

ORDINANCE NO: 23-322

BE IT ORDAINED by the City Council of the City of Huntsville, Alabama, as follows:

Section 1. Division 2 of Article VII of Chapter 2 of the Code of Ordinances of the City of Huntsville, Alabama, (hereinafter “City Code”) is hereby amended to read as follows:

DIVISION 2. – ADMINISTRATION DEPARTMENT

Sec. 2-322. Administration Department established.

(a) The administration department is hereby created. The administration department provides the administrative and logistics structure necessary for the orderly operations of certain offices supporting the duties of the mayor, city council, and the various departments of the city. Where necessary to advance administrative, personnel, and financial processes, the department shall be under the supervision of the city administrator, serving as department head.

(b) Offices assigned to the administration department shall be the office of the mayor; the communications office; the office of economic and urban development; and the office of diversity, equity, and inclusion.

Sec. 2-323. Office of the Mayor established.

The office of the mayor is hereby created as a division of the administration department. This office shall provide the necessary organizational structure to which the mayor’s immediate staff is assigned and shall perform the essential functions supporting the mayor in his role as chief executive of the city, including the mayor’s supervision and oversight of the various departments of the city.

Sec. 2-324. Position of City Administrator established.

(a) The position of city administrator is hereby created and assigned to the office of the mayor. The city administrator, whose qualifications are established by the mayor, shall be appointed by the mayor, subject to the approval of the city council as provided by law. The city administrator shall hold office for the term of the mayor making the appointment. The city administrator shall be under the general supervision and control of the mayor. Generally, the city administrator shall be available to councilmembers to respond to requests for information related to city programs or activities pertinent to the performance of a councilmember’s duties.

(b) The duties of the city administrator, which shall be performed in accordance with applicable laws, include the following:

(1) Serves as department head for the administration department.

(2) In matters related to his office and, more broadly, the operations of the city through its various departments, the city administrator shall serve as an executive director of the city, directly assisting and advising the mayor in management of the city. He shall prepare special reports and attend special meetings as may be required by the mayor. The city administrator shall assist and collaborate with the mayor in the development, implementation, and furtherance of city goals, plans, and policies.

- (3) Provides general supervision, oversight, and control of the following departments: general services, human resources, information technology services, parks and recreation, police, fire and rescue, animal services, cemetery, landscape management, parking and public transit, and public works.
- (4) Makes decisions on situations or major matters that do not require the mayor's personal action; assists extensively in promoting public interest and understanding of city activities across the full breadth of all city departments.
- (5) Executes general and special assignments including investigations or surveys, in any phase of municipal administration; formulates recommendations for action by the mayor to adopt or alter policies and procedures.
- (6) Represents the mayor at meetings of public and private organizations, committees, and associations; substitutes for the mayor at city council meetings, work sessions, or other agency meetings in the absence of the mayor.
- (7) Confers with citizens and civic organizations and responds to their questions, concerns, and recommendations.
- (8) Reviews budget requests from the various departments and recommends the necessary decisions to be presented to the mayor and city council; assists the finance director in development and presentation of the mayor's annual budget documents.
- (9) Manages the development and execution of the 1990 capital improvement plan.
- (10) Addresses civic organizations, professional organizations, community groups, and the media regarding the activities and programs of the city; advances the city's public relations goals.
- (11) Directly monitors and advances interdepartmental communications, collaboration, and coordination.
- (12) Communicates decisions of the mayor to department heads or other business units of the city and ensures compliance with the mayor's directed policy or procedures as may be required.
- (13) Serves on various boards, commissions, and committees, as directed by the mayor or as may be provided for by applicable laws, including the ordinances of the city.
- (14) Monitors critical, special, and unusual events affecting the city and provides briefings to the mayor and other public officials as needed.
- (15) Performs related work as required and performs duties required by ordinance or resolution.

Sec. 2-325. Position of External Relations Officer established.

- (a) The position of external relations officer is established and assigned to the office of the mayor. The external relations officer, whose qualifications are established by the mayor,

shall be appointed by the mayor subject to the approval of the city council as provided by law and shall be under the direct supervision and control of the mayor. The external relations officer shall hold office for the term of the mayor making the appointment. Generally, the external relations officer shall be available to councilmembers to respond to requests for information or questions related to matters under the general control of the external relations officer which are pertinent to the performance of a councilmember's duties.

