

Per California Code of Regulations, title 2, section 548.5, the following information will be posted to CalHR's Career Executive Assignment Action Proposals website for 30 calendar days when departments propose new CEA concepts or major revisions to existing CEA concepts. Presence of the department-submitted CEA Action Proposal information on CalHR's website does not indicate CalHR support for the proposal.

A. GENERAL INFORMATION

1. Date

5/4/2026

2. Department

Department of Transportation

3. Organizational Placement (Division/Branch/Office Name)

Transit and Rail Programs

4. CEA Position Title

Division Chief, Data and Digital Services

5. Summary of proposed position description and how it relates to the program's mission or purpose. (2-3 sentences)

The Division Chief, Data and Digital Services will oversee and coordinate the development and implementation of data solutions in the Transit and Rail Programs as well as oversee the California Integrated Mobility project. This role involves managing programs that enhance transportation efficiency, improve mobility options, and support sustainable practices.

6. Reports to: (Class Title/Level)

Deputy of Transit and Rail Programs/ CEA B

7. Relationship with Department Director (Select one)

- Member of department's Executive Management Team, and has frequent contact with director on a wide range of department-wide issues.
- Not a member of department's Executive Management Team but has frequent contact with the Executive Management Team on policy issues.

(Explain): This position will have direct influence on transit and associated activities. This is a priority for the Department. This position will have frequent contact with the Transit and Rail Programs Deputy Director and CalSTA Deputy Secretary.

8. Organizational Level (Select one)

- 1st
- 2nd
- 3rd
- 4th
- 5th (mega departments only - 17,001+ allocated positions)

B. SUMMARY OF REQUEST

9. What are the duties and responsibilities of the CEA position? Be specific and provide examples.

Under the general direction of the Deputy Director of Transit and Rail Programs (T&RP), the Data and Digital Services Division Chief serves as the supervising member for Transit and Rail Program's digital transformation, as well as have responsibility for managing the the California Integrated Mobility Project (CIM).

The incumbent will direct, lead, and coordinate the necessary business process engineering, user and customer experience, service design and data engineering teams in an effort of transitioning T&RP to the digital age and evaluating and selecting technologies in partnership with IT. The incumbent will look for the best and most efficient ways to architect and implement the transformation in consultation with Caltrans Districts, Divisions, local and regional agencies and other Caltrans stakeholders.

The incumbent will also lead T&RP towards a "customer first" approach within adopted policies and outcomes. This includes developing the overall T&RP digital transformation strategy, specific plan(s) and requirements for new technology initiatives within Caltrans' adopted technology policy and tools. The incumbent will also drive change within T&RP by leading key programs/projects that implement digital, data visualization product/services for customers, both internal and external. They will also supervise the work done by the Mobility Data, Service Design, Product, and Mobility Standards Engineering teams and research and develop solutions that will support the translation of T&RP business needs into technical requirements, and when necessary, brief decision-makers.

In addition, the incumbent also has responsibility for the California Integrated Mobility (CIM) project. They will coordinate with the California State Transportation Agency (CalSTA) in the administration of the CIM. CIM is an initiative aimed at making riding by bus and train simpler and more cost effective for providers and customers. CIM is developing a single, interpolatable system that allows riders to plan, pay, and access services across multiple transportation agencies through a single platform. This includes modernizing payment methods, improving user interfaces, and enhancing coordination between regional and local transit systems to provide a more efficient, convenient, and equitable transportation experience. The incumbent will create policies and procedures for the development, delivery and reporting of initiatives supporting CIM. Responsible for the development and implementation of policies and procedures to monitor program delivery metrics and performance measures.

B. SUMMARY OF REQUEST (continued)

10. How critical is the program's mission or purpose to the department's mission as a whole? Include a description of the degree to which the program is critical to the department's mission.

- Program is directly related to department's primary mission and is critical to achieving the department's goals.
- Program is indirectly related to department's primary mission.
- Program plays a supporting role in achieving department's mission (i.e., budget, personnel, other admin functions).

Description: California Integrated Mobility aims to improve the efficiency and connectivity of California's transportation systems. By integrating various modes of transport (such as public transit, ridesharing, cycling, and walking), Caltrans can enhance mobility and accessibility for all residents. This leads to reduced travel times, more convenient travel options, and better access to jobs, education, and services. Increased use of public transit, electric vehicles, and other sustainable options contributes to cleaner air and a reduction in traffic congestion - what are part of the administration's objectives.

Embracing innovations such as real-time transit information, smart traffic management systems, and mobility-as-a-service (MaaS) platforms positions California as a leader in modern transportation solutions. The project often involves adopting new technologies and data-driven solutions to improve transportation services.

B. SUMMARY OF REQUEST (continued)

11. Describe what has changed that makes this request necessary. Explain how the change justifies the current request. Be specific and provide examples.

