



Town of Amherst
Downtown Parking Study
Appendix C

**PARKING LEADERSHIP POSITION JOB DESCRIPTION
(EXAMPLE)**



Parking Manager

Class Code:
198

CITY OF CHARLOTTESVILLE
Established Date: Sep 12, 2016
Revision Date: Sep 22, 2016

GENERAL SUMMARY:

Performs complex professional and administrative work in the planning, coordination and management of the City's parking efforts. Success in this effort requires understanding the needs of a vibrant mixed-use downtown and an appreciation of the City's intent to maximize the efficiency of current surface and structured parking, to minimize the public subsidy for any newly developed parking, and to enhance the private market. The following duties are performed personally and in collaboration with other City department and other city and downtown constituencies. This position works with a City Council appointed Parking Advisory Committee and resides within the Office of Economic Development in the City Manager's Office. This position will supervise two or three positions. Work is performed under general supervision of the Director of Economic Development. Close coordination with other department heads and key city staff is required.

ESSENTIAL RESPONSIBILITIES AND DUTIES:

- Monitors, coordinates, and directs all operations, maintenance and personnel of the division of parking;
- Maintains a detailed understanding of the current parking situation in downtown Charlottesville including knowledge of past studies of downtown parking, the Parking Action Plan and private sector plans;
- Maintains an inventory of parking spaces and current knowledge of parking patterns and parking supply and demand in downtown Charlottesville;
- With the Parking Advisory Committee, develops and implements plans to address parking issues and needs in downtown Charlottesville;
- Develops productive relationships with various downtown stakeholders, understands their concerns and goals, and incorporates them into a plan promoting the greatest common good in achieving goals for downtown development and revitalization;
- Proposes steps and takes action to maximize the efficiency of current parking facilities and analyzes the need, options, costs of, and timing for new facilities;

- Encourages and works with private parking facility owners and owners of property with the potential for parking to maximize market potential and land value. This may include the management of private parking facilities under the terms of a mutually beneficial agreement;
- Manages the City's interest in City-owned parking facilities, including setting and monitoring policies related to both transient parkers and monthly contract parkers;
- Develops and implements a plan to install on-street metering equipment in the downtown area;
- Coordinates the maintenance and capital improvement of parking facilities with the Department of Public Works;
- Oversees the enforcement of parking regulations for both on-street and off-street facilities;
- Proposes changes to the parking regulations contained in the City Code that will facilitate the goals of the parking program;
- Participates with and helps to coordinate the planning of new parking facilities, both surface and structure, by meeting with other City staff, engineers, contractors, and other stakeholders to review feasibility studies, design, and operational plans;
- Conducts effective public education and outreach programs related to downtown parking issues and commonly accepted best practices;
- Develops and conducts promotional campaigns;
- Maintains a positive working relationship with City departments (Neighborhood Development, Public Works, Treasurer, and the Police Department), Charlottesville Area Transit, major employers, downtown merchants, property owners and attractions;
- Works with groups to assist with/arrange for parking for special events;
- Participates in networking opportunities through membership in professional organizations and undertake continuing education in parking management;
- Supervises two or three positions;
- Serves a principal staff to the Parking Advisory Committee preparing agendas, staff reports, and meeting minutes as needed;
- Other duties to provide direct or indirect service to the citizens may be assigned.

EDUCATION, EXPERIENCE AND SKILLS:

To perform this job successfully, an individual must be able to perform a wide variety of essential duties. The requirements listed below are representative of the knowledge, skills, and/or ability required.

Education and Experience: Bachelor's Degree from an accredited four-year college or university, with major work in business, public administration, planning, or a related field. A minimum of three years of experience in parking management, project management, urban planning, or equivalent combination of education and experience. State of the art knowledge of best practices related to municipal parking development (surface and structured) and parking management including parking decks, metered parking, parking enforcement, parking management technology, and equipment and accessibility issues preferred. Demonstrated ability to be self-motivated and work independently. Personal initiative is critical to the success of the position.

Certificates, License, Registrations: Certified Administrator of Public Parking (CAPP) certification from the International Parking Institute and/or Certified Parking Facility Manager (CPFM) certification from the National Parking Association is preferred.

Language Skills:

Demonstrated ability to effectively present, either orally or in writing, information to elected officials, boards of directors, senior management, public groups, and other stakeholders or interested parties. Ability to respond to common inquires or complaints from citizens, elected officials and business members of the community. Ability to read, analyze, and interpret common professional journals, financial reports, and legal documents. Ability to write reports or articles for publication that conform to a prescribed style and format.

