

**CLASS SPECIFICATION**  
**City Planner I**

FLSA Status: Exempt  
Union Representation: Professional and Technical Employees (PTE)

**GENERAL PURPOSE**

Under general supervision, independently performs a wide variety of moderately difficult and responsible professional planning assignments in one of several recognized planning specialties; conducts research and analysis and develops recommendations on proposal applications; participates in planning policy development, development review and infrastructure planning functions, long-range planning and other planning studies and projects; and performs related duties as assigned.

**DISTINGUISHING CHARACTERISTICS**

City Planner I is the journey-level class in the professional planning series. Incumbents conduct planning research, review and analysis on projects of moderate difficulty and assist more senior planners in conducting studies and preparing reports on short- and long-range assignments and projects. Incumbents are expected to use judgment and initiative in developing solutions to problems and to exercise independent decision-making authority under general guidelines. Work is performed with supervisory monitoring and direction and reviewed generally for quality of research, analysis and recommendations.

City Planner I is distinguished from City Planner II in that incumbents in the latter class perform specialized and complex planning assignments requiring advanced knowledge of planning principles and practices and coordinate complex projects from inception to completion. City Planners II perform their work more independently, with less supervisory monitoring and direction than is given to the work of City Planners I.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

Any one position in this class may not perform all the duties listed below, nor do the listed examples of duties include all similar and related duties that may be assigned to this class.

1. Develops and formulates alternatives, proposals, evaluations and recommendations on a wide variety of planning topics, using more independent judgment that would be required at the Associate Planner level.
2. Conducts research efforts to obtain data related to a planning issue or project; uses data to define issues, assess trends, make recommendations and make day-to-day administrative decisions; identifies relationships among disparate data, issues and positions.

3. Prepares a variety of written communications, including analytical reports, correspondence, staff meeting agendas, meeting minutes, final reports and public notices and decisions; creates and revises forms, templates, and public information materials.
4. Conducts and facilitates meetings with co-workers, inter-bureau representatives and community groups; participates in conferences; meets with team members to discuss bureau policy.
5. Prepares a variety of written and visual materials, including graphics, maps and charts using manual or computer tools to synthesize and communicate detailed technical information to a variety of internal and external audiences.
6. Answers questions and provides information and assistance to the public in person, by telephone and in writing; documents citizen feedback; attempts to resolve problems and differences among competing interests while meeting the intent of Code and planning policy.
7. Conducts site visits, collects field data, verifies site conditions and notes onsite problems.
8. Assists in working with technical and citizen advisory committees to develop plans, projects and policies.

#### **OTHER DUTIES**

1. Coordinates a wide variety of support, including mapping, document production, graphics and GIS, as needed on projects.
2. Performs peer reviews of the work of co-workers; mentors less-senior planners or interns.
3. Participates on teams reviewing administrative procedures and policies.
4. Attends workshops, meetings and forums; keeps informed of legislation, regulations and trends in the planning field.

#### **MINIMUM QUALIFICATIONS**

##### **Knowledge of:**

1. Theory, principles, standards and practices of professional urban planning.
2. Application of land use, physical and environmental design, ecological science and zoning theory and practices to the planning process.
3. Applicable local, regional, state and federal laws, regulations, codes, requirements and criteria.
4. Math concepts, including statistical analysis techniques and formulae relevant to the planning process.

5. Terminology, symbols, methods, techniques, instruments and sources of information used in planning.
6. Local government organization and the functions and practices of municipal planning.
7. Methods and techniques of citizen involvement as they apply to planning processes.
8. Computer use, applications and software pertaining to the work.

**Ability to:**

1. Understand, interpret, explain and apply federal, state and local law, regulations, policies, procedures and standards and planning principles and practices to specialized or diverse planning processes.
2. Interpret maps, plans and specifications, graphs and statistical data.
3. Research, analyze and summarize planning data both manually and with computer programs.
4. Present ideas and requirements clearly and persuasively, orally and in writing; give oral presentations to decision-making bodies and citizen groups.
5. Prepare clear, concise and comprehensive technical documents, reports, correspondence and other written materials appropriate for a variety of technical and non-technical audiences.
6. Exercise sound independent judgement and reach appropriate conclusions within established policies and guidelines.
7. Deal with difficult people, angry citizens and upset applicants and resolve their issues within the confines of laws, rules, policies and processes.
8. Establish and maintain effective working relationships with developers, property owners, elected officials, bureau management and staff, representatives from other bureaus and agencies, the public and others encountered in the course of the work.