(b) The duties of the external relations officer, which shall be performed in accordance with applicable laws, include the following:

- (1) Serves as a liaison between the city and various external audiences such as other governing bodies and elected officials, trade groups, businesses, non-profit organizations, or other groups desiring to collaborate with the city.
- (2) Works with government relations consultants to establish policy goals, monitors proposed legislation, and advocates for issues important to the city; performs contract management duties providing oversight to the various government relations contracts of the city.
- (3) Drafts memos, letters, articles, talking points, speeches, and other forms of communication for the mayor in consultation with the director of communication.
- (4) Performs research on diverse topics needed by the mayor to make informed decisions or to stay abreast of pertinent issues.
- (5) Accompanies the mayor on his daily schedule and assists as needed with his day-to-day duties or activities; develops notes and forwards questions, information, and inquiries to members of the mayor's administration for their use and action as directed by the mayor; assists in coordinating special activities within the office of the mayor.
- (6) Assists the communications office in management of the mayor's social media-based communications.
- (7) Performs related work as required and performs any and all duties that may be required of him by ordinance or resolution or at the direction of the mayor or city administrator.

Secs. 2-326 – 2-329. - Reserved

Sec. 2-330. Office of Economic and Urban Development established.

The office of economic and urban development is established. The office shall be under the general supervision and control of the director of economic and urban development. The director of economic and urban development, whose qualifications are established by the mayor, shall be appointed by the mayor subject to the approval of the city council as provided by law. The director of economic and urban development shall hold office for the term of the mayor making the appointment. The director of economic and urban development shall be

under the direct supervision and control of the mayor. Generally, the director of economic and urban development shall be available to councilmembers to respond to requests for information or questions related to matters under the general control of the director of economic and urban development which are pertinent to the performance of a councilmember's duties.

Sec. 2-331. Duties of the Director of Economic and Urban Development.

The duties of the director of economic and urban development, which shall be performed in accordance with applicable laws, include the following:

- (1) In matters related to his office and, more broadly, the operations of the city through its various departments, the director of economic and urban development shall serve as an executive director of the city, directly assisting and advising the mayor in management of the city. He shall prepare special reports and attend special meetings as may be required by the mayor. The director of economic and urban development shall assist and collaborate with the mayor in the development, implementation, and furtherance of city goals, plans, and policies.
- (2) Provides general supervision, oversight, and control of the following departments: community development, city engineering, inspection, natural resources, planning, traffic engineering, and water pollution control.
- (3) Manages the development and execution of the 2014 capital improvement plan.
- (4) Coordinates all aspects of the city's economic development programs and initiatives; ensures continuous communications, coordination, and collaboration with the Chamber of Commerce and other organizations involved in development and economic growth throughout the city.
- (5) Focuses on the development of research park and industrial park properties throughout the city; provides the city's primary oversight of development and maintenance of Cummings Research Park, collaborating with the research park manager.
- (6) Provides broad oversight to all the city's planning and development functions, particularly ensuring coordination and collaboration between the various departments and divisions performing planning functions.
- (7) Provides oversight and coordination of the city's development of transportation infrastructure, inclusive of all modes of transportation.
- (8) Serves as the city's primary liaison with the Alabama Department of Transportation, the Federal Highway Administration, and other public agencies involved in the development of transportation infrastructure.
- (9) Performs related work as required, and performs any and all duties that may be required of him by ordinance or resolution.

Sec. 2-332. Position of Deputy Director of Economic and Urban Development established.

(a) The position of deputy director of economic and urban development is hereby established. The deputy director of economic and urban development, whose qualifications are established by the mayor, shall be appointed by the mayor subject to the approval of the city council as provided by law and shall hold office for the term of the mayor making the appointment. The deputy director of economic and urban development shall be under the direct supervision and control of the director of economic and urban development. Generally, the deputy director of economic and urban development shall be available to council members to respond to requests for information or questions related to matters under the general control of the deputy director of economic and urban development which are pertinent to the performance of a councilmember's duties.

