# SANTA CRUZ METROPOLITAN TRANSIT DISTRICT (METRO) PERSONNEL/HUMAN RESOURCES STANDING COMMITTEE MEETING AGENDA 

NOVEMBER 13, 2020 - 10:30AM
DUE TO COVID-19, THE NOVEMBER 13, 2020 SANTA CRUZ METRO PERSONNEL/HUMAN RESOURCES STANDING COMMITTEE MEETING WILL BE CONDUCTED AS A TELECONFERENCE PURSUANT TO THE PROVISIONS OF THE GOVERNOR'S EXECUTIVE ORDERS N-25-20 AND N-29-20, WHICH SUSPEND CERTAIN REQUIREMENTS OF THE RALPH M. BROWN ACT.

## MEMBERS OF THE PUBLIC MAY NOT ATTEND THIS MEETING IN PERSON.

Directors, staff and the public may participate remotely via the Zoom website at this link and following the posted instructions or by calling 1-669-900-9128 Meeting ID 89447502915

Public comment may be submitted via email to boardinquiries@scmtd.com. Please indicate in your email the agenda item to which your comment applies. Comments submitted before the meeting will be provided to the Directors before or during the meeting. Comments submitted after the meeting is called to order will be included in the Board's weekly correspondence that is posted online at board meeting packet link.

The Personnel/Human Resources Standing Committee Meeting Agenda Packet can be found online at www.SCMTD.com.

The Committee may take action on each item on the agenda. The action may consist of the recommended action, a related action or no action. Staff recommendations are subject to action and/or change by the Board of Directors.

## COMMITTEE ROSTER

Director Ed Bottorff, Immediate Past Board Chair<br>Director Aurelio Gonzalez<br>Director John Leopold, Board Vice Chair<br>Director Larry Pageler<br>Director Mike Rotkin, Board Chair

City of Capitola
City of Watsonville
County of Santa Cruz
County of Santa Cruz
County of Santa Cruz

Alex Clifford
METRO CEO/General Manager
Julie Sherman
METRO General Counsel

## 3 ADDITIONS/DELETIONS FROM AGENDAIADDITIONAL DOCUMENTATION TO SUPPORT EXISTING AGENDA ITEMS

4 ORAL AND OTHER COMMUNICATIONS TO THE PERSONNEL/HUMAN RESOURCES STANDING COMMITTEE
This time is set aside for Directors and members of the public to address any item not on the Agenda, but which is within the matter jurisdiction of the Committee. If you wish to address the Committee, please follow the directions at the top of the agenda. If you have anything that you wish distributed to the Committee and included for the official record, please include it in your email. Comments that require a response may be deferred for staff reply.

## 5 REVIEW REQUEST FOR AUTHORIZATION AND FUNDING OF A CUSTOMER SERVICE MANAGER POSITION <br> Dawn Crummié, HR Director

## 6 ADJOURNMENT

## Accessibility for Individuals with Disabilities

This document has been created with accessibility in mind. With the exception of certain 3rd party and other attachments, it passes the Adobe Acrobat XI Accessibility Full Check. If you have any questions about the accessibility of this document, please email your inquiry to accessibility@scmtd.com. Upon request, Santa Cruz METRO will provide for written agenda materials in appropriate alternative formats, or disability-related modification or accommodation, including auxiliary aids or services, to enable individuals with disabilities to participate in and provide comments at/related to public meetings. Please submit a request, including your name, phone number and/or email address, and a description of the modification, accommodation, auxiliary aid, service or alternative format requested at least two days before the meeting. Requests should be emailed to boardinquiries@scmtd.com or submitted by phone to the Executive Assistant at 831.426.6080. Requests made by mail (sent to the Executive Assistant, Santa Cruz METRO, 110 Vernon Street, Santa Cruz, CA 95060) must be received at least two days before the meeting. Requests will be granted whenever possible and resolved in favor of accessibility.