**Training and Experience:**

A typical way of obtaining the knowledge, skills, and abilities outlined above is graduation from a college or university with an undergraduate or graduate degree in urban planning or a closely related field; and two years of progressively responsible professional planning experience; or an equivalent combination of training and experience. Experience in a public agency is preferred.

**Licenses; Certificates; Special Requirements:**

A valid state driver’s license may be required for certain assignments.

AICP certification is desirable, but not mandatory.

**PHYSICAL AND MENTAL DEMANDS**

Persons with disabilities may be able to perform the essential duties of this class with reasonable accommodation. Reasonable accommodation will be evaluated on an individual basis and depends, in part, on the specific requirements for the job, the limitations related to disability and the ability of the hiring bureau to accommodate the limitation.

**SPECIALTIES**

Positions in this class are assigned to one of the following specialties: Environmental (ENV), Land Use (LNDU), Parks (PARK), Transportation (TRA), Transportation Modeling (TRAM), Urban Design (URD), or Water Resources (H2O).

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**Class History:**

- Adopted: 01-01-90 Class Planner A created as a result of consolidating the following COPPEEA classes:  
3230 City Planner I  
3232 City Planner II  
3227 Transportation Modeling Specialist
- Revised: 08-31-94 Revised all portions of the specification and defined the Transportation specialty.
- Revised: 04-03-95 Spec reviewed for use of supervisory language.
- Revised: 07-01-01 Spec revised as part of the COPPEEA classification and compensation study.  
Planner I (6132) class created from the following COPPEEA classes:  
3229 Planner
- Revised: 09-09-05 “Specialty” section added.
- Revised: 09-30-05 Economic specialty removed.
- Revised: 08-01-06 Spec history updated to reflect pre-2001 COPPEEA Study history. Spec formatting modified.
- June 2009 - Change Job Class number from 6132 to 30000376 (ENV), due to system change.
- June 2009 - Change Job Class number from 6132 to 30000377 (LNDU), due to system change.
- June 2009 - Change Job Class number from 6132 to 30000378 (PARK), due to system change.
- June 2009 - Change Job Class number from 6132 to 30000380 (TRA), due to system change.
- June 2009 - Change Job Class number from 6132 to 30000379 (TRAM), due to system change.
- June 2009 - Change Job Class number from 6132 to 30000381 (URD), due to system change.
- June 2009 - Change Job Class number from 6132 to 30000382 (H2O), due to system change.
- July 2017 – Updated union name from COPPEEA to PTE
- Revised: 01-18-18 Revised (H2O) specialty to include wastewater or stormwater.

## **30000377 - Land Use Specialty (LNDU)**

### **GENERAL PURPOSE**

Within the scope of the City Planner I General Purpose, this specialty, under general supervision, performs a wide variety of professional land use and long-range planning assignments; investigates, analyzes and develops reports and recommendations pertaining to a variety of moderately difficult and varied land use and long-range planning issues and problems; and performs related duties as assigned.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

1. Assists in long-range planning projects to develop and modify land-use plans, policies, regulations and guidelines including analyzing, interpreting and drafting zoning and land-use codes; drafts new or revised codes and ordinances; prepares oral and written responses to staff recommendations for legislative zoning code amendments; reviews and comments on proposed zoning text amendments and state legislative land-use bills proposed by the City; writes legislative findings to address regional land-use regulations.
2. Reviews development proposals for compliance with applicable Zoning Codes provisions, Comprehensive Plan policies, approval criteria, and other regulations; determines conformity with land-use laws, policies, regulations and procedures; makes administrative and quasi-judicial land use decisions that may be final unless appealed to a higher authority/appeal body; recommends approval or denial of quasi-judicial land use application through the preparation of a staff report and public hearing presentation; identifies problems and assesses alternatives in the context of a specific development proposal; solicits and coordinates bureau and agency comments regarding specific development projects; reviews land division final plats for conformance with criteria and regulations; reviews property line adjustment applications; conducts parcel, mapping and zoning analyses; writes legally defensible findings for quasi-judicial land-use reviews.
3. Researches and makes recommendations for revisions to official zoning maps; processes zoning map errors.
4. Calculates fees for permit and land-use review applicants.
5. Provides over-the-counter public information and assistance to Zoning Code and other land-use requirements, working with other City staff from a variety of service agencies in a coordinated development services/permitting center.
6. Uses computerized permit and project tracking software to organize project timelines and caseloads.
7. Works with other planners to ensure consistent administration and interpretation of the Zoning Code.

