



DIRECTOR OF CUSTOMER ACCESS

JC: QF101

PB: 11

PC: 950

BU: 95

September 2003

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

DEFINITION

Under general direction, plans, directs, manages and oversees the activities and operations of the Customer Access Department within the Office of Planning and Budget, including planning support and project implementation for all aspects of station access, including contracted bus and paratransit transportation programs; parking programs, and bicycle and pedestrian access programs; monitors and coordinates programs related to rider access to and from present and planned transportation systems and stations; coordinates assigned activities with other divisions, departments, and outside agencies; and provides complex administrative support to the Executive Manager, Planning and Budget, and performs related duties as assigned.

CLASS CHARACTERISTICS

This class supervises professional staff involved in projects and activities related to District rider access to and from the present and planned transportation systems. This class is distinguished from the Executive Manager, Planning and Budget in that the latter has overall management responsibility for planning, operating budgets and analysis, capital development and control, and customer access.

EXAMPLES OF DUTIES – *Duties may include, but are not limited to, the following:*

1. Assumes full management responsibility for assigned services and activities of the Customer Access Department including planning support and project implementation for these types of access programs: pedestrian; intermodal; bus; shuttle; paratransit; bicycles; carpool; parking – free and paid; disabled access; station and facility way-finding sign program; station area art and ART in BART Program; ADA compliance and contracted bus transportation services.
2. Manages the development and implementation of goals, objectives, policies and priorities for assigned programs; recommends and administers policies, procedures, and projects.
3. Monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; recommends, within departmental policy, appropriate service and staffing levels, including emergency bus bridges and other necessary transit coordination.

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4. Plans, directs, coordinates and reviews the work plan for assigned staff; assigns work activities, projects and programs; reviews and evaluates work products, methods and procedures; meets with staff to identify and resolve problems.
5. Oversees access program coordination with Federal Transportation Authority, Caltrans, other state agencies, Metropolitan Transit Commission, local transportation authorities and local and regional transportation operators; ensures all programs comply with mandated requirements.
6. Coordinates with other departments to integrate access programs and projects with planning, joint development, system expansion, and strategic systems improvements; ensures division involvement in budget, operations, strategic plan, capital development, and customer service activities.
7. Directs implementation of access programs consistent with Access Management and Improvement Policy in the District's Strategic Plan.
8. Directs and oversees the provisions of ADA daily paratransit service through broker contracts.
9. Reviews and prepares a variety of reports and documents in support of program area including proposals for service charges, environmental impact assessments and justification for system improvements.
10. Coordinates funding activities for assigned projects; determines funding requirements; develops proposals to obtain funding from a variety of sources; completes all required documentation.
11. Selects, trains, motivates and evaluates assigned personnel; provides or coordinates staff training; works with employees to correct deficiencies; implements discipline and termination procedures.
12. Oversees and participates in the development and administration of the department budget; approves the forecast of funds needed for staffing, equipment, materials and supplies; approves expenditures and implements budgetary adjustments as appropriate and necessary.
13. Serves as the liaison for the Customer Access Department with other divisions, departments and outside agencies; negotiates and resolves sensitive and controversial issues.
14. Serves as staff on a variety of boards, commissions, and committees; prepares and presents staff reports and other necessary correspondence, and oversees the Department's/District's support responsibilities for various task forces and committees.
15. Provides staff assistance to the Executive Manager, Planning and Budget.
16. Conducts a variety of organizational studies, investigations and operational studies; recommends modifications to transportation access programs, policies and procedures as appropriate.
17. Attends and participates in professional group meetings; stays abreast of new trends and

innovations in the field of transportation planning.

18. Conducts stakeholder outreach for District access and programs; responds to and resolves difficult and sensitive citizen inquiries and complaints.
19. Explains, justifies and defends Department programs, policies and activities; resolves sensitive and controversial issues.

QUALIFICATIONS

Knowledge of:

- Operational characteristics, services and activities of transportation access programs including bus intermodal services, contracted bus and paratransit services, parking, bike and pedestrian access
- Principles and practices of operating and capital budgets
- Principles and practices of program development, project management, and administration
- Methods and techniques of financial and cost/benefit analysis
- Principles and practices of budget preparation and administration
- Principles of supervision, training and performance evaluation
- Mandated program rules and regulations including the Americans with Disabilities Act
- Related Federal, State and local laws, codes and regulations

Skill/Ability in:

- Overseeing and participating in the management of a comprehensive transportation access program
- Selecting, supervising, training and evaluating staff
- Participating in the development and administration of departmental goals, objectives and procedures
- Preparing and administering large program budgets
- Preparing clear and concise administrative and financial reports
- Analyzing problems, identifying alternative solutions, projecting consequences of proposed actions and implementing recommendations in support of goals
- Researching, analyzing and evaluating new service delivery methods and techniques
- Evaluating District access requirements
- Negotiating agreements with local agencies, developers and private organizations
- Interpreting and applying applicable Federal, State and local policies, laws and regulations
- Communicating clearly and concisely, both orally and in writing
- Establishing and maintaining effective working relationships with those contacted in the course of work including BART Board members and stakeholders

MINIMUM QUALIFICATIONS

Education:

Possession of a bachelor's degree in transportation planning, urban planning, business administration, public administration or a closely related field from an accredited college or university.

Experience:

The equivalent of seven (7) years of (full-time equivalent) verifiable professional customer access planning and administration experience which must have included at least three (3) years of management experience.

Substitution:

Additional professional experience as outlined above may be substituted for the education on a year-for-year basis. A college degree is preferred.

WORKING CONDITIONS

Environmental Conditions:

Office environment; exposure to computer screens.

Physical Conditions:

Requires maintaining physical condition necessary for sitting, walking, standing for prolonged periods of time.

BART EEO-1 Job Group: 0500 - Executives/Managers
Census Code: 0430 - Miscellaneous Managers
Safety Sensitive: N