Planning Data Administrator

Class Code	FLSA Status	EEO Category	Represented Status	Salary Grade	Effective Date	Resolution #	Pages
371	Exempt	2 - Professionals	AFSCME	8	10-27-10	10-046	1 of 2

DEFINITION: Under general supervision; serves as the Service Development department's technical administrator, advanced user, and data analyst for one or more District operational software systems, and associated databases.

REPORTS TO: A Director of Service Development & Planning, or designee.

REPRESENTATIVE FUNCTIONS may include, but are not limited to:

- Administers one or more operational databases for the Service Development department; obtains daily data, diagnostic, and back-up files; monitors systems; develops sampling plans; and analyzes data.

- Conducts spatial analyses that measure and quantify service delivery and support federal, state or local funding requirements, or for the assessment of ridership or performance trends. Uses a variety of geospatial analysis methods, including zone-based, distance and directional based, and network based analysis.

- Maintains data to ensure accuracy and delivery of all internal and external HASTUS interfaces to District systems, including but not limited to NextBus, SatCom, the Regional Transit Database (for 511.org) and the Operator Timekeeping System.

- Designs data queries using the HASTUS desktop, structured query language (SQL), and the HASTUS OIG/d programming language. Develops applications and uses software functions in the scheduling system to analyze and recommend changes for scheduling procedures and/or distribution of scheduling reports, both in hard copy and electronic media.

- Designs data solutions, and generates data files to provide HASTUS data to downstream computer systems and other District departments and stakeholders.

- Creates complex queries necessary for the manipulation of geographic-based data tables from multiple sources; using SQL, ARCGIS, SPSS or ACCESS.

- Collects, prepares and analyzes on-time performance, ridership, and other data in support of the National Transit Database reporting requirements; including the timely delivery of monthly, quarterly, and annual deliverables.

- Monitors data integrity and the accuracy of planning and scheduling external interface systems; and develops data structures, and methodologies for examining data consistency and reliability.

- Responds to inquiries for planning data and information from various sources, including internal staff, the Board of Directors, external public agencies, municipalities, consultants, and the general public.

- Analyzes service characteristics; and develops reports and other documentation regarding proposed service modifications to assess Title VI impacts; and for reporting to external entities including the Federal Transit Administration (FTA), Metropolitan Transportation Commission (MTC), the Alameda County Congestion Management Agency (ACCMA).

- Provides technical support to Service Development and other District departments to troubleshoot and solve data errors and data integrity issues.

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- Conducts complex Geographic Information System (GIS) analysis for various planning functions, and produce maps and other documentation.

- May act as Project Manager for the implementation of new databases, or systems.

- Performs related duties as required.

MINIMUM QUALIFICATIONS:

Knowledge Of: Computer interface design including SQL, and XML, and advanced coding functions; principles of transit scheduling, transportation planning and capital funding; principles and practices of data collection, statistical analysis, and presentation; report writing; business English usage; standard funding program data reporting requirements; measures of transit effectiveness used to assess route performance; applicable federal, state and local laws governing transit operations; research methods and survey techniques; and current computer software programs for geographic information systems (GIS), such as ArcView and/or Map-Info, as well as spreadsheets, databases, statistics, word processing, and presentation at an intermediate level of proficiency.

Ability To: Quickly learn and proficiently perform the advanced functions required by assigned operational systems and databases when adopted by the District; troubleshoot and recommend solutions to data related issues, including system interfaces; manage multiple priorities to ensure data accuracy and integrity; provide advanced data analysis, and prepare and deliver oral and written reports and technical presentations with recommendations for immediate, short-, and long-range service modifications and enhancements; conduct cost/benefit, impact, and other related technical analyses; meet deadlines; communicate in a clear, concise, persuasive, and tactful manner to a wide variety of audiences both orally and in writing; effectively advocate and promote the use of public transit; keep abreast of current trends in the field; and maintain effective working relationships with those contacted in the course of work using principles of excellent customer service.

Education/Training: Equivalent to a Bachelor's Degree from an accredited college or university with major coursework in Transportation, City, or Regional Planning; Urban Studies; Geography; Geographic Information Systems (GIS), Public Administration; computer programming, or a related field.

Experience: Four (4) years of increasingly responsible experience in Transportation Planning or systems analysis in a large urban public transportation system, including at least two (2) years in a professional capacity working with systems such as HASTUS, CAD/AVL, Automatic Passenger Count (APC), raw data files, GIS software, and GIS based applications.

Desired Qualifications: Extensive experience using large and complex data sets; analyzing solutions to ensure data integrity and quality; demonstrated ability with SPSS statistical software; experience supervising subordinate staff and/or consultants; and excellent verbal and written communication skills.

Physical Requirements: Must maintain the physical condition necessary to: (1) perform tasks in an office setting operating a personal computer, keyboards, and other peripheral equipment; and (2) possess physical mobility in order to conduct field studies.