## **MINIMUM QUALIFICATIONS**

Positions assigned to this specialty must meet the following minimum qualifications in addition to the core Minimum Qualifications requirement of this classification.

### **Knowledge of:**

1. A variety of data sources for land-use information and planning data.
2. Federal, state, regional and local laws, policies and procedures applicable to land-use planning.
3. Inter-relationships between various land-use issues and other planning areas.

### **Ability to:**

1. Understand, interpret and apply land-use laws, regulations and policies to a variety of moderately complex land-use and zoning development proposals.
2. Understand and apply City policy in formulating recommendations on specific requests for quasi-judicial adjustments.
3. Work closely with land-use attorneys, applying knowledge of land-use law, legal decision-making processes and applicable terminology.

## **30000380 - Transportation Specialty (TRA)**

### **GENERAL PURPOSE**

Within the scope of the City Planner I General Purpose, this specialty, under general supervision, performs a wide variety of professional transportation planning assignments; investigates, analyzes and develops reports and recommendations pertaining to a variety of moderately difficult and varied transportation planning issues and problems; and performs related duties as assigned.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

1. Assists in developing transportation plans, policies and programs supporting City goals, private development and other agency activities.
2. Gathers and analyzes transportation data on present and future conditions using research methods such as site visits, surveys, literature review, traffic data and transportation modeling outputs; develops and uses computerized databases.
3. Analyzes data on present and projected street conditions, including traffic flow, transit service, street width, air quality and parking, the use of adjacent areas and forecasted development.
4. Performs feasibility studies including use of transportation modeling techniques, dealing with a variety of transportation issues, policies and projects.
5. Uses forecasting, modeling and projection methodologies to research and analyze a variety of transportation issues such as traffic flow, mass transit, development of light rail, air quality, parking, encroachment on public right-of-way and capital improvement projects.

### **MINIMUM QUALIFICATIONS**

Positions assigned to this specialty must meet the following minimum qualifications in addition to the core Minimum Qualifications requirement of this classification.

#### **Knowledge of:**

1. Theory, principles, standards, practices and information sources of transportation planning; including a variety of data sources for traffic flow and engineering information, transit operations, pedestrian planning data, employment, business and demographic data.
2. Federal, state, regional and local laws, policies and programs applicable to transportation planning.
3. Inter-relationships between various land use and transportation issues.
4. Transportation modeling and geographic information system techniques and software.

5. Application of transportation planning practices to advanced transportation planning studies or policy development issues.

**Ability to:**

1. Select and use transportation modeling and geographic information system tools, methodologies and software to address transportation problems.



## **30000379 - Transportation Modeling Specialty (TRAM)**

### **GENERAL PURPOSE**

Within the scope of the City Planner I General Purpose, this specialty, under general supervision, performs a wide variety of professional transportation modeling assignments; uses computerized modeling techniques, such as forecasting, capacity analysis, and signal operations, to determine potential impacts of changes in signal timing, street routing, parking and traffic circulation; and performs related duties as assigned.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

1. Uses computerized modeling techniques, such as forecasting, capacity analysis and signal operations to determine potential impacts on new development or changes in signal timing, street routing, parking, traffic circulation and land use.
2. Confers with project leaders to determine data needed for study, level of accuracy and parameters required, timelines and methodology to be used; selects appropriate software packages to provide required data analysis.
3. Writes technical reports and makes recommendations based on research and basic analysis of data for presentation to project leaders.
4. Researches technical literature corresponds with computer and transportation professionals and other jurisdictions to keep current on techniques and processes for transportation modeling; makes recommendations to supervisors for software enhancements and the acquisition or modification of software.
5. Reviews and comments on reports, memos and studies from other City agencies dealing with issues related to transportation and traffic.

