

PROPOSED

POSITION DUTY STATEMENT

PM-0924 (REV 7/2014)

CLASSIFICATION TITLE	OFFICE/BRANCH/SECTION	
Associate Governmental Program Analyst	Traffic Operations Division - Office of Outdoor Advertising	
WORKING TITLE	POSITION NUMBER	EFFECTIVE DATE
Legislation and Regulations Coordinator	913-350-5393-xxx	

As a valued member of the Caltrans team, you make it possible for the Department to provide a safe, sustainable, integrated, and efficient transportation system to enhance California's economy and livability. Caltrans is a performance-driven, transparent, and accountable organization that values its people, resources and partners, and meets new challenges through leadership, innovation and teamwork.

GENERAL STATEMENT:

Under the direction of the Outdoor Advertising, Office Chief (Staff Services Manager II), the incumbent will perform the more complex analytical assignments required in order to support the Office of Outdoor Advertising (ODA) program. In this position, the incumbent works independently to coordinate ODA policy and regulatory functions and prepares recommendations and guidance on streamlining statewide policies, procedures and processes for business continuity and consistency. The incumbent revises and maintains the program's operating guide as needed and coordinates responses to public records act inquiries about outdoor advertising. The incumbent researches and analyzes laws and regulations pertaining to outdoor advertising, and prepares bill analysis on legislation that may impact the ODA program. The incumbent develops the program's regulatory changes, prepares rulemaking proposals under the Administrative Procedures Act (APA) and plans and facilitates all associated management meetings/workshops/conferences and public hearings.

TYPICAL DUTIES:

Percentage	Essential (E)/Marginal (M) ¹	Job Description
30%	E	Interprets and applies the Outdoor Advertising Act to ensure compliance with state and federal laws. Analyze current regulations and proposed legislation to develop summaries and recommendations for ODA management. As legislation is passed pertaining to outdoor advertising, prepares an implementation plan including development of regulatory changes required to effectively implement the new laws. Works with ODA staff in developing and restructuring existing policies and revising procedural guidelines, and maintains the program's historical policies and procedures to update the ODA Operating Guide. As directed by the Office Chief, engages in special projects and studies relating to the outdoor advertising industry for the administration of the program.
25%	E	Under the guidelines of the Administrative Procedures Act and the Office of Administrative Law, prepares the appropriate documents for ODA's participation in the rulemaking process. Gathers miscellaneous information and researches departmental records in preparation for rulemaking proceedings. Researches alternative solutions and drafts suggestive responses to public comments on proposed regulatory changes. Develops and maintains spreadsheets for tracking the status of regulatory changes during each rulemaking process, and establishes and maintains all ODA regulatory files and records. As directed by the ODA Office Chief, schedules and presents proposed regulatory changes during public hearings.
25%	E	As directed by the ODA Office Chief, travels with ODA field inspectors to observe field reviews and to assist the field inspector in evaluating existing billboard signs and compliance with state and federal outdoor advertising laws. Works in coordination with the field inspectors to input updates and field review findings in the ODA database, and to prepare any needed correspondence associated with the review. As needed, works in coordination with field inspectors to gather investigative reports, research departmental records, photo logs, aerial maps and other miscellaneous information in preparation in preparation for Office of Administrative Hearings.

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| 15% | M | Works independently to: provide general and technical information to public inquiries regarding ODA permit applications, licenses and citations; to handle challenging phone and e-mail inquiries; to research information to resolve permitting and licensing disputes, and to research and provide information in response to outdoor advertising companies inquiries. Work independently to draft detailed written correspondence for official program notices and to develop and maintain professional template letters for program staff use. Upon receipt of written notice or request, assists in the timely processing of outdoor advertising license applications, license cancellations, permit transfers, outdoor advertising business name changes, and change of address. |
| 5% | M | Consults with ODA staff, Caltrans legal counsel and other Caltrans staff as needed to draft program responses to requests for information under the California Public Records Act. Provide detailed chronologies to ODA Office Chief on responses to public inquiries. Track various and miscellaneous news sources for articles about ODA and outdoor advertising subject matters. |

¹ESSENTIAL FUNCTIONS are the core duties of the position that cannot be reassigned.
MARGINAL FUNCTIONS are the minor tasks of the position that can be assigned to others.

