

TO: Personnel Board

FROM: Emaan Abdel-Halim, Human Resources

DATE: 8 June 2020

SUBJECT: Planning GIS Specialist – Planning Division

At the request of the Planning Director Heather Stouder and Principal Planner Brian Grady, submitted on January 10, 2020; a position study was conducted of the Planning GIS Specialist position (#624) currently occupied by Jeff Greger. In order to determine the appropriate classification and placement, this position study included a review of the updated duties and responsibilities in the position description, and meetings with the supervisor and the incumbent to discuss changes in the work. Upon a full analysis I recommend the following for the reasons outlined in this memo:

- Recreate the position of Planning GIS Specialist (#624) in Comp Group 18, Range 9 as a Planner 3 in Comp Group 18, Range 10 in the Planning Division's operating budget; and
- Reallocate the incumbent (J. Greger) into the new position.

First, a review from the classification specification for the Planning GIS Specialist describes the work as:

... **specialized technical and professional work in the development and application** of the Department of Planning and Community and Economic Development's (DPCED) **computerized mapping/geographic information system (hardware and software)**. The work involves **system management activities**, providing **technical support** to the Planning Division and other agencies in DPCED, and **utilizing the system to meet related information needs**. Under the general supervision of the Planning Division Director or a Principal Planner, responsibilities include **updating and maintaining related geographic databases** for use by multiple City agencies; **developing specialized databases and sources of information**, as required; and **conducting related technical analyses**. This classification also provides related training; develops, tests, installs and documents new applications and systems; and **coordinates data exchange and access with other agencies**. [emphasis added]

Now, a review of excerpts from the classification specification of Planner 3 describes the work as:

... **professional urban and community planning** work within the Department of Planning & Community & Economic Development. This work primarily involves **the collection and analysis of a wide range of community development, transportation, and urban planning information**; the **preparation of planning documents and visual materials**; **engagement with diverse and multicultural community members and stakeholders** impacted by planning processes; and providing related information, analysis, and **recommendations regarding planning strategies, processes, policies and ordinances**. At all levels, the work relies on **creative approaches to issues facing the City**, consideration of the **immediate and future impacts of decisions**, and **participation in internal process improvements**... [emphasis added]

... **senior level work** characterized by **accountability for complex activities** ... **necessitating initiative, judgment, and discretion**. Planners at this level have **ongoing responsibility for one or more planning activities, strong and proven project management capabilities** for team-based projects and programs ... Under general supervision, work requires a **high degree of independence**, and typically involves **leadership in program, plan, and policy development** and internal process improvements. [emphasis added]

Jeff Greger started work at the City of Madison in 2013 as a Planning Technician for the Metropolitan Planning Organization (MPO); a quasi-city agency within the Planning Division. In June 2016, he competed and promoted into his current position of Planning GIS Specialist, which better suited his landscape architecture background. Initially, his work focused on mapping, rendering designs and other technical support for presentations and reporting for neighborhood development plans. Currently, there are two (2) Planning GIS Specialists on staff in the Planning Division providing this technical support work for the planners on staff. However, with increasing demands for planning efforts in recent years with a nearly constant staffing level, Jeff's background in landscape architecture prepared him with project management skills needed to take on additional planning duties.

As a result in 2017, Jeff was assigned to work on the Elderberry Neighborhood Plan, which is a partially built-out neighborhood on the periphery of the city's west side. Jeff served as the project lead for updating this plan which included contentious issues such as increasing development densities and proposing additional street connections. Planning projects often begin with public input as project managers try to address resident concerns and desires within the broader scope of the neighborhood development plan, and ultimately in alignment with the City's comprehensive plan. Jeff adeptly navigated delicate circumstances through proficiency in key skills such as adaptive, effective communication with many stakeholders, assembled and led interagency teams, as well as successfully relayed residents' input in a neutral manner to present all sides and address within his final plan recommendations. Additionally since 2018, Jeff has worked collaboratively with surrounding communities like Verona and Cottage Grove to negotiate Intergovernmental Agreements (IGAs). These long term agreements provide greater certainty for planning long range projects like police stations, utilities, libraries and land preservation within the outlying areas of Madison.

In March 2019, Jeff was assigned to serve as project manager, working in conjunction with a Planner 4, on the two (2) year planning process for the South Madison neighborhood, a major project in a well-established neighborhood with a racially and income diverse population. Complex issues such as gentrification, community wealth-building, and the potential for displacement of residents and businesses have been at the forefront of this process. Jeff has shepherded this effort through the various stages of public input and outreach, drafted recommendations, incorporated feedback from the community, updated with revisions, and finally will present to numerous boards and commissions as required. Jeff is also mentoring other staff working on this project and offers opportunities for staff development.

Across all sections, the Planning Division assigns projects to Planner 3s or Planner 4s who serve as the project manager. These roles coordinate interagency teams, plan team-based assignments, and serve as the staff lead through city processes and committees. Currently, Jeff is the only non-Planner 3 with a large project management role but has been working in this capacity, and the Planning Division needs him to continue in this capacity in order to maintain progress on existing plans/projects. Given the greater

complexity of these project assignments, and the higher degree of discretion and leadership, Jeff's work is more consistent with the Planner 3 classification specification. Lastly, the other Planning GIS Specialist in the division is still designated and available to support the technical mapping work for projects.

Therefore, I recommend the position of Planning GIS Specialist be recreated as a Planner 3 in CG18, Range 10 in the Planning Division's operating budget; and the incumbent Jeff Greger is reallocated to the new position effective retroactively to January 10, 2020. The necessary resolution to implement this recommendation has been drafted.

Editor's Note:

Compensation Group/Range	2020 Annual Minimum (Step 1)	2020 Annual Maximum (Step 5)	2020 Annual Maximum (+12% longevity)
18/09	\$68,648	\$82,198	\$92,062
18/10	\$ 71,630	\$ 86,086	\$ 96,417

cc: Matt Wachter – Director of Planning, Community and Economic Development
Heather Stouder – Planning Division Director
Brian Grady – Principal Planner
Michael Lipski – Human Resources Services Manager