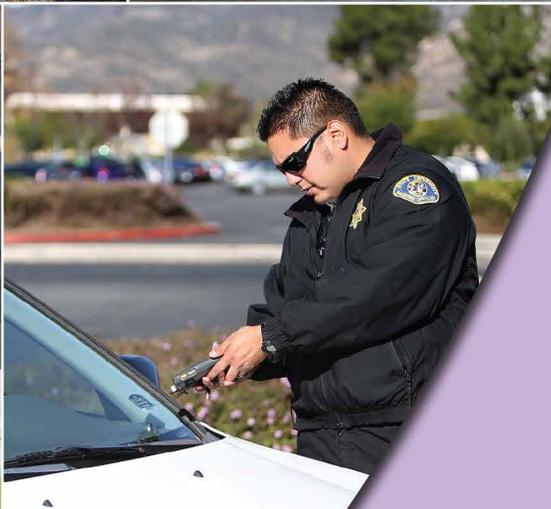
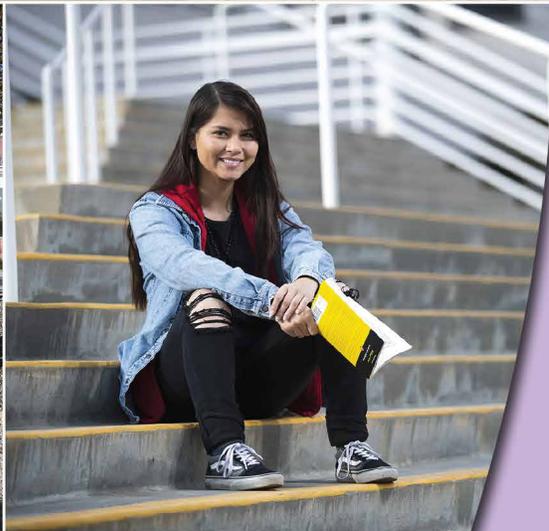


CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO

INVITES YOUR INTEREST IN THE POSITION OF

PARKING AND TRANSPORTATION SERVICES DIRECTOR



THE UNIVERSITY

California State University, San Bernardino is a preeminent center of intellectual and cultural activity in Inland Southern California. Opened in 1965 and set at the foothills of the beautiful San Bernardino Mountains, the University serves more than 20,000 students each year and graduates about 4,000 students annually. In addition, it has the Palm Desert Campus (PDC) located in the Coachella Valley which offers bachelors and master's degrees, a doctorate in educational leadership, and teacher credentials and certificates. With more than 1,400 students, it is the Coachella Valley's four-year public university and plays a vital role in educating and training the region's growing population.

The "value added" by a CSUSB education ranks in the top 4 percent in the nation, according to the Collegiate Learning Assessment, a sequence of tests used by hundreds of colleges and universities nationwide that measure student learning in the freshman and then in the senior year.

CSUSB reflects the dynamic diversity of the region and has the most diverse student population of any university in the Inland Empire. Seventy percent of those who graduate are the first in their families to do so.

The University offers more than 70 traditional baccalaureate and master's degree programs, education credential and certificate programs, and a doctoral program. In recent years, CSUSB added its first doctorate (educational leadership), engineering program (computer science and engineering) and M.F.A. programs in creative writing and studio art/design. Every CSUSB academic program that is eligible has earned national accreditation.

Cal State San Bernardino has seen records in enrollment, diversity of faculty and students, grant and contract funding, overhead funds, fundraising and international programs development. CSUSB ranks as the second-safest among CSU campuses.

Cal State San Bernardino is listed among the best colleges and universities in the western United States, according to The Princeton Review, Forbes and U.S. News and World Report, in their respective annual rankings. It also is part of the President's Higher Education Community Service Honor Roll, With Distinction – the highest federal recognition a college or university can receive for its commitment to service-learning and civic engagement. In addition,

it is a "Military Friendly School" according to G.I. Jobs. CSUSB's Jack H. Brown College of Business and Public Administration was ranked by CEO Magazine as one of the top business schools in the

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world for its MBA program. The Sierra Club named CSUSB one of "America's Coolest Schools."

The University has an annual statewide economic impact of more than half a billion dollars, along with more than \$32 million in yearly statewide tax revenue.

