

Ventura County Transportation Commission
Job Description

Program Manager – Transportation Demand Management

Definition

Under general direction, plans, organizes, coordinates, and manages the transportation demand management commuter assistance programs, including the RideShare and Guaranteed Ride Home programs; and does related work as required.

Distinguishing Characteristics

This single-position management-level classification reporting to a department head, has primary responsibilities to ensure the smooth functioning of the various transportation demand programs. This position exercises independent judgment and discretion in formulating, managing, and overseeing the programs. It is distinguished from the next higher level position of department head, in that the latter has greater responsibility for a wider variety of programs and functions.

Typical and Important Duties

Duties may include, but are not limited to, the following:

- Manages the countywide commuter assistance RideShare program; assists employers with transportation demand compliance efforts; provides ridematching information; calculates ridership rates for regulated and non-regulated employers; responds to information requests from the public.
- Coordinates the regional ridematching database by developing and implementing enhancements, diagnosing, and correcting problems; forwards more complex software application problems on for resolution.
- Monitors the agricultural worker vanpool program agreement.
- Generates funding requests, applications, reimbursements, and a variety of reports.
- Manages and operates the Guaranteed Ride Home program; reviews and approves applications for eligibility.
- Develops and administers program budget; oversees expenditures.
- Coordinates the marketing and publicity of the transportation demand programs; creates, designs, and markets information on available and potential commuter assistance programs; makes presentations to a variety of schools, civic organizations, public agencies, and private organizations; attends various community events to publicize program; analyzes and updates survey tools, instruments, materials, and outreach materials.
- Participates on county, regional, state, and national committees relative to seeking and maintaining funding and developing and implementing rideshare programs.
- Represents the Agency in meetings with other governmental agencies; makes presentations before commissions, boards, professional organizations, business organizations, community organizations, and the general public.
- Performs related duties and responsibilities as assigned.

Experience and Training

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

Experience: Five years of progressively more responsible professional-level transportation-related experience, including at least two years managing transportation-related programs.

Training: A bachelor's degree from an accredited college with major coursework in business administration, public administration, transportation planning, environmental studies, public policy, political science, or a related field.

Job-Related Qualifications

Knowledge of:

- Transportation demand management.
- Ridematching databases.
- Report preparation and record keeping techniques.
- Applicable local, state, and federal laws and regulations, particularly rideshare privacy statutes.
- Governmental procurement and contracts management requirements.
- Standard administrative practices and procedures, including the use of standard office equipment.
- Business letter writing and the standard format for reports and correspondence.
- Organization and function of local, state, and federal public agencies as they relate to transportation issues.
- Accounting principles and practices.
- Budget preparation and management.

Ability to:

- Calculate average vehicle ridership information.
- Analyze difficult problems, develop a positive course of action, and follow through on its implementation.
- Demonstrate sound professional judgment, reason logically, and think creatively.
- Research and interpret applicable federal and state rules and regulations as well as Agency policies.
- Communicate effectively in writing, orally, and with others to assimilate, understand, and convey information, in a manner consistent with job functions.
- Prepare and present clear, effective, and accurate reports, correspondence, policies, procedures, and other oral and written materials.
- Make effective public presentations.
- Establish and maintain effective relationships with those contacted in the course of the work.
- Represent the Agency effectively in contacts with elected and other officials, representatives of other agencies, and the public, occasionally in situations where relations may be difficult or strained.

- Organize own work, set priorities, meet critical deadlines, and follow-up on assignments with a minimum of direction.
- Work in a safe manner modeling correct Agency safety practices and procedures.
- Maintain confidentiality regarding sensitive information.

Skill in:

- Using a personal computer and associated applications.

Licenses and Certificates

All licenses and certificates must be maintained as a condition of employment.

- A valid appropriate California driver's license may be required.
- Maintain a satisfactory driving record.

Special Requirements

Essential duties require the following physical skills, abilities, and work environment:

Physical Skills: Able to use standard office equipment, including a computer and other electronic equipment; arm, hand, finger, wrist, leg, or foot motion repetitively; firmly or lightly grasp items as needed; sit for prolonged periods; stand, walk, kneel, and maintain sustained posture in a seated or standing position for prolonged periods of time; vision to read printed materials, a computer screen, and to work in a typical office environment; hearing and speech to communicate in person, over the telephone, and to make public presentations; lift and carry 30 pound boxes, files, and materials.

Ability to: Travel to different sites and locations; drive safely to different sites and locations; occasionally works protracted and irregular hours and evening meetings or work unusual hours for meeting attendance or participation in specific projects or programs.

Work Environment: Mobility to work in a typical office setting.

Approved:
Revision Dates: December 2009
Former Titles:
Status: Exempt/Mid-management
ADA Review:
DOT: No
Physical: No