



PARKING COORDINATOR

FC: QC207

PG: E

BU: 31(AFSCME)

FLSA: Exempt

*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 supervision, develops, implements, coordinates, and maintains the assigned parking program and related services; provides responsible and complex administrative support to the Parking Division Manager in the Department of Customer Access and Accessibility; and performs related duties as assigned.

CLASS CHARACTERISTICS

This position performs the day-to-day coordination and implementation of an assigned parking program and related services. Incumbents may supervise and review the work of contractors to ensure the implementation and operation of the assigned parking projects and services. This position is distinguished from the Parking Program Administrator in that the latter has full supervisory responsibility for an assigned parking program and has responsibility for directing and implementing policies and operational procedures.

REPORTS TO

Manager of Special Projects

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

1. Monitors parking operations and activities in field locations and at station facilities; recommends and implements changes as needed.
2. Participates in the development of policies and procedures; monitors work activities to ensure compliance with established policies and procedures; makes recommendations for improvements to existing standards and procedures.
3. Prepares and distributes parking communications and promotional materials, including how-to guides, website updates, and targeted emails explaining BART's parking program.
4. Conducts customer outreach related to changes in BART's parking programs, including distributing materials, signage, and conducting intercept surveys.

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5. Responds to complex and sensitive customer inquiries; research customer parking account issues and uses judgement and problem-solving skills to diagnose the problem and resolve appropriately; approves exceptions to BART Parking Policies to address customer concerns.
6. Provides expertise to other BART Departments and the public regarding BART's parking rules and payment methods.
7. Develops standard customer service FAQs and issue resolution protocols and keeps them up to date; provides training and support to other departments to assist with parking related issue resolution.
8. Reviews, approves, and monitors requests for access to BART Parking facilities from internal and external parties; coordinates with other departments to plan for major construction projects that impact BART parking areas and to minimize impacts and disruptions.
9. Operates a motor vehicle to conduct field visits; monitors parking signage and distributes parking informational materials; coordinates with other BART Departments to ensure parking signage and materials are up to date and accurate. Supports development and review of station wayfinding signage plans.
10. Monitors customer inquiries for patterns, including possible software bugs, as well as areas of customer concerns, and makes strategic recommendations on how to improve or adjust parking payment methods and parking rules.
11. Performs related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Operations, services, and activities of parking or transportation planning programs.
- Principles and practices of program analysis and transportation planning.
- Principles of customer service and communications.
- Principles of business letter writing and report preparation.
- Knowledge of safety procedures and practices.
- Related Federal, State, and local codes, laws, and regulations.

Skill in:

- Coordinating the activities of inter-departmental and inter-organizational teams.
- Program, coordination, and implementation.
- Identifying and responding to customers and community parking issues.
- Efficiently utilize spreadsheets, word processing, and customer relationship management software.
- Interpreting and explaining District policies and procedures.
- Preparing clear and concise reports and communications.
- Communicating clearly and concisely, both orally and in writing.

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- Demonstrate strong customer service skills and establish, maintain, and foster positive and effective working relationships.

MINIMUM QUALIFICATIONS

Education:

A Bachelor's degree in planning, business or public administration or a closely related field from an accredited college.

Experience:

Three (3) years of (full-time equivalent) verifiable professional planning, parking project management or business management experience.

Other Requirements:

Must possess a valid California driver's license and have a satisfactory driving record.

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; field/station environment; exposure to moving vehicles; may be subjected to inclement weather conditions.

Physical Conditions:

Requires maintaining physical condition necessary for sitting for prolonged periods of time, operate a motor vehicle. Frequent walking around station environments and facilities. Incumbents must possess the ability to lift, carry and reach objects up to 25 pounds.

BART EEO-1 Job Group: 3500 – Professionals
Census Code: 0710 – Management Analysts
Safety Sensitive: No

CLASSIFICATION HISTORY

Created: January 2000
Revised: December 2021
Revised: March 2022