



MANAGER OF PARKING PROGRAMS

JC: QC205

PB: I

FLSA: Exempt

BU: 31 (AFSCME)

Created: November 2000

Revised March 2019

*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 direction, manages, supervises and coordinates all aspects of BART's Parking Programs (parking garages, lots and intermodal facilities), including implementation of policies and procedures, budget development and monitoring, long and short-term planning, resolution of operational problems, provisioning of reports to customers, executive committees, the BART Board of Directors and other agencies and interest groups; provides highly responsible and complex administrative support to the Department Manager, Customer Access; and performs related duties as assigned.

CLASS CHARACTERISTICS

This is the first level full supervisory/managerial classification responsible for administering the development, implementation and operation of the District's Parking Program. This classification is responsible for managing BART-owned parking spaces and may coordinate with local jurisdictions or property owners to manage additional facilities. The incumbent will be required to manage subordinate staff and direct the work of consultants, and will coordinate with and be supported by staff from other departments involved in the District's parking program. This classification is distinguished from the Department Manager, Customer Access in that the latter has overall responsibility for all the activities and operations of the Customer Access Department within the Planning & Development.

REPORTS TO:

Department Manager, Customer Access and/or his/her designee.

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

1. Assumes management responsibility of the District's Parking Program including using independent judgement for the development of services, coordination of parking operations, long and short-term planning, procurement, negotiation and management of the parking contracts, and monitors the program.
2. Manages and participates in the development and implementation of goals, objectives, policies and priorities for assigned programs; recommends and administers policies and procedures in assigned program areas. Aligns Parking Program with Board adopted Station Access Policy.

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3. Monitors and evaluates the customer experience, the effectiveness of the parking program operations, methods and procedures, develops and implements modifications to the program. Interaction with public may involve explanation and implementation of controversial positions, and may involve stressful, negative interactions with the public requiring high level of tact, and calm and persuasive interpersonal interactions.
4. Works with Executive Staff, the Board, and public to advance policies and procedures to optimize parking financial returns (and considers fare revenue impact of the Parking Program) with a goal to ensure users can find parking spaces at all times of day. Identifies and implements new methods or procedures to increase revenues or manage costs, with substantial financial implications for the District.
5. Monitors industry standards and legislation related to assigned areas of responsibility, evaluates impact upon District's operations, develops and implements practice and procedural improvements.
6. Oversees modernization of BART's program with proven technologies to ensure quality customer service, and an efficient, and effective program. Modernization could include Mobile Applications, Automated License Plate Recognition, Automated Parking Systems and parking payment equipment. This includes overseeing assessment, procurement, installation and operation of new systems.
7. Establishes and manages relationships, agreements and contracts with local jurisdictions and/or property owners for on-street, shared-use or satellite parking facilities.
8. Participates in the development and administration of the Customer Access Department's annual budget. Monitors the financial aspects and budgets for parking contracted services, ensures all work performed by contractors adheres to financial and budgetary constraints.
9. Directs and reviews assigned aspects of the preparation, publication and distribution of passenger publications and promotional materials.
10. Serves as a liaison for the Customer Access Department with other divisions, departments and outside agencies; negotiates and resolves sensitive and controversial issues.
11. Provides responsible staff assistance to the Department Manager, Customer Access Department.
12. Attends and participates in professional group meetings, stays abreast of new trends, innovations and legislation in the fields of parking and transportation planning.
13. Responds to and resolves difficult and sensitive citizen inquiries and complaints, including referrals from the Board of Directors.

QUALIFICATIONS

Knowledge of:

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- Operational characteristics, services and activities of a comprehensive transportation program for a mass transit district.
- Principles and practices of parking management.
- Principles and practices of transportation planning.
- Principles and practices of policy development and economics.
- Principles and practices of budget preparation and administration.
- Principles of joint program administration.
- Principles of contractual administration and compliance.

Skill in:

- Directing the planning, design and implementation of transportation and parking programs.
- Interpreting, analyzing and applying Federal, State and local policies, laws and regulations.
- Communicating clearly and concisely both orally and in writing.
- Administering contracts and managing contracted staff.
- Preparing and administering program budgets.
- Establishing and maintaining effective working relationships with those contacted in the course of the work.
- Excellent listening skills, and calm, confident and persuasive in public interactions.

MINIMUM QUALIFICATIONS

Education:

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

Experience:

Five (5) years of (full-time equivalent) verifiable professional parking program management, transportation planning, and/or transportation economics-related experience which must have included at least one (1) year of administrative/supervisory 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:

May require maintaining physical condition necessary for sitting for prolonged periods of time, driving a vehicle and walking around station environments and facilities.

EEO-1 BART Job Group: 1500 – Supervisors/Other
Census Code: 0430 – Miscellaneous Managers
Safety Sensitive: No