(b) The duties of the deputy director of economic and urban development, which shall be performed in accordance with applicable laws, include the following:

- (1) Assists the director of economic and urban development in planning, organizing, directing, coordinating, and evaluating the city's activities aimed at development of the economy and urbanized area.
- (2) Assists the director of economic and urban development in planning, organizing, and directing the city's planning functions; reviews the compilation, analysis, and interpretation of data affecting urban planning and development; participates in preparation of comprehensive reports based upon careful research and study of planning problems.
- (3) Coordinates with city officials and other departments and agencies on new or contemplated public and private projects and public/private partnership developments including industrial developments.
- (4) Represents the director of economic and urban development, when needed, as technical advisor to the planning commission and the metropolitan planning organization on city planning and development matters; assists with evaluating and recommending projects and programs to be undertaken; coordinates with government agencies and officials in the metropolitan area.
- (5) Assists the director of economic and urban development with negotiating contractual agreements related to development between the city, private investors, state department of transportation and other agencies.
- (6) Assists the director of economic and urban development with representing the mayor at public meetings with key industrial prospects and with state and federal officials.
- (7) Assists the director of economic and urban development with preparing and coordinating legislative actions with state legislative delegation.
- (8) Assists the director of economic and urban development with developing and implementing the city's highway priorities with the Alabama Department of Transportation.
- (9) Assist with the preparation and delivering of speeches to public and private organizations.

- (10) Performs related work as required and performs any and all duties that may be required of him by ordinance or resolution.

Secs. 2-333 – 2-335. - Reserved

Sec. 2-336. Communications Office established.

The communications office is hereby established. The communications office shall be under the general supervision and control of the director of communications, who may also be referred to as the communications director. The communications director, whose qualifications are established by the mayor, shall be appointed by the mayor subject to the approval of the city council as provided by law. The communications director shall hold office for the term of the mayor making the appointment. The communications director shall be under the general supervision and control of the mayor. The communications director shall be available to councilmembers to respond to requests for information or questions related to matters under the general control or responsibility of the communications director and shall provide direct support to the office of the city council's communications requirements and those of the individual councilmembers in the performance of their official duties.

Sec. 2-337. Duties of the Director of Communications.

The duties of the director of communications, which shall be performed in accordance with applicable laws, include the following:

- (1) Oversees the city's public communications, media, public relations, public affairs, brand identity, and marketing strategies; serves as a key advisor to the mayor, city council, and department heads in decisions that impact the reputation of the city and well-being of a wide variety of stakeholders.
- (2) Coordinates the city's public communications activities amongst all departments of the city; manages all aspects of the communications and marketing requirements in support of key initiatives and programs for the mayor, city council, and city departments.
- (3) Responsible for development and implementation of complex, comprehensive communications programs and activities for the city; creates and executes special initiatives for the city in support of departments.
- (4) Develops and coordinates implementation of the city's communications policies and procedures.
- (5) Creates, distributes, and promotes public information products for the city.
- (6) Provides comprehensive oversight of the city's media relations which includes oversight for media requests, news conferences, news releases, speeches, talking points, and presentations.
- (7) Prepares news releases from the mayor, city council, and departments of the city; prepares program announcements; arranges news conferences; responds to information requests from local, state, national, and trade media; ensures timely and accurate public information of city operations, projects and policies, city council actions, crisis/disaster

communications, economic development initiatives, and awareness campaigns through traditional media, social media and the internet.

(8) Provides communication support to the city in intergovernmental initiatives at local, state, and federal level; assists with the support of industrial recruitment and economic development initiatives of the city.

(9) Prepares speeches, presentations, and talking points for the mayor, other city officials, and partner agencies on the full breadth of municipal government topics.

(10) Plans and executes special events; represents the city in presentations to local civic organizations and professional associations; represents the city at local, regional, and national industry conferences and trade shows; conducts research to support initiatives of the mayor, city council, and the various departments.

(11) Provides editorial guidance and oversight in the preparation and execution of departmental print and digital marketing and informational materials that promote and brand the city or inform its citizens.

(12) Works collaboratively with departments to integrate appropriate civic engagement platforms such as IdeaScale, See-Click-Fix, or other software programs that benefit citizens.

(13) Works closely with key community partners including the Chamber of Commerce, the Convention & Visitor's Bureau, the Sports Commission, and the Airport Authority on economic marketing and promotion strategies for the city.

(14) Oversees the operation of and programming for the city's government television and video services which includes public interest talk shows, public service announcements, video of news conferences, live broadcasts of city meetings, and announcements from non-profit agency partners.