SUPERVISION OR GUIDANCE EXERCISED OVER OTHERS

This position does not supervise others. The incumbent may act as a project or team lead.

KNOWLEDGE, ABILITIES, AND ANALYTICAL REQUIREMENTS

The ODA Legislation and Regulations Coordinator must be able to effectively demonstrate knowledge and abilities in each of the following:

- Ability to apply experience and knowledge of the state's legislative and rulemaking processes at the onset of employment.
 - Ability to analyze and apply state and federal laws and rules and regulations concerning Outdoor Advertising including but not limited to §5200-5486 of the Business and Professions Code, and Title 4, Division 6, §2240-2519 of the California Code of Regulations.
 - Ability to effectively communicate both orally and in writing with various levels of management and staff; ability to establish and maintain good working relationships internally and externally; ability to establish and maintain respectful and ethical relationships with outdoor advertising representatives and industry stakeholders, and ability to handle politically sensitive issues with tact and diplomacy.
 - Ability to operate computers using a variety of computer software, databases, spreadsheets, and other related information management systems; ability to reason logically and creatively utilizing a variety of analytical techniques to resolve the more complex issues and adopt effective courses of action; ability to make arithmetic calculations, and ability to develop, catalog and maintain accurate logs and inventories of large amounts of data.
 - Ability to plan, organize and provide completed staff work timely, and efficiently coordinate multiple assignments; ability to work under pressure and quickly adapt to changing work priorities and circumstances; ability to work effectively with others and to work independently by demonstrating initiative in assuming increasing levels of responsibilities.
 - A general working knowledge of the Department's overall mission, and an understanding of the mission and goals of the Office of Outdoor Advertising.
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RESPONSIBILITY FOR DECISIONS AND CONSEQUENCES OF ERROR

The incumbent regularly performs a variety of management support duties and must exercise a degree of initiative, independence and originality in performing tasks. Poor decisions, judgements, or recommendations could result in an inability for the Department to carry out its outdoor advertising enforcement responsibilities. The incumbent must be able

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to recognize errors and recommend an appropriate course of action.

PUBLIC AND INTERNAL CONTACTS

Internal contacts will be made throughout the Department at all levels, and with all programs responsible to the ODA Office Chief as required for the proper performance of the duties assigned. External contacts will include outdoor advertising industry members, professional groups such as the National Alliance of Highway Beautification, Federal Highway Administration staff, the department's legal counsel, court case appellants and the general public statewide.

PHYSICAL, MENTAL, AND EMOTIONAL REQUIREMENTS

Physical requirements include: sitting for extended periods of time at a workstation performing tasks utilizing a computer. Occasional lifting, bending, stooping and kneeling. Occasional requirement to operate a motorized vehicle and drive for an extended period of time to travel with outdoor advertising field inspector staff. Mental requirements include: ability to focus for long periods of time and concentrate in order to review, create, organize, and prioritize large volumes of varied documents. Researching and reading volumes of information such as log books permit applications and other related documents. Ability to multi-task, adapt to changes in priorities and complete tasks or projects with short notice. Must be able and willing to grasp the general essence of new information and master new technical and business knowledge. Emotional requirements include: ability to remain composed under stressful and unusual situations and act in a professional and ethical manner, either in person, over the phone or e-mail and other written correspondence. These attributes are necessary when dealing with the general public, industry representatives, or local agencies regarding the Outdoor Advertising Act and federal or state policy.

WORK ENVIRONMENT

The work environment mainly consists of indoor, climate controlled, cubicle workstations under artificial lighting. At times the work will require exposure to outdoor field surveys and situations in varying weather conditions.

I have read, understand and can perform the duties listed above. (If you believe you may require reasonable accommodation, please discuss this with your hiring supervisor. If you are unsure whether you require reasonable accommodation, inform the hiring supervisor who will discuss your concerns with the Reasonable Accommodation Coordinator.)

EMPLOYEE (Print)

EMPLOYEE (Signature)

DATE

I have discussed the duties with, and provided a copy of this duty statement to the employee named above.

SUPERVISOR (Print)

SUPERVISOR (Signature)

DATE