## Public Comment

If you wish to address the Board, please follow the directions at the top of the agenda. If you have anything that you wish distributed to the Board and included in the official report, please include it in your email. Comments that require a response may be deferred for staff reply.

# SUBJECT: REVIEW REQUEST FOR AUTHORIZATION AND FUNDING OF A CUSTOMER SERVICE MANAGER POSITION 

## I. RECOMMENDED ACTION

That the Personnel/Human Resources Standing Committee review the request for authorization of a Customer Service Manager in the Customer
Service Department and recommend approval to the full Board of Directors

## II. SUMMARY

- Santa Cruz Metropolitan Transit District (METRO) is in need of a full-time dedicated Customer Service Manager professional.
- Due to the workload of our Customer Service Department, staff is asking to create a Customer Service Manager position to manage and coordinate all daily functions, operations and activities of the Customer Service Department.
- In 2019, the METRO Board of Directors (Board) adopted, for the first time, a first Strategic Business Plan. Since then, METRO continues to focus on employee engagement, strategic alliances and community outreach.
- On March 27, 2020, the Marketing, Communications and Customer Service Director left the organization and Rina Solorio became the interim Assistant Operations Manager to oversee the Customer Service Department.
- On July 6, 2020, Danielle Glagola was hired as the new Marketing; Communications and Customer Service Director and Ms. Solorio was able to fous on daily functions of Customer Service. After an evaluation of the Customer Service Department, HR staff requested the study to create a new position in the Customer Service Department.
- METRO contracted with Koff \& Associates (hereinafter "K\&A") to conduct a total classification and compensation study in October 2020.
- Staff is recommending Board approval to create the Customer Service Manager position.


## III. DISCUSSION/BACKGROUND

Today, our Marketing, Communications and Customer Service Director performs all of the functions of marketing, communications and customer service managerial functions. Our goal with this new position is that the Customer Service Manager, under general direction of the Director, can plan, organize, direct, develop and coordinate the activities of the Customer Service Department, including the fare media program, and related customer service functions.

METRO needs to promote its services more aggressively. METRO can improve its communications with our customers, the riding and non-riding public, media and our stakeholders, to ensure that the community understands and values the benefits public transit brings to Santa Cruz County. With this position, we will be able to grow and improve our customer centric focus and improve customer service overall.

In March 2020, CEO Alex Clifford authorized Ms. Rina Solorio to work as an acting manager focused in the Customer Service Department while the Human Resources Department was recruiting for a permanent Marketing, Communications and Customer Service Director. Since then, Ms. Solorio has focused only on Customer Service functions. During this time, she was able to develop and standardize customer service policies, procedures and methods to improve and monitor the compliance, efficiency and effectiveness of the department.

Human Resources staff have worked with Koff \& Associates, an outside agency, to create a new Customer Service Manager position description and corresponding wage scale. Upon approval, an open recruitment will be undertaken to fill the Customer Service Manager position.

Koff \& Associates presented a Total Compensation Study which reflected the comparison agency salaries and benefits. The seven established labor market comparable agencies were:

- Central Contra Costa County Transit Authority
- City of Santa Cruz
- County of Santa Cruz
- Monterey- Salinas Transit District
- Riverside Transit Agency
- San Joaquin Regional Transit District
- Santa Barbara Metropolitan Transit District

Koff \& Associates was not able to find a sufficient number of comparable matches. Internal alignment was considered for the purpose of this study.

Going forward, staff has determined that METRO is in need of a Customer Service Manager who can focus and perform all aspects of customer service management and employee relations, such as developing policies, procedures, methods, and training programs to improve the effectiveness of customer service functions.

This position will provide the above items, as well as review, respond to and resolve customer service complaints in a timely manner, including those escalated by lower level staff.

If approved, an open recruitment will be performed to fill the Customer Service Manager position.

Staff requests the Personnel Committee review and recommend to the full Board the addition of the Customer Service Manager position.

