

BICYCLE AND PEDESTRIAN PROGRAM MANAGER

CLASS DESCRIPTION

General Responsibilities:

This is a professional supervisory, managerial and administrative position as the head of the Bicycle and Pedestrian Section/Program within the Traffic Engineering Division. Work involves developing the City's bicycle and pedestrian program to improve access to bicycle and pedestrian infrastructure, and to promote active transportation and a healthy community. This position develops ped-bike partnerships with external organizations and governmental bodies, cultivates media contacts, coordinates cross-departmental ped-bike initiatives, develops public information campaigns, and seeks to institutionalize non-motorized transportation policies within City government. The work involves collecting and analyzing a wide range of pedestrian and bicycle transportation planning information; preparing planning documents, analytic reports and graphic materials; providing related information, interpretations, evaluations and recommendations regarding pedestrian and bicycle strategies, processes, policies and designs to achieve program goals of increasing safe bicycle usage; and supervising staff who assist with these duties and responsibilities. Under the general supervision of the City Traffic Engineer and Parking Manager, the employee exercises considerable judgment and discretion in meeting programmatic objectives, both directly and through subordinates.

Examples of Duties and Responsibilities:

Develop and manage the City's Bicycle and Pedestrian program and services, including development and implementation of a City of Madison bicycling and pedestrian strategic plan which builds on and strengthens existing plans. Identify, prioritize and implement Bicycle and Pedestrian projects to achieve program objectives within policy and budgetary parameters. Lead and coordinate cross-departmental efforts and serve as liaison with other governmental agencies and community organizations. Work to promote non-motorized transportation. Recommend multi-faceted plans and strategies designed to achieve program goals. Prepare comprehensive pedestrian and bicycle plans as components of the City's land use plans, neighborhood development plans and transportation studies. Monitor implementation of Bicycle and Pedestrian plans. Perform evaluations on the success or failure of such implementation and recommend changes to improve the process. Maintain awareness of emerging best practices and ensure that the Bicycle and Pedestrian program is in line with current trends in pedestrian/bicycle programs. Provide recommendations to the City Engineer in the preparation of pedestrian and bicyclist capital improvement projects, and budgets.

Act as staff resource for City's Bicycle and Pedestrian program and as subject-matter expert to respond to public or agency inquiries. Develop and maintain effective relationships with other City departments, units of government and local and national bicycle and professional organizations in order to carry out plans, policies and projects. Work with external bodies to seek recommendations on effective programs and implementation of projects. Review

development proposals across departmental lines to ensure that local bicycle and pedestrian requirements are incorporated and to assess bicycling and walking impacts.

Develop informational materials and outreach plans for public education regarding program impact, alternative transportation utilization, and public safety and other potential benefits. Attend and make presentations at meetings of neighborhood associations, civic and other groups or organizations to answer questions and solicit support for pedestrian/bicycle plans and programs. Develop and maintain media materials and media relations. Convey education and safety information through the development and dissemination of such materials as news releases, brochures, reports, presentations, and radio and television broadcasts and appearances. Oversee education efforts with local educational institutions and community organizations. Provide for and/or conduct workshops and seminars on pedestrian and bicycle safety and related matters.

Identify potential grants, prepare and submit grant applications for funding. Administer grants relative to construction/capital projects as well as pedestrian and bicycle safety and operational projects.

Supervise staff responsible for performing such functions as developing and implementing educational programs, and coordinating bicycle licensing. Hire, train, schedule and review the work of subordinates. Process grievances, monitor subordinate performance and issue discipline as required.

Conduct and direct the investigations and engineering analysis of bicycle and pedestrian safety studies. Prepare cost benefit analysis and development, installation and evaluation of engineering countermeasures. Conduct reviews of adult school crossing guard placements. Review requests, collect necessary data, and make recommendations for placement or deletion of adult school crossing guards to the Pedestrian, Bicycle and Motor Vehicle Commission and other commissions and/or agencies. Maintain planning information systems and databases related to assigned areas of responsibilities such as bicycle parking, bike usage, mode split and design alternatives used to further bike safety and encourage/increase bike ridership.

Receive and investigate complaints and inquiries regarding pedestrian and bicycle safety matters. Initiate appropriate action and make recommendations to the City Traffic Engineer for further action.

Attend and/or staff various City committees, commission and staff team meetings as directed. Assist in the Plan Commission development review process and site plan review matters as it pertains to bicycle and pedestrian needs and accommodations.

Represent the Traffic Engineering Division at public meetings and on committees. Serve in the absence of the City Traffic Engineer as assigned.

Perform related work as required.

QUALIFICATIONS

Knowledge, Skills and Abilities:

Thorough knowledge of transportation planning and practices, bicycle and pedestrian facility design, project management and relational databases. Thorough knowledge of theories and techniques related to planning, promotions and public relations. Thorough knowledge of public involvement process, methods, and organizing and conducting effective public meetings. Working knowledge of information technology and computer capabilities applicable to functional responsibilities. Working knowledge of rules, responsibilities and techniques specific to pedestrian and bicycle safety. Ability to prepare effective promotional and public relations materials, plans and strategies. Ability to plan and lead the activities of various work groups and volunteers to complete various phases of program implementation. Ability to apply federal, state and city laws, codes, standards, and transportation and urban planning and design concepts and practices applicable to the area of specialization. Ability to communicate effectively both orally and in writing. Ability to prepare effective public service information, presentations, programs and educational materials. Ability to research and prepare recommendations on pedestrian and bicycle issues involved in various planning activities. Ability to communicate complex technical matters to non-technical children and adults, including making presentations to community organizations and the media. Ability to interact effectively, engage in problem solving and cross-functional team building, conduct negotiations, and partner with citizens, community groups and contractors. Ability to work independently. Ability to demonstrate safe bicycle and pedestrian traffic techniques. Ability to resolve conflicting interests. Ability to work with diverse groups and individuals. Ability to effectively advocate for a position. Possess persuasive abilities sufficient to mobilize support for sometimes controversial projects. Ability to maintain adequate attendance.

Training and Experience:

Generally, positions in this classification will require:

Five years of responsible managerial experience in planning, marketing, public relations, and/or promotion of a pedestrian and bicycle or related program. Such experience would normally be gained after completion of a bachelor's degree in business administration, urban planning, transportation planning, public administration, marketing, education, journalism, 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 this position will also be considered.

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

Physical Requirements:

The incumbent in this position may be required to lift and carry items weighing up to 40 pounds and set up materials and equipment for presentations and other promotional engagements. Work may include evening and weekend hours in attending meetings and giving presentations. The incumbent should also be able to physically access bike paths throughout the City and should be able to ride a bicycle.

Department/Division	Comp. Group	Range
Traffic Engineering Division	18	12

Approved: _____
Brad Wirtz
Human Resources Director
Date