



## Transit Specialist

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### Summary

Oversee and coordinate day-to-day transit operations including planning, operations, and contracting; promote the use of Petaluma Transit to the public through marketing programs; process and track bus pass and token sales; partner with Transit Operations Contractor on sign installations and removals; maintain an updated inventory of promotional and sales materials; conduct group and individual transit usage training; coordinate the ADA Eligibility Determination program and plan and attend community events on behalf of Petaluma Transit.

### Class Characteristics

General supervision is provided by the Transit Manager; responsibilities may include the direct and indirect supervision of lower level professional, technical, and clerical personnel as well as interface with and guidance of Transit Operations Contractor personnel.

### Essential Duties, Skills, and Demands of the Position

*The duties, skills, and demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with a disability to perform the essential duties, skills, and demands.*

#### Duties:

Oversee and coordinate day-to-day transit operations including planning, operations, and contracting; develop and manage programs designed to increase and expand transit system ridership.

Promote use of Petaluma Transit through marketing programs using social media and other marketing campaigns.

Coordinate a travel training program that educates and teaches individuals and groups, employers, senior citizens, school classes, and other populations on how to utilize the bus system.

Conduct site visits to various businesses in the community, speaking with local merchants and citizens about public transit issues, advertising on the bus system, transit needs of the business or entity, and establish a network of transit information locations (bus schedule displays).

Maintain revenue records on bus pass and token sales, conduct outreach to establish new pass sales outlets, collect revenues, and create summary reports.

Produce a variety of materials for marketing purposes to both English and non-English speaking audiences, including but not limited to newsletters, flyers, posters, bus schedule brochures, videos, department websites, and all web-based outreach media; maintain updated inventory of promotional and sales materials.

Establish and maintain working relationships with media contacts.

Coordinate, organize, set up, and staff public events as an ambassador of Petaluma Transit; plan and promote transit-specific events to elevate community awareness.

## Transit Specialist

Assist in creating and identifying fixed route bus schedules, route changes, potential bus stop locations, and other public needs within the Petaluma Transit system.

Partner with Transit Operations Contractor on sign installations and removals.

Respond to inquiries, complaints, and correspondence from customers and the public.

Coordinate and manage the City's eligibility evaluations manage the database of eligible riders, including notifications for eligibility renewals, and support communications with all clients.

Develop policy and collaborate with contract operators to ensure compliance with service delivery standards and legal requirements.

Monitor changes in federal regulation, including the Americans with Disabilities Act and 1964 Civil Rights Act; manage Petaluma's ADA-eligible clients in the R.E.D. Regional Database (Bay Area's ADA Eligibility database) and support communications with all clients.

Design print and web materials to communicate service information to the public, using commercial graphic design software such as Adobe Creative Suite to produce bus schedule booklets/brochures, posters, information flyers, and car cards (ads inside buses).

Oversee and record the agency fair revenue.

Post service alerts and changes at bus stops and inside buses.

Build and maintain collaborative relationships with regional partners, including other public transit agencies, advocacy groups, social service agencies, social workers, and private paratransit service providers to identify accessibility needs and develop solutions.

Observe bus operations for performance measures and provide feedback to Transit Manager and other transit staff; develop transit system expertise.

Give presentations before various boards, commissions, community groups, and stakeholder agencies involved with transportation or transit planning and operations.

Serve as contact for accessibility issues for disabled users of fixed route and paratransit services; respond to concerns to ensure customer issues are addressed and resolved.

Act as Transit Manager in his or her absence.

Perform related duties as assigned.

### Skills/Abilities:

Travel on local and North Bay public transportation systems.

Analyze operating data, identify issues, and recommend appropriate solutions.

Work productively, independently, and in a team environment.

Investigate and resolve customer complaints courteously and in a timely manner.

Work effectively with diverse groups, including seniors and the disabled.

Learn, understand, and interpret transit policies, rules, and state and local laws.

Operate office equipment including computers and supporting word processing, graphic design programs, spreadsheet, and database applications.

Communicate clearly and concisely, both orally and in writing.

Establish and maintain effective working relationships with those contacted in the course of the work.

Physical Demands and Work Environment:

While performing the duties of this job, the employee is regularly required to sit, use the computer keyboard and mouse, use hands to finger, handle, or feel, reach with hands and arms, talk or hear, stand, walk, and stoop, or crouch. Occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus. Requires the ability to work in an office environment where the noise level is usually moderate.

Employee will be required to perform Travel Training that requires traveling with senior citizens, large groups of children, and other populations to bus stops and ride with them on the bus to familiarize them with the operation of the bus.

**Qualifications**

Knowledge of:

Operational characteristics, services, and activities of public transit systems.

Marketing techniques and use of social media to build product loyalty and interest.

Federal, state, and local laws, regulations, and guidelines for public transit systems.

Outreach techniques and ability to communicate effectively one-on-one and with groups.

Public speaking principles and techniques for effective presentations to various audiences.

Principles, practices, and terminology related to contract administration.

Office procedures, methods, and equipment including computers and applicable software applications such as word processing, spreadsheets, and databases.

Education and Experience

*Any combination equivalent to the education and experience likely to provide the required knowledge and abilities would be qualifying. A typical way to gain such knowledge and abilities would be:*

Education:

A Bachelor's degree from an accredited college or university with major coursework in communications, planning, business, marketing, or a related area.

Experience:

Two years of experience working in a transit, communications, outreach, marketing, and/or customer service environment which demonstrates possession of the knowledge and abilities listed above. Experience with marketing in public service is highly desirable.

Certifications/Licenses:

Possession of a valid California Class C driver's license.

Additional Requirement:

Ability to speak and write in Spanish is desirable.

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Established: 9/18/2017

Resolution #: 2017- 142 N.C.S.; 2021-123 N.C.S.

Revised: 08/02/2021; 10/10/2022 (cleanup)

Department: Public Works & Utilities

FLSA Status: Non-exempt