

# WORCESTER REGIONAL TRANSIT AUTHORITY



## WRTA Administrator

### Position Statement

#### Summary

The Worcester Regional Transit Authority (Massachusetts) is seeking an experienced, professional, passionate, and innovative individual for the position of WRTA Administrator. Under the general direction of the WRTA Advisory Board, the Administrator serves as the Chief Executive Officer and is responsible for all aspects of the agency's operations. The position provides administrative leadership and support for the management of the Authority, and oversees and supports all activities including transit operations, contract administration, marketing and service development, financial management, community engagement, policy development, and interaction with federal, state and local public and elected officials. The Administrator is appointed by the WRTA Advisory Board.

#### Background

In 1973, Chapter 161B of the Massachusetts General Laws established regional transit authorities (RTAs) to provide a public transportation system under the control of municipalities. Each RTA supports a number of member communities and is governed by an advisory board composed of the chief elected officials from those communities. M.G.L. c161B gives the Commonwealth of Massachusetts certain oversight responsibilities, and it defines the process by which RTAs may be formed or expanded, as well as the duties, powers, and limitations of these RTAs. This law also outlines the membership of RTA advisory boards and their authority to appoint administrators, approve budgets, and approve significant changes in service fares.

The Worcester Regional Transit Authority (WRTA) was created in September 1974, pursuant to the provisions of Chapter 161B of the General Laws of the Commonwealth of Massachusetts. The Authority is given general responsibility to develop, finance, and contract for the operation of mass transportation facilities and services within its territory.

WRTA's mission is "to provide convenient, comfortable, safe, reliable, cost-effective mobility services contributing to the economic vitality of the region." The WRTA Administrator is responsible for day-to-day administration of the agency. WRTA's operations are overseen by an [Advisory Board](#) made up of one member from each of the 37 communities the agency serves. The Advisory Board is responsible for hiring the administrator, setting fares, establishing service levels, and authorizing real-estate purchases. WRTA contracts to provide fixed-route, and demand-response transportation services, including maintenance and administrative functions.

The 37 member communities of the WRTA are Auburn, Barre, Berlin, Boylston, Brimfield, Brookfield, Charlton, Clinton, Douglas, Dudley, East Brookfield, Grafton, Holden, Holland, Leicester, Millbury, New Braintree, North Brookfield, Northborough, Northbridge, Oakham, Oxford, Paxton, Princeton, Rutland, Shrewsbury, Southbridge, Spencer, Sturbridge, Sutton, Wales, Warren, Webster, West Boylston, West Brookfield, Westborough, and Worcester.

The WRTA is a political subdivision of the Commonwealth of Massachusetts funded by federal, state, and local monies, as well as farebox and advertising revenue. The FY23 annual operating budget is approximately \$32.4M funded by a variety of sources (revenues \$345K, federal operating assistance \$12.9M which includes \$5.4M in CARES funds and \$800K in ARPA funds, state contracting assistance \$13.4M, and local assessments \$5.8M.) Although fareboxes normally cover about 9-10% of the overall operating costs, fare collections have been suspended for the past several years due to the COVID pandemic. The municipalities that are served by the WRTA buses pay an assessed amount, depending on the number of miles served in that community, and increases are capped at 2½% per year. (Paratransit monies are assessed based on the number of trips provided.)

## Organization

The Worcester Regional Transit Authority (WRTA) is a regional transit system that services the City of Worcester and the surrounding 36 communities in the Central Massachusetts area with a bus fleet that includes all-electric buses as well as many diesel-electric hybrid buses. The second largest regional transit authority in Massachusetts, the WRTA offers reliable, comfortable, and safe transportation for traveling to work, shopping, school, medical appointments, and leisure activities. Its real time bus arrival information system includes the latest advancements in communication technologies with automatic vehicle announcements, an automatic vehicle locator system, dynamic message signs, traffic signal priority, and automatic vehicle monitoring.

The WRTA is currently fare-free through June 2023 and has made it an ongoing priority to continually seek funding that will allow its service to remain fare-free for all riders.

The WRTA maintains a fleet of 52 buses, including six electric, 17 diesel-electric hybrid buses, 29 Clean Diesel for 28 fixed routes in Worcester and 12 of the surrounding communities. Areas served by WRTA fixed route service include Auburn, Brookfield, Charlton, East Brookfield, Leicester, Millbury, Oxford, Shrewsbury, Southbridge, Spencer, Webster, West Boylston, and Worcester. The WRTA provides limited shuttle service to the communities of Grafton, Northbridge, and Westborough. To operate its bus service, the WRTA contracts with Central Mass Transit Management Inc., which employs more than 150 bus drivers, mechanics, and other workers.

The WRTA also provides [Paratransit](#) service for the [Elderly & Disabled](#) in the region, in addition to a variety of special services for elderly and disabled residents in the entire service area.



The WRTA incorporates new technologies to make its services as efficient and user-friendly as possible.

- “Real Time” bus tracking capabilities allow dispatchers to let drivers know just how closely they are adhering to the route and schedule and to make adjustments as needed.
- Riders can utilize the [WRTA Bus Tracker](#) to track buses and get ‘next arrival times’ along each route using their phones/computers.
- The WRTA has a variety of [Video Tutorials](#) that help one familiarize themselves with all of the ways to use bus tracker to get better transit information.
- Fare boxes are connected with the existing Charlie Card system used by the MBTA.
- Ticket vending machines allow riders to purchase advance fare at a discounted rate using their Charlie Card.
- The WRTA Mobile Site provides easy access to routes and resources using a smart phone.

The WRTA offers a [Travel Training](#) program to interested individuals, 13 years old or older. The WRTA Travel Training program helps people who want to learn to travel independently using the WRTA’s regular bus system. The program teaches individuals how to safely and independently ride the WRTA’s public transportation system.