Analytical and Computer Skills:

Ability to conduct research, analyze findings, identify problems, evaluate operations, develop options, and implement improvements. Skills in using data management and analysis tools such as Microsoft Excel and computer database programs to perform a variety of spreadsheet analyses with supporting graphics and charts. Skill in performing mathematical and statistical analyses using computer software tools.

Interpersonal Skills:

Solid interpersonal skills, including communication, listening, and conflict resolution skills, required for working with citizens, business and property owners, the press, and other City employees.

Contract Management Skills:

Ability to create and manage a contract(s) for services related to parking management on behalf of the City. Ability to write and manage the request for proposal and/or request for quote process needed to procure services and equipment in support of parking operations for the City.

Financial and Revenue Control Knowledge:

Understanding basic accounting and management practices. Ability to create and monitor a budget. Ability to understand and utilize basic financial and analytical principles including cost benefit analysis, life-cycle costing, and return on investment. Familiarity with revenue control systems and equipment as well as accountability and accounting procedures designed to protect parking revenues from internal and external loss.

Planning and Design Skills:

Understanding of the relationship of land use and multi-modal transportation to parking demand. Understanding of the importance of good design in promoting downtown revitalization. Respect for the historic character of downtown Charlottesville with a sensitivity about building removal for surface parking. Understand the desirability of promoting a vibrant street front by including commercial business uses at street level in any future parking structures.

Facility Maintenance Knowledge:

Working knowledge of facility maintenance plans and procedures, preferably related to the maintenance of parking lots and structures.

ORGANIZATION COMPETENCIES:

Interpersonal Effectiveness /Communication: Independently prepares concise and clear complex and strategic documentation. Analyzes complex or difficult communication situations and formulates effective responses. Balances and optimizes the skills and contributions of others; creates an environment that allows others to willingly share expertise with others. Able to provide ongoing feedback, perform formal evaluations. Promotes positive solution-oriented communication.

Service/Support Orientation: Provides leadership in improving service and support processes, procedures, and productivity. Applies extensive knowledge of internal and external resources in addressing challenges and improving professional service delivery. Leads or directs organization-wide efforts to accomplish professional strategic service and support objectives. Anticipates others' needs, is proactive in reacting to them and helps others to do the same. Resolves issues using discretionary judgment in the absence of any explicit protocol.

Organization: Sets strategic priorities and monitors attainment of goals. Leads or directs major, organization-wide, multi-faceted projects. Oversees distribution of responsibility for program and work processes. Leads, directs development of new processes, or process improvement. Makes final decisions concerning conflicting priorities and resource needs among units. Evaluates and manages the performance of others and develops corrective action plan when appropriate.

Multi-tasking/Problem Solving: Assesses multiple, complex tasks or projects and service demands and develops processes to address them. Equitably and effectively assigns responsibilities to others to accomplish projects and meet service demands. Anticipates and identifies potential problem situations and develops strategies or policy for resolution.

JOB FAMILY COMPETENCIES:

Effectively applies project management skills and knowledge: Supervises projects and project teams. Allocates project resources and tracks expenditures and project budget status. Directs project teams for operational strategy and program reporting improvement. Communicates and makes public presentations on major project status reports and recommendations to boards, commissions, and committees.

Demonstrates the ability to develop formal plans: Serves as a resource in both operational and strategic planning. Applies expertise in planning in certain areas of specialization, economics, land use, and comprehensive planning. Involved in integrating performance monitoring systems.

Applies analytical and research skills and knowledge: Leads task forces and committees for investigating and resolving issues, complaints, and special problems. Supervises others

engaged research, analysis, and evaluation projects. Identifies actual and potential problem situations and develops methodologies to find solutions. Recognizes patterns of problems and recommends or implements policy and procedure change to avoid the recurrence of a problem. Presents effective recommendations to advisory groups, boards, commissions, and other groups. Demonstrates understanding of local, state, and federal codes and the related enabling legislation which governs respective area(s) of responsibility, and capable of advising others and assures that those under supervision are kept up to date.

Uses information technology effectively: Delegates application and related assignments to others. Takes a subject matter expert or lead role in special applications projects. May require proficiency in use of G.I.S. Evaluates and determines which programs and packages are needed for certain applications and can merge/customize different packages.

Analytical Research: Demonstrates an understanding of local, state and federal codes and the related enabling legislation which governs respective area(s) of responsibility, and capable of advising others and assures that those under supervision are kept up to date.

PHYSICAL CONDITIONS & WORK CONTACTS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Position requires the ability to visit parking sites and attend meetings at varying locations to promote and assess the results of executing a parking plan.

FLSA Status: Exempt

SALARY RANGE

\$28.29 - \$53.75 Hourly
\$2,263.41 - \$4,300.14 Biweekly
\$4,904.05 - \$9,316.97 Monthly
\$58,848.55 - \$111,803.58 Annually