

TO: Personnel Board

FROM: Michael Lipski, Human Resources

DATE: February 10, 2011

SUBJECT: Bicycle and Pedestrian Program Manager

The Mayor's operating budget for 2011 includes the creation of a Bicycle and Pedestrian Program Manager within the Traffic Engineering budget. Because this is a new position, I have been asked to study the position and recommend a classification and a salary range. Based on my analysis of the proposed position's duties and responsibilities and discussion with David Dryer, the City Traffic Engineer and Parking Manager, I recommend that a new classification of Bicycle and Pedestrian Program Manager be created within CG 18, Range 12 and that the position created in the budget be placed in the new classification, CG, and Range.

In the Mayor's 2011 Executive Budget document, the new position is described as follows:

...dedicated to Bicycle and Pedestrian infrastructure improvements and program administration. [The new position] will help advocate for, coordinate and implement bicycle and pedestrian related programs.

The Traffic Engineering Division, in conjunction with the Mayor's Office, prepared a position description describing the expected duties and responsibilities of the new position (see attached). The duties and responsibilities are consistent with the description provided in the budget in that the position will have responsibility to "...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..." The position will also serve as a subject matter expert for issues related to bicycle and pedestrian matters. In addition, the position will be responsible for promoting bicycle and pedestrian initiatives to outside entities and with the media. The position will have supervisory responsibility over technical staff and will have safety-related responsibility as it relates to crossing guard placement and other safety matters.

The City has a current classification in CG18, Range 6, titled Pedestrian-Bicycle Coordinator, with one incumbent. However, this position was eliminated in the 2011 operating budget. The duties and responsibilities of the Coordinator position had safety as its primary focus, as can be seen in the general description of the position:

This is professional and supervisory work in the development, coordination and implementation of a pro-active safety plan to reduce pedestrian and bicycle accidents (within the context of an overall traffic safety program). This position supervises subordinate staff responsible for educational, bicycle licensing, and related activities, and is responsible for developing media contacts and public information campaigns, assisting and encouraging local agencies and organizations in their safety education efforts. In addition, this position performs and contributes to planning activities, collects and analyzes data, coordinates grant writing activities, and works to improve pedestrian and bicyclist safety in Madison.

The newly created position, while having minor responsibility for safety-related issues, is primarily responsible for strategic planning and implementing new bicycle and pedestrian initiatives throughout the City. This is a changed focus from the current position and is also higher-level work. As such, placement in the current classification is not appropriate. Rather, a new classification of "Bicycle and Pedestrian Program Manager" should be established reflecting the higher-level management position that is being created. The class specification for the new classification is attached.

I recommend placement of the new classification in CG18, Range 12. Again, this placement is substantially higher than the Coordinator position, but is reflective of the higher-level work being asked of this position. Other positions with similar responsibility in Range 12 include the Business Development Specialist, the Real Estate Development Specialist, the Organizational Development and Training Officer, and the Risk Manager. All four of these classifications have specific programs for which they are responsible, and these programs have an impact across City departments and/or with the public. The Business Development Specialist is responsible to "Develop and direct a program of regular contact and outreach to businesses and employers in the community in order to promote retention, expansion and business start-up." This is similar to the Bicycle and Pedestrian Program Manager responsibility to create and implement a Bike and Pedestrian strategic plan, including responsibility to "Lead and coordinate cross departmental efforts and serve as liaison with other governmental agencies and community organizations." The Real Estate Development Specialist is responsible for the planning, coordination and implementation of the City's Tax Incremental Financing program, which includes responsibility for "...ongoing project management and coordination with and/or leadership of various ad-hoc inter/intra-departmental project teams." This is also consistent with the level of responsibility assigned to the Bicycle and Pedestrian Program Manager and the Bicycle and Pedestrian strategic plan.

The Organizational Development and Training Officer and Risk Manager both have responsibility to lead and administer a City-wide program. The Organizational Development and Training Officer has responsibility for "... developing and implementing the City's organization development and training program and associated activities." The Risk Manager is responsible for administering the City's "...comprehensive risk management program..." Again, this is similar to the Bicycle and Pedestrian Program Manager's responsibility for developing and administering the Bicycle and Pedestrian program within Traffic Engineering and for developing and implementing a bicycle and pedestrian strategic plan. These comparables demonstrate that placement in CG18, Range 12, is an appropriate level for the new classification.

Positions in higher ranges have greater levels of supervisory responsibility and/or budgetary impact that make placement at a higher range inappropriate. For instance, positions in CG18, Range 14 include all the Public Works Division Operations Managers. These positions have responsibility for the operations of various Public Works divisions, including Streets, Water, Parks, Transit, and Engineering. This responsibility includes assisting in the development and monitoring of capital and operating budgets of millions of dollars and supervising large staffs of employees, in some cases upwards of 70 permanent employees and significant numbers of seasonal employees through subordinate supervisors. This level of budgetary impact and supervisory responsibility is not found in the Bicycle and Pedestrian Program Manager. As such, the recommended placement in Range 12 is consistent with other positions in the City's system.

We have prepared the necessary Ordinance and Resolution to implement this recommendation.

Attachments

Compensation Group/Range	2011 Annual Minimum (Step 1)	2011 Annual Maximum (Step 5)	2011 Annual Maximum +12% longevity
18/12	\$62,073	\$74,938	\$83,928

cc: David Dryer-City Traffic Engineer and Parking Manager  
Ray Harmon-Office of the Mayor