



Class Code:0069  
FLSA: Exempt

## **Parking Services Manager**

### **General Class Purpose**

The Parking Services Manager plans, organizes and manages the operations of the Parking Division including parking enforcement and associated collections, facility security, and policy oversight of the City's parking management program.

### **Distinguishing Features**

The Parking Services Manager has broad management responsibility for an operational division including field enforcement services, and is responsible for program development and management. The employee also develops and monitors the division budget; and develops operational goals, objectives and priorities.

### **Supervision Received and Exercised**

The employee works under general direction. He or she is expected to carry out necessary activities without direction except, as new or unusual circumstances require. He or she receives direction in terms of general goals, and is evaluated in terms of the desired results. The employee directly oversees the work of supervisory and administrative staff.

### **Examples of Essential Duties and Responsibilities**

*The listed duties are illustrative of the classification level and not intended to include all assigned job tasks. Essential duties may include, but are not limited to the following:*

1. Plan, prioritize, assign and supervise the work of staff responsible for the City of Salem parking enforcement, management of parking lots and street parking inventory, parking permit processing, and fee collections. Hire, train and manage corrective personnel actions. Establish division work standards and operational objectives; develop and implement policies and procedures to support operations.
2. Manage the City's parking lots, garages and space inventory. Develop, plan and implement parking programs. Implement and communicate changes in parking regulations, limits and zones. Monitor parking utilization and recommend policy changes. Conduct studies to evaluate effect of rate increase, permit changes, zone restrictions, and other parking management strategies. Identify and leverage funds to implement planned strategies
3. Establish citizen advisory groups representing business owners, customers and residents concerned with parking regulations and its impact; provide consultative and policy support. Coordinate public involvement and communicate parking

- management strategies or large-scale changes to citizen groups. Develop partnerships with private enterprise to maintain support of parking funds.
4. Develop strategies and plans for improving, constructing and maintaining quality-parking structures. Negotiate shared use and lease agreements with private parking lots and structures to provide interim parking supply.
  5. Investigate and mediate citizen complaints regarding parking tickets, and officer conduct. Monitor parking enforcement and plan strategies to improve compliance and increase understanding of parking regulations; assist in collection of past due parking fees; oversee and manage the parking citation hearings process.

### **Minimum Qualifications Upon Entry:**

#### General knowledge of:

- Principles and practices of public or business administration including financial accounting, revenue fund management, fiscal operations and controls
- Principles and practices of managing a public program including knowledge of typical enforcement and compliance techniques and methods
- Principles and practices of business management including contracting for services, resource allocation, and the coordination of people and resources
- Theory, principles and methods of effective and persuasive speaking, discussion and debate
- Techniques, principles and methods of public involvement and communication including media relations
- Methods and techniques of research, statistical analysis and report presentation
- Structure and content of the English language, rules of composition, report writing and grammar

#### Skill to:

- Effectively supervise people and develop staff
- Plan, organize and control the use of human, equipment and budgetary resources to achieve division goals
- Apply the principles and practices of effective employee relations
- Prepare budgets and monitor expenditures, and develop alternative strategies of funding
- Develop specific goals and plan to prioritize, organize and accomplish work

#### Ability to:

- Communicate effectively verbally and in writing to a wide range of individuals typical to those associated with the position
- Speak and effectively present information in front of large groups
- Motivate, develop and direct people as they work, identifying the best people for the job
- Encourage and build mutual trust, respect and cooperation among team members and subordinate staff

- Anticipate and resolve problems, which may be of a politically sensitive nature and involve others in the problem-solving process
- Use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems
- Establish and maintain effective working relationships with individuals, coworkers and the public
- Work independently and make decisions with minimal supervision

**Experience and Education:**

*A typical way to obtain the required knowledge, skills and abilities would be:*

A Bachelor's degree from an accredited college or university in Public or Business Administration or a related field; and four years program or project management experience.

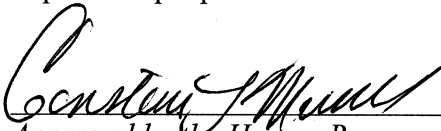
Experience managing a public sector compliance or enforcement program, or experience in parking management is desirable.

**Physical, Environmental and Mental Demands**

*The listed physical, environmental and mental demands are representative of those that must be met by an employee to successfully do the essential duties of this classification. Persons with disabilities may be able to carry out duties with accommodation. Upon request, reasonable accommodation will be evaluated.*

The Parking Services Manager does sedentary work requiring occasional lifting up to a maximum of 10 pounds, and carrying light articles such as papers or files. The employee will usually work in an office setting. Office settings involve interruptions and have controlled environmental conditions. The employee will sit for extended periods while operating a computer or attending meetings. Employees will occasionally work in the field to monitor the work of field staff, travel to meetings or communicate with citizens. While in the field, the employee may be exposed to adverse weather conditions. The employee will regularly express or exchange ideas in person or over the telephone. He or she frequently must see at distances 20 inches or less to focus on objects for detail such as printed information or computer monitors.

Employees in this class apply principles of logical or scientific thinking to define problems, collect data, establish facts and draw valid conclusions. They must interpret an extensive variety of information in written, statistical or diagrammatic form and mentally process abstract and concrete variables. Employees occasionally must work with unpleasant people in strained situations, and must persuade others to a course of action.

  
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 Approved by the Human Resources Director  
 January 2007