## IV. STRATEGIC PLAN PRIORITIES ALIGNMENT

This report ties to the following strategic priorities:

- Service Quality and Delivery
- Employee Engagement: Attract, Retain and Develop
- Strategic Alliances and Community Outreach


## V. FINANCIAL CONSIDERATIONS/IMPACT

The adoption of the recommendations contained in this report will require leaving vacant a Customer Service Supervisor position (currently vacant) and \$10K in savings in the FY21 operating budget.

## VI. ALTERNATIVES CONSIDERED

- Not approving the addition of the position is an alternative. Staff does not recommend this option. This position meets the needs of METRO.
- Reject the suggested classification and wage survey. Staff does not recommend this action since the new class specification and its wage survey were researched and developed based on the developing needs of METRO.


## VII. ATTACHMENTS

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\begin{array}{ll}
\text { Attachment A: } & \begin{array}{l}
\text { Customer Service Manager Job Description } \\
\text { Attachment B: }
\end{array} \\
\text { Preparemer Service Manager Wage Scale }
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Personnel/Human Resources Standing Committee
November 13, 2020
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## VIII. APPROVALS

Dawn Crummié, HR Director

## Dan Commie

Approved as to fiscal impact: Angela Aitken, Chief Financial Officer


Alex Clifford, CEO/General Manager


Class Code: OA120
FLSA Status: Exempt

## Customer Service Manager <br> Bargaining Unit: Management

## DEFINITION:

Under general direction of the Marketing, Communications, \& Customer Service Director, the Customer Service Manager plans, organizes, directs, develops, and coordinates the activities of the Customer Service department, including the fare media program, lost and found, and related customer service functions; ensures compliance with applicable federal, state, and local laws and regulations; performs other duties as assigned.

## DISTINGUISHING CHARACTERISTICS:

Receives general direction from the Marketing, Communications \& Customer Service Director. Exercises general supervision over supervisory, technical, and administrative support staff as assigned. This is a "working" manager classification. This position is distinguished from the lower level of Customer Service Supervisor in that the former is responsible for developing and overseeing implementation of department goals, objectives, policies, procedures, and training programs, as well as coordinating department operations and activities with other departments and outside agencies.

## EXAMPLES OF DUTIES AND RESPONSIBILITIES:

The duties listed below represent the various types of work that may be performed. The omission of specific statements of duties does not exclude them if the work is related or a logical assignment to this class.

- Manages the daily functions, operations, and activities of the Customer Service Department; provides planning, support, training, and oversight of ticket sales, customer service center, lost and found services, and other customer service functions.
- Provides for the selection, training, professional development, and work evaluation of department staff and the development and implementation of the department staffing plan; authorizes discipline as required; and provides policy guidance and interpretation to staff.
- Develops and standardizes customer service policies, procedures, methods, and training programs to improve and continuously monitor the compliance, efficiency, and effectiveness of assigned programs, service delivery methods, and procedures; assesses and monitors workload, administrative and support systems, and internal reporting relationships; identifies opportunities for improvement and makes recommendations to the Marketing, Communications \& Customer Service Director.
- Directs, manages, coordinates, and participates in the daily, weekly, and quarterly collection, reporting, and reconciliation of cash receipts; works with the Finance Department and auditors to ensure internal controls for verifying cash balances and integration of information into departmental financial records.
- Manages the fare media program and operations, including the In Person Customer Service Center program, outreach activities, and Add Value Machines; and works with staff from other agencies and organizations to ensure proper implementation of programs and operations.
- Provides periodic updates and reports for auditing of active, inactive, and resolved claims; investigates liability claims and works with claimants and attorneys on resolutions.

