

TO: Personnel Board

FROM: Tameaka Bryant, Human Resources Analyst

DATE: 1 November 2021

SUBJECT: Parking Asset/GIS Coordinator – Parking Division

At the request of Parking Division Engineer 4, Bill Putnam and Parking Division Manager, Sabrina Tolley, a position study was conducted for the Calla Little, Parking Asset/GIS Coordinator (CG18, Range 10) in the Parking Division. After meeting with Sabrina Tolley, Bill Putnam, Kathy Cryan, Deputy City Engineer, Eric Halvorson, Traffic Engineering Computer Mapping/GIS Coordinator, Eric Pederson, Computer Mapping/GIS Coordinator, Sarah Edgerton, IT Director; as well as the incumbent; and upon review of the position descriptions, I recommend the following for the reasons outlined in this memo.

- Delete the classification of Parking Asset/GIS Coordinator in CG18, Range 10;
- Recreate the classification of Parking Asset/GIS Coordinator in CG18, Range 12; and
- Recreate position #4545 into the new Parking Asset/GIS Coordinator classification in CG 18, Range 12;
- Reallocate the incumbent, C. Little into the new position

In 2018, the Parking Asset/GIS Coordinator was created to be responsible for developing and administering policies, standards, procedures and guidelines relating to access and utilization of the City of Madison Cityworks system, leadership of the long term GIS/asset management planning of the Parking Division, as well as representing Parking Division interests in citywide technology policy making. Cityworks is the GIS enterprise asset management system used at the City. When this position was initially created, the identified comparable was the Asset Manager position at the Water Utility which has also been reclassified to create a series of Asset Manager 1 (18/10) and Asset Manager 2 (18/12).

First, a review of the classification specification for the Parking Asset Manager/GIS Coordinator describes the work as:

...**professional and administrative work** responsible for the **coordination** of the Parking Utility's (PU) **Computerized Maintenance Management System (CMMS), Geographic Information System (GIS), and Asset Management System (AMS)**. The work involves **developing and administering policies, standards, procedures and guidelines** relating to access to, and utilization of the Parking Utility CMMS, GIS, and AMS systems. The work also involves **assigning work to lower level technical and professional staff**; leading the Occupancy data analysis team; **leading the mapping/GIS project team; supervising and providing technical assistance; and coordinating activities with other City departments**, governmental agencies, private agencies, and citizens. The work is performed under the limited supervision of the Assistant Parking Utility Manager and involves the exercise of **considerable independent judgment** and product development.[emphasis added]

Calla began working for the City in 2018 as the Parking Asset/GIS Coordinator in the Parking Division. Cityworks was still in the implementation phase and the entire City was still developing

how this system would work within and between each agency. Initially this position was charged with data entry, integrity and maintenance on the City CMMS Cityworks, and was under the leadership of the Computer Mapping/GIS Coordinator in Traffic Engineering. During this time, Calla has drastically improved the GIS program and Cityworks for the Parking Division and City as a whole. She developed an editing tool to simplify GIS so people who lack GIS expertise can utilize the system. She developed and trained field and office staff on Cityworks and led the transition from paper work order processes to Cityworks. Currently, all work orders are processed through Cityworks, vastly improving efficiency, accountability, and record management for this process. Calla's work has also become a peer to the Computer Mapping/GIS Coordinator position.

Calla's duties and responsibilities expanded with continuous revisions and improvements to data management processes and procedures, as well as moving Parking Division mapping to be streamlined and user friendly so people who do not have a GIS background can utilize the system for their needs i.e. residents, visitors, managers, administrative and front line personnel. Calla's expertise in these areas have improved construction record documentation and resulted in a vastly improved work order system, as well as integration with Accela and Cityworks.

While other agencies have attempted to convey racial demographic data in their maps, Calla was instrumental in the RESJI mapping process by highlighting that there is error in the data. This makes it easier for policy makers and others to understand the data and make more informed decisions, in addition to the creation of a mapping tool to eliminate the need to duplicate the work. This process is now duplicated by other agencies across the City and informs how equitable the City is when deciding which projects to move forward and where in the City. Calla also contributes to right-of-way mapping and mapping policy in the Traffic Engineering Division which has an enormous impact of mapping and data informed decisions of the City. The Parking Asset/GIS Coordinator position serves as the agency expert for Parking Division GIS, AMS and CMMS programs. Although, Calla only supervise one staff person she is charged with ensuring the entire Parking Division maintenance section is trained and knowledgeable on the aforementioned programs and responsible for submitting RFPs if any of these systems have failures and needs to be replaced.