### **MINIMUM QUALIFICATIONS**

Positions assigned to this specialty must meet the following minimum qualifications in addition to the core Minimum Qualifications requirement of this classification.

#### **Knowledge of:**

1. Theory, principles, standards, practices and information sources of transportation planning and modeling and geographic information system techniques, software and tools.
2. A variety of data sources for traffic flow and engineering information, transit operations, pedestrian planning data, employment, business and demographic data.
3. Federal, state, regional and local laws, policies and programs applicable to transportation planning.

4. Inter-relationships between various land use and transportation issues.

**Ability to:**

1. Select and use transportation modeling and geographic information system tools, methodologies and software to address transportation problems.

## **30000376 - Environmental Specialty (ENV)**

### **GENERAL PURPOSE**

Within the scope of the City Planner I General Purpose, this specialty, under general supervision, performs a wide variety of professional planning assignments related to environmental and land-use policy and regulatory issues; investigates, analyzes and develops reports and recommendations pertaining to a variety of moderately difficult and varied natural resource and environmental planning issues and problems; and performs related duties as assigned.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

1. Researches ecological, environmental and natural resource management issues and technical concepts related to environmental and land-use planning issues.
2. Reviews or participates in the review of development proposals for compliance with applicable environmental codes, policies, approval criteria, and other regulations; conducts environmental impact evaluations; makes administrative and quasi-judicial land use decisions that may be final unless appealed to a higher authority/appeal body; recommends approval or denial of quasi-judicial land use application through the preparation of a staff report and public hearing presentation; identifies problems and assesses alternatives in the context of a specific development proposal; solicits and coordinates bureau and agency comments regarding specific development projects; reviews land division final plats for conformance with criteria and regulations; reviews property line adjustment applications; conducts parcel, mapping and zoning analyses; writes legally defensible findings for quasi-judicial land-use reviews.
3. Participates in developing and managing professional services contracts with outside consultants to obtain necessary natural resource information; develops requests for proposals and contracts; works with consultants to collect data; reviews work of consultants; monitors work program and schedule to ensure timely project completion; assures terms of contract are met.
4. Facilitates and works with technical and citizen advisory committees.
5. Assists with complex environmental planning projects to develop policies and planning recommendations or develop solutions to long- and short-term problems; designs and coordinates projects by identifying problems, conducting research and analysis on complex land-use proposals as they relate to environmental and natural resource regulations, impacts and issues.
6. Helps formulate proposals for policy and regulation related to natural resource conservation and protection.

### **OTHER DUTIES**

1. Prepares grant applications.

## **MINIMUM QUALIFICATIONS**

Positions assigned to this specialty must meet the following minimum qualifications in addition to the core Minimum Qualifications requirement of this classification.

### **Knowledge of:**

1. Theory, principles, standards, practices and information sources of ecological science, natural resources and environmental planning.
2. Application of environmental planning practices to environmental planning studies or policy development issues.
3. Geographical information systems data storage, mapping and report generation capabilities and techniques.
4. Federal, state, regional and local laws, policies and programs applicable to environmental planning.
5. Inter-relationships between various land use and environmental issues.

### **Ability to:**

1. Read and interpret planimetric, topographic, hydrologic and statistical data, maps, charts and graphs.
2. Understand, interpret, explain and apply federal, state, regional and local law, regulations, policies, procedures and standards and planning principles and practices to specialized, complex or diverse environmental planning processes.
3. Present ideas and requirements clearly and persuasively, orally and in writing; negotiate resolutions to problems or conflicts.
4. Prepare clear and concise technical documents, reports, correspondence and other written materials.
5. Exercise sound independent judgment and reach appropriate conclusions within established policies and guidelines.

### **Training and Experience:**

An undergraduate or graduate degree in biology, ecology, environmental science, natural resource management or geography, with courses in urban or regional planning, may be substituted for the core class requirement of a degree in urban planning or a closely related field.

