



*This is an exciting  
opportunity to lead the  
operations and planning  
of a new transit agency.*

STANISLAUS REGIONAL TRANSIT AUTHORITY

# Director, Operations and Planning



## ■ SHAPE THE FUTURE OF AN EVOLVING AGENCY

The Stanislaus Regional Transit Authority (StanRTA or the Authority) is the transit system in Stanislaus County. On January 26, 2021, Stanislaus County and the City of Modesto voted to form a joint powers agency to create the Stanislaus Regional Transit Authority to better provide transit services in the region. StanRTA's formation resulted from a study conducted by the Stanislaus Council of Governments which indicated that transit consolidation would result in substantial improvement in the overall efficiency and passenger usability of the transit service in the County. The services throughout the County (with the exception of the City of Turlock) was fully integrated by StanRTA through various actions including a Regional Transit Study which will develop recommendations for fully integrating services.

StanRTA provides fixed route, demand response, and ADA paratransit demand response transit services, providing approximately 3 million rides combined each year within the County and commuter services to points outside the County. The new Authority initiated a branding study which resulted in a new name and identity for the agency called, "The S." Ridership did decrease on all modes during the pandemic, but StanRTA is hopeful that ridership will return to normal levels.

The Authority manages one vendor contract which provides for day-to-day operations including drivers, supervisors, and dispatchers. The contractor provides all transit services, both fixed route and demand response, throughout the County (with the exception of Turlock which is not a member of the Authority). The new Authority was created with very high expectations. Those expectations include: 1) dramatically increased operator efficiency through consolidation of all services under a single vendor and, 2) dramatically improved ease of use of the system by customers through integration of services and other innovations which will be introduced by StanRTA. The new Authority also intends to establish a business model with its contractor whereby the two organizations work closely together as partners in the provision of public transit. To that end, StanRTA expects the contractor, through its local management team, to be fully engaged in transit operations in the region and to offer its corporate and individual expertise to StanRTA in a process of continuously improving both the efficiency of the operation and the customer experience.

The StanRTA Board of Directors is made up of seven members: two elected members from each of the member jurisdictions, appointed from their respective governing bodies; one member who represents the cities in Stanislaus County with the exception of Modesto and Turlock who is jointly appointed by Modesto and the County; and two citizen members appointed by the other members of the Board.

StanRTA is supported by a \$30 million operating budget and its available funding appears adequate for several years. The Authority staff of 12 office professionals oversees all services and is responsible for finance and planning. The contract vendor employs approximately 200 individuals providing management, drivers, supervisors, and other operating personnel. The Authority operates a mixed fleet of approximately 130 full size transit buses and smaller paratransit vehicles. On July 1, the Authority moved into new offices in downtown Modesto, only a short distance from the downtown Transit Center operated by the Authority. Also nearby is the City of Modesto Bus Maintenance Facility where fleet services are provided to the Authority under a contract with the City. The Authority also manages the Amtrak Station located across town.

To learn more, visit: [www.stanrta.org](http://www.stanrta.org)

## THE COMMUNITY

Stanislaus County is located in Central California within 90 minutes of the San Francisco Bay Area, the Silicon Valley, Sacramento, the Sierra Nevada Mountains and California's Central Coast. With an estimated 545,267 people calling this area home, the community reflects a region rich in diversity with a strong sense of community. Two of California's major north-south transportation routes (Interstate 5 and Highway 99) intersect the area and the County has quickly become one of the dominant logistics center locations on the west coast.

The County is home to a vibrant arts community with the world-class Gallo Center for the Arts, a symphony orchestra, and abundant visual and performing arts. Stanislaus County is a global center for agribusiness, positioned by its mild Mediterranean climate, rich soils and progressive farming practices. The area is recognized internationally for agricultural innovation with wine, almonds, poultry, milk, cattle, and walnuts being some of the featured industries. The County is also home to California State University Stanislaus, Modesto Junior College and benefits from satellite locations of other high-quality educational institutions. The County was established in 1854 and has a total land area of 1,515 square miles. Temperatures range from an average low of 43 degrees in the winter, to an average high of 92 degrees in the summer. Temperatures move up into the 90s during the summer months with low humidity and cool evening breezes from the San Joaquin Delta.

### DIRECTOR, OPERATIONS AND PLANNING

Appointed by and reporting to the Chief Executive Officer, the Director, Operations and Planning plans, directs, manages, and integrates delivery of all fixed route and demand response and ADA paratransit transportation services provided by the Authority throughout the cities in Stanislaus County.



## ESSENTIAL FUNCTIONS

*This list is intended to indicate the general nature and level of work performed and is not designed to be interpreted as an exhaustive listing of all tasks required of employees assigned to this job.*

