

RIVERSIDE TRANSIT AGENCY
1825 Third Street
Riverside, CA 92507

February 24, 2004

TO: BOARD OF DIRECTORS
THRU: Larry Rubio, Chief Executive Officer
FROM: Laura Murillo, Director of Human Resources
SUBJECT: Recommendation – Approval of Position and Salary Upgrades, New Positions, and Funding of Previously Approved Position

Summary:

Based on a review of administrative position job responsibilities, the following staffing recommendations are proposed:

Proposed position upgrades and salary ranges:

From: marketing copywriter

Salary Range: \$2,800 \$3,499 \$4,199

To: communications specialist

Salary Range: \$3,471 \$4,339 \$5,206

Currently: community relations specialist

From: salary range: \$2,800 \$3,499 \$4,199

To: salary range: \$3,471 \$4,339 \$5,206

From: financial analyst

Salary Range: \$3,471 \$4,339 \$5,206

To: principal financial analyst

Salary Range: \$4,375 \$5,469 \$6,563

Proposed new positions and salary ranges:

One part-time customer service specialist

Salary Range: \$2,416 \$3,019 \$3,623

One full-time transit clerk (operations)

Salary Range: \$1,957 \$2,445 \$2,934

Proposed funding for previously approved position:

One full-time route scheduler
Salary Range: \$2,219 \$2,775 \$3,329

Staff recommends upgrading the positions of marketing copywriter to communications specialist, financial analyst to principal financial analyst and upgrading the salary range for the position of community relations specialist. The level of responsibility for these positions have increased beyond the current scope of the job descriptions and therefore salaries and position titles must be adjusted accordingly.

Staff further recommends two new positions; part-time customer service specialist and full-time transit clerk. The Agency is currently staffed with one full-time customer service specialist in the marketing department. The workload for this position has increased significantly enough to require assistance from one additional part-time customer service specialist. A full-time transit clerk is also being recommended to assist the operations department with steadily increasing administrative duties.

The Board of Directors previously approved the full-time position of route scheduler in July 2003. However, due to budget constraints, this position was not funded in the fiscal year 2005 budget. Staff is recommending that this position now be funded.

Fiscal Impact:

Assuming a March 1st implementation date, the fiscal impact to fiscal year 2005 will be as follows:

\$4,388 communications specialist
\$1,385 community relations specialist
\$2,229 principal financial analyst position
\$12,018 part-time customer service specialist
\$12,772 transit clerk
\$14,496 route scheduler
\$47,288 – Total

The above amounts consist of the additional funds needed to cover increase in salaries, paid time off benefits and health and welfare benefits for the remainder of the fiscal year. These funds will be absorbed within the fiscal year 2005 budget authorization.

Staff projects the fiscal impact for fiscal year 2006 will be as follows:

\$13,164 communications specialist*
\$4,153 community relations specialist*
\$6,688 principal financial analyst position*
\$36,054 part-time customer service specialist
\$38,316 transit clerk
\$43,488 route scheduler
\$141,863 – Total

*These figures represent the incremental costs above the current position salaries.

Committee Recommendation:

This item was discussed at the Board Budget and Finance and Board Administrative Committee meetings of February 2 and February 9, 2005, respectively. The Committees' members unanimously approved recommending this item to the full Board of Directors for their consideration.

Recommendation:

Approve position and salary upgrades, new positions, and funding of previously approved positions.

RIVERSIDE TRANSIT AGENCY
Position Description

Job Title: Communications Specialist
Department: Marketing
Reports To: Director of Marketing
FLSA Status: Non-Exempt
Approved By:
Approved Date:

SUMMARY

Writes journalistic and promotional articles/copy for the Agency and marketing department to accomplish Agency and department objectives. Designs and graphically produces newsletters, flyers and other materials. Assists in developing and implementing promotional campaigns, materials and activities to enhance RTA's reputation and visibility, support Agency programs and initiatives, and increase ridership. Assists with marketing, media relations, community outreach and customer relations activities by performing the following duties.

DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

Research, write and disseminate Agency press releases, PSAs, feature stories, op-ed pieces, letters to the editor and magazine articles, and prepare customer correspondence to favorably communicate Agency messages and positively influence the public regarding RTA and its services.

