

## CITY OF MADISON POSITION DESCRIPTION

1. Name of Employee (or "vacant"):

Vacant

Work Phone:

2. Class Title (i.e. payroll title):

Economic Development Program Coordinator in CG16, Range 17

3. Working Title (if any):

Transportation Demand Management Coordinator

4. Name & Class of First-Line Supervisor:

Stefanie Cox

Work Phone: 608-266-6546

5. Department, Division & Section:

Transportation, Parking

6. Work Address:

215 Martin Luther King Jr Blvd  
Suite 109, Madison Municipal Building  
Madison, WI 53703

7. Hours/Week: 38.75

Start time: 8:00 End time: 4:30

8. Date of hire in this position:

NA

9. From approximately what date has employee performed the work currently assigned:

NA

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10. Position Purpose: (How this position fits into the overall mission, vision, and goals of your agency and work unit.)

The City of Madison encourages sustainable transportation modes that reduce greenhouse gas emissions and preserve transportation capacity. This position develops, administers, and enforces a Transportation Demand Management program and ordinance. This program evens the subsidies given to transportation modes by requiring developers and property owners to provide accommodations and incentives for pedestrian, bike, and transit travel in measure with the accommodation provided for motor vehicle travel. This is a key initiative in fulfilling both the Department's and City's climate and transportation goals.

11. Position Summary:

This is a professional position that is responsible for developing, administering, and enforcing Madison's Transportation Demand Management ordinance. The position interacts with other agencies within the City through the land use development and change workflow. It includes developing several workflows, interacting with developers and property owners explaining the ordinance requirements, developing a fee structure for program sustenance, and reviewing TDM plans for compliance. The position will interact with the Transportation Commission to suggest changes to the program requirements and present appeals and request for variances by applicants.

12. Functions and Worker Activities: (Do NOT include duties done on an "Out-of-Class" basis.)

- 30% A. Program Development
  - 1. Develop the workflow process that interacts with development approval and land use change approval process.
  - 2. Develop methodology for reviewing and approving TDM plans.
  - 3. Develop the fee structure and revenue collection process.
  - 4. Develop the workflow process, fee structure and revenue collection process for recertification
  
- 20% B. Public Interaction
  - 1. Develop a public-facing website outlining the TDM application and approval process.
  - 2. Interact with developers to educate them on the TDM process and answer questions.
  
- 35% C. Program Compliance
  - 1. Review TDM plans for compliance with the ordinance.
  - 2. Review, granting, or denying requests for discretionary points from developers.
  
- 5% D. Transportation Commission Interaction
  - 1. Review discretionary point requests from developers with the Transportation Commission (TC). Prepare staff recommendations regarding discretionary point requests.
  - 2. Reviewing TDM point values and program structure on an annual basis. Forward recommendations for modifications and refinements to the TC for consideration.
  
- 5% E. Enforcement
  - 1. Perform field visits to review TDM program compliance.
  - 2. Address non-complying TDM applicants and performing enforcement activities.
  - 3. Develop enforcement/fee policy and process for past due recertification.

13. Primary knowledge, skills and abilities required:

Generally, positions in this classification will require:

Two years of experience in City planning, business, finance, or transportation. Such experience would normally be gained after graduation from an accredited college or university with a Bachelor's Degree in planning, business administration, economics, finance, public administration, real estate 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.

Specific training and experience requirements will be established at the time of recruitment.

Working knowledge of the procedural aspects of the City of Madison's development and land use process including the various stages of application review and approval within the City structure.

Working knowledge of the principles, terminology, and application of planning and development concepts, to include familiarity with the TDM ordinance. Working knowledge of and ability to use computer software applicable to the duties of the position.

Ability to gain the knowledge of the principles, practices, and terminology applicable to enforcing the City's Transportation Demand Management ordinances and program. Knowledge of the general challenges faced by businesses, developers, and property owners. Ability to gain the knowledge of effective TDM measures.

Ability to perform program administration activities including planning, recordkeeping, reporting, organizing and prioritizing activities, developing procedures, and overseeing the activities of lower level staff.

Ability to assist the business, development, and property owners in interfacing with the TDM program in a timely manner.

Ability to evaluate cost and benefits associated with TDM measures in order to grant discretionary points for compliance

Ability to communicate effectively and express TDM concepts both verbally and in writing. Ability to develop and maintain effective working relationships with the business community, merchants, customers, enforcement personnel, elected officials, co-workers, the general public, and the development community.

Ability to collaborate with and build consensus among individuals with different points of view.

Ability to effectively engage with potentially aggressive individuals.

Ability to compile and report statistical data. Ability to multi-task and prioritize work on multiple time-sensitive projects simultaneously.

Ability to work effectively both individually and as a team member. Ability to work independently, quickly assess situations and make decisions. Ability to maintain adequate attendance.

On occasion the incumbent will be expected to attend meetings outside the regular work schedule, including early mornings, evenings, and weekends.

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14. Special tools and equipment required:

None

15. Required licenses and/or registration:

None

16. Physical requirements:

Work is generally performed in an office environment, either sitting or standing at a workstation or in conference rooms using standard office equipment such as a computer, telephone, copier, etc. On an occasional basis, this position will be required to inspect properties for compliance.

17. Supervision received (level and type):

General supervision from the Parking Manager

18. Leadership Responsibilities:

This position:  is responsible for supervisory activities (Supervisory Analysis Form attached).  
 has no leadership responsibility.  
 provides general leadership (please provide detail under Function Statement).

19. Employee Acknowledgment:

I prepared this form and believe that it accurately describes my position.  
 I have been provided with this description of my assignment by my supervisor.  
 Other comments (see attached).

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EMPLOYEE

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DATE

20. Supervisor Statement:

- I have prepared this form and believe that it accurately describes this position.
- I have reviewed this form, as prepared by the employee, and believe that it accurately describes this position.
- I have reviewed this form, as prepared by the employee, and find that it differs from my assessment of the position. I have discussed these concerns with the employee and provided them with my written comments (which are attached).
- I do not believe that the document should be used as the official description of this position (i.e., for purposes of official decisions).
- Other comments (see attached).

\_\_\_\_\_  
SUPERVISOR

\_\_\_\_\_  
DATE

Instructions and additional forms are available from the Human Resources Dept., Room 261, Madison Municipal Bldg., calling 266-4615 or visiting [cityofmadison.com/employeeenet/policies-procedures/position-descriptions](http://cityofmadison.com/employeeenet/policies-procedures/position-descriptions).