

REPORT NO: 13-38
DATE: 10/28/2013
ANALYST: Michael Hebner

CLASSIFICATION REPORT

PROPOSED TITLE: Deputy Director, Parking Management and Traffic Control

CURRENT TITLE: New

INCUMBENT: Vacant

REASON FOR REQUEST: Request to review proposed new duties and responsibilities in order to ascertain the proper classification for a proposed appointed position

DATE QUESTIONNAIRE SUBMITTED: 4/24/2013

DATE OF PREVIOUS STUDY: N/A

DISPOSITION OF PREVIOUS STUDY: N/A

PERSONS INTERVIEWED: Kelly Charlton, HR Generalist
Clara Schmit-Gonzalez, Manager Parking Management and Traffic Control
Nuria Rivera-Vandermyde, Director Regulatory Services

RECOMMENDATION: Establish the position as Deputy Director, Parking Management and Traffic Control (Appointed, 543 Points, Grade 12)

In 2010 the Regulatory Services Department established a position to oversee the Parking and Traffic Control function in the City. Now with the reorganization of the Department that has occurred since January of 2013 they are requesting a new appointed position to oversee the parking management and traffic control function in the City. The position will report directly to the Director of Regulatory Services, and be on the management team for the Department.

The specific duties of the proposed position are listed below:

- Manage parking enforcement, traffic direction and the authorization of towing of vehicles according to statutory and ordinance parameters to obtain parking

compliance and traffic safety objectives, melding activities into Regulatory Services Department and City goals.

- Provide overall performance analysis and policy direction for parking enforcement, traffic control, and parking fine revenue in the City.
- Manage staff development, through mentoring, training and performance management.
- Responsible for managing division budget and working with Finance on budgetary requests/administration
- Review financial statements, activity reports, and other performance data to assess productivity and goal achievement and to determine areas needing program improvement.
- Review alternatives for enforcement efficiency, improved collection and system improvements within statutory parameters in conjunction with the Minnesota Fourth Judicial District.
- Conduct enforcement data analysis to determine effectiveness and disposition outcomes.
- Obtain and analyze court disposition and collection data to evaluate Violation Bureau performance and conformance to guidelines.
- Work with the City Attorney's Office in setting up appropriate guidelines for citation disposition by the Violations Bureau.
- Provide constituent services by responding to queries, requests and complaints from the public, Elected Officials, and other City staff in a timely manner.
- Monitor technical needs with respect to modern computerization methods to ensure security of data, permit easy access to services and remain compatible with current systems.
- Conduct pilot projects to test alternative processes and procedures.
- Create formal reports back to management and City Council of pilot results for policy considerations.
- Improve codes and ordinances by assisting with code development to ensure adoption of reasonable codes for the citizens, visitors, and businesses.
- [Manage the division's financial matters, including budget development and oversight.](#)
- Manage personnel requirements and ordinance modifications by preparing documentation and testifying at City Council Committee meetings to ensure adequate resources and authority to provide services.
- Participate in project development in order to create new initiatives to improve productivity and service delivery.
- Serve on the Top Management Team assisting in the development and implementation of the Department and Division's Business Plan.
- Work with all Regulatory Services divisions to coordinate service, enforcement, strategic planning and any and all other project initiatives as required by the Director.
- Communicate with the Court System, Violations Bureau and other agencies regarding processes and procedures.

POSITION ANALYSIS

PREREQUISITE KNOWLEDGE

The position will require a Bachelor's Degree in Business, Traffic Management, or a related field and seven years of increasingly responsible experience which includes supervision of enforcement activities, involvement in case preparation and legal interpretation in enforcement, traffic flow analysis, and communication responsibilities regarding enforcement procedures and policies.

A rating of **60 points** is consistent with the education and training requirements according to the rating guide. Jobs at this level are senior level positions with broader responsibilities, many with advanced level supervisory work or management responsibilities, where years of experience in the discipline are needed. Strong project management and operational skills are commonly needed. These jobs require a Bachelors Degree and five or more years of experience or progressive experience is required, so that the total accumulated experience equates to a broad perspective.

