear distinction should be given to the necessary knowledge, skills and abilities (KSA) requirements in the Zoning Code Officer 1 classification which require, "Knowledge of basic building construction principle and practices. Knowledge of the City's planning processes, the zoning and street graphics ordinances, and related administrative review and inspection procedures and requirements." Contrast this with the Street Vending Coordinator, which requires "Working knowledge of basic program and procedures planning, development, implementation, and administration techniques and practices."

However, when assessing the Street Vending Coordinator classification, attention must be given to responsibilities associated with City-wide program coordination. This leads me to consider another Compensation Group 16 classification for comparison purposes, The Playground Technician classification in Range 14. The Playground Technician is described as:

"...specialized technical work inspecting, installing, servicing, repairing and maintaining city playgrounds, and playground equipment and surfacing. Work includes directing and performing duties related to playground equipment safety and inspection, and providing technical information and assistance to supervisors, seasonal staff, equipment installation contractors and manufacturers, other park staff and the general public. The work involves laboring tasks, equipment operation, the use of common and specialized tools, and snow removal during winter months"

While the Playground Technician position has a City-wide impact, like the Street Vending Coordinator position, a distinction should be noted to the KSA's associated with the Playground Technician position which require, "Working knowledge of the materials, methods, tools and techniques used in the installation, repair and maintenance of playgrounds, and playground equipment and surfacing. Working knowledge of playground safety standards as set forth by the ASTM, CPSC and NPSI." While I acknowledge the work of the Street Vending Coordinator does not require the level of technical expertise/knowledge needed in the Playground Technician (CG16/R14) position, the high level of programmatic oversight involved in the work of the Street Vending Coordinator makes Range 14 placement appropriate. Subsequently, it should be

noted that while the City's Street Vending Program is housed within EDD's Office of Business Resources, and the Street Vending Coordinator reports directly to the Office of Business Resources Manger, the Street Vending Coordinator manages the Street Vending Program with a great deal of autonomy with limited direction.

When exploring comparable positions, the City's Comp Group Salary Conversion Chart was reviewed. The City's conversion chart equates the current CG16/R13 placement to CG18/03. While it is difficult to find an exact fit for a position as unique as this one in compensation group 16, it was equally as difficult to find a good fit when comparing this classification to non-represented classifications. Through my job analysis, I ultimately concluded that the work Mr. Hansen performs with the Office of Business Resources falls within a level above his current CG16/R13 placement. According to Mr. Hansen's position description (attached), 75% of his time is spent coordinating, educating, enforcing and issuing licenses, and 15% of his time is spent on duties related to staffing the Vending Oversight Committee.

While classifications in Compensation Group 18 were briefly explored for comparison purposes there were no positions which warranted a strong comparison to encourage movement from CG 16 to CG 18. The position continues to perform paraprofessional programmatic oversight, comparable to the work of Zoning Code Officer 1 and Playground Technician, both within Compensation Group 16. As such, movement to CG 16 at Range 14 allows for appropriate compensation. Upon careful review of the duties and responsibilities associated with the Street Vending Coordinator position, I found that the Playground Technician classification is the most comparable position in regards to appropriate compensation placement. As such, I recommend recreating the Street Vending Coordinator classification in CG16/R14, and reallocating the incumbent to the new range.

We have prepared the necessary Resolutions to implement this recommendation.

Attachments

Compensation Group/Range	2015 Annual Minimum (Step 1)	2015 Annual Maximum (Step 5)	2015 Annual Maximum +12% longevity
16/13	\$48,619.22	\$55,182.82	\$60,684.04
16/14	\$49,913.76	\$56,183.92	\$62,925.99

cc: Matthew Mikolajewski – Director, Economic Development Division
 Mike Lipski – HR Services Manager
 Warren Hansen – Street Vending Coordinator
 Greg Leifer – HR Labor Relations Manager