CITY OF SANTA CRUZ
PARKING PROGRAM MANAGER

Reports to:	**Transportation Manager**
Supervises:	**Superintendent of Parking Services, Parking Office Supervisor and other support staff as required**
Bargaining unit:	**Management**

BASIC FUNCTION:

Under general direction, administers the operation and maintenance of the City's parking programs and facilities, and performs other related duties as assigned.

DISTINGUISHING CHARACTERISTICS:

This classification is responsible for planning, organizing, and directing the programs, activities and budget of the Parking section within the Public Works Department. This classification is distinguished from the lower level Superintendent of Parking Services in that the latter coordinates day-to-day operations and maintenance of the City's parking programs and facilities.

TYPICAL DUTIES *(May include, but are not limited to the following):*

- Serves as primary staff to the City's Downtown Commission; prepares agendas and minutes; provides administrative and logistical support; drafts related reports and correspondence; acts as liaison between Commission, other City departments, and private organizations; meets with property owners and businesses regarding parking considerations.
- Researches and develops new parking programs, policies, and procedures related to parking structure and parking lot maintenance, meter enforcement and collection, employee and residential parking permits, attendant parking programs and shuttle services.
- Plans and directs the activities of the superintendent of parking services and other assigned staff; supervises staff; assigns projects; evaluates performance; recommends hiring and disciplinary actions.
- Coordinates existing parking programs by developing recommended revisions to parking meter rates and time limits; recommending new meter installations; administering permit parking programs; and responding to special requests such as "no parking" signs and meter covers.
- Oversees parking related construction projects.
- Answers questions from the general public regarding parking issues; advises the public on proper procedures for filing related requests with the City Council, City Transportation Commission or Downtown Commission.
- Provides research and analysis of various administrative or operational issues related to parking and transportation by gathering data, conducting feasibility studies, preparing reports, and

making recommendations.
- Prepares revenue and expenditure projections and analyses of revenue sources, e.g. rate studies.
- Suggests and develops Capital Improvement Projects for parking facilities and assists in the implementation by drafting requests for proposals, coordinating contractor selections, negotiating and administering agreements, and monitoring and reporting on project progress.
- Meets with citizens and community groups to present information and/or obtain input on proposed parking and transportation programs.
- Assists in the development of traffic circulation and parking plans, prepares related engineering drawings.
- Develops and presents budgets for the parking attendance, maintenance, enforcement, and payment and collection operations.
- Responds to and investigates customer complaints and other parking related issues.
- Develops and submits grant proposals for special traffic related projects; acts as liaison with public agencies regarding proposals and grants.

WORKING CONDITIONS:

Position requires prolonged sitting, standing walking, reaching, twisting, turning, kneeling, bending, squatting and stooping in the performance of daily activities. The position also requires grasping, repetitive hand movement and fine coordination in using a computer keyboard. Additionally, the position requires near and far vision in reading written reports and work related documents. Acute hearing is required when providing phone and personal service. The need to lift, drag and push files, paper and documents weighing up to 25 pounds is also required.

Some of these requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodations.

MINIMUM QUALIFICATIONS *(Knowledge, Skills and Abilities)*:

Working Knowledge of:
- the principles and practices of traffic engineering;
- federal, state and local laws regarding parking regulations;
- principles and practices of organization, administration, budget, personnel and project management and municipal parking programs.

Ability to:
- coordinate projects with contractors and other City departments to maintain completion objectives;
- establish and maintain effective working relationships with the public, City staff, and City advisory bodies;
- work independently and meet established deadlines;

- prepare and read engineering drawings/specifications pertaining to parking lots and traffic circulation plans;
- effectively use data management computer programs;
- prepare and deliver clear and concise written reports, correspondence and oral presentations;
- perform accurate statistical analyses and prepare and control budgets;
- locate and compile appropriate data, information, and material;
- accurately interpret and evaluate administrative and/or technical issues and make appropriate recommendations for actions;
- plan, direct and evaluate the work of others.

Education and Experience:

Any combination of education and experience that provides the knowledge, skills and abilities listed is qualifying. A typical way to obtain these qualifications would be:

- A bachelor's degree from an accredited college or university in civil engineering, business administration, public administration, or a related field; and three (3) years of responsible administrative, engineering, planning or parking management experience which included at least one year of supervisory experience. Progressively responsible related experience may be substituted for the college degree on a year-for-year basis.

Licenses:

- Possession of a valid California driver's license at date of hire and a safe driving record.

Classification No.:	727
Date of Issue:	5/07
Supersedes:	1/93