

TRAFFIC SOLUTIONS PROGRAM COORDINATOR I/II**SALARY RANGE**

\$31.219 - \$44.007 Hourly
\$5,411.29 - \$7,627.84 Monthly
\$64,935.52 - \$91,534.04 Annually

DEFINITION

Under general supervision, coordinates programs for employers and individuals in the County that enable, facilitate and promote ridesharing (carpool, vanpool, bus, train) and active transportation (walk, bike, skateboard, scooter); performs a variety of community outreach, writing and editing, website management, and research duties in support of the Director of Traffic Solutions; and performs related duties as required.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from the Director of Traffic Solutions. Exercises no direct supervision over regular staff; supervises volunteers and volunteer event coordinators outside the agency.

CLASS CHARACTERISTICS

Traffic Solutions Program Coordinator I: This is the first level class in the Traffic Solutions Program Coordinator series and works collaboratively as part of a team developing and administering programs and events promoting ridesharing and active transportation. The Traffic Solutions Program Coordinator is responsible for providing support for the daily operations of SBCAG's Transportation Demand Management Program. The work requires recommending and implementing a variety of targeted programs in support of encouraging participation in alternative forms of transportation.

Traffic Solutions Program Coordinator II: This is the level of the classification that, in addition to participating in developing and administering programs and events promoting ridesharing and active transportation and providing support in the division's daily operations, is responsible for significant responsibilities in promoting SBCAG and Traffic Solutions. Incumbents serve as lead in various Traffic Solutions and SBCAG programs through managing marketing campaigns, overseeing major events, presenting to large audiences and creating content for and managing SBCAG sponsored websites. Successful performance of the work requires considerable experience in marketing, public speaking, website publishing tools and managing web-based software as a service.

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.

- Participates in the day-to-day operation of a Transportation Demand Management program including conducting outreach activities to employers and commuters throughout the county.

- Serves and engages with community members and commuters; listens and responds to inquiries at employer-hosted events, SBCAG events, and community events and activities.
- Encourages ridesharing and active transportation to work as viable commute options.
- Advises public about commuting options, provides transit and bike route information, instructs on forming carpool and vanpools, and provides software training.
- Manages communication with customer base using email marketing software to manage mailing lists and create email marketing campaigns and e-newsletters.
- Explains commuter benefits and Transportation Demand Management (TDM) to local employers, gauges needs and desires, and provides software training.
- Assists employers in developing and evaluating commuter benefits programs/TDM plans; conducts research, surveys and reporting regarding employee transportation needs and usage.
- Provides employers with templates for commuter benefits programs/TDM plans and drafts individualized program descriptions.
- Conducts fundraising activities for cash, gift cards, and in-kind gifts to be used in departmental outreach efforts.
- Researches sustainable transportation and trip planning in other communities and in Santa Barbara County.
- Develops and implements goals, objectives, policies, and priorities for assigned functions; recommends and administers policies and procedures.
- Monitors operations and activities of assigned functions; recommends improvements and modifications and prepares various reports.
- Researches, analyzes, and compiles data for a variety of special projects and assignments.
- Attends and participates in professional group meetings and committees; stays abreast of new trends and innovations related to assigned functions.
- Monitors changes in laws, regulations, and technology that may affect SBCAG operations; implements policy and procedural changes as required.
- Performs other special projects or duties as assigned.

In addition to the above, the Traffic Solutions Program Coordinator II:

- Creates and maintains content for multiple SBCAG Traffic Solutions supported websites and web-based services.
- Plans, organizes and oversees major Traffic Solutions supported events.
- Develops, coordinates and conducts marketing campaigns for various SBCAG and Traffic Solutions activities.
- Speaks and/or makes presentations to large groups and audiences.
- Performs other special projects or duties as assigned.
- Represents SBCAG with community groups and various professional, educational and corporate organizations.

QUALIFICATIONS

Knowledge of:

- Principles and practices, including goal setting, program development, implementation, and evaluation.
- Organization and function of public agencies, including the role of an elected Board and appointed committees and boards.
- Research and reporting methods, techniques, and procedures.
- Technical report writing and preparation of correspondence.

- Principles and practices of data collection and report preparation.
- Modern office practices, methods, and computer equipment and computer applications related to work.
- English usage, grammar, spelling, vocabulary, and punctuation.
- 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 assigned program areas.
- Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
- Establish and maintain a variety of filing, record keeping, and tracking systems.
- 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 office equipment and computer applications related to the work.
- Effectively learn new software and serve as administrator for different software platforms.
- 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.

Traffic Solutions Program Coordinator II, in addition to the above:

Knowledge of:

- Practices and trends in website publishing tools, web-based software as a service, and website usability.
- Methods and techniques of public speaking.
- Techniques for effectively representing SBCAG with community groups and various professional, educational and corporate organizations.

Ability to:

- Conduct complex research projects, evaluate alternatives, make sound recommendations, and prepare effective technical staff reports.
- Prepare clear and effective correspondence, marketing programs and written materials.
- Develop and implement effective marketing strategies and events.
- Make effective presentations to a wide variety of groups.
- Use a variety of website publishing software and web-based services.

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:

Education equivalent to completion of an Associate's degree from an accredited community college with major coursework in marketing, communications, education, public or business administration. Additional education and training in web design, marketing and/or public speaking is preferred for the Traffic Solutions Program Coordinator II.

Experience:

- Traffic Solutions Program Coordinator I: At least two years of experience in customer service, HR benefits administration and employee engagement, marketing or experience working in the alternative mode transportation industry, and/or related areas.
- Traffic Solutions Program Coordinator II: At least four years of experience in customer service, HR benefits administration and Employee engagement, website publishing and web-based software as a service, developing complex marketing programs, and experience working in the alternative mode transportation industry and/or related areas.

Licenses and Certifications:

- Possession of a valid Class “C” California 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 a sedentary office classification as well as an active in walking and standing while attending meetings and events throughout the County. 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 onsite as well as in the community explaining SBCAG policies and requesting and providing information.