(15) Oversees the city's digital media in public communication including the website, social media, digital newsletters, on-line town halls, public surveys, and customer service tools; provides web oversight including content creation, training content editors, branding and design of supporting department web pages/sites; oversees for content/branding/design and training content editors for department social media channels and electronic newsletters; provides training and oversight for department web and newsletter editors and social media teams; oversees internet content standards and social media guidelines to inform community members about city services.

(16) Maintains the city's brand, image, graphics, and identity standards as it relates to the brand including logo, seal, and their use on city signage.

(17) Oversees customer service initiatives and processes that ensure citizens' needs, comments, concerns, and requests are addressed in a timely manner.

(18) Provides oversight and strategic planning for organizational information to city employees through employee newsletters and departmental staff meetings, as well as weekly information from specific departments, to include topics related to changes in employee benefits, city compensation systems, significant city projects, staff

development and training, city policies and updates on mayoral and city council initiatives/activities.

(19) Supervises the communications staff including videographer, digital media specialist and other personnel as assigned; manages various contracts delivering support to communications and marketing efforts as required.

(20) Performs related work as required and performs all duties that may be required of him by ordinance or resolution.

Secs. 2-338 – 2-340. - Reserved

Sec. 2-341. Office of Diversity, Equity, and Inclusion (ODEI) established.

The office of diversity, equity, and inclusion is hereby established. The office of diversity, equity, and inclusion shall be under the general supervision and control of the director of diversity, equity, and inclusion, who may also be referred to as the diversity, equity, and inclusion director or DEI director. The director of diversity, equity, and inclusion, whose qualifications are established by the mayor, shall be appointed by the mayor subject to the approval of the city council as provided by law. The director of diversity, equity, and inclusion shall hold office for the term of the mayor making the appointment. The director of diversity, equity, and inclusion shall be under the general supervision and control of the mayor. Generally, the director of diversity, equity, and inclusion shall be available to councilmembers to respond to requests for information or questions related to matters under the general control of the director of diversity, equity, and inclusion which are pertinent to the performance of a councilmember's duties.

Sec. 2-342. Duties of the Director of Diversity, Equity, and Inclusion.

The duties of the director of diversity, equity, and inclusion, which shall be performed in accordance with applicable laws, include the following:

(1) Develops and delivers in collaboration with the human resources department and the equal employment officer (EEO), training programs for the city workforce, including ensuring the practice of equitable hiring, cultural awareness/sensitivity, anti-bias behaviors, interpersonal skills, and effective communication.

(2) Reviews ordinances and policies governing the city workforce and identifies aspects that might cause barriers to the hiring or advancement of underrepresented or disadvantaged populations; provides advice to the mayor, city administrator, equal employment officer, and human resources director on strategies to eliminate barriers to equitable opportunities for city employees.

(3) Participates on citywide projects that strengthen organizational systems to support a diverse workforce; conducts projects to assess organizational readiness and progress on the city's diversity, equity and inclusion initiatives; researches, develops, and recommends citywide policies on diversity and multicultural awareness; acts as a resource for departmental policy development; assists with community multicultural events, activities and new programs; assists with integrating diversity, equity, inclusion and multicultural sensitivity into the city's public image and marketing strategies;

establishes, promotes, and expands the city's outreach to more segments of the community.

(4) Provides technical support and advice to the city's human relations commission, including recommending nominations for mayoral and city council appointments; develops and provides resources for multicultural education and training in a variety of formats and other support programs; provides diversity, equity, and inclusion training to city departments, as needed. Develops DEI goals for appointed boards and commissions and provide an annual report of the state of DEI in the city for the mayor and city council.

(5) Develops and delivers for the police department, training focused on cultural competency, anti-bias behaviors, effective communication with diverse communities, and other aspects of DEI specific to law enforcement tasks and procedures; ensures these training packages are delivered for both entry-level and veteran officers during annual in-serve training programs; develops and assists the procurement division in implementing programs that seek to eliminate barriers to participation in city procurements and contracting encountered by businesses owned/operated by historically disadvantaged populations.

(6) Encourages understanding and goodwill, promotes justice, and promotes the elimination of discriminatory practices between and among Huntsville's citizens based on race, religion, national origin, age, sex, disability, or ethnicity; collaborates with these individuals and groups to develop initiatives that advance the goals and objectives of DEI; promotes communication and mutual understanding and respect among diverse constituencies and persons in the greater Huntsville area.