Write copy for brochures, flyers and posters that will increase ridership and effectively create awareness, understanding and support of RTA and its services.

Research and write speeches and message points for board members, CEO and staff that clearly convey Agency messages and goals.

Prepare and produce graphics layouts for printed materials including maps, newsletters, brochures, posters and flyers that are easily understood by the target audience.

Write, design and place advertisements in various media that drive awareness, understanding and behavior change among target markets.

Cultivate and facilitate positive relationships with media that will provide proactive opportunities to engage them on issues of mutual interest. Maintain and organize media database and efficiently customize and distribute press releases for maximum media pickup.

Assist in responding to media inquiries and pitching stories to media.

Assist in planning and coordinating press events and media interviews that will effectively generate maximum communication and pickup of RTA messages.

Research, write and layout employee, passenger and media newsletters to drive awareness and understanding of RTA goals and programs through consistent and persuasive messaging.

Coordinate posting and maintenance of appropriate materials on Agency websites to drive awareness and understanding among external and internal publics of RTA and its services.

Assist in producing Agency presentations (audio and visual) that effectively communicate messages to target audiences.

Assist in creating and staffing marketing presentations/displays that favorably position RTA.

Monitor and measure media coverage; log and distribute RTA and other transit-related articles. Coordinate media section of website to ensure prompt posting of Agency press releases and media coverage.

Assist in coordination and design of print projects with outside vendors and contractors.

Assist in the design and production of the RTA Ride Guide and other materials to facilitate easy understanding and usage of RTA services.

Assist in planning, creating and implementing Agency marketing, promotional and media plans and campaigns that will drive a favorable brand image of RTA and increase ridership among target markets.

Assist with writing and producing Agency annual report.

Assist in photographing subjects and events for promotions and materials as needed.

Assist in planning, coordinating and implementing employee activities and internal special events to enhance Agency morale and internal relationships.

Process department requisitions using Oracle to order supplies and services.

Provide customer service assistance as required.

Assist with community outreach presentations and events.

SUPERVISORY RESPONSIBILITIES

This job has no supervisory responsibilities.

QUALIFICATIONS To perform this job successfully, an individual must be able to perform each duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.

EDUCATION and/or EXPERIENCE

Bachelor's degree (B. A.) from four-year college or university in journalism, communications, English or a related field with two years of writing experience, or an equivalent combination of education and experience.

LANGUAGE SKILLS

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Excellent writing and editing skills, including correct use of grammar and punctuation. Ability to write journalistic and promotional copy/articles. Ability to effectively present information and respond to questions from groups of managers, clients, customers, reporters and the general public.

MATHEMATICAL SKILLS

Ability to add and subtract two digit numbers and to multiply and divide with 10s and 100s. Ability to perform these operations using units of American money and weight, measurement, volume, and distance.

REASONING ABILITY

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

CERTIFICATIONS, LICENSES, REGISTRATIONS

Must possess a valid California driver's license.

OTHER SKILLS AND ABILITIES

General knowledge of the principles and practices of marketing and public relations. Knowledge of basic photography. Ability to type 45 wpm. Ability to perform basic layout and design of brochures, newsletters and flyers using InDesign, Photoshop, and/or Illustrator. Ability to write articles in a standard, journalistic format. Ability to write promotional copy and articles. Excellent proofreading skills. Ability to establish and maintain effective working relationships with others and effectively deal with the public. Ability to set priorities and work independently. Knowledge of basic office equipment, including IBM PC using Microsoft Office.

PHYSICAL DEMANDS The physical demands described here are representative of those that must be met by an employee to successfully perform the functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.

While performing the duties of this job, the employee is regularly required to sit. The employee frequently is required to talk or hear. The employee is occasionally required to stand; walk; use hands to finger, handle, or feel; and reach with hands and arms. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, and ability to adjust focus.

WORK ENVIRONMENT The work environment characteristics described here are representative of those an employee encounters while performing the functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.