- » Oversees the overall programs/activities of the contracted operations and maintenance groups. Ensures long-term decisions advance and are consistent with the Authority's goals and objectives as directed by the Board of Directors and the CEO. Ensures the development and continuous improvement of transit programs, implementation and measured outcomes of bus, paratransit, and other transit services.
- » Manages the operational resources and capital assets while providing safe, efficient, well-maintained, and reliable transit services throughout Stanislaus County and ensures that key business functions are aligned to support those operations. Ensures compliance with federal and state regulatory compliance agencies.
- » Oversees and assists in research and development of new or revised transit routes and schedules. Monitors and analyzes system performance including current schedules and operations. Recommends and implements route changes as directed. Uses transit scheduling and planning software to analyze, plan and deploy transit routes.
- » Presents written and oral reports on a wide variety of transportation issues to a variety of audiences, including the Board of Directors, community groups, commissions, community and business groups and industry organizations.
- » Leads the operations and planning team within the Authority to increase productivity, morale, efficiency, and safety. Encourages creativity, growth, and initiative of staff to ensure skill development and growth. Ensures interactive communication and feedback through meetings, collaborative projects, as well as measured outcomes.
- » Represents the Authority and/or CEO as designated in meetings and before community and business groups to further the Authority's interest. Maintains communication with government and public service agencies to coordinate regional issues and represent the Authority.
- » Plans and evaluates the performance of operations and planning agency staff; establishes performance requirements and personal development targets; monitors performance and provides coaching for performance improvement and development.
- » Provides leadership and collaborates with Authority staff to develop and retain highly competent, customer service-oriented staff through selection, training and day-to-day management practices that support the Authority. Oversees the investigation of formal customer complaints; follows up on the review and resolution of customer complaints; may directly respond to customer complaints or inquiries, by telephone and in writing.
- » Assists in the preparation and administration of annual budgets for all areas of responsibility.
- » Oversees the completion of the National Transit Database and other local, state, and federal reporting.
- » Develops, maintains, and coordinates the Authority's CAD/AVL systems and other transit technology.
- » Evaluates and administers the Authority's marketing, public information, community engagement, community outreach, and media communications. Responds orally and in writing to inquiries and requests from the public, staff, government agencies and others as directed by the CEO. Maintains the content of the Authority's website ensuring accuracy and quality.
- » Develops, implements, and administers a variety of special projects.
- » Perform related duties as assigned.

## ■ ESSENTIAL FUNCTIONS

### Knowledge of:

- » Principles of transit operations, transit planning and key performance indicators.
- » Pertinent federal, state, and local laws, codes, rules, and regulations.
- » Principles and practices of public relations, media, marketing, and advertising.
- » Public information and community relations program development and implementation.
- » Writing and editing techniques for a variety of audiences.
- » Principles of human resources, including hiring, training, development, coaching and discipline.
- » Computers, information systems, and Internet technologies related to CAD/AVL Systems, GIS, GPS, or Web.
- » Research and problem-solving techniques.
- » Office procedures, methods, and equipment including computers and applicable software applications such as word processing, spreadsheets, databases, and desktop publishing programs.

### Ability to:

- » Understand transit planning and route schedules, and learn software systems
- » Perform professional public information duties to promote and market Authority services.
- » Exercise independent judgment in identifying and responding to requests for information from the media and public.
- » Effectively function under multiple deadlines.
- » Interpret and explain complex information in a clear and understandable manner.
- » Interpret, explain, and apply federal, state, local, and Authority policies, procedures, laws, rules, and regulations.
- » Communicate effectively, both orally and in writing.
- » Establish and maintain effective working relationships with those contacted in the course of work.
- » Operate office equipment including computers and supporting word processing, spreadsheet, database applications, and graphic systems and software.

## ■ EXPERIENCE AND TRAINING GUIDELINES:

Any combination of experience and training that would provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

### Experience:

- » Ten years of progressively responsible experience in public transit operations, at least five of which were in a management/supervisory capacity

### Educations and Training:

- » Equivalent to a bachelor's degree from an accredited college or university with major course work in urban planning or studies, transportation, geography, or a related field. A Master's degree is preferred.

### License or Certificate:

- » Possession of, or the ability to obtain, a valid California driver's license.

## ■ PHYSICAL AND MENTAL REQUIREMENTS:

**Mobility:** frequent use of keyboard; frequent sitting for extended periods of time; occasional bending or squatting. Lifting: frequently up to ten pounds; occasionally up to twenty-five pounds.

**Vision:** constant use of overall vision; frequent reading and close-up work; occasional color and depth vision.

**Dexterity:** frequent repetitive motion; frequent writing; frequent grasping, holding, and reaching.

**Hearing/Talking:** frequent hearing and talking, in person and on the phone.

**Emotional/Psychological:** frequent decision-making and concentration; frequent public and/or coworker contact; occasional working alone.

**Environmental:** frequent exposure to noise.

## ■ WORKING CONDITIONS

Work is performed in a typical temperature-controlled office environment subject to typical office noise and environment. Community engagements at off-site locations is required, working with maintenance personnel in a shop and transit bus riding are required.

## ■ BENEFITS

Stanislaus Regional Transit Authority offers competitive wages and benefits including:

- » Medical, Dental and Vision coverage
- » Retirement and Deferred Compensation
- » Paid Vacation and Sick Leave
- » Management Leave

## ■ APPLICATION PROCEDURES/ FINAL FILING DATE

Completed applications may be submitted via U.S. Mail or in person to 912 11th Street, Ste 100, Modesto, CA 95354 or via email to [finance@stanrta.org](mailto:finance@stanrta.org). All applications must be accompanied by a cover letter and resume. All applications must be received no later than 5:00 p.m. on February 15, 2022.

## ■ SALARY RANGE:

- » \$ 65.14 - \$ 83.45 Hourly
- » \$ 11,290.72 - \$ 14,464.39 Monthly
- » \$ 135,491.20 - \$ 173,576.00 Annually