(7) Provides leadership and guidance to various ethnic celebration committees, assessing the needs of multicultural segments of the community; represents the city at multicultural-related community events; serves as liaison to various community organizations ensuring there is open, active, and continuous communication with these groups and the city's senior leadership team; identifies city policies, practices, and procedures that could cause barriers to city government engagement/participation by underrepresented/disadvantaged groups in the city and advises the mayor on strategies to eliminate/mitigate those barriers.

(8) Works with the local business community in promoting human rights, justice, and diversity in job recruitment and economic development; acts as a municipal and community agent, acting in concert with the city's economic development activities, in promoting multicultural and multinational business, commerce, and economic development opportunities within the city.

(9) Represents the mayor at neighborhood, civic association, committee, social, business, and other group meetings.

(10) Conducts public forums to promote mutual understanding and respect for the purpose of eliminating discriminatory practices in the community, working supportively in concert with the EEO and Human Relations Commission in so doing (not supplanting or replacing these departmental roles).

(11) Enlists the support of civic, labor, religious, professional, business, industrial, and educational programs within the community regarding human rights and community relations practices, laws, regulations, policies, and programs affecting equality and opportunities for persons of all ethnicities, to champion diversity at every level of community life; actively participates with organizations conducting workforce development, job training, and access to hiring activities throughout the community; ensures the programs have significant components that ensure inclusion and access to underrepresented and historically disadvantaged groups; provides advice, program development, and coordination for these efforts.

(12) Serves as liaison between the Huntsville Council of Neighborhood Associations and other neighborhood organizations and the mayor, presenting to the mayor the input and recommendations of the community. Attends neighborhood, civic, and business meetings as required.

(13) Requires regular and prompt attendance plus the ability to work well with others and work well as a team.

(14) Provides supervision and direction to all personnel assigned to the ODEI.

(15) Effectively communicates the relationship between diversity, equity and inclusion and organization's goals, major systems, policies, and management; works with other professionals to coordinate programs and promote the multicultural message and events.

(16) Assumes other duties and responsibilities as may be directed from the mayor or city administrator.

(17) Performs related work as required and performs any and all duties that may be required of him by ordinance or resolution.

Secs. 2-343 – 2-352. - Reserved

Section 2. Division 3 of Article VII of Chapter 2 of the City Code is hereby amended to read as follows:

DIVISION 3. – OFFICE OF CITY COUNCIL

Sec. 2-353. Office of City Council established.

The office of the city council is hereby established as a department of the city. The department provides the administrative and logistics structure necessary for the orderly operations and duty performance of the city council. For policy and procedures governing the operations of the city council, refer to City Code, Chapter 2, Article III.

Secs. 2-354 – 2-383. – Reserved

Section 3. Division 23 of Article VII of Chapter 2 of the City Code is hereby amended to read as follows:

DIVISION 23. – PLANNING DEPARTMENT

Sec. 2-1015. Planning Department established.

(a) The planning department is hereby established. The planning department, in accordance with applicable laws, provides for the orderly growth, development and redevelopment of the city through the development and implementation of comprehensive and master plans, and planning initiatives and priorities; administers and enforces the planning laws of the city, including the zoning and subdivision regulations; and provides support for municipal planning bodies, including the planning commission and board of zoning adjustment, in the performance of their statutory duties established pursuant to state planning, zoning and subdivision enabling legislation.

(b) The planning department shall be under the general supervision and control of the director of planning, who may also be referred to as the planning director. The planning director, whose qualifications are established by the mayor, shall be appointed by the mayor subject to the approval of the city council as provided by law. The planning director shall hold office for the term of the mayor making the appointment. The planning director shall be under the direct supervision and control of the director of economic and urban development. The planning department provides staff support for the Planning Commission in performance of the duties outlined Chapter 52 of Title 11, Code of Ala. 1975, with respect to planning, zoning, and subdivision regulations. Generally, the planning director shall be available to the councilmembers to respond to requests for information or questions related to matters under the general control of the planning director pertinent to the performance of a councilmember's duties.

Sec. 2-1016. Duties of the Director of Planning.