The noise level in the work environment is usually moderate

RIVERSIDE TRANSIT AGENCY
Position Description

Job Title: Community Relations Specialist
Department: Marketing
Reports To: Director of Marketing
FLSA Status: Nonexempt
Approved By: RTA Board of Directors
Approved Date: October 1998

SUMMARY

Represents the Agency to the public through a planned program utilizing public presentations; community events; special programs; business, community and organization partnerships; and public information dissemination to accomplish Agency and department objectives. Assists in developing and implementing promotional campaigns, events and activities to enhance RTA's reputation and visibility, support Agency programs and initiatives, and increase ridership. Assists with marketing, media relations, community outreach and customer relations activities by performing the following duties.

DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

Perform community outreach activities, including developing and giving community presentations and providing information at community expos, fairs and tradeshow to enhance the visibility, positive image and understanding of the Agency and its services in the community.

Recommend and process requests for special service and event participation that will provide the greatest benefit and exposure for RTA. Plan and coordinate all aspects of service/event including special vehicle requests, display tables, promotional items, etc. Assure that RTA receives maximum visibility and recognition from event organizers in all event-related materials and announcements. Coordinate placement of RTA event publicity with media for maximum public awareness of Agency participation.

Develop and implement the RTA STEP Program (Student Transit Education Program) at schools throughout the RTA service area including scheduling and presenting the program in classrooms to educate students on riding the bus and to create positive attitudes toward transit.

Proactively represent RTA at business, civic, community, special interest and transit advocacy group functions and meetings and to the public at events by utilizing the most effective methods (speeches, membership participation, presentations, programs, etc.) to create positive awareness, understanding and support of RTA and transit-related issues in the community.

Serve as primary RTA liaison with Transportation NOW chapters in the service area, proactively represent the Agency at chapter meetings and provide reports on chapter activities and discussions to the Agency.

Assist in writing Agency materials including press releases, newsletters and other materials as needed to favorably communicate RTA's messages.

Oversee content development, inclusion and maintenance of Internet/Intranet sites to drive awareness and understanding among external and internal publics of RTA and its services.

Obtain and maintain Employee Transportation Coordinator (ETC) certification. Develop, obtain approval of and administer the RTA Rideshare Program to maximize participation.

Develop and implement a proactive program to integrate RTA usage in area employer trip reduction/rideshare plans to maximize bus ridership among work commuters.

Administer RTA Bus Pass and Youth Pass Sales Programs, including initiating new pass outlets, pass distribution, and vendor contacts to increase pass sales and customer convenience. Help prepare monthly sales reports.

Assist in planning, creating and implementing Agency marketing, promotional and media plans and campaigns that will drive a favorable brand image of RTA and increase ridership among target markets.

Assist in developing and administering market research studies.

Plan, coordinate and implement employee activities and internal special events to enhance Agency morale and internal relationships.

Assist in photographing subjects and events for promotions and materials as needed.

Coordinate bus schedule distribution.

Process department requisitions using Oracle to order supplies and services.

Provide customer service assistance as required.

SUPERVISORY RESPONSIBILITIES

This job has no supervisory responsibilities.

QUALIFICATIONS To perform this job successfully, an individual must be able to perform each duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.

EDUCATION and/or EXPERIENCE

Bachelor's degree (B.A.) from a four-year college or university in business, marketing, communications or related field. Two year's experience in customer service, community relations or marketing or an equivalent combination of education and experience.

LANGUAGE SKILLS

Ability to communicate effectively both orally and in writing. Ability to write clear and precise programs. Ability to speak effectively before groups of customers, employees or external organizations. Possess excellent customer relations skills.

MATHEMATICAL SKILLS

Ability to add and subtract two digit numbers and to multiply and divide with 10's and 100's. Ability to perform these operations using units of American money and weight, measurement, volume, and distance.

REASONING ABILITY

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

CERTIFICATIONS, LICENSES, REGISTRATIONS

Must possess a valid California driver's license.

OTHER SKILLS AND ABILITIES

Knowledge of the principles and practices of marketing. Ability to type 45 wpm. Ability to read and interpret maps and timetables. Ability to use a PC. Ability to maintain records and prepare reports. Knowledge of Riverside city streets and surrounding area. Ability to establish and maintain effective working relationships and interact with the public. Ability to perform multiple tasks, set priorities and work independently.

PHYSICAL DEMANDS The physical demands described here are representative of those that must be met by an employee to successfully perform the functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.