## **30000381 - Urban Design Specialty (URD)**

### **GENERAL PURPOSE**

Within the scope of the City Planner I General Purpose, this specialty, under general supervision, performs a wide variety of professional planning assignments related to urban design and land-use policy and regulatory issues; investigates, analyzes and develops reports and recommendations pertaining to a variety of moderately difficult and varied urban design related planning issues and problems; and performs related duties as assigned.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

1. Conducts architectural reviews of building design proposals for compliance with applicable codes, criteria, requirements and regulations related to function, aesthetics, implementation and feasibility; determines conformity with laws, policies, regulations and procedures; recommends approval or identifies problems and assesses alternatives; determines need for other bureaus and agencies to review specific projects and proposals and coordinates review; prepares legally defensible findings.
2. Develops policies, regulations, and design guidelines to implement the City's urban design goals.
3. Meets with technical and design representatives and provides advice and guidance, and exchanges information regarding urban design, architectural planning issues and policies and potential development alternatives.
4. Provides information, interpretations and assistance to developers, property owners and the public regarding laws, policies, regulations, standards and procedures with respect to the submission of plans, processing of applications, Code requirements and alternative options to meet Code requirements; reviews proposal applications to ensure they are complete; prepares suggestions for applicants.
5. Prepares a variety of written communications; creates and revises application forms, templates, review sheets and public information materials.
6. Represents the bureau and makes recommendations on minor appeals and major planning reviews to a variety of decision-making bodies.
7. Represents the City on advisory committees related to urban design and land-use planning.
8. Facilitates meetings with applicants, developers, inter-bureau representatives and co-workers; participates in pre-application conferences; meets with team members to discuss building design cases and bureau policy.
9. Performs land use and long-range planning assignments as required.

10. Consults with neighborhood or area planning teams on urban design principles; helps develop streetscape design concepts and alternatives; advises on area-specific design issues and makes recommendations on area-specific design standards and guidelines.

### **MINIMUM QUALIFICATIONS**

Positions assigned to this specialty must meet the following minimum qualifications in addition to the core Minimum Qualifications requirement of this classification.

#### **Knowledge of:**

1. Theory, principles, standards, practices and information sources of urban design review and planning, including architectural design, styles, history and historic preservation.
2. Urban design needs and issues.
3. Application of urban design review and planning practices to urban design review and planning studies or policy development issues.
4. Construction methods and commonly used materials.
5. Federal, state, regional and local laws and programs applicable to urban design planning.
6. Interrelationships between planning and zoning regulations and procedures and their impact on the design of development proposals.

#### **Ability to:**

1. Understand, interpret, explain and apply federal, state, regional and local law, regulations, policies, procedures and standards and planning principles and practices to moderately complex urban design development proposals.
2. Understand and apply City policy in formulating recommendations involving urban design projects, resolving urban design issues or recommending policy changes.
3. Review, prepare or direct the preparation of urban design and land-use plans and specifications.
4. Perform technical research and analysis of urban design and use planning issues or problems, evaluate alternatives and recommend or adopt effective courses of action.

## **3000382 - Water Resource Specialty (H2O)**

### **GENERAL PURPOSE**

Within the scope of the City Planner I General Purpose, this specialty, under general supervision, performs a wide variety of professional planning assignments related to water resources, wastewater, or stormwater, and land-use policy and regulatory issues; investigates, analyzes and develops reports and recommendations pertaining to a variety of moderately difficult and varied water resources, wastewater, or stormwater planning issues and problems; and performs related duties as assigned.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

1. Uses computerized modeling techniques such as demand forecasting and capacity analysis to determine the potential impacts of new development or changes in water usage; plans and implements studies and prepares reports; reviews technical analyses relating to supply sources, demand management programs, models and environmental analyses in conjunction with City or regional planning efforts.
2. Confers with project leaders to determine data needed for study, level of accuracy and parameters required, timelines and methodology to be used; selects appropriate software packages to provide required data analysis.
3. Writes technical reports and makes recommendations based on research and basic analysis of data for presentation to project leaders.
4. Researches technical literature; corresponds with water resources planning professionals in other jurisdictions to keep current on techniques and processes for water resources planning and modeling; makes recommendations to supervisors for enhancements to computer programs and the acquisition or modification of software.
5. Reviews and comments on reports, memos and studies from other City agencies dealing with issues related to water, wastewater, or stormwater management and planning issues.
6. Develops and coordinates public involvement and educational activities regarding City water, wastewater, or stormwater systems and regional supply and infrastructure planning.
7. Participates in the review of development proposals for compliance with applicable codes, policies, and other regulations; recommends approval or denial of land use applications; identifies problems and assesses utility service alternatives; coordinates with stakeholders; reviews land division final plats and property line adjustments for conformance with regulations; conducts parcel and mapping analyses

### **MINIMUM QUALIFICATIONS**

Positions assigned to this specialty must meet the following minimum qualifications in addition to the core Minimum Qualifications requirement of this classification.

