

TRANSPORTATION PROGRAM COORDINATOR I/II

SALARY RANGE

TPCI

\$32.156 - \$39.085 Hourly

\$5,573.63 - \$6,774.78 Monthly

\$66,883.57 - \$81,297.40 Annually

TPCII

\$37.291 - \$45.327 Hourly

\$6,643.70 - \$7,856.67 Monthly

\$77,564.44 - \$94,280.06 Annually

DEFINITION

Under general supervision, coordinates programs for employers and individuals in the County that enable, facilitate and promote ridesharing and transit utilization (e.g., carpool, vanpool, bus, train, and on-demand micro-transit) and active transportation (walk, standard and electric bikes, and micro-mobility options); assists with the motorist aid programs provided by the SBCAG; performs a variety of community outreach, education, writing and editing, contact database updates, website updates, and field work in support of the Multimodal Programs Division(Division); and performs related duties as required.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from the Director of Multimodal Programs. Exercises no direct supervision over regular staff; supervises volunteers and volunteer event coordinators outside the agency; and provides limited oversight and monitoring of vendors and contractors.

CLASS CHARACTERISTICS

Transportation Program Coordinator I: This is the first level class in the Transportation Program Coordinator series and works collaboratively as part of a team developing and administering programs and events promoting ridesharing, transit and active transportation. The Transportation Program Coordinator is responsible for providing support for the daily operations of SBCAG's Transportation Demand Management Program, SBCAG-funded bus services, and SBC SAFE programs. The work requires recommending and implementing a variety of targeted programs in support of encouraging use of SBCAG-provided and local and regional transportation services.

Transportation Program Coordinator II: This is the level of the classification that, in addition to participating in developing / administering Division programs, is responsible for significant responsibilities in promoting SBCAG and Division projects and programs. Incumbents serve as outreach lead in various Division 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.

- Assists in the day-to-day operation of a Transportation Demand Management (TDM) program, including conducting outreach to employers and commuters throughout the county.
- Assists in the day-to-day operation of rail and transit services provided by SBCAG, including conducting field monitoring, reporting and data collection.
- 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, rail, transit and active transportation to work as viable commute and alternative transportation options.
- Provides support at CycleMAYnia (Bike Month) events, electric bike demonstrations, as well as education about bikeshare and other micro-mobility options.
- Advises public about commuting options, provides transit and bike route information, instructs on forming carpool and vanpools, and provides software training.
- Assists in management of Division fleet and related equipment, such as transit vehicles, on-board technology and alternative fueling systems, including providing administrative support regarding fleet records and reporting.
- Assists in management of e-bikes, including loading and towing a trailer for delivering bikes to events or maintenance, and performing basic bike maintenance as needed.
- Manages communication with customer base using email marketing software to manage mailing lists and create email marketing campaigns and e-newsletters.
- Assists with onboarding of new employer contacts and conducts commuter program assessments and documentation.
- Explains commuter benefits 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.
- Assists with monitoring performance of intelligent transportation systems (ITS) technology deployments such as with contactless fare card readers, real-time information systems and onboard transit vehicle systems.
- Responds to email, social media, chat and phone inquiries using professional customer service approaches.
- Fulfills fare media orders and provides related customer service to passengers.
- Conducts field work in support of transit programs, including inventory of bus stops, material updates, and public noticing.
- Conducts field work in support of the SBC SAFE Programs, including inventory of Callboxes and assessing equipment functionality, such as Freeway Service Patrol onboard reporting devices.
- Develops content for social media channels.
- 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.
- Prepares reports and data for periodic and annual reporting requirements.

- Attends and participates in professional group meetings and committees.
- 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 Transportation Program Coordinator II:

- Creates and maintains content for multiple Division supported websites and web-based services.
- Hosts CycleMAYnia (Bike Month) events, electric bike demonstrations and safety classes, as well as education about bikeshare and other micro-mobility options.
- Plans, organizes, and oversees major Division supported events.
- Develops, coordinates, and conducts marketing campaigns for various SBCAG and Division 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.
- Customer Service Management Systems.
- Social media tools, such as Facebook, Instagram, X/Twitter and LinkedIn
- 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.

Transportation 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:

- Transportation Program Coordinator I: At least two years of experience in customer service, HR benefits administration and employee engagement, marketing or experience working in the transit, rail or alternative mode transportation industry, and/or related areas.
- Transportation 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 transit, rail or 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. Ability to lift and maneuver equipment to load and unload tow a trailer. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 60 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 public onsite as well as in the community explaining SBCAG policies and requesting and providing information.