PARKING & TRANSPORTATION DEPARTMENT

The Parking and Transportation Services Department supports the University's mission of transforming lives; ensuring student learning and success by providing and managing access to CSUSB San Bernardino and Palm Desert campus; and managing the planning, design, and operation of the facilities and programs associated with parking, transit services, ridesharing, carpooling, and various alternative transportation programs. The Department seeks to perform its broad mission of providing effective and efficient transportation and parking services to all campus constituents through provision of exceptional customer service while embracing sustainable and emerging technologies within the industry.

Parking facilities at CSUSB include two (2) multilevel parking structures each having about 750 spaces and several surface lots with an overall total of about 8,300 parking spaces. The Palm Desert Campus only has surface lots with a total of approximately 600 spaces. The parking spaces are classified as General, Faculty & Staff, Timed, Disabled, Reserved, Visitor, and Service. With a budget of approximately \$7.5million the Department's role is to ensure these facilities are well maintained in order to enhance safety and accessibility for all users. The deferred maintenance program for the parking facilities is managed in



conjunction with the Facilities Management and Capital Planning & Design Department. To ensure compliance with the State's regulation, the Department administers the Defensive Driving program to students, staff, and faculty.

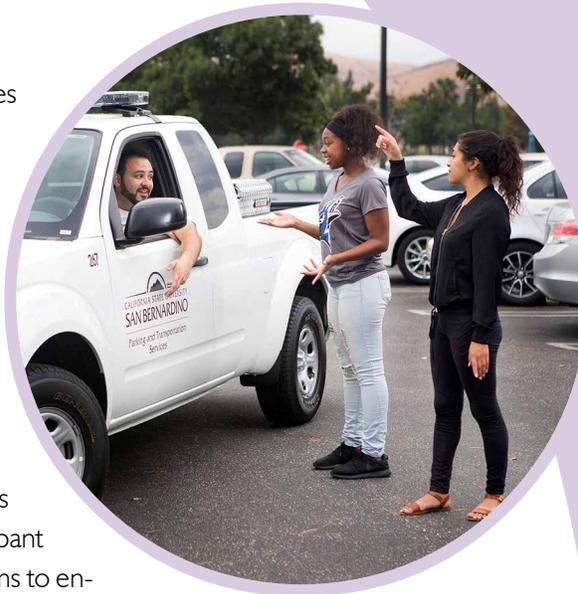
The Transportation division of the Department supports alternatives to the single-occupant vehicle and promotes programs to encourage the university community to walk, bike, carpool, or take the bus. The funds from these programs are derived from the parking citations issued on campus. The OmniTrans Bus Program provides free bus rides for all students, staff, and faculty of the University and The Coyote Cruiser runs between the PDC Palm Desert Shuttle allowing students to take classes on both campuses. In the recent years the Department has adopted emerging parking industry technologies including pay-by-phone, online parking permit purchase and permit direct, mobile enforcement, and is incorporating electric charging stations within the surface lots.

The Department has approximately 20 full time staff assigned under parking enforcement, parking administration, alternative transportation, and information centers. The Department supports student's success by providing over 20 student assistant positions. These student employees get to develop customer service and cashiering skills, conflict resolution, problem solving, and critical thinking.

The Chief of Police believes in using innovative, non-traditional methods to not only respond to crime concerns, but to correct the root causes and, where possible, eliminate problem recurrence. The priority of the Department should continue to focus on interacting with faculty, staff, and students, with a desire to move the Department forward in partnership with the campus community. The new Director of Parking and Transportation Services will share these attributes and aspirations.

THE POSITION

Reporting to the Chief of Police and Director of Public Safety, the Parking and Transportation Services Director leads, directs, manages, and assesses the effectiveness of services within the Parking and Transportation Services Department, which is an auxiliary (self-supporting) program. The units within Parking and Transportation are 1) Permit Sales and Processing; 2) Alternative Transportation; 3) Citation Processing; 4) Business Information Systems, which includes budgeting



and financial forecasting; 5) Parking Enforcement and the initial review of Parking Appeals; and 6) Wayfinding and Event Parking.

