

TO: The Board of Estimates
FROM: Harper Donahue, Human Resources
DATE: April 24, 2014
SUBJECT: Principal Planner (Transportation)

To meet City needs, Planning Division Director, Katherine Cornwell, is seeking to add an additional Principal Planner position to her staff that will solely represent City of Madison interests in regards to City transportation needs. This stems from major transportation initiatives which include the Transportation Master Plan, the implementation of a Bus Rapid Transit system, planning for an Intermodal Bus Terminal, and the South Capitol TOD Study. Successful implementations of these key initiatives, that are currently underway, require guidance and leadership in coordinating staffing needs to ensure successful, long-term implementation. The City's current transportation planning program is understaffed, and current positions lack the specialized knowledge of federal, state and local transportation laws, policies, procedures, and grant opportunities. Based on my conversations with Ms. Cornwell and a review of the submitted position description, I recommend that a Principal Planner 1 position be created in the Planning Division budget to be posted through an internal competitive process. Upon filling the position, the underlying vacancy will be deleted to fund the new position.

To initiate this process, Cornwell has submitted a Position Description which describes:

Supervisory and administrative work in the development, implementation, and direction of major transportation work programs within the Planning Division. The work is characterized by responsibility for supervising all of the activities and functions of the Transportation Policy and Planning Section.

Specific duties detailed in the position description include:

Direct the activities and functions of the Transportation Policy and Planning Section - transportation planning policy; information services; and land use/transportation policies, regulations and review. Plan and organize section planning and related special projects, activities, cross-functional agency teams and relationships with other local jurisdictions, state and federal agencies. Develop work programs and schedules.

Supervise and coordinate staff involved in:

- *Developing and maintaining the City's transportation master plan elements;*
- *Formulating and maintaining the City's urban transportation policies;*
- *Working with other communities, officials, neighborhoods and businesses to prepare and implement transportation plans (including corridor and station area plans);*
- *Compiling and analyzing data and information relating to transportation planning (e.g., mapping, needs assessment studies, travel demand forecasting information, etc.);*
- *Managing, implementing and recommending changes to City transportation policies and regulations (e.g., long range transportation objectives and policies, street design ordinances, etc.);*
- *Reviewing specific transportation plans and project proposals (e.g., transportation corridor plans, street design plans, bicycle and pedestrian facility improvement plans, local and intercity transit plans, high-capacity transit plans, etc.); and*

- *Providing professional staff support to the Madison Long Range Transportation Planning Committee.*

Monitor changes in transportation financing, legislation, innovative facility design and implementation techniques. Recommend amendments to existing planning processes and City of Madison policies, as appropriate.

Communicate and coordinate work activities with other City agencies and other public and private organizations (including state and federal entities). Prepare staff recommendations on planning document and transportation projects, as they relate to long range comprehensive plans.

Hire, train, assign, supervise and evaluate subordinate professional and technical staff.

Serve as project manager and/or principal staff for major public transportation projects. Manage associated consultant contracts.

Provide staff support to citizen task forces, oversight committees and other public policy groups as assigned.

Organize and prepare technical written reports. Provide administrative and technical assistance to elected officials, and City boards, commissions and committees.

After reviewing the submitted position description, I find that the duties are consistent with the City’s current Principle Planner classification which describes:

...responsible supervisory and administrative work in the development, implementation, and direction of major work programs within the Planning Unit. This work is characterized by responsibility for supervising all of the activities and functions of the Comprehensive Land Use Planning Section or Physical and Special Projects Planning Section. This work, under the direction of the Planning Unit Director, is characterized by considerable independent responsibility.

Assigning the new work to this newly created position will accelerate Madison’s sustainable transportation system planning, support the management of the Long Range Transportation Commission, ensure oversight of federal transportation grants, improve integration of land use and transportation planning efforts and enhance efforts to make Madison an even more pedestrian, bike and transit friendly place. To minimize the fiscal impact of this new position, Planning intends to post and fill this position through an internal competitive process. Upon filling the position, the underlying vacancy will be deleted.

Attachments

Compensation Group/Range	2014 Annual Minimum (Step 1)	2014 Annual Maximum (Step 5)	2014 Annual Maximum + 12% longevity
18/15	\$75,944	\$91,439	\$102,414

cc: Katherine Cornwell – Planning Division Director
 Steve Cover – DPCED Director
 Mike Lipski – HR Services Manager