DECISIONS AND ACTIONS

The position will report directly to the Director of Regulatory Services and will be a part of the Department's Management team, assisting in business planning and other departmental decisions. The position will be in charge of the Parking and Traffic Control unit in the Regulatory Services Department and will have oversight over all decisions made within the Division. It will have authority over budget, staffing and overtime, purchases, citation and citation dismissals, enforcement activities, and procedure and policy. It will be responsible for managing division budget and working with Finance on budgetary requests/administration. The position will deal with complaints against the Division. It will be responsible for personnel issues and involved in all discipline and related actions. It will be responsible for interpretations on parking ordinances, laws, and policies, and for dealing with appeals and communications with enforcement agencies.

The job will be responsible for providing overall analysis and policy direction for parking enforcement, traffic control and parking fine revenue in the City. It will be responsible for the analysis of the divisional activities and programs, and development of recommendations based on the findings of the analysis. It will develop, and propose new ordinances and be responsible for taking these before the City Council for approval.

Actions or activities that will require supervisory approval include ordinance changes, staff dismissals, Results Minneapolis reports, Pilot Proposals for innovation, release of information to the Media, major purchases, and any decisions on reorganization of the Division.

A rating of **60 points** for the level of responsibility and decisions in the position is appropriate. At this level work is varied and complex, usually involving multiple phases of a major function. Matters dealt with are broad in scope, with complex and unusual problems being encountered frequently. Performance influences on finances or delivery

of services; errors or inadequacies could cause serious inconvenience, embarrassment or expense. The position is expected to make decisions and take action on problems that arise and to develop solutions to problems involving advanced principles and techniques and original thinking. Work is done under supervision in accordance with broadly stated policies or principles, sometimes of advanced nature, and with latitude for the exercise of independent judgment. Decisions and actions are subject to prior approval in high cost, complex, or unusual cases.

SUPERVISORY RESPONSIBILITY

The position will directly supervise four supervisory positions. It will have managerial authority over all 41 staff in the Parking and Traffic Control area. A rating of **35 points** is appropriate and will be applied.

RELATIONSHIP RESPONSIBILITY

The position will report to and work closely with the Director of Regulatory Services. The position will work with all staff in the Parking and Traffic Control Division on issues related to operations. It will respond to questions, deal with problems that come up, and explain new procedures to Traffic Control Agent I's and II's. More frequently it will work with the supervisors, giving direction and dealing with operational questions.

The position will have contact with other Divisions in the Regulatory Services Department frequently to coordinate service, enforcement, business planning, and project initiatives, and to communicate regarding some activities related to parking or traffic control such as vehicles parked on private property, sidewalk cafes, cabs, special events, permits, oil in street, etc.

The position will have frequent contact with Regulatory Services managers and administrators regarding business planning, budget, vehicles, and human resource issues. It will deal with Human Resources staff on personnel issues; and with Finance Department staff on budget, revenue, and accounting issues. It will be contact in with the City Attorneys Office regarding Court proceedings, criminal actions, enforcement, code development, and /or ordinance amendments, and legal questions.

The job will entail similar contacts in other City Departments such as with Staff in Public Works Department regarding parking permits, parking meter and street sign changes, and road closures. It will work on collaborative efforts with the Public Works Traffic area. It will interact with the Police Department regarding threats to employees, violator problems, and coordination of enforcement. The job will work with the Public Works Impound Lot regarding release and impoundment of vehicles. It will work with the 311 Department, Park Board, and Information Technology, etc., as required.

The position will deal with the Elected Officials (City Council Offices and Mayor's Office) and citizens on a frequent basis regarding various activities of the Division and to handle complaints.

The position will have contact with community stakeholders regarding traffic and parking matters as required. Outside contacts of the position will also include weekly contact with the Hennepin County Court management regarding citation revenue and dismissals, and any other issues that come up. The position will be in contact with various State of Minnesota agencies regarding coordination of efforts, vehicle registration, disability certificates, revenue statute changes, etc.

