

PROGRAM COORDINATOR (PASSENGER SERVICES)

DISTINGUISHING FEATURES OF THE CLASS: Under general supervision, an incumbent of this position, located in the Department of Public Works and Transportation, is responsible for directing the public information efforts of the department by promoting the use of public transportation facilities and services. Responsibilities include supervising departmental transportation information and graphics services; developing and executing congestion mitigation and air quality programs for the County; maintaining substantive contacts in representing the County at the state, national and regional levels regarding Commute Alternative programs and services; conducting and analyzing passengers surveys, and serving as a liaison with public officials, corporations and the public regarding the marketing of public transportation services. Supervision is exercised over a number of professional and administrative support personnel. Does related work as required.

EXAMPLES OF WORK: (Illustrative Only)

Supervises the department's Information Services and Transportation Outreach unit by planning and monitoring the activities of graphics services, Information Services, Community Relations and Commute Alternatives programs;

Develops various commute alternative programs such as Smart Commute, Commute-n-Save, Transit Check, Employer Relocation Assistance, etc., for the purpose of creating transportation alternatives for residents and those that commute to the county;

Directs various advertising, promotional and merchandizing campaigns, public relation techniques and public education regarding the availability of transportation services and programs;

Prepares departmental press releases and supervises and participates in the development of copy for newspapers, magazines, radio, and outdoor displays advertising new timetables, transit maps, as well as programs designed to promote various departmental programs;

Maintains liaison between the department and the mass communication media, bus companies, other governmental marketing agencies, local officials, public and private institutions, officials from major corporations and companies within the county, etc., regarding the marketing of transportation programs and services;

Develops a public information system for handling all written requests for maps, timetables, statistics, disposition of complaints and dissemination of information concerning transportation programs and services;

Directs and supervises the department's Transportation Information Assistants; develops guidelines and procedures as well as training modules to ensure consistency in the dissemination of bus route and/or scheduling information;

Supervises and/or participates in conducting passenger surveys to identify problem areas and improve the quality of services;

EXAMPLES OF WORK: (Illustrative Only) (Cont'd.)

Directs and/or participates in the investigation of customer complaints;

Uses computer applications or other automated systems such as spreadsheets, word processing, calendar, email and database software in performing work assignments;

Performs other incidental tasks, as needed.

FULL PERFORMANCE SKILLS, ABILITIES AND ATTRIBUTES: Thorough knowledge of transportation planning and operations; good knowledge of the procedures involved in program organization; good knowledge of acceptable business practices in dealing with corporations, vendors and contract agencies; good knowledge of the basic principles, practices and techniques of advertising, marketing, public relations and community relations; good knowledge of contract management; ability to analyze and make recommendations to solve administrative or operational problems; ability to effectively use computer applications such as spreadsheets, word processing, calendar, email and database software; ability to communicate effectively both orally and in writing; ability to read, write, speak, understand and communicate in English sufficiently to perform the essential duties of the position; ability to establish and maintain effective working relationships with external governmental agencies and organizations; tact; good judgment; initiative; physical condition commensurate with the demands of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: A Bachelor's Degree* and five years of experience where a primary function of the position was in transportation operations, transportation planning or contract management in the transportation field, including one year in a supervisory capacity.

*SPECIAL NOTE: Education beyond the secondary level must be from an institution recognized or accredited by the Board of Regents of the New York State Department of Education as a post-secondary, degree-granting institution.