Title: Strategic Initiatives and Planning Manager
Code: 160
Division: Executive
Effective Date: 07/15
Department: Administration
Last Revised: 02/20
FLSA Status: Exempt

GENERAL PURPOSE

Perform a variety of professional and technical administrative duties related to supporting the Executive Director, strategic initiatives and advancement, planning, implementation and analysis for special projects and transit service delivery. This is an “At-Will” classification which means the incumbent serves at the will of the Executive Director and may be removed at any time without cause, notice, or right of appeal.

SUPERVISION RECEIVED

Work under general supervision of the Executive Director.

SUPERVISION EXERCISED

Provides daily supervision of assigned staff as well as functional oversight of assigned administrative support staff on a project-by-project basis.

ESSENTIAL FUNCTIONS

Strategy & Planning:

Provides support to the Executive Director in efforts to strategically and innovatively position the District for advanced transit systems.

Provides support as a catalyst to implement a continuous improvement process and initiatives for operations, administration, and customer experience as the District fulfills its mission.

Works closely with the Management Team to build and enhance the team’s capacity, coordination and capability.

Provides leadership in developing recommendations to the Executive Director related to design and implementation of organizational strategies, plans and procedures as well as policies that promote growth in ridership, District culture and vision and implementation of the Executive Director’s decisions and those of the Board.

Responsible for the development of strategic plans, policies and targets to achieve and implement the District’s Service Plan and Strategic Long-Range Plan and goals.
Develops Key Performance Indicators (KPI’s), scorecards, dashboards, and other analysis tools that will assist the Executive Director in his/her goals of measuring productivity, efficiencies and to set stretch goals.

Manages minor and major planning studies through assigned staff including coordinating and providing staff lead on interagency review of jurisdictional updates of transportation plans; developing tasks and coordinating long-range planning, implementation and facility siting studies; facilitating the update of the short-term transit service plan; and performing other related activities.

**Project Management & Grants:**

Coordinate operational and/or administrative projects including service restructuring plans and activities related to service changes; direct or perform studies of transit routes and service plans; assess and implement services changes; conduct cost analysis for new and existing routes; perform complex data analysis and analyze performance data.

Coordinate with other departments in compiling required documents for the Federal Transit Administration’s (FTA) Triennial Review and for the State of New Mexico Department of Transportation Biennial Technical Assistance Review ensuring compliance with FTA’s regulations.

Perform grant research, prepare and submit applications, monitor compliance with grant specifications and conditions; prepare and submit various progress/milestone reports and project reimbursement requests as required by grantors; coordinate interdepartmental contributions to various projects including Operations, Finance and the Public Information Office.

Prepare project scope for Requests for Qualifications and Requests for Proposals to solicit service for the NCRTD. Assess and evaluate RFP/RFQ responses and participate in the decision-making process as requested.

Coordinate special projects as directed including ensuring District's compliance with the Americans with Disabilities Act; Federal, State and Agency regulations.

**Community Development:**

Develops private-public partnerships, including transit-oriented development as directed by the Executive Director.

Represent the District at various stages in the regional transportation planning process with the Northern Pueblos Regional Transportation Planning Organization. May periodically represent NCRTD at the Santa Fe Metropolitan Planning Organization and the Mid-Region Council of Governments.

Represent NCRTD at various municipal and government events and efforts. Guide decisions regarding the provision of the transit services with insight into operational/functional impacts; prepare analysis and appropriate responses; support activities related to the development of transit/transportation plans and programs, support strategic planning and the development and implementation of short term and long-range goals.

Facilitate Tribal subcommittee meetings and act as Tribal liaison.
Act as Disadvantaged Business Enterprise Liaison.

**General Operations & Administration:**

Perform tasks associated with Federal and State reporting requirements which include (but not limited to) NTD and Rural Transit Data reports, DBE reporting, grant/funding progress reports, etc.

Evaluate customer, Board member and public requests for service changes and new service requests.

Supervise staff to include prioritizing and assigning work; provide daily direction and oversight; conducting performance evaluations; ensuring employees follow policies and procedures; and making hiring, termination, and disciplinary recommendations.

Perform other related duties as required.

**MINIMUM QUALIFICATIONS**

1. **Education and Experience:**
   
   A. Graduation from college with a bachelor’s degree from an accredited college or university in Transportation, in Urban Planning, Public Administration, Transportation Planning/Engineering or other related field.

   **AND**

   B. Five (5) years of (full-time equivalent) verifiable professional transit planning or related operational or administrative experience inclusive of two (2) years of which must have been in a supervisory capacity.