A rating of **55 points** is appropriate and will be applied. Jobs at this level are supervisory over major areas of responsibility or have special communication responsibility related to the duties of the job, including high level coordination or operational analysis or specialized consultation. At this level the incumbents have to work with a wide variety of contacts, both internal and external of the system to communicate issues, and deal with problems. They must exercise discretion in release of information. They are responsible for coordination of major efforts, and are expected to enlist cooperation and collaboration from various agencies and groups. These jobs may be involved in technical issues of major importance in the areas where they are assigned and have important liaison duties with other staff, other City units, and they also are charged with coordination of vendor activities, and/or oversight over consultants. Working relations must be established and maintained, and communications take longer and can include considerable detail, negotiation, persuasion, and call for strong interpersonal skills.

WORKING CONDITIONS

The position will work in a normal office environment with exposure to a personal computer and normal office equipment. A rating of **20 points** on this factor will be applied.

EFFORT

The position will primarily require mental effort. It will need to be able to analyze court records with enforcement data to track disposition of citations. It requires complex analysis to obtain trending information and highlight areas in need of change. Revenue is extremely important to the City so this requires constant watching, analysis and projection. The position will be required to develop a case for change and to champion change in the Parking and Traffic Control Unit. It will have to handle complaints, and this adds to the mental effort required. It will need to deal with personnel issues regularly. The job will communicate with citizens, attorneys, and government officials, and court representatives regarding Department actions, and with the news media. It will deal with Council deadlines for ordinance changes, and with Court or hearing officer time frames for citation appearances and evidentiary files, and with Department Management deadlines for reporting.

A rating of **55 points** is appropriate for the position. At this level positions are over major areas of accountability, where actions and activities can have City-wide impact, and involve significant resources. Deadlines are crucial, and there are limited windows of time to complete work. Typically there are a variety of deadline pressures that positions at this level must be aware of, and a need to monitor requests for service, planning cycles, City Council requirements, etc. These jobs have major responsibility for projects and communications with customers, which adds to the mental effort. Conflict situations roll up to these positions as they hold decision making authority and this adds complexity and stress to the work.

According to the Director Regulatory Services the proposed position meets the criteria for appointed positions under the Minneapolis Code of Ordinance, Section 20.1010 as follows:

1. The person occupying the position must report to head of the designated City Department or the Designated City Department Head's Deputy.

The position will report directly to the Director of the Regulatory Services Department.

2. The person occupying the position must be part of the designated Department Head's management team

The position will be part of the new Regulatory Services Management Team.

3. The duties of the position must involve significant discretion and substantial involvement in the development, interpretation, or implementation of City or Department policy.

The position will entail considerable involvement in analysis and policy direction for parking enforcement, traffic control and parking fine revenue in the City.

4. The duties of the position must not primarily require technical expertise where continuity in the position would be significant.

The position will not primarily require technical knowledge.

5. There is need for the person occupying the position to be accountable to, loyal to, and compatible with the Mayor, City Council, and the Department Head.

The person hired will need to be accountable, and loyal to the Mayor, City Council, and the Department Head.

RECOMMENDATION:

Establish the position as Deputy Director, Parking Management and Traffic Control (Appointed, 543 Points, Grade 12)

CLASSIFICATION FACTOR WORKSHEET								
Benchmark Classifications	Factors						Total Points	Grade Level
	1	2	3	4	5	6		
Manager, Parking Management and Traffic Control (Current Classified)	60	55	35	50	20	50	515	11
PROPOSED CLASSIFICATION								
Deputy Director, Parking Management and Traffic Control (Appointed)	60	60	35	55	20	55	543	12

1. Prerequisite Knowledge
2. Decisions and Actions
3. Supervisory Responsibility
4. Relationship Responsibility
5. Working Conditions
6. Effort

Executive Exemption

The job meets the requirements to be exempt from the Fair labor Standards Act. The job will be compensated on a salary basis (as defined in the regulations) at a rate that exceeds \$455 per week. The job’s primary duty will be managing the Parking Management and Traffic Control Division of the Regulatory Services Department, a customarily recognized Department or subdivision of the enterprise. The person hired will direct the work of 41 full-time employees. The person hired will have the authority to hire or fire other employees, and their suggestions and recommendations as to the hiring, firing, advancement, promotion or any other change of status of other employees under their management authority will be given particular weight within the City system.

