

TO: Personnel Board
FROM: Tameaka Bryant, Human Resources
DATE: August 21, 2020
RE: Pedestrian Bicycle Outreach Specialist

City Traffic Engineer Yang Tao has requested creation of a new classification of Pedestrian Bicycle Outreach Specialist to communicate and educate the public on traffic safety. After reviewing the position description and meeting with Renee Callaway, Pedestrian Bicycle Administrator and Pepe Barros Hoffens, Traffic Engineering Professional Assistant, I recommend that a new classification of Pedestrian Bicycle Outreach Specialist be created in CG18, Range 4, and vacant position #1219 of Pedestrian Bicycle Safety Assistant (CG20, R10) be recreated as a Pedestrian Bicycle Outreach Specialist. As a result of the changes, I also recommend deleting the classification of Pedestrian Bicycle Safety Assistant.

Traffic Engineering (TE) has had a position of Pedestrian-Bicycle Safety Assistant that has been vacant for a number of years. The position was created to coordinate education and outreach efforts around pedestrian and bicycle safety issues. However, while the position was involved in providing presentations, it was not responsible for developing or creating content. Rather, it focused on the paraprofessional aspects, coordinating schedules, and delivering the training. Traffic Engineering hired a new Pedestrian Bicycle Administrator, Callaway, in 2019 and she wants to reimagine this position. M. Callaway would like this position to have a greater focus on overall traffic safety and reaching out to the community as a whole—pedestrians, cyclists and now including drivers. This position would conduct affirmative outreach with the community on how to make the City of Madison streets safer. This will include attending Neighborhood Resource Team meetings, advertising traffic safety initiatives on social media and in print, developing poster and giveaway campaigns such as “Be Bright at Night.” The City’s Vision Zero initiative and State Department of Transportation’s Vision 0 program has increased the need for the community outreach side of Traffic Safety. The goal is to reach everyone using Madison streets, not just schools and community based organizations that request the training. This new position would also have a greater role in developing the content of training based on the input received from the community. They also serve underrepresented communities to include their concerns and voice in efforts to increase pedestrian and bicycle safety.

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

... professional communications and public relations work on behalf of the City of Madison Parking Utility. The work involves designing and producing public information, social media, educational, and internal communications materials and activities for the Parking Utility under the general supervision of the Parking Utility Engineer. Duties include public relations, public contact and customer service, social media, and maintaining internal/external communications and materials for the Parking Utility.

The Water Community Outreach Specialist, in CG18, R4, performs similar responsibilities for the Water Utility. Because of the similarities between the proposed PD and the Parking Division and Water Utility classifications, I recommend creating a new classification of Pedestrian Bicycle Community Outreach Specialist, in CG18, R4. I also recommend recreating the vacant Pedestrian-Bicycle Safety Assistant as a Pedestrian Bicycle Community Outreach Specialist. This position is funded through grant money, which would cover the cost difference of the new position. Finally, I recommend deleting the classification of Pedestrian Bicycle Safety Assistant from CG20, R10.

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
20/10	\$ 48,378.72	\$54,498.08	\$61,037.86
18/04	\$ 57,223.14	\$ 65,988.26	\$ 73,906.82

cc: Yang Tao—City Traffic Engineer
Renee Callaway—Pedestrian Bicycle Administrator
Greg Leifer—Employee and Labor Relations Manager
Mike Lipski-Human Resources Services Manager