The duties of the planning director, which shall be performed in accordance with applicable laws, include the following:

- (1) Plans, organizes, and directs the activities of the planning department; supervises and participates in the preparation of comprehensive reports based upon careful research and study of planning problems.
- (2) Plans, organizes, and directs the activities of professional, technical, and clerical personnel engaged in the compilation, analysis, and interpretation of data affecting planning.
- (3) Supervises the managers of urban and long-range planning, planning and zoning services, and geographic information services; ensures constant communication, coordination, and collaboration between the divisions of the department.
- (4) Directs maintenance and revision of the city's master plan, small area planning products, zoning ordinances, and other planning documents necessary for the management of the city's planning and development programs.
- (5) Serves as a technical advisor to the planning commission on city planning and development matters; recommends projects and programs to be undertaken.
- (6) Monitors all activities of the Metropolitan Planning Organization, ensuring effective administration of the organization's duties.

- (7) Advises and cooperates with city officials in connection with new or contemplated capital improvements; assists in prioritizing the development of infrastructure necessary to sustain the growth and orderly functioning of the urban area.
- (8) Provides technical advice and investigation assistance for the board of zoning adjustment and other city boards/commissions as required.
- (9) Maintains liaison with governmental agencies and officials throughout the metropolitan area.
- (10) Prepares the annual budget for the department.
- (11) Performs related work as required and performs any and all duties that may be required of him by ordinance or resolution.

Secs. 2-1017 – 2-1019. – Reserved

Sec. 2-1020. Planning and Zoning Services Division established.

(a) The planning and zoning services division is hereby established as a division of the planning department. The responsibilities of planning and zoning services division include administering and enforcing the planning laws of the city, including the zoning and subdivision regulations; and providing support for municipal planning bodies, including the planning commission and board of zoning adjustment, in the performance of their statutory duties established pursuant to state planning, zoning and subdivision enabling legislation.

(b) The manager of planning and zoning services shall have the responsibility for the day-to-day supervision of the planning and zoning services division. The manager of planning and zoning services, whose qualifications are established by the mayor, shall be appointed by the mayor subject to the approval of the city council as provided by law. The manager of planning and zoning services shall hold office for the term of the mayor making the appointment. The manager of planning and zoning services shall be under the direct supervision and control of the director of planning. In the event of vacancy in the director of planning position, the manager of planning and zoning services shall perform the duties of department head for the division and shall be under the direct supervision and control of the director of economic and urban development. The planning and zoning services division provides staff support for the planning commission in performance of the duties outlined in Chapter 52 of Title 11, Code of Ala. 1975, with respect to planning, zoning, and subdivision regulations. Generally, the manager of planning and zoning services shall be available to councilmembers to respond to requests for information or questions related to matters under his general control which are pertinent to the performance of a councilmember's duties.

Sec. 2-1021. Duties of the Manager of Planning and Zoning Services.

The duties of the manager of planning and zoning services, which shall be performed in accordance with applicable laws, include the following:

- (1) Plans, organizes and directs the activities of the planning and zoning services division; supervises and participates in the preparation of comprehensive reports based upon careful research and study of planning problems.
- (2) Plans, organizes and directs the activities of professional, technical and clerical personnel engaged in the compilation, analysis and interpretation of data affecting planning and zoning services.
- (3) Directs the development and updating of land use zoning regulations for adoption by the city council; prepares and revises zoning ordinances, zoning maps, and subdivision regulations; directs implementation of land use zoning regulations which include the zoning ordinance, subdivision regulations, adopted land use plans, and other elements and policies of the city's comprehensive plan.
- (4) Consults with public works engineering staff, architects, contractors, and individuals regarding land development and site development.
- (5) Serves as project supervisor for various planning and zoning services activities, projects, and plans. Manages consultant contracts.
- (6) Serves as technical advisor to the planning commission on city planning and development matters; recommends projects and programs to be undertaken.
- (7) Assists in implementation of the city's master plan and the coordination of the public interests with the private sector in enforcement of land development policies; coordinates with other departments in implementing the master plan and coordinates with research park manager to advance development of the research park.
- (8) Advises and coordinates with city officials in connection with new or contemplated capital improvements.
- (9) Provides technical advice and investigative assistance for the board of zoning adjustment.
- (10) Maintains liaison with governmental agencies and officials in the metropolitan area.
- (11) Makes oral and written presentations of strategies and recommendations to city council, boards, commissions, and public and private organizations; prepares various correspondence and reports regarding planning and zoning issues and policies.
- (12) Prepares the annual budget for the division.
- (13) Performs related work as required and performs any and all duties that may be required of him by ordinance or resolution.