**Knowledge of:**

1. Theory, principles, standards, practices and information sources of water resources, wastewater, or stormwater planning and policy; water utility, watershed management and water quality issues.
2. Federal, state, regional and local laws, policies and program frameworks affecting water resources management and water, wastewater, or stormwater service delivery.
3. Principles and practices of hydrology.
4. Inter-relationships between land use/growth management and water utility management issues.

**Ability to:**

1. Select and use appropriate modeling and geographic information systems and tools, methodologies and software to address water resource, wastewater, or stormwater planning and management problems and issues.
2. Understand, interpret, explain and apply federal, state, regional and local law, regulations, policies, procedures and standards and planning principles and practices to specialized or diverse water resource planning processes.
3. Understand and apply City policy and infrastructure planning practices in formulating recommendations resolving water resource issues or recommending policy changes.
4. Present ideas and requirements clearly and persuasively, orally and in writing, translating technical water-related information into written documents or oral presentations appropriate to non-technical audiences; negotiate resolutions to problems or conflicts.

**Training and Experience:**

An undergraduate or graduate degree in water resource management, hydrology, environmental science, natural resource management, landscape architecture, or geography, with courses in urban or regional planning, may be substituted for the core class requirement of a degree in urban planning or a closely related field.



## 3000378 - Parks Specialty (PARK)

### GENERAL PURPOSE

Within the scope of the City Planner I General Purpose, this specialty, under general supervision, performs a wide variety of professional planning assignments related to park planning and land-use policy issues; investigates, analyzes and develops reports and recommendations pertaining to a variety of moderately difficult and varied park planning issues and problems; and performs related duties as assigned.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Conducts studies and analysis of park planning issues, including problem identification, data collection and analysis, report writing and preparation of recommendations.
2. Prepares site plans for development or redevelopment of parks or recreational facilities.
3. Meets with technical and design experts and representatives of diverse interest groups from the development, architecture, legal and lay communities.
4. Collects and analyzes data on present and projected park conditions.
5. Conducts architectural review of park design projects.

### MINIMUM QUALIFICATIONS

Positions assigned to this specialty must meet the following minimum qualifications in addition to the core Minimum Qualifications requirement of this classification.

#### Knowledge of:

1. Theory, principles, standards, practices and information sources related to park and recreation facility design and planning.
2. Objectives, principles, concepts, theories and problem-solving practices in assessing park needs, problems and in designing and planning parks.
3. Landscape architectural theory and practice in preparing park plans.
4. Application of parks planning practices to park and recreation facility planning studies or policy development issues.
5. Federal, state, regional and local laws, policies and programs frameworks affecting parks planning and design.
6. Inter-relationships between land use/growth management and parks management issues.

7. Objectives, principles, concepts, theories and problem-solving practices in park and recreational facility design.
8. Codes, regulations, ordinances and policies pertaining to park planning projects.

**Ability to:**

1. Understand, interpret, explain and apply federal, state, regional and local law, regulations, policies, procedures and standards and planning principles and practices to specialized, complex or diverse parks planning and design processes.
2. Understand and apply City policy in formulating recommendations resolving complex parks planning and design issues or recommending policy changes.
3. Apply methods of park planning to the development of solutions to complex park planning problems that may involve the creation and/or implementation of policy.
4. Apply landscape architectural theory and practice in preparing master plans and system wide plans.
5. Prepare site plans for park, natural areas or trails for development or redevelopment.
6. Use geographic information systems, graphics and word processing programs.
7. Make oral and written presentations to communicate complex park and recreation facility planning proposals to hearing officers, governmental commissions and/or technical, professional and lay audiences.