

TO: Personnel Board
FROM: Mike Lipski, Human Resources
DATE: April 18, 2018
RE: Parking Community Outreach Specialist

City Traffic Engineer/Parking Manager David Dryer and Assistant Parking Utility Manager Sabrina Tolley have requested creation of a new classification of Parking Community Outreach Specialist to oversee communications for the Parking Utility. After reviewing the position description and meeting with Ms. Tolley and Parking Engineer Bill Putnam, I recommend that a new classification of Parking Community Outreach Specialist be created in CG18, Range 4, and position #1253 of Parking Technical Aide be recreated as a Parking Community Outreach Specialist, to be underfilled as a Parking Technical Aide until the new position is filled through an internal competitive process.

Over the last 5+ years, the Parking Utility has realized an increased need for coordinated communication and outreach to the public. The increased presence of social media has presented a new way for the Utility to communicate, and the public expects communication through the various social media. In addition, there is a need to better coordinate communications with area business and develop closer partnerships. These needs have become more apparent with recent large construction projects which have affected businesses and the ability for customers to park and access businesses during construction. In fact, when recruiting in 2015 for a Parking Technical Aide, the position was posted with a working title of Parking Outreach Aide, reflective of this need for greater communication. Since that time, the need for communication has increased to the point the Parking Utility needs a full-time position to perform this work.

The Parking Technical Aide classification describes

...technical support work in the Parking Utility. The work involves specialized data collection and compilation, manual and computer assisted graphic and technical drawing and material preparation, public contact and complaint handling, provision of assistance to professional staff, and carrying out specific program responsibilities.

The classification includes responsibility for drafting informational materials for the Utility, but the main focus is conducting parking studies and occupancy reports for on-street parking. Even with the expanded focus on outreach in 2015, the submitted position description at that time only allocated about 50% of the time to outreach, and it was limited to the responsibilities in the class specification. In contrast, the new position would be responsible for outreach and communication over 90% of the time. Higher level responsibilities not found in the Parking Technical Aide include development and maintenance of the agency website, develop and solicit new marketing opportunities, coordinate customer feedback surveys, develop and maintain relationships with businesses, especially those impacted by construction projects which eliminate or reduce area parking, and maintain the Utility's social media presence.

When reviewing the proposed responsibilities, they compare favorably with the Water Community Outreach Specialist, in CG18, Range 4. The Water Community Outreach Specialist has responsibility for

...professional communications and community outreach work for the Madison Water Utility. The work involves designing and producing educational, public information, social media, and internal communications materials and activities for the Water Utility under the general supervision of the Public Information Officer.

Because of the similarities between the proposed PD and the Water Utility classification, I recommend creating a new classification of Parking Community Outreach Specialist, in CG18, R4. I also recommend recreating the Parking Technical Aide position which has taken on some of these responsibilities as the Parking Community Outreach Specialist. This position will remain underfilled as a Parking Technical Aide until the new position is filled, through an internal competitive process. Finally, while the Parking Utility will lose some ability to conduct parking studies as a result of this move, I noted previously that the Utility will likely be requesting creation of a Civil Technician 1 position, probably in the 2019 budget, and that position can take on the responsibility for the parking studies.

The necessary resolution to implement this recommendation has been drafted.

Editor’s Note:

Compensation Group/Range	2018 Annual Minimum (Step 1)	2018 Annual Maximum (Step 5)	2018 Annual Maximum +12% longevity
16/11	\$49,912	\$55,660	\$62,339
18/04	\$ 53,677	\$ 61,900	\$69,328

cc: David Dryer—City Traffic Engineer/Parking Manager
 Sabrina Tolley—Assistant Parking Utility Manager
 Bill Putnam—Engineer 4
 Greg Leifer—Employee and Labor Relations Manager