Secs. 2-1022 – 2-1025. – Reserved

Sec. 2-1026. Urban and Long-Range Planning Division established.

- (a) The division of urban and long- range planning is hereby established as a division of the planning department. The responsibilities of the division of urban and long-

range planning include the development and implementation of comprehensive and master plans, and planning initiatives and priorities.

(b) The urban and long-range planning division shall be under the general supervision and control of the manager of urban and long-range planning. The manager of urban and long-range planning, whose qualifications are established by the mayor, shall be appointed by the mayor subject to the approval of the city council as provided by law. The manager of urban and long-range planning shall hold office for the term of the mayor making the appointment. The manager of urban and long-range planning shall be under the supervision and control of the director of planning. In the event of vacancy in the director of planning position, the manager of urban and long-range planning shall perform the duties of department head for the division and shall be under the direct supervision and control of the director of economic and urban development. Generally, the manager of urban and long-range planning shall be available to councilmembers to respond to requests for information or questions related to matters under the general control of the manager of urban and long-range planning which are pertinent to the performance of a councilmember's duties.

Sec. 2-1027. Duties of the Manager of Urban and Long-Range Planning.

The duties of the manager of urban and long planning, which shall be performed in accordance with applicable laws, include the following:

- (1) Plans, organizes, and directs the activities of the urban and long-range planning division; supervises and participates in the preparation of comprehensive reports based upon careful research and study of planning problems.
- (2) Plans, organizes and directs the activities of professional, technical, and clerical personnel engaged in the compilation, analysis and interpretation of data affecting urban planning and development.
- (3) Serves as technical advisor to the planning commission on city planning and development matters, recommends projects and programs to be undertaken.
- (4) Serves as the Transportation Planning Coordinator for the Metropolitan Planning Organization.
- (5) Advises and cooperates with city officials in connection with new or contemplated capital improvements.
- (6) Maintains liaison with governmental agencies and officials in the metropolitan area.
- (7) Advises the public regarding long-range planning and/or land use regulations. Facilitates communication among interested individuals and groups with differing views on planning problems.
- (8) Serves as project supervisor for various urban and long-range planning activities, projects, and plans. Manages consultant contracts.
- (9) Coordinates transportation planning activities as related to Federal Highway Administration urban area planning regulations, the 20-Year Highway Plan, the 5-Year Transportation Improvement Plan, the Planning Commission Major Street Plan, and the Huntsville urban area transportation computer model; manages and administers

transportation grants; serve as staff liaison to regional metropolitan transportation planning organization.

(10) Directs and coordinates the implementation of the city's master plan, and the coordination of the public interests with the private sector in the development and enforcement of land development policies; coordinates with other departments in implementing the city's recreation plan and other plans, assists in the development of industrial parks and with companies seeking to relocate to the city; coordinates with research park manager to develop the research park.

(11) Directs the development and updating of land use zoning regulations for adoption by the city council, preparation and revision of zoning ordinances, zoning maps, and subdivision regulations; directs implementation of land use zoning regulations which include the zoning ordinance, subdivision regulations, adopted land use plans, and other elements and policies of the City's comprehensive plan.

(12) Consults with public works engineering staff, architects, contractors, and individuals regarding land development and site development.

(13) Plans, organizes, and schedules reviews, and evaluates the work of clerical, and professionals involved in preparation of studies, regulations, designs, plans and giant applications and other urban planning, long range planning and development related activities.

(14) Makes oral and written presentations of strategies and recommendations to city council, boards, commissions, public and private organizations, prepares various correspondence and reports regarding urban and long-range planning issues and policies.

(15) Prepares the annual budget for the division.

(16) Performs related work as required and performs any and all duties that may be required of him by ordinance or resolution.

Secs. 2-1028 – 2-1034. – Reserved

Sec. 2-1035. Geographic Information Services Division established.

The division of geographic information services is hereby established as a division of the planning department. The geographic information services division shall be under the general supervision and control of the manager of geographic information services. The manager of geographic information services, whose qualifications are established by the mayor, shall be appointed by the mayor subject to the approval of the city council as provided by law. The manager of geographic information services shall hold office for the term of the mayor making the appointment. The manager of geographic information services shall be under the supervision and control of the director of planning. In the event of vacancy in the director of planning position, the manager of geographic information services shall perform the duties of department head for the division and shall be under the direct supervision and control of the director of economic and urban development. Generally, the manager of geographic information services shall be available to councilmembers to respond to requests for

information or questions related to matters under the general control of the manager of geographic information services which are pertinent to the performance of a councilmember's duties.