In comparison, a review of the classification specification for IT Specialist 4 indicates the work as:

...leadership work in the development or support of complex automated management information systems. This work requires considerable judgment, discretion and expertise in the development or support of **highly complex and diverse management information systems.** Work is characterized by significant technical or project leadership responsibility for the development and implementation of specified technology areas. Employees may be expected to supervise lower-level employees on a project basis, and provide general leadership to lower-level staff. [Emphasis added]

The Parking Asset/GIS Coordinator work is now comparable to the IT Specialist 4 (CG18, Range 12) classification. Although the Parking Asset/GIS Coordinator position lacks citywide interagency scope, this position does participate on an interagency workgroup for Cityworks policy making and represents the Parking Division's interests in those discussions. While the IT Specialist 4 manages the GIS System for the entire City, Calla's work incorporates Parking Division GIS as well as leading other technology projects, including the IPS Smart Meter data management system (DMS), a new pay-by-cell application, and integration projects between AIMS (Automated Information Management System) enforcement software and DMS in place of those wider scope duties of the IT Specialist 4.

As determined in the 2019 Asset Manager Series position study, there was increased programmatic leadership and management responsibilities with significant complexity of the programs and budget implications led to the creation of the Asset Manager 1-2 series.

A review of the class spec for Asset Manager 2 indicates the work as:

...**advanced, leadership level** of the professional Asset Manager series. Employees at this level are consistently assigned to **projects with major financial and policy-level implications, incorporating complex long-term planning considerations, and the coordination of inter-agency group efforts**. Work is performed with **considerable independence** in areas where there are often **not clear policy/procedural** parameters. Work includes **providing leadership, advice and consultation to leadership within the agency**. Work is performed under the general supervision. [emphasis added]

The Parking Asset/GIS Coordinator work is consistent, comparable, and closely aligns to the Asset Manager 2 (CG18, Range 12) classification that was created in 2019. Both positions must continue to evolve to meet a rapidly changing technological environment in order for the Parking Division to be successful in meeting and overcoming short and long term goals and challenges. This position no longer requires direction from a supervisor but rather sets priorities and goals, provides recommendations, and makes decisions based on input from Parking Division staff at all levels and from periodic strategic meetings with the Parking Division Manager.

In contrast, the class spec for Computer Mapping/GIS Coordinator (CG18, Range 13) indicates the work as:

...responsible professional, **supervisory and administrative work** involving the coordination of an agency **Computerized Mapping/Geographic Information System (GIS)**. The work involves developing and administering policies, standards, procedures and guidelines relating to access and utilization of the Computerized Mapping/GIS System. Each agency GIS Coordinator shall work with other agency GIS systems to best comprise the City's overall Enterprise GIS System. The work also involves **supervising lower level professional and technical staff**; participating on City-wide GIS usage teams; **supervising and providing technical assistance**; and coordinating activities with other City departments, governmental agencies and private agencies such as utilities. The work is performed under the general supervision of a Principal Engineer or other high-level manager and involves the exercise of considerable independent judgment. [emphasis added]

It is also appropriate to review the comparable Computer Mapping/GIS Coordinator positions, which are charged with leading a team and supervising professional and technical staff; meanwhile the Parking Asset/GIS Coordinator currently supervises only one technical position. Consequently, the Parking Asset/GIS Coordinator classification should be placed one range lower in the salary schedule from the Computer Mapping/GIS Coordinator position. Therefore, the recommendation is to reclassify the Parking Asset/GIS Coordinator into CG 18, Range 12, within the Parking Division budget, and reallocate the incumbent accordingly. The necessary resolutions to implement these recommendations have been drafted.

Effective Date: March 21, 2021

Editor's Note:

Compensation Group/Range	2021 Annual Minimum (Step 1)	2021 Annual Maximum (Step 5)	2021 Annual Maximum (+12% longevity)
18/10	\$ 71,630.52	\$ 86,086.78	\$ 96,417.10
18/12	\$ 78,305.76	\$ 94,535.74	\$ 105,880.06

cc: Sabrina Tolley – Parking Division Manager
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 Emaan Abdel Halim – HR Services Manager
 Harper Donahue IV- HR Director