Parking facilities at CSUSB include two (2) multilevel parking structures, each with about 750 spaces, and several surface lots with an overall campus total of about 8,300 parking spaces. CSUSB is under jurisdiction of the South Coast Air Quality Management District and must comply with clean air mandates to reduce the number of drive-alone motor vehicle trips to the campus. Thus, the Director is responsible for ensuring campus compliance with Rule 2202 and reporting annually the campus's progress toward achieving a 1.5 Average Vehicle Ridership (AVR).

The Director supports campus planning initiatives by performing parking demand analysis and projections of the four (4) major groups which require consideration: 1) student commuters;

2) student dorm residents; 3) faculty/staff; and 4) visitors and event patrons.

The Director needs to have knowledge of database record keeping and reporting, especially toward the writing and retrieval of parking permit and parking citation records. Knowledge and

experience in managing projects specifically covering wayfinding, surface lots and parking structure maintenance and constructions, electronic vehicle charging stations and implementation of new parking related technologies e.g. License Plate Recognition (LPR), Mobile payments etc. will be an added advantage. In summary, the Director has overall responsibility for administering

The ideal candidate will have the ability to make effective decisions and sound judgments in a fast-paced environment, maintaining composure under pressure and during emergency situations.

a safe, effective, and economical parking and alternative transportation program at a large, complex, and growing public university with a diverse campus population.

THE IDEAL CANDIDATE

California State University, San Bernardino is seeking a smart, service-minded professional with excellent organizational skills to be its next Director of Parking and Transportation Services. The desired candidate will bring proven leadership experience, clear and effective communication skills, and the interpersonal and relationship-building skills to cultivate and maintain harmonious working relationships with students, faculty/staff, and community or public entities regarding parking, traffic, transit, bicycling, and related sign issues. The ideal candidate will have the ability to make effective decisions and sound judgments in a fast-paced environment, maintaining composure under pressure and during emergency situations. CSUSB's incoming Director of Parking and Transportation Services will be collaborative, open, supportive of all members of the campus community, and committed to fostering a teamwork environment where all ideas and feedback are valued and supported.

The University is seeking a Director with the ability to prioritize and align the work of the Department with the goals and priorities of the University. The ideal candidate will have a solid understanding of California Vehicle and Penal Codes, legislation, and pending legislation that may affect Parking and Transportation practices, programs, services, and funding; applicable local, state, and federal laws and appropriate sections of the California Administrative Policies and Education code; parking and transportation resources affecting local, CSU, state, and national programs; transit and trip reduction guidelines and local area air quality management regulations; and NIMS/SEMS emergency management principles and emergency preparedness practices. The incoming Director must have a working knowledge of, or the ability to quickly learn, University infrastructure, campus practices, policies and procedures, and legal limitations or options. Overall this individual is a dynamic, hands-on visionary leader that seeks to propel the department to the next level.

Candidates must possess a bachelor's degree from an accredited university with major coursework in Business Administration, Public Administration, City, Regional, or Transportation Planning, or a closely related field. There is a requirement of at least five (5) years of progressively responsible professional work experience in parking and/or transportation services or a closely related field, including a minimum of three (3) years of



management/supervisory experience. Higher education or public parking operation experience is highly desirable. Possession of a Certified Administrator of Public Parking (CAPP) certification or the ability to obtain such certification within 24 months of employment is required.

COMPENSATION

The annual salary range for the Director of Parking and Transportation Services is \$80,000-\$90,000; placement within this range is dependent upon qualifications. The University also offers an attractive benefits package including CalPERS retirement and management-level health, dental, and vision coverage.

TO APPLY

If you are interested in this outstanding opportunity, please visit our website at www.bobmurrayassoc.com to apply.

Filing Deadline:
June 3, 2019

Following the closing date, resumes will be screened according to the qualifications outlined above. The most qualified candidates will be invited to personal interviews with Bob Murray and Associates. Candidates will be advised of the status of the recruitment following finalists' selection. Finalist interviews will be held with California State University, San Bernardino. A select group of candidates will be asked to provide references once it is anticipated that they may be recommended as finalists. References will be contacted only following candidate approval.

If you have any questions, please do not hesitate to call Mr. Joel Bryden at:

(916) 784-9080

