



THE CITY OF REDWOOD CITY  
INVITES APPLICATIONS FOR:

## PARKING AND TRANSPORTATION DEMAND MANAGER

#2277

**SALARY:**

**\$8,671 - \$10,405 monthly**

**Closing 11/9/15 at 5:00pm**  
(Opened 10/19/15)

### Application Process

Apply online at

[www.CalOpps.org](http://www.CalOpps.org)

Member Agency: Redwood City

Candidates with a disability, which may require special assistance in any phase of the application or selection process, should advise the Human Resources Division upon submittal of application.

### Selection Process

Oral Board Interviews are tentatively scheduled for  
**December 1, 2015**

All applications, resumes, cover letters, and writing samples will be reviewed for completion, relevant education, experience, training and other job related qualifications. Those who best meet the stated qualifications and requirements for the position will be invited to participate in the selection process. The specifics of the selection process will be communicated to those selected candidates.



### ABOUT THE CITY

The City of Redwood City is a San Francisco Bay Area community located in the heart of Silicon Valley, the technology-rich region extending from the San Francisco shoreline to the foothills of the Santa Cruz Mountains. Redwood City is the third largest city within the County of San Mateo, with over 84,000 residents. The city enjoys an average of 255 sunny days

a year, which it boasts via the city slogan: "Climate Best by Government Test". We are a community that believes in working together to maintain and improve our quality of life. In fact, the City Council of Redwood City formally adopted a "Core Purpose" - *Build a Great Community Together*. This represents our commitment to community building, which is a crucial part of how we do business every day. Become a part of the team and join us in building a great community!

### ABOUT THE POSITION

The Parking and Transportation Demand Manager has broad leadership and management responsibility for an operational division including garage operations, maintenance, and revenue collections; coordinating with field enforcement services; and is responsible for program development and management. This position also develops and monitors the division budget; serves as staff liaison for the Parking Advisory Committee and Downtown Community Benefits Improvement District (CBID); develops operational goals, objectives, and priorities; oversees the work of consultants and contractors; and may supervise staff.

**Typical duties include:** Managing the City's downtown parking lots, parking garages, and on-street parking spaces; providing oversight of any third-party management agreements for parking operations, equipment or services; managing development of the City's Transportation Demand Management (TDM) programs, mobility planning strategies, and policy strategies; coordinating with downtown employers, Commute.org, SamTrans/Caltrain, private shuttle providers, and the Downtown CBID; participates in the planning, development, and design of municipal parking facilities and related parking control systems; represents the TDM program and makes presentations to other City departments, governmental agencies, policy boards, and a variety of business/community groups and organizations; responds to and resolves citizen inquiries and complaints; develops policies and procedures related to parking management; prepares recommendations on codes, ordinances, and resolutions; develops, recommends, and administers revenue control and operational policies and procedures; prepares and administers project and program budgets; develops, implements, and maintains marketing and communications programs; develops requests for proposals for parking services, equipment, and technology; routinely assesses and recommends rate and fee adjustments; and troubleshoots operational problems and recommends solutions.

**BUILD A GREAT COMMUNITY TOGETHER**



### BENEFITS

The successful candidate will enjoy the following benefits:

- Public Employees Retirement System (PERS) 2%@60 for current members, 2%@62 for new members
- Opportunity to select from a variety of health plans that are administered by PERS; Maximum City contribution is \$1,634/month
- Dental & vision insurance
- Employee Assistance Program
- Vacation leave: 10-25 days per year
- Sick leave of 12 days per year
- Fourteen paid holidays per year
- Fitness center access at City facilities
- Commuter program available (6 minute walk from Caltrain)

### CITY VALUES

**Our Core Purpose:**  
Build a Great Community Together

The values that guide us are:

- **EXCELLENCE:** Passion to do our best in each moment.
- **INTEGRITY:** Do the right thing, not the easy thing.
- **SERVICE:** We care and it makes a difference.
- **CREATIVITY:** Freedom to imagine and courage to act.

*Any provisions contained in this bulletin may be modified or revoked without notice.*

### THE IDEAL CANDIDATE

The ideal candidate will possess significant experience with parking operations, program management and policy setting, and understand the relationship between transportation demand management and parking in environments similar to those in Redwood City. The ideal candidate will also have a successful track record of managing and facilitating committees; enjoy working with a variety of staff, local business leaders, community groups, and the general public; prioritize work in accordance with organizational goals; and produce high quality work on a deadline.

### MINIMUM QUALIFICATIONS

*Any combination equivalent to experience and education that could likely provide the required knowledge and abilities would be qualifying. A typical way to obtain knowledge and abilities would be:*

#### Education & Experience

A Bachelor's Degree from an accredited college or university with major course work in finance, city planning, public administration, engineering or a closely related field; Four years of progressively responsible experience in program development and management, contract administration, budget preparation and monitoring; and supervisory experience. Local government experience in parking management and/or TDM is desirable.

#### Licenses & Certificates

A valid California driver license with a satisfactory driving record is required.

#### Knowledge of:

- Modern methods, techniques, principles, and procedures used in the development, coordination, and administration of parking programs and facilities
- Principles and practices in the management and regulation of on/off-street parking programs in a municipality
- Principles, practices and techniques of transportation planning, including statistics and survey techniques
- Laws and ordinances pertaining to the regulation of municipal parking; revenue analysis and scheduling methods
- Principles and practices of contract administration, budget, and personnel management
- Techniques, principles and methods of effective and persuasive speaking, public involvement, and communication
- Parking equipment and related technologies

#### Ability to:

- Develop, coordinate and maintain parking and TDM programs suited to the needs of the Community
- Establish and maintain effective working relationships
- Analyze, interpret, and explain parking regulations and codes
- Analyze and compile technical and statistical data
- Understand building specification, drawings and other construction documents

The City of Redwood City is proud to be an Equal Opportunity Employer!

**BUILD A GREAT COMMUNITY TOGETHER**



## **Parking and Transportation Demand Manager #2277**

### **Supplemental Questionnaire**

1. Describe your experience with parking operations. *(Your answer is limited to 500 characters.)*
2. Describe your experience with setting parking policy in a downtown environment. *(Your answer is limited to 500 characters.)*
3. Explain the relationship between transportation demand management and parking in a downtown environment. *(Your answer is limited to 500 characters.)*