While performing the duties of this job, the employee is regularly required to sit and talk or hear. The employee frequently is required to use hands to finger, handle, or feel and reach with hands and arms. The employee is occasionally required to stand and walk. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, color vision, depth perception, and ability to adjust focus.

WORK ENVIRONMENT The work environment characteristics described here are representative of those an employee encounters while performing the functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.

The noise level in the work environment is usually moderate.

RIVERSIDE TRANSIT AGENCY
Position Description

Job Title: Principal Financial Analyst
Department: Finance
Reports To: Chief Financial Officer
FLSA Status: Exempt
Approved By: RTA Board of Directors
Approved Date:

SUMMARY

Performs complex accounting, financial analysis, and other financial reporting work for both internal and external customers and serves as a lead to other accounting staff.

DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

Performs complex accounting, and performance reporting tasks, as well as research and analysis to ensure accuracy of the Agency's financial records and reports.

Develops and maintains short range/long term agency financial plans, forecasts, and updates. Lead contact for preparation of financial information for grants and other funding requests.

Performs special projects, such as benchmark studies, application of grants/other funding sources, effects of certain legislation, and other complex reports as assigned, consistently exercising discretion and independent judgment in project development and studies.

Serves as a lead to other accounting staff, as well as providing oversight to the financial reporting function.

Prepares and presents internal and external financial statements using accounting/reporting software per regulation.

Provides audit support and communicates accounting and reporting issues to internal and external auditors and other regulatory agencies by reviewing, analyzing, and preparing supporting documents and other related materials.

Responds to internal/external customer inquiries and acts as a liaison to other departments, senior management, regulatory agencies, auditors, and financial institutions.

Determines need and acts as functional contact for finance staff during implementation and enhancement of automated financial systems and financial reporting procedures.

SUPERVISORY RESPONSIBILITIES

This job has not supervisory responsibilities; however, position does assume a lead role in various financial reporting capacities.

QUALIFICATIONS To perform this job successfully, an individual must be able to perform each duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.

EDUCATION and/or EXPERIENCE

Bachelor's degree (B.A.) from a four-year college or university with emphasis in accounting, finance, business, or related field; at least 5 years of finance experience performing complex financial analysis and research in governmental financial reporting.

LANGUAGE SKILLS

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations; Ability to write reports, business correspondence, and procedure manuals; Ability to effectively present information to managers, clients, customers, and the general public.

MATHEMATICAL SKILLS

Ability to work with mathematical concepts (e.g. statistical inference). Ability to apply concepts such as percentages, ratios, and proportions to practical situations.

REASONING ABILITY

Ability to define problems, collect and analyze data, establish facts, and draw valid conclusions. Ability to interpret a variety of technical instructions and deal with abstract and concrete variables.

OTHER SKILLS AND ABILITIES

Knowledge of theories, principles, and practices of accounting, budgeting, financial reporting, and grants administration; Knowledge of governmental regulations, codes, and standards; Knowledge of relevant computer business software applications, systems, research, and estimating techniques; Ability to develop, compile, and analyze complex financial models; Ability to analyze situations, identify problems, and recommend solutions; Ability to understand, interpret, and apply rules, regulations, policies, and procedures based on contractual documentation and other binding agreements; Ability to plan and coordinate multiple projects and interface professionally with staff and outside representatives.

PHYSICAL DEMANDS The physical demands described here are representative of those that must be met by an employee to successfully perform the functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.

While performing the duties of this job, the employee is regularly required to sit and talk or hear. The employee is occasionally required to stand, walk, use hands and finger, handle or feel, reach with hands and arms, climb or balance, stoop, kneel, crouch or crawl. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, depth perception, and the ability to adjust focus.

WORK ENVIRONMENT The work environment characteristics described here are representative of those an employee encounters while performing the functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.

The noise level in the work environment is usually moderate.

RIVERSIDE TRANSIT AGENCY
Position Description

Job Title: Customer Service Specialist, Part-Time
Department: Marketing
Reports To: Director of Marketing
FLSA Status: Non-exempt
Approved By: RTA Board of Directors
Approved Date:

SUMMARY

Oversees the ADA Certification process and disabled ID card program, and assists in Agency implementation of ADA requirements.

DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

Oversees the ADA certification process, scheduling appointments for in-person interviews, processing paper work for eligibility and reviewing applications and evaluation. Schedules transportation for interviews. Maintains ADA database.

Oversees distribution of Disabled ID Cards. Assists in processing of documents, ID photographs and customer service. Maintains database.

Responds to customer phone calls regarding ADA information, inquiries on DAR services and customer complaints.

Provides outreach presentations to various groups regarding RTA programs and services for persons with disabilities.

Maintains, monitors, and reports customer complaints by route, type of complaint, etc.

Provides clerical assistance to marketing director/staff.

SUPERVISORY RESPONSIBILITIES

This position has no supervisory responsibilities.

QUALIFICATIONS To perform this job successfully, an individual must be able to perform each duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.

EDUCATION and/or EXPERIENCE

One-year certificate from college or technical school; two years transportation contract experience and one year of ADA experience or an equivalent combination of education and experience.

LANGUAGE SKILLS

Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports and correspondence. Ability to speak effectively before groups of customers or employees of the Agency.

MATHEMATICAL SKILLS

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume.

REASONING ABILITY

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

OTHER SKILLS AND ABILITIES

Basic knowledge of customer service and transportation procedures and principles. Ability to organize and plan workload and work independently. Ability to establish and maintain effective working relationships with others. Knowledge of basic office equipment, including IBM PC using spreadsheets and word processing software.

PHYSICAL DEMANDS The physical demands described here are representative of those that must be met by an employee to successfully perform the functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; reach with hands and arms; and talk or hear. The employee is occasionally required to stand; walk; and stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

WORK ENVIRONMENT The work environment characteristics described here are representative of those an employee encounters while performing the functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.

The noise level in the work environment is usually moderate.

RIVERSIDE TRANSIT AGENCY
Position Description

Job Title: Transit Clerk
Department: Operations
Reports To: Chief Operating Officer
FLSA Status: Non-exempt
Approved By: RTA Board of Directors
Approved Date:

SUMMARY

Performs complex data analyses and generates reports.

DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

Prepares various progress reports, on-time performance reports and monthly and quarterly reports. Produces charts and graphs as required.

Maintains databases for operator attendance and ridership.

Completes analysis of operator's daily trip sheets.

Inputs complaint information into Access database.

Assist in complaint investigation for Operations department.

Maintains coach operator incentive plan.

Maintains files and records for operations department.

Assists the Administrative Assistant to the Chief Operating Officer.

SUPERVISORY RESPONSIBILITIES

This job has no supervisory responsibilities.

QUALIFICATIONS To perform this job successfully, an individual must be able to perform each duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.

EDUCATION and/or EXPERIENCE

High school diploma or general education degree (GED); and two years related experience and/or training; or equivalent combination of education and experience.

LANGUAGE SKILLS

Ability to read and comprehend simple instructions, short correspondence, and memos. Ability to write simple correspondence. Ability to effectively present information in one-on-one and small group situations to customers, clients, and other employees of the organization.

MATHEMATICAL SKILLS

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

COMPUTER SKILLS

Must be familiar with current business operating systems, software, and programs (i.e. Microsoft Office, to include Word, Excel, Access, PowerPoint, etc.)

REASONING ABILITY

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

OTHER SKILLS AND ABILITIES

Ability to type 45 wpm and use a 10-key calculator by touch. Ability to read, prepare and interpret charts and graphs. Ability to make mathematical calculations quickly and accurately. Ability to analyze, evaluate and prepare clear and concise reports from various statistics. Ability to establish and maintain effective working relationships with others. Knowledge of computer data preparation and input in a PC environment. Ability to effectively use spreadsheets and other graph generating software. Requires a high level of confidentiality.

PHYSICAL DEMANDS The physical demands described here are representative of those that must be met by an employee to successfully perform the functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.

While performing the duties of this job, the employee is regularly required to sit and talk or hear. The employee is occasionally required to stand; walk; use hands to finger, handle, or feel; reach with hands and arms; climb or balance; and stoop, kneel, crouch, or crawl. The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, depth perception, and ability to adjust focus.

WORK ENVIRONMENT The work environment characteristics described here are representative of those an employee encounters while performing the functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.

The noise level in the work environment is usually moderate.