



Public Information Systems Coordinator

Class Code	FLSA Status	EEO Category	Represented Status	Salary Grade	Effective Date	Resolution #	Pages
644	Exempt	2-Professional	AFSCME	6	1/18/2001	1188	1 of 2

DEFINITION: Under general supervision and working with other District departments, develops and coordinates programs and procedures for the production, display, and maintenance of accurate schedule and route information for the public at the District's bus stops, bus shelters, and other public locations.

DISTINGUISHING CHARACTERISTICS: This classification coordinates the activities of staff responsible for the development, design, installation, maintenance, and tracking of all service information displays in the District; and participates in graphic design and production efforts. In contrast to Senior Customer Services Representatives who develop and implement multi-media marketing programs to disseminate transit information in a variety of formats, the Public Information Systems Coordinator manages projects and coordinates interdepartmental and interagency efforts specifically to develop and maintain service information displays at bus stops, on buses, and in other public facilities.

EXAMPLES OF DUTIES:

- Coordinates and participates in the design, development, production, and installation of service information such as bus schedules, and route information and maps at bus stops, bus shelters, and other public locations.
- Ensures interdepartmental coordination of the development, maintenance, and accuracy of service information related databases, such as bus stop and shelter inventories, maintenance records, and customer usage of informational facilities.
- Develops and monitors procedures and methods to ensure the timely display of accurate schedule and route information, the timely restocking of timetables and other informational materials on coaches and displays, and to ensure the timely maintenance and repair of all displays.
- Conducts systems-oriented assessments, develops and monitors procedures, and statistically tracks and analyzes the efficiency of interdepartmental and interagency projects and procedures.
- Coordinates and participates in the graphic design and production of site-specific signage, and other rider information.
- Coordinates and participates in the development, placement, and programming of interactive informational kiosks at bus stops and other facilities.
- Drives throughout the District to research and develop new locations for the placement of service information displays, and monitors the informational accuracy and condition of existing displays.
- Coordinates service information display installation and maintenance activities with District staff in various departments, as well as the staffs of city and regional governments, other transit agencies, and outside consultants and contractors.



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- Manages design and implementation projects from inception including project plans, work flow schedules, budget allocation, and progress reports.
- Performs related duties as required.

MINIMUM QUALIFICATIONS:

Knowledge Of: Principles and practices of project management and supervision; techniques of research and data collection; the principles and practices of marketing and distribution of public information; English grammar and spelling; basic mathematics; and current computer software programs for spreadsheets, relational databases, word processing, and public presentation.

Ability To: Manage projects effectively; develop and administer operational plans and procedures; understand and organize large amounts of technical data and information; attend to detail and ensure accuracy of information; write and compile reports; spell and proofread; stay abreast of changing technologies and developments in the field; communicate effectively both orally and in writing; and establish and maintain effective working relationships using principles of good customer service.

Education/Training: Equivalent to completion of a Bachelor's degree from an accredited college or university. Additional years of experience of up to two (2) years may be substituted for required education on a year for year basis.

Experience: Equivalent to two (2) years experience in public information, project management, public administration, the collection and management of large amounts of technical information, and/or the promotion and marketing of a service-oriented product.

License/Certification: Possession of, or ability to obtain a California Class C Driver License, and meet the District's driving standard.