Attachment A<br>HUMAN RESOURCES DEPARTMENT Santa Cruz METRO

- Evaluates all customer service activities for compliance with federal, state, and local requirements and with Santa Cruz METRO's policies and procedures; creates and tracks Key Performance Indicators for the department.
- Reviews, responds to, and resolves customer service complaints in a timely manner, including those escalated by lower level staff; reviews and responds to refund requests; provides assistance and advice to customer service staff in the field on how to handle difficult or potentially dangerous situations as they arise; ensures complaints are forwarded to appropriate departments as needed.
- Participates in the preparation and administration of the Customer Service Department budget; forecasts additional funds needed for staffing, equipment, materials, supplies, and special customer service projects.
- Ensures the in-house customer service database and software systems, including but not limited to telephone information systems, are up to date; participates in designing, testing, and implementing new technology solutions to meet business needs.
- Confers with department representatives and outside agencies to determine customer service operational plans and areas of standardization to meet District goals and objectives, which includes coordination of daily changes with the operation and dispatch of fixed route and paratransit departments to provide up-to-date information to District customers
- Prepares technical and administrative reports, correspondence, written recommendations, and makes oral presentations to the Santa Cruz METRO Board of Directors, management, governmental officials, and other organizations or groups as needed.
- Maintains and directs the maintenance of working and official department files.
- Monitors changes in laws, regulations, and technology that may affect departmental operations; and implements policy and procedural changes as required.
- Performs other duties as assigned.


## EMPLOYMENT STANDARDS:

## Knowledge of:

- Principles and practices of employee supervision, including work planning, assignment, review and evaluation, and the training of staff in work procedures.
- Advanced customer service principles, practices, and techniques.
- Paratransit reservations process and the ADA requirements.
- Basic information systems operations and concepts including telephone information systems and related customer service technologies.
- Principles, practices, and techniques of sales balancing and reconciliation.
- Regulations, policies, and procedures affecting Santa Cruz METRO customers.
- Santa Cruz METRO labor contracts and administration of contracts.
- Principles and practices of budget planning, organization, and administration.
- Local and regional transportation services.
- Federal, State, and local laws and regulations and District policies and procedures applicable to Payment Card Industry standards, transportation regulations and policies governing fixed route and paratransit service.
- Public speaking techniques.
- Intermediate mathematics including, addition, subtraction, multiplication, division, percentages, and basic statistics.


## Attachment A <br> HUMAN RESOURCES DEPARTMENT

- The effective use of modern office equipment, personal computers, and standard business software.


## Ability to:

- Recommend and implement operational goals, objectives, and practices for providing effective and efficient customer service.
- Effectively plan, organize, direct, and coordinate the functions and staff activities for the Customer Service Department.
- Select, supervise, train, motivate, assign, evaluate, counsel, and discipline staff within a union environment.
- Analyze and evaluate complex department/operational problems and recommend and implement effective solutions.
- Prepare administrative and complex reports, formal correspondence, written recommendations, and oral presentations.
- Prepare departmental budgets and expenditure projections.
- Ensure the delivery of training programs on customer service methods as well as departmental procedures and policies.
- Coordinate customer service programs, projects, and activities with other departments and external agencies.
- Interpret, apply, explain, and ensure compliance with applicable federal, state, and local laws and regulations and District policies and procedures related to transportation services and customer service.
- Make oral and written presentations to the Board of Directors, Santa Cruz METRO management, and other groups.
- Effectively use computer systems, software applications, and modern business equipment to perform a variety of work tasks.
- Communicate clearly and concisely, both orally and in writing.
- Establish and maintain effective working relationships with employees, union representatives, Board members, stakeholders, elected and appointed officials, venders, contractors, consultants, media representatives, and members of the public.


## MINIMUM QUALIFICATIONS:

Any combination of experience and education that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

## Education, Training and Experience:

Two (2) years' course work from an accredited college in business administration, communications, public administration, public relations, or a closely related field.

