

POSITION DUTY STATEMENT

PM-0924 (REV 7/2014)

CLASSIFICATION TITLE Staff Services Manager I	OFFICE/BRANCH/SECTION 51/Traffic Operations Division/Office of Outdoor Advertising	
WORKING TITLE ODA Southern Area Manager (D7, Los Angeles Office)	POSITION NUMBER 913-350-4800-xxx	EFFECTIVE DATE

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 general direction of the Chief, Outdoor Advertising (ODA) Program (Staff Services Manager II), the ODA Southern Area Manager (Staff Services Manager I) is responsible for independently: 1) planning and directing work of the Southern Region ODA field staff, 2) formulating and implementing ODA processes and procedures, 3) developing recommendations for Traffic Operations Deputy District Directors to assist them in resolving local ODA issues, 4) negotiating relocation agreements with interested outdoor advertising companies in consultation with the Legal Division, 5) representing the ODA program when notices of violations or permit denials by field inspectors have resulted in appeals to be heard by the Office of Administrative Law, and Office of Administrative Hearings.

TYPICAL DUTIES:

Percentage Essential (E)/Marginal (M) ¹	Job Description
40% E	Monitor and review actions taken by Field Inspector staff regarding the approval or denial of State outdoor advertising permits as well as the number of violation notices issued, and make the final determination based on relevant laws and facts presented including the documentation prepared by the assigned ODA staff. Review facts and documents related to appeals submitted to the Department from outdoor advertising companies related to violation notices and permit denials. Using information developed by the inspectors, develop monthly reports for management review to alert them of potential controversial or politically sensitive issues and to verify that ODA compliance reviews are proceeding such that 100% of the State Highway System will be reviewed each year. Regularly report to the supervising manager on the programs overall productivity including accomplishments and status of significant issues developing in your geographic area of responsibility.
20% E	Quarterly accompany field staff on field reviews and as necessary to maintain effective control of outdoor advertising in your geographic area of responsibility. Monitor your geographic areas of responsibility, the density of displays (number of permitted signs) as well as the number of outdoor advertising permits processed and violations issued to measure productivity and to determine the most appropriate physical boundaries for each inspector.
20% E	As directed by the supervising manager, participate in Office of Administrative Hearings (OAH) or Superior Court legal proceedings as an expert witness for the Department; explain ODA policies and procedures in court, and participate with Legal staff in sensitive settlement negotiations between the Department and outdoor advertising companies and their legal representation. Ensure the appropriate staff is available for OAH proceedings and that all necessary exhibits are used to clearly explain the Department's case, and refute any allegations from the outdoor advertising industry.
20% E	Act as the point of contact for relocation agreement proposals in your geographic area of responsibility. As directed by the supervising manger, facilitate negotiations with the outdoor advertising company to identify realistic alternatives. Analyze specific proposals and make appropriate recommendations to the supervisor to approve or deny the proposal and consult with Legal staff to ensure the proper agreement document is developed.

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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

The incumbent supervises two staff in the classification Chief, Highway Outdoor Advertising, and one Associate Governmental Program Analyst. The incumbent may supervise the work of retired annuitants, student assistants and youth aides. The incumbent will also provide guidance and recommendations to managers on outdoor advertising issues and activities.

KNOWLEDGE, ABILITIES, AND ANALYTICAL REQUIREMENTS

Must have the ability to properly and effectively supervise a multi-disciplinary staff, set priorities, manage resources, represent the Department in technical matters; serve in a consulting capacity to other Caltrans offices, and establish and maintain cooperative relationships with individuals and organizations contacted in the course of work.

Must have the ability to work independently and with minimal direction; gather, compile, analyze, interpret, and clearly present technical data to others; organize and direct work activities; utilize a variety of analytical tools and techniques to resolve complex problems; analyze information and develop alternatives; prepare, review and edit sensitive written correspondence and reports; and present ideas and recommendations to others effectively orally and in writing.

Must have knowledge of the Department's mission, organization, goals, policies, and procedures relative to Traffic Operations as related to outdoor advertising.

General knowledge of principles of public information, public participation and administration, training and negotiation; contract preparation and administration; the legislative process; models for public/private partnerships; and state and federal laws regulating the activities of the outdoor advertising industry is desirable.

Familiarity with policies and directives of local agencies and State legislation to ensure the satisfactory implementation of the ODA program is desirable. The incumbent must be able to plan, organize, and analyze situations related to the laws and regulations governing outdoor advertising.

General knowledge of the outdoor advertising industry, provisions of the Outdoor Advertising Act and Federal Highway Beautification Act, and rules and regulations established for their administration.

RESPONSIBILITY FOR DECISIONS AND CONSEQUENCES OF ERROR

The incumbent is responsible for assisting the ODA Office Chief (Staff Services Manager II) with development and implementation of regulations and procedural guidelines; accuracy of reports; recommendations on proposals; and production of work characterized as professional in scope, quality, and timeliness.

Good decision-making, sound judgment and the timely delivery of work products form the management-foundation of the State's Outdoor Advertising Program. With this in mind, the incumbent is expected to make decisions and take actions that are both appropriate and sound in pursuit of the Department's mission, vision, goals and objectives. The incumbent will be required to ensure that all work performed statewide in the Outdoor Advertising Program is complete, accurate, timely, and of the highest quality. Failure to carry out these responsibilities as prescribed may result in penalties of ten percent of the state's annual federal transportation funds (Title 23 U.S.C. § 131(b)) totaling approximately (\$350 million).

PUBLIC AND INTERNAL CONTACTS

Internal contacts will be made throughout the Department, as required for the proper performance of the duties assigned. External contacts may include the Legislature, FHWA, the National Alliance of Highway Beautification Agencies (NAHBA), representatives of the outdoor advertising industry and their legal representation, local cities and counties, professional groups, and the general public.

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PHYSICAL, MENTAL, AND EMOTIONAL REQUIREMENTS

Incumbent may be required to sit for long periods of time using a keyboard and video display terminal. Incumbent must be able to interact with many people. It is important that the incumbent work with others in a cooperative manner. Incumbent should be able to deal effectively with pressure, maintain focus, and intensity yet remain optimistic and persistent, even under adversity. Incumbent must be open to change and new information; adapt behavior and work methods in response to new information, changing conditions, or unexpected obstacles.

Incumbent must have ability to create and sustain an organizational culture which encourages others to provide quality of service essential to high performance; be open to change and new information; and have strong communications and listening skills in order to identify and communicate customer needs and expectations.

Incumbent must behave in a fair and ethical manner toward others and demonstrate a sense of responsibility and commitment to public service. Incumbent must value cultural diversity and other individual differences in the workforce.

Incumbent must have the ability to multi-task, adapt to changes in priorities, and complete tasks or projects with short notice. Incumbent should be able to concentrate in order to review and create documents and meet strict deadlines at times. Incumbent must grasp the essence of new information and master new technical and business knowledge that will meet the directives of the Division.

WORK ENVIRONMENT

Working hours will be set sometime between 7:00 a.m. and 6:00 p.m. on weekdays. The incumbent will primarily work in a high-rise building. While at the office designated at the base of operation, the incumbent will generally work in a climate-controlled office under artificial light. Incumbent may be required to work outdoors and may be exposed to dirt, noise, uneven surfaces, and/or extreme heat or cold. Incumbent may also be required to attend, participate and assist with presenting outdoor demonstrations of deployable products. On occasion, the incumbent will be required to travel to various parts of the state to review staff's work, attend workshops and conferences with internal and external customers, and to occasionally travel out of state.

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