   **OR**

   C. A Master’s Degree in one of the specified fields with two (2) years of professional experience may be considered.

   **OR**

   D. An equivalent combination of education and experience.

2. **Knowledge, Skills and Abilities:**

   **Considerable knowledge of** transit service planning and in-transit scheduling; manual and automated schedule making, run cutting techniques and rostering; methods and techniques of researching and interpreting data and information; transit planning and transit scheduling including transit demand modeling; multi-modal networks and alternative transit modes; principles and practices of public transit systems and planning; federal and state funding sources related to transit; statistical methods and proficiency with related software. Some knowledge of socioeconomic data collection and analysis methods; forecasting and modeling processes; GIS software and mapping methods and practices including buffering,
Spatial joining and geo-processing; traffic data collection and management; travel model and emission model concepts; knowledge of supervisory principles and practices.

**Skill in managing projects**, in the art of diplomacy and cooperative problem solving; using personal computers and applicable software applications including spreadsheets and data base programs; public speaking; responding to requests and inquiries from the general public as authorized; monitoring and evaluating subordinate staff.

**Ability to** identify funding sources and write grants and to aggressively pursue potential and innovative funding and revenue generation ideas and leads from local, state and federal funding sources; conduct statistical and cost/benefit analysis; prepare complex financial and analytical reports and grants; research, analyze and evaluate a variety of data including financial, organizational, administrative and operational; prepare concise and effective written communications; manage multiple projects and operations simultaneously; work independently under time deadlines and within project budget; maintain credibility while balancing competing demands within the District; build and maintain effective working relationships with those contacted in the course of work using principles of good customer service; make public presentations and communicate effectively both orally and in writing; establish and maintain positive, effective and cooperative working relationships with District Employees, member entities and the general public; exercise independent judgment in the analysis and solution of complex service planning and scheduling issues.

3. **Special Qualifications:**

   Must be available to work outside regular business hours, as required by the demands of the job. Must maintain the strictest confidentiality. Must possess a valid driver's license with a satisfactory driving record. Demonstrated skill in computer software programs including MS Word, Excel, Outlook, and PowerPoint. Familiarity working in union and non-union environments and in organizations and communities with a diverse work force and populations.

4. **Work Environment:**

   Incumbent of the position generally performs in a typical office setting with appropriate climate controls. Tasks require a variety of physical activities, generally involve moderate muscular strain, such as walking, standing, stooping, sitting, reaching and lifting. Must be able to lift 20 lbs. Regular talking, hearing and seeing required in the normal course of performing the job. Common eye, hand and finger dexterity required to perform some essential functions. Mental application utilizes memory for details, listening, verbal instructions, emotional stability, selective thinking and assessment, and creative problem solving.

5. **Professional Standards:**

   At North Central Regional Transportation District, we offer services as a team of respectful, qualified professionals. Our customers come first. They are our neighbors. We believe that the following Professional Standards are crucial for you to embody if we are going to be a match as employer and employee.
In addition to being competent in the essential functions outlined above and minimum qualifications outlined above, you have an important professional role to play in NCRTD. To fill that role, you are expected to practice and exhibit the following attitudes and behaviors while at work.

- Remain a professional, balanced, respectful, problem-solver, even under stress or when out of your comfort zone.

- Demonstrate trustworthy behavior and speech (personal integrity and professional competence, do what you say you will do, be dependable, be accountable, act as a contributing member of our professional team).

- Show respect for coworkers and customers (be attentive, recognize others’ contributions and concerns, maintain the dignity of all people, empathize, honor differences, build rapport when possible and forgiveness where necessary).

- Keep a positive, “can do” attitude toward tasks, coworkers, management and customers.

- Communicate coherently (listen to understand, speak to be understood, no blaming, ask questions).

- Demonstrate flexibility in the face of changes and new ideas (understand why changes are being made, ask questions about them when necessary, give them a chance and offer feedback where appropriate).

- Be a steward (1) of our organization’s resources (avoid waste, suggest cost saving ideas, take care of things by keeping them clean and the area safe); and (2) of your personal career (identify one or two areas of growth, learning or certification to pursue every year).

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**Disclaimer:** The above statements describe the general nature, level, and type of work performed by the incumbent(s) assigned to this classification. They are not intended to be an exhaustive list of all responsibilities, demands, and skills required of personnel so classified. Job descriptions are not intended to and do not imply or create any employment, compensation, or contract rights to any person or persons. Management reserves the right to add, delete, or modify any and/or all provisions of this description at any time as needed without notice. This job description supersedes earlier versions.

Approved by Executive Director: ___________________ Date: ______________