

TO: Personnel Board

FROM: Mike Lipski, Human Resources

DATE: February 9, 2018

RE: Pedestrian Bicycle Coordinator—Traffic Engineer

City Traffic Engineer/Parking Manager David Dryer has requested a study of the recently vacated position of Pedestrian Bicycle Coordinator (Pos. #1230, CG18, R06). The position has responsibility for developing media relations and public information campaigns regarding bicycle and pedestrian issues, as well as conducting traffic studies and addressing safety concerns. However, Mr. Dryer sees this as an opportunity to add higher-level responsibility for design work into this position. After reviewing the updated position description and meeting with Mr. Dryer and Asst. City Traffic Engineer Yang Tao, I recommend that the classification of Pedestrian Bicycle Coordinator be retitled to Pedestrian Bicycle Administrator, the new classification be placed in CG18, R10, and the existing vacant position be recreated in the new classification and range, for the reasons outlined below.

As noted, the existing position had primary responsibility for outreach and safety. As far as outreach is concerned, the position was responsible for media relations and outreach to raise awareness of safety issues as it relates to pedestrians and bicyclists. The position would work with Police to conduct safety training, and with the school district as it relates to placement of school crossing guards. It also would conduct safety studies to determine problem areas in the City and the data obtained would be used when designing future projects. However, this position was not generally involved in the design of public works projects, and did not have a role in project management.

While the functions the Pedestrian Bicycle Coordinator performed were important, the intent for this new position will be to take a greater role in oversight of pedestrian and bicycle issues. This includes serving as staff to various committees which address pedestrian and bicycle planning issues. The position would serve as lead in developing bicycle and pedestrian plans and policies. The position would work with engineers and traffic engineers to ensure that bicycle and pedestrian concerns are addressed in upcoming projects. This may include design of new bike paths, or bike lanes and crosswalks to improve safety. The expectation would also be that the incumbent could oversee the project, coordinating across agencies to ensure successful completion of the work. Safety studies would still be a part of this position, but the position would take the work to the next level, recommending and designing projects to resolve the issue. This new work is a significant portion of the updated position description, making up close to 30% of the new position. Because of this new work, Mr. Dryer would be looking for someone who has three years' experience in planning or engineering with a focus on transportation-related issues. This experience would be supplemented by a 4 year degree in city or transportation planning, civil or transportation engineering, or a closely related field. These requirements are higher than what was in the Pedestrian Bicycle Coordinator position, which only required 1 year of experience administering a program, supplemented by a degree in planning, public safety, education, or journalism.

Because the updated position has a different focus, I recommend that the title be changed from Pedestrian Bicycle Coordinator to Pedestrian Bicycle Administrator. Generally, an administrator is one who oversees all issues related to particular area of responsibility, while a coordinator focuses on certain aspects of that area. Because the former position was focused on outreach and safety, coordinator was an appropriate title. However, because the new position is expected to have a broader area of responsibility, to include the planning, design, and project management of pedestrian and bicycle issues, the administrator title is now appropriate.

When reviewing the position for placement in the salary schedule, I recommend that it be placed in CG18, Range 10. This is equivalent to the City's Food Policy Coordinator. The 2016 Food Policy Coordinator job posting describes

...food 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. This position will also oversee several food-related programs and provide administration and analysis of the programs. The position will have an intense focus on increasing equitable access to healthy, affordable, and 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 position is responsible for integrating principles of racial equity and social justice into all aspects of food systems work. The responsibilities include leading the city's efforts in food policies, 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 on behalf of the city by administering policy changes, managing contracts and projects, and leading initiatives; and, directly advising the Mayor on food policy and serving as his or her representative on food issues.

This work is similar in nature to the Pedestrian Bicycle Administrator's responsibility to engage the community and stakeholders regarding pedestrian and bicycle issues, work through safety concerns, develop and deliver training on related issues, and consult with alders, boards, and commissions on pedestrian and bicycle safety issues. Other comparable positions in CG18, Range 10, include Engineer 3 and Planner 3. In fact, a distinguishing feature of the Planner 3 classification is the expectation to serve as staff to major City boards or commissions, similar to the responsibility found in this position. Based on the updated responsibilities and the comparable positions described herein, I recommend that the Pedestrian Bicycle Administrator classification be placed in CG18, Range 10 and the current position of Pedestrian Bicycle Coordinator be recreated as a Pedestrian Bicycle Administrator in the new range. The necessary resolution to implement this recommendation has been drafted.

Editor's Note:

Compensation Group/Range	2018 Annual Minimum (Step 1)	2018 Annual Maximum (Step 5)	2018 Annual Maximum +12% longevity
18/10	\$ 67,192	\$ 80,753	\$90,443

cc: David Dryer—City Traffic Engineer/Parking Manager
Yang Tao—Assistant City Traffic Engineer
Anne Monks—Deputy Mayor