

DIRECTOR OF TRAFFIC SOLUTIONS**SALARY RANGE****\$63.887 - \$77.655 Hourly****\$11,073.71 - \$13,460.16 Monthly****\$132,884.51 - \$161,521.95 Annually****DEFINITION**

Under administrative direction, plans, organizes, manages, and provides oversight for all programs and activities of the interagency transportation demand management (TDM) program; provides highly responsible and complex professional assistance to the Executive Director in areas of expertise; and performs related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives administrative direction from the Executive Director. The work provides for a wide variety of independent decision-making, within legal and general policy and regulatory guidelines. Exercises general direction and supervision over professional and technical/administrative support staff.

CLASS CHARACTERISTICS

This is a senior management classification that oversees, directs, and participates in all activities of the Traffic Solutions Division, including the interagency transportation demand management program. This class provides assistance to the Executive Director in a variety of administrative, coordinative, analytical, and liaison capacities. Successful performance of the work requires knowledge of public policy, SBCAG functions and activities, and the ability to develop, oversee, and implement multiple programs, projects, and services in assigned area of responsibility. Responsibilities include coordinating the activities of the department with those of other departments and outside agencies employers and managing and overseeing the complex and varied functions of the department. The incumbent is accountable for accomplishing departmental planning and operational goals and objectives and for furthering SBCAG goals and objectives within general policy guidelines.

EXAMPLES OF TYPICAL JOB FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Assumes full management responsibility for services, programs, and projects of the Traffic Solutions Department.
- Develops and directs the implementation of goals, objectives, policies, procedures, and work standards for the assigned functions.
- Manages and participates in the development and administration of the department's annual budget; directs the forecast of additional funds needed for staffing, equipment, materials, and supplies; directs the monitoring of and approves expenditures; directs and implements adjustments as necessary.

- Selects, trains, motivates, and directs department personnel; evaluates and reviews work for acceptability and conformance with department standards, including program and project priorities; works with employees on performance issues; implements discipline and termination procedures; responds to staff questions and concerns.
- Contributes to the overall quality of the assigned areas of responsibility by developing, reviewing, and implementing policies and procedures to meet legal requirements and SBCAG needs; continuously monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; assesses and monitors the distribution of work, support systems, and internal reporting relationships; identifies opportunities for improvement; directs the implementation of change; prepares various staff reports on operations and activities.
- Meets with employers, employee groups, and community organizations to provide information on the programs offered and/or coordinated by the department.
- Works collaboratively and builds partnerships with local non-profit organizations and governmental agencies to promote the agency's programs.
- Coordinates with other SBCAG staff in the development of interregional transit plans and bicycle plans.
- Conducts outreach activities with employers to promote, coordinate and facilitate the department's programs.
- Coordinates regional activities and events promoting bicycling.
- Oversees graphic design, video production and advertising programs and activities.
- Directs the operation of the county-wide ridesharing program operated by SBCAG.
- Oversees the development of consultant requests for proposals for professional services and the advertising and bid processes; evaluates proposals and recommends project award; coordinates with legal counsel to determine SBCAG needs and requirements for contractual services; negotiates contracts and agreements and administers same after award.
- Serves as a liaison for the department to other SBCAG departments, elected officials, outside agencies, and the public; provides staff support to the board and committees; participates in community events and workshops that provide public information regarding SBCAG programs, projects, and services; explains and interprets SBCAG programs, policies, and activities.
- Participates on the Executive Management Team providing input on implementation of the goals, policies, and directives of the Board of Directors; provides input on project and program issues, policy, and strategic direction.
- Prepares, reviews, and presents staff reports, various management and information updates, and reports on special projects as assigned by the Executive Director.
- Monitors changes in laws, regulations, and technology that may affect SBCAG or departmental operations and programs; implements policy and procedural changes as required.
- Responds to difficult and sensitive public inquiries and complaints and assists with resolutions and alternative recommendations
- Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

- Administrative principles and practices, including goal setting and program development, implementation, and evaluation.
- Principles and practices of employee supervision, including work planning, assignment, review and evaluation, and the training of staff in work procedures.

- Public agency budget development, contract administration, administrative practices, and general principles of risk management related to the functions of the assigned area.
- Organizational and management practices as applied to the analysis and evaluation of projects, programs, policies, procedures, and operational needs.
- Recent and on-going developments, current literature, and sources of information related to assigned programs and services.
- Applicable federal, state, and local laws, regulatory codes, ordinances, and procedures relevant to assigned area of responsibility.
- Record keeping principles and procedures.
- Modern office practices, methods, and computer equipment and applications related to the work.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for effectively representing SBCAG in contacts with governmental agencies, community groups, various business, professional, educational, and regulatory organizations, and the public.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and SBCAG staff.

Ability to:

- Develop and implement goals, objectives, policies, procedures, work standards, and internal controls for the department and assigned program areas.
- Provide administrative and professional leadership and direction for assigned department and SBCAG.
- Manage and administer a major public agency program that involves extensive coordination and outreach with outside agencies, public and private employers, and the general public.
- Conduct complex research projects, evaluate alternatives, make sound recommendations, and prepare effective technical reports.
- Effectively represent the department and SBCAG in meetings with governmental agencies, community groups, and various businesses, professional, and regulatory organizations, and in meetings with individuals.
- Prepare and administer large and complex budgets; allocate limited resources in a cost effective manner.
- Interpret, apply, and ensure compliance with federal, state, and local policies, procedures, laws, and regulations.
- Plan, organize, direct, and coordinate the work of professional, and technical personnel; delegate authority and responsibility.
- Select, train, motivate, and evaluate the work of staff and train staff in work procedures.
- Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
- Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Operate modern office equipment including computer equipment and specialized software applications programs.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, discretion, and independent judgment within general policy, procedural, and legal guidelines.
- Establish and maintain effective working relationships with those contacted in the course of work.

Education and Experience:

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Equivalent to graduation from an accredited four-year college or university with major coursework in communications, marketing, public policy, urban or transportation planning, economics, political science, business or public administration, or a related field and five (5) years of broad and progressively responsible management and/or professional experience in transportation planning and/or transportation demand management.

Licenses and Certifications:

- Possession of a valid California Class “C” Driver’s License.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various SBCAG meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. This is both an office classification and a classification requiring field work and public activities which may require loading, carrying, lifting and setting up displays, tables and other equipment. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 50 pounds.

ENVIRONMENTAL ELEMENTS

The employee works in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. The employee interfaces with staff, management, other departmental representatives, transportation and government officials, business representatives, and the general public in explaining SBCAG policies and requesting and providing information.