The WRTA has established [Standard Measures](#) for its fixed routes bus services and performance. The WRTA is committed to regularly monitoring and reviewing their operational practices with regard to fuel efficiency, fleet maintenance, farebox & schedule performance, and safety utilizing a [Performance Report Card](#) system.

A complete understanding of WRTA’s finances (accounts payables, payroll information, and annual audits) is available through their online [Open Checkbook](#) page.



## Upcoming Projects/Challenges

Anticipated projects/challenges for the new WRTA Administrator include:

- Maintaining and/or improving the financial stability of the WRTA by aggressively advocating for increased funding, especially at the State level, and obtaining grants and other sources of revenue.
- Continuing/expanding use of battery/electric buses.
- Continual improvements to bus scheduling and routes.
- Maintaining/strengthening communications/engagement with residents and especially with riders.
- Expanding bus routes and services.
- Establishing collaborative partnerships with non-profit organizations and agencies.
- Creating a welcoming environment for all WRTA users/riders.
- Instituting/maintaining access to user-friendly rides/services, especially for disabled community.
- Improving infrastructure and facilities of the WRTA.
- Expanding marketing and outreach of the WRTA.

## The Role of Administrator

The Administrator of the Worcester Regional Transit Authority serves as the Chief Executive Officer of the WRTA. The position is responsible for determining and formulating policies; provides overall direction of the WRTA and its contractors; plans, directs, or coordinates transit authority activities with the help of staff managers and contractors managers; and implements Advisory Board direction concerning budget, service and fare changes. Duties include, but are not limited to:

- Prepare and present Advisory Board reports covering activities, expenses, budgets, government statutes and rulings, and other items affecting the WRTA.
- Oversee analysis and development of recommendations to Advisory Board concerning annual operating budget, services, and fare changes.
- Oversee recruitment, selection process, and management of Administration staff.
- Analyze operations to evaluate performance of staff and contractors in meeting objectives and to determine areas of potential cost reduction, program improvement, and policy change.
- Direct and coordinate financial and budget activities to fund operations.
- Coordinate the development and implementation of budget control systems, record keeping systems, and other administrative control processes.
- Develop and implement organizational plans for short- and long-term management of system operations and resources.
- Oversee development of capital plan and develop strategies to secure funding resources.
- Administer public procurement process for materials, supplies and services; construction and maintenance of buildings; and oversight of all WRTA assets.
- Negotiate and approve contracts with contractors, vendors, and other entities.
- Ensure that all contractors are following WRTA policy and providing customer-friendly, convenient, comfortable, safe, reliable, and cost-effective services.
- Review and comply with all federal, state, and local reporting requirements, guidelines, statutes, and regulations.
- Oversee a process and provides timely and responsive answers to customer concerns and comments.
- Attend and participate in City Council, Select Board, and community meetings, as necessary. Represent the WRTA with all outside organizations.
- Implement other policies and policies as may be required by the Advisory Board; perform other related duties as assigned or requested by the Advisory Board to ensure the ongoing success of the WRTA.

Work is reviewed through reports and conferences with the WRTA Advisory Board. The position of Administrator serves at the direction and the discretion of the Advisory Board.



## Education and Experience

- A four-year college degree in public administration, business, planning, or closely related field.
- Five to 10 years of significant senior level managerial experience; managing employees in transportation administration and operations is preferred.
- Candidate should be competent in all areas of management and operations, but especially the areas of financial management and budgeting, project management, personnel administration, and inter-governmental relations.

## Required Qualifications

- Very strong organizational skills with strong verbal and written communication skills.
- Strong marketing skills.
- Ability to provide clear direction to all levels of staff; a team builder who can lead, motivate, and inspire staff; leads by example and easily adapts to situations that arise without notice.
- Ability to write reports, business correspondence and technical reports (i.e., RFPs, IFBs, etc.).
- Ability to interact with and effectively maintain relationships with staff, outside agencies, vendors, general public, etc.
- Ability to clearly communicate information and respond to questions from government agencies, political and community groups, customers, the general public, and staff.
- Ability to analyze organizational issues and translate concepts into action plans.
- Ability to effectively prioritize and multitask with strong problem solving, leadership, interpersonal and listening skills.
- Capable of handling the physical demands of the position, as required, and working in environmental exposures.
- Believes in the importance of image, branding and community relations.

## Compensation

Starting salary is negotiable commensurate with qualifications, education, and experience. (Annual salary of current incumbent is \$151,200.) A competitive and attractive benefits package, including health and dental coverage and participation in [City of Worcester Retirement System](#), is part of the compensation package.



Worcester Regional Transit Authority

## How To Apply

Interested applicants should send a cover letter and résumé, in confidence, via email to:

**[Apply@communityparadigm.com](mailto:Apply@communityparadigm.com)**

**Subject: WRTA Administrator Search**

Submit a single PDF containing both cover letter and résumé. Position is Open Until Filled with a first round of résumé reviews on May 8, 2023. Résumés will be reviewed according to the outlined experience, education, and qualifications. Applicants chosen to interview for the position will be contacted by Community Paradigm Associates. Finalists will be asked to submit references and for approval of background reviews before their name is advanced to the WRTA Advisory Board for final interviews.

Questions regarding the position should be directed to:

Bernard Lynch, Managing Principal  
Community Paradigm Associates  
[BLynch@CommunityParadigm.com](mailto:BLynch@CommunityParadigm.com)  
978-621-6733

*The Worcester Regional Transit Authority (WRTA) is an Equal Opportunity/Affirmative Action Employer and complies with ADA Requirements.*