Sec. 2-1036. Duties of the Manager of Geographic Information Services.

The duties of the manager of geographic information services, which shall be performed in accordance with applicable laws, include the following:

- (1) Plans, organizes, directs, coordinates, and evaluates the activities of a division of the planning department; makes personnel management determinations to ensure division goals and objectives are met; trains, assigns, reviews, evaluates and provides technical assistance to the professional and technical staff; prioritizes projects, establishes schedules, selects project leaders and assigns staff to various projects.
- (2) Supervises installation and maintenance of operating systems, protocols, servers, workstations, plotters and related software; supervises and participates in development and/or purchase of new software/hardware systems, evaluation of software/hardware, and coordination of GIS internet web pages. Responsible for cloud services and storage.
- (3) Develops a comprehensive GIS tailored to planning and urban development criteria including creating, managing and maintaining multiple databases such as flood zones, land use, zoning, city limits, soils, hydrology, geology, topography, political districts, sanitary sewers, storm sewers, and other infrastructure; supervising and managing the production of topographic, thematic and planimetric mapping; developing topology between map sets and geographic databases.
- (4) Plans, organizes, and budgets for the systematic updates of the city's base maps; distributes base maps to all city departments in electronic format; addresses special needs and means of data distribution such as palm computers, laptops or other hardware/software configurations.
- (5) Responsible for the creation and distribution of city addresses providing a unique and standardized address database to be used by all city departments.
- (6) Develops and maintains geo-spatial data in electronic formats suitable for download via the internet for developers, engineers, and the general public.
- (7) Develops and maintains a Global Position System (GPS) network to be used by surveyors for subdivision submittals, aerial mapping projects and engineering projects. Publishing GPS coordinates in print and internet webpages; providing GPS coordinates for federal and state permits.
- (8) Coordinating with other city departments, private engineers, architects, land developers and others in implementing city policies, procedures and transfers of electronic data; advises the public as to the information and databases via the GIS system; sets standards and policies concerning the release and/or sell of digital data.

- (9) Makes oral and written presentations to boards, commissions, public and private organizations, city council and/or other city administrative panels and divisions; prepares reports and correspondence regarding GIS technology, capabilities, and policy issues.
- (10) Supervises the production and distribution of technical graphics, cartographic work, and desktop publishing associated with the planning department including specifying particular hardware configurations and software packages.
- (11) Plans and controls the annual division budget; confers with planning department divisions in planning budget items and expenditures; supervises and directs budget expenditures.
- (12) Develops short- and long-range strategic plans for GIS development; recommends projects and programs to be undertaken; defines project requirements; supervises and writes proposals and specifications for plans; advises and coordinates with planning and urban development staff on matters related to GIS.
- (13) Supervises, trains, reviews, and evaluates the work of professional, para-professional, and technical staff; prioritizes divisional work activities through subordinate supervisors; manages day to day operation of GIS staff.
- (14) Serves as a contract manager for various professional service contracts performing services for GIS.
- (15) Performs related work as required and performs all duties that may be required of him by ordinance or resolution.

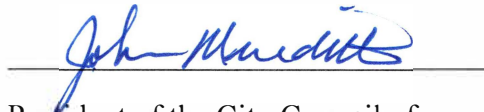
Secs. 2-1037 – 2-1055. – Reserved

Section 5. The severability provisions of section 1-8 of the Code of Ordinances of the City of Huntsville, Alabama are specifically included herein by reference as if fully set forth.

Section 6. This Ordinance shall become effective upon its adoption and publication.

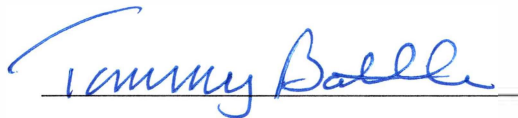
ORDINANCE NO: 23-322 (Cont.)

ADOPTED this the 27th day of April, 2023.

A handwritten signature in blue ink, reading "John M. Mendenhall", is written over a horizontal line.

President of the City Council of
the City of Huntsville, Alabama

APPROVED this the 27th day of April, 2023.

A handwritten signature in blue ink, reading "Tommy Ball", is written over a horizontal line.

Mayor of the City of Huntsville,
Alabama