California has a large, disaggregated, and complex transportation ecosystem. There are over 700 different transit services including demand response, paratransit and specialized services, dozens of different proprietary fare payment systems, scores of limited-service area applications (apps), and various regional entities responsible for setting regional policies related to mass transit. This is in addition to the myriad of non-transit public and private sector mobility providers, including transportation network companies, bike and car-share, private shuttles, private bus services, scooter rental, etc., as well as the ecosystem that supports private vehicle usage such as tolling and road pricing and the fast-approaching, recently regulated, electric vehicle (EV) charging at scale. As a result of this disaggregation, there is a lack of standardization and interoperability across agencies, modes, and the broader mobility ecosystem, creating friction and hampering the customer experience in unnecessary and sometimes confusing ways that further depresses ridership. Customers don't know what the price of a trip is if the trip involves multiple agencies or services; transfers between services are not timed or co-located in customer-friendly ways; and the reliability and dependability that customers expect in making a choice to purchase something or not is absent.

Many of the problems facing transit services and the other connected mobility ecosystem stakeholders are not unique to California, but rather reflect patterns seen across the United States of America: public transit ridership is decreasing in many jurisdictions; less farebox revenue is being recovered by transit agencies; and COVID is still changing travel and ridership patterns. These trends taken together create a vicious cycle, with historically underfunded systems leading to worse service, leading to lower ridership, which leads to more funding challenges—all while the customer experience of other sectors like retail, and travel by car is improving rapidly. This is all while the public organizations grapple with how to encourage the transition from gasoline to electric and hydrogen vehicle usage to address the climate crisis and understand how new business models and modes of travel fit into the overall transportation network. In addition, many passenger vehicle charging stations often don't work, frustrating customers and putting more pressure on small agencies and non-profit organizations to get into businesses they do not understand and cannot scale themselves.

Caltrans, in partnership with the California State Transportation Agency (CalSTA), has been responsible for the California Integrated Mobility (CIM)/California Integrated Travel Project (Cal-ITP) through recent years. While Caltrans has been able to manage the work over the years related to this project at the current levels, the demands of that program have continued to evolve and grow beyond our current capacity. Due to the evolution of the program, as well as the increased responsibility and workload associated with the program, Caltrans received additional resources to implement/grow this program so that we can provide the comprehensive oversight and leadership that are required for the program to succeed. Additionally, throughout the initial stages of the CIM/Cal-ITP, Caltrans recognized a need for modernizing our grants management systems and data in a customer focused way. This recognition has paved the way for the necessary Data and Digital Services Division, which is something the incumbent in this role will also provide leadership for as they work closely together with CIM.

The Cal-ITP was established through a Transit and Intercity Rail Capital grant from CalSTA to help California:

- Improve the customer experience by removing barriers to accessing public transit and to transferring between travel modes, across jurisdictions and operator service areas.
- Advance equity and reduce costs to California families as well as administrative burden on public benefits recipients.
- Increase public agency buying power for technology and services to modernize, increase efficiency, and reduce operating costs.
- Realize operational benefits for public transit services, as a framework for also enabling improvements in shared electric and/or autonomous vehicles, bikeshare, e-bikeshare, scooters, micromobility, etc.
- Meet greenhouse gas emission reduction goals established and articulated via the Global Warming Solutions Act of 2006 and the Sustainable Communities and Climate Protection Act.

Ultimately, the CIM/Cal-ITP program has evolved from a focused effort to modernize transit technology into a broader strategy for improving how transit is delivered statewide. Early work through Cal-ITP established key building blocks—such as contactless payments, standardized data, and streamlined fare discounts—that created a more consistent and seamless rider experience. As this foundation has matured, industry, in addition to findings from the SB 125 Transit Transformation Task Force have highlighted the need to go further.

C. ROLE IN POLICY INFLUENCE

12. Provide 3-5 specific examples of policy areas over which the CEA position will be the principle policy maker. Each example should cite a policy that would have an identifiable impact. Include a description of the statewide impact of the assigned program.

California's integrated travel program has evolved from a focused effort to modernize transit technology into a broader strategy for improving how transit is delivered statewide. Addressing challenges like fragmented service, inconsistent fares, and funding constraints requires expanded policy approaches beyond technology alone. This shift underscores the need for additional policy areas that integrate service planning, funding, and accountability—ensuring the state can deliver a more coordinated, equitable, and effective transit system for all. The Data & Digital Services Division Chief will be responsible for developing and implementing policy in some of the following areas as it relates to CIM/Cal-ITP:

Policy related to Integrated Payment Systems (Fare and Payment Policy)

California's integrated travel efforts are focused on making transit payments simple, seamless, and accessible across the state. Through the California Integrated Travel Project (Cal-ITP), the state is advancing contactless and open-loop payment systems that allow riders to pay with a single method—such as a bank card or mobile device—across multiple transit agencies. Building on this foundation, the recommendations of the SB 125 Transit Transformation Task Force expand the role of payment systems beyond technology deployment to include greater coordination of fare policies between agencies. Looking ahead, this work is expected to evolve into a more unified fare system, where riders benefit from consistent pricing, integrated fare capping, and smoother transfers across regions. Together, these efforts aim to reduce barriers to transit use and create a more intuitive, customer-friendly experience statewide.

Policy related to Statewide Mobility Data and Trip Information

A core component of California's integrated travel strategy is the development of standardized, high-quality transit data to improve the rider experience. Cal-ITP supports the adoption of consistent data formats and real-time information so riders can access accurate trip planning tools and service updates across agencies. The SB 125 recommendations build on this foundation by emphasizing the role of data in system-level coordination, performance monitoring, and accountability. In the future, transit data will serve not only as a customer information resource but also