**DEPUTY DIRECTOR, PARKING MANAGEMENT
AND TRAFFIC CONTROL**

CODE: C

REPORTS TO: Director, Regulatory Services

**SUPERVISES: Assistant Supervisor Parking and Traffic Control, Clerical Support, and
Traffic Control Agent II's**

NATURE OF WORK

Directs, plans, organizes and coordinates the programs, functions, and activities of the Parking and Traffic Control Division, providing leadership in enforcement efforts, safe intersection control, business process innovation, and planning, enforcement policy review along with implementation of productivity measures that show progress toward meeting Business plan goals and objectives.

TYPICAL DUTIES AND RESPONSIBILITIES

(Including, but not limited to the following)

- Manage parking enforcement, traffic direction and the authorization of towing of vehicles according to statutory and ordinance parameters to obtain parking compliance and traffic safety objectives, melding activities into Regulatory Services Department and City goals.
- Provide overall performance analysis and policy direction for parking enforcement, traffic control, and parking fine revenue in the City.
- Manage staff development, through mentoring, training and performance management.
- Review financial reports, activity reports, and other performance data to measure productivity and goal achievement and to determine areas needing program improvement.
- Review alternatives for enforcement efficiency, improved collection and system improvements within statutory parameters in conjunction with the Minnesota Fourth Judicial District.
- Obtain and analyze court disposition and collection data to evaluate Violation Bureau performance and conformance to guidelines.
- Work with the City Attorney's Office in setting up appropriate guidelines for citation disposition by the Violations Bureau. Advocate for modifications where needed.
- Provide constituent services by responding to queries, requests and complaints from the public, Elected Officials, and other Departments and City staff in a timely manner.
- Monitor technical needs with respect to data transmission speeds and reliability, methods to ensure security of data, and permit easy access to services within the City standards.
- Create formal reports back to management and City Council for policy considerations.

- Improve codes and ordinances by assisting with code development to ensure adoption of reasonable codes for the citizens, visitors, and businesses.
- Assist with the preparation of annual budgets, personnel requirements and ordinance modifications by preparing documentation and testifying at City Council Committee meetings to ensure adequate resources and authority to provide services.
- Assist in project development of new initiatives to improve productivity and service delivery.
- Serve on the Leadership Team assisting in the development and implementation of the Department's Business Plan.
- Communicate with the Court System, Violations Bureau, and other agencies and Departments regarding processes and procedures.
- Conduct reviews of staff enforcement actions upon appeal.
- Coordinate services with Police, Fire, and Public Works during natural emergencies, utility failures and other significant Police or Fire events.

MINIMUM QUALIFICATIONS: Bachelor's Degree in Law Enforcement, Public Administration, Traffic Management, or related

MINIMUM EXPERIENCE: Seven years of progressively responsible experience, including supervising enforcement activities, involvement in case preparation, and responsibility for communicating regarding procedures and policies

LICENSES/CERTIFICATIONS: Valid Driver's License, clear criminal history.

OTHER SPECIFICATIONS

- Background and understanding of statutes and ordinances related to traffic and vehicles in general and parking in particular.
- Ability to perform Data analysis with Excel, Business Performance Software (COGNOS) , and to prepare Power Point Presentations, etc.
- Good written and verbal skills.
- Ability to communicate and coordinate with multiple agencies, citizens and elected officials as well as employees.
- Creative strategic ability to envision how work could be done differently while still meeting legal parameters of due process
- Developed understanding of criminal and administrative legal systems and the evidentiary standards of each.
- Ability to envision alternatives to gain compliance with parking and traffic direction to achieve safe multi-modal traffic and pedestrian flow

WORKING CONDITIONS: Office with occasional field inspections.

SERVICE: Appointed
GRADE: 12 (543 points, Exempt)
CLASSIFIED: November 2013
JOB SPEC: November 2013

CITY OF MINNEAPOLIS