

TO: Finance Committee

FROM: Julie Trimbell, Human Resources Analyst

DATE: February 22, 2023

SUBJECT: Code Enforcement Officer1 – Parking Division

On December 6, 2022, the Common Council adopted the Transportation Demand Management (TDM) ordinance to take effect June 16, 2023. The 2023 Adopted Operating Budget for the Parking Division includes a new 1.0 FTE position of Code Enforcement Officer 1 (CG16, Range 13) to develop this new workflow and administer the program. Director of Transportation Tom Lynch has requested a study of this vacant position to determine if it is properly classified based on the job responsibilities needed of the position. Based on meetings with Tom and Building Inspection Division Director Matt Tucker, and a review of the position description and other classifications within the City, I recommend recreating the position as an Economic Development Program Coordinator in CG16, Range 17 for the reasons outlined in this memo.

The TDM ordinance is designed to decrease motor vehicle travel and increase sustainable transportation by evening out the subsidies developers and property owners provide for each travel mode. Changes in land use require a points based Transportation Demand Management Plan, submitted by developers and property owners, prior to approval of the development and/or change in land use.

This new program requires the development of a new workflow in the land use change and approval process. This new position will initially be responsible for developing the approval and recertification workflows, and then administering the program thereafter. The job functions of this position will include:

- Developing the workflow process that interacts with development approval and land use change approval process.
- Developing methodology for reviewing and approving TDM plans.
- Developing the fee structure and revenue collection process.
- Developing a public-facing website outlining the TDM application and approval process.
- Interacting with developers to educate them on the TDM process and answer questions.
- Reviewing TDM plans for compliance with the ordinance.
- Reviewing, granting, or denying requests for discretionary points from developers.
- Reviewing discretionary point requests from developers with the Transportation Commission (TC). Preparing staff recommendations regarding discretionary point requests.
- Reviewing TDM point values and program structure on an annual basis. Forwarding recommendations for modifications and refinements to the TC for consideration.
- Performing field visits to review TDM program compliance.

- Addressing non-complying TDM applicants and performing enforcement activities.
- Developing the workflow process, fee structure and revenue collection process for recertification.
- Developing enforcement/fee policy and process for past due recertification.

As this is a new program with a short timeline in which to develop and implement it, the reclassification into an existing classification that most closely represents the work in terms of level of responsibility and scope is necessary. In reviewing existing classifications for comparison purposes, the classification of Economic Development Program Coordinator (CG 16, Range 17) describes “...responsible program coordination, which includes field and office work, and special project and general leadership work in conjunction with the City's professional economic development activities. The work involves providing business assistance, research, project management, and staffing in support of the City's economic development goals within a specific program area. Programs vary and may include Street Vending, construction planning, etc. This position will gather data, conducting economic development studies as assigned, and providing various types of assistance to developers and/or business owners.” Although the new position in Parking is not performing economic development activities per se, the responsibilities are similarly related to the Street Vending Coordinator, which is responsible for independently coordinating the Street Vending program and working with stakeholders within the City and the business community. They are also similar in that they:

- Relate to the development of new businesses and expansions of existing businesses;
- Encompass working with developers and business owners for education and compliance of the program;
- Include a fee structure and recertification process;
- Involve field work and enforcement duties; and
- Include a public facing website explaining the program and its requirements.

The work over the first year may change to some degree once the program is in place whereby another position study may be warranted to more appropriately classify the position.

The training and experience requirements for this position would be two years of experience in City planning, business, or public administration and Bachelor's Degree in planning, business administration, public administration or a related field. Other combinations of training and/or experience which can be demonstrated to result in the possession of the knowledge, skills, and abilities necessary to perform the duties of the position will also be considered.

The funding increase for this position in 2023 is absorbed by the salary savings achieved by being vacant for the first three months of the year. In future years, the salary and TDM program, in general, will be funded by the revenue it generates through application and recertification fees.

Based on the prior analysis, I recommend recreating the new 1.0 FTE position as an Economic Development Program Coordinator in CG 16, Range 17 within the Parking Division budget.

The necessary resolution to implement this recommendation has been drafted.

Editor's Note:

Compensation Group/Range	2023 Annual Minimum (Step 1)	2023 Annual Maximum (Step 5)	2023 Annual Maximum +12% longevity
16/13	\$58,182	\$64,839	\$72,620
16/17	\$64,585	\$74,525	\$83,468

cc: Tom Lynch – Director of Transportation
Stefanie Cox – Assistant Parking Utility Manager
Tory Larson – Interim Employee and Labor Relations Manager
Rick Marx – Local 6000
Joe Seifert - Local 6000 representative