

Humboldt County Mobility Manager  
FINAL Job Description

**Summary of Duties**

In coordination with regional informal and formal transportation providers, this full-time position will be responsible for the development, coordination and promotion of transportation services in Humboldt County. As the Program Coordinator, this individual is responsible for collaborating in efforts to establish centralized transportation information, assist customers with planning cost-effective and time-effective trips through various transportation providers, participating in collaborations of community organizations that provide human services transportation in Humboldt County, improving the consideration of transportation in land use and other policy decisions; and for identifying and procuring resources to continue coordination efforts and establishing a Mobility Management center.

The primary tasks of the Mobility Manager will be: to work with transportation planning agencies, community organizations, social services transit information and services providers; and formal public transit providers to establish a transportation services information assistance and call center that will provide all Humboldt County residents, including those who may have a choice of multiple modes of transportation, the opportunity to utilize existing informal and formal transportation services; and to assist existing informal and formal transportation service providers and planners to coordinate transportation resources. Once the call center has been successfully launched and implemented, the Mobility Manager will take on other tasks as outlined below.

**Duties:**

Primary Duty:

- Work with existing informal and formal transportation providers to establish a joint call and mobility management 'trip planner' center, which includes the following:
  1. Develop customer information that explains the range of services and empowers transit users to choose the most appropriate, cost-effective, and time-effective option that will meet the customer's needs;
  2. Coordinate with the existing effort to bring 211.org to Humboldt County (211 is a number service to 411, which assists customers in finding businesses; 211 is a telephone/website referral service that contains information about housing, social services, transportation, and so forth);
  3. Partners with other agencies to apply for grants; or directly applies for and administers grants;
  4. Investigate the feasibility of shared resource system that relates to vehicle maintenance, sharing of backup vehicles, and cost saving fueling options; and
  5. Strengthen the network of human services providers that provide both information about existing transportation options and directly provides transportation service in Humboldt County while maintaining and supporting the identity of each provider in order to provide increased mobility in the region.
  
- Develop a coordination program for human services transportation, assist with the facilitation and promotion of coordinated efforts by:
  1. Researching needs and demands of users;
  2. Reviewing regulatory processes;
  3. Facilitating communication between agencies;
  4. Developing incentives to encourage agency participation as needed; and
  5. Attending meetings, assist with recommendations to improve services and/or coordination with HCAOG's SSTAC, SCC, CAC committees, which are

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forwarded to the HCAOG Board.

- Organize and facilitate an annual County-wide Mobility Management meeting for those interested in transportation issues to update the vision for transportation coordination, assess progress towards goals, and identify success, challenges, and opportunities.

**Secondary Duties**

- Works to improve the incorporation of transportation needs in to land use policy decisions across the County.
- Assists existing transportation providers with the development and implementation of transportation marketing and educational strategies as requested.
- Assist with assessing priorities and developing recommendations to address unmet or anticipated transportation need, including recommendations for new routes, route deviations, service hours, and cross-system scheduling, including those residents that need to travel to areas outside Humboldt County. Coordinate with and provide information to adjacent counties' transportation providers. Coordinate these efforts with the yearly Unmet Transit Needs Hearings processes; and
- Assists formal and informal transportation providers, community groups, and others with the creation of or implementation of alternative transportation services such as mileage reimbursements: volunteer drivers/vehicle sharing, vouchers for gas or car repairs, in order to meet diverse human service transportation needs at the lowest cost.

**Preferred Qualifications**

1. Master's Degree in public administration, transportation planning, or a related field, or
2. Bachelor's Degree in public administration, transportation planning, or a related field, plus a minimum of two years of progressively responsible experience, or
3. Associate's Degree in transportation planning, urban and regional planning, or a related field, plus a minimum of six years of progressively responsible experience, or
4. High school diploma plus a minimum of eight years of progressively responsible experience in managing or administering the provision of human services transportation with responsibility for the required duties listed above.

**Required:**

- Experience successfully applying for grants and completing all reporting requirements;
- Knowledge of and ability to identify community needs and resources as they relate to transportation, human services programs and employment. Ability to plan and direct the work of others; excellent verbal and written communication skills,
- A high degree of computer literacy, including competency in standard spreadsheet, database and word processing software, and geographic information system software. Familiarity with website design and protocols and be able to take advantage of current technology,
- A thorough knowledge of the principles and practices of rural transportation planning, technical analysis methods, and
- Excellent written and oral communication skills.
- Ability to analyze complex issues and present results in concise reports and presentations to the Mobility Management Coalition, local transportation providers & staff, HCAOG staff, and others;
- Interact effectively with members of the public, elected officials, Federal, State, and local agency representatives, HCAOG Committees, and community organizations.
- Understanding of pertinent Federal and State regulations, and a working familiarity with

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the most recent Federal transportation legislation and Clean Air Act transportation planning requirements

- Facilitates the Mobility Management Coalition, including key level provider organizational and community groups.
- This position requires an innovative and highly motivated person who is able to work independently. The position will be very interactive with the local and regional health and human service community and public sector.

**Special Preferred Requirements**

Possession of a clean, valid California driver's license at the time of appointment, and maintenance of same throughout, reliable personal transportation. Experience with multiple modes of transportation, which could include bicycling, walking, public transit, etc.