## AND

Four (4) years of increasingly responsible experience in customer service and related to compliance of Americans with Disabilities Act of 1990 including two (2) years of supervisory experience. Familiarity with transit agency or transportation system activities and functions is highly desirable. Experience in a large public organization and with paratransit reservations process is preferred.

Attachment A<br>HUMAN RESOURCES DEPARTMENT<br>Santa Cruz METRO

## LICENSES AND CERTIFICATES:

A valid Class C driver license and safe driving record is required at the time of application. A valid Class C State driver license is required at the time of appointment and must be maintained throughout employment

## SPECIAL REQUIREMENTS:

- Must be able to work extended hours as needed, often outside regular business hours as required by the demands of the job.
- Must maintain strictest confidentiality.
- Must participate in professional development activities.
- Requires occasional travel.


## PHYSICAL AND MENTAL DEMANDS:

The physical and mental demands described here are representative of those that must be met by employees to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

## Physical Demands

While performing the duties of this job, the employee is regularly required to sit, walk and stand; talk and hear; use hands to finger, manipulate, handle, feel or operate objects, tools or controls; reach with hands and arms; and perform repetitive movements of hands or wrists. The employee is regularly required to bend and twist at the neck, reach with hands and arms. Occasional standing, walking, overhead reaching and lifting up to 20 pounds unaided is required. Specific visual abilities required for this job include close vision, distance vision, and the ability to adjust focus.

## Mental Demands

While performing the duties of this job, an employee uses written and oral communication skills; reads and interprets data, information and documents; analyzes and solves problems; uses math and mathematical reasoning; performs highly detailed work; deals with multiple concurrent tasks; and interacts with others encountered in the course of work.

## Work Environment:

The employee may work in an office, shop, construction site, or bus yard environment where the noise level may be loud. May require availability to work a flexible schedule.

## OTHER CONDITIONS OF EMPLOYMENT:

- Must pass requisite background check.

| *Adopted: | XXXXX |
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| *BOD Approved: | $00-00-00$ |
| *Revised: | $00-00-00$ |
| *Job Family: | Professional-Customer Service |

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CEO/General Manager Title
Chief Operating Officer
Maintenance Manager
Chief Financial Officer (CFO)
Planning and Development Director
Human Resources Director Information Technology and Intelligent Transportation Systems Director Marketing, Communications and Customer Service Director Purchasing and Special Projects Director



Facilities Maintenance Manager
Safety, Security and Risk Management Director Assistant Operations Manager
Project Manager
Purchasing Manager
*Customer Service Manager
Executive Assistant
Longevity Pay is based only on lenath of service.

* Position added and adopted by the Board on 11-20-2020

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MANAGEMENT
YEARLY SALARY SCHEDULE










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Effective $06 / 14118$ (FY19) / Adopted by the Board as of February 22, 2019
CEO/General Manager Title
CEO/General Manager
Chief Operating Officer
Chief Financial Officer (CFO)
Planning and Development Director
Information Technology and Intelligent Transportation Systems Director Marketing, Communications and Customer Service Director Purchasing and Special Projects Director Senior Database Administrator
Finance Deputy Director

## Human Resources Deputy Director

 Operations Manager - Fixed Route Division Operations Manager - Paratransit Division Assistant Maintenance Manager Facilities Maintenance Manager Database Administrator
## Safety, Security and Risk Management Director

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Effective 06/14/18 (FY19) / Adopted by the Board as of February 22, 2019

CEO/General Manager
Chief Operating Officer
Maintenance Manager
Chief Financial Officer (CFO)
Planning and Development Director
Information Technology and Intelligent Transportation Systems Director Marketing, Communications and Customer Service Director
Purchasing and Special Projects Director
Finance Deputy Director

Facilities Maintenance Manager
Assistant Operations Manager
Project Manager
Longevity Pay is based only on length of service.

* Position added and adopted by the Board on 11-20-2020

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[^0]:    Longevity Pay is based only on length of service.

    * Position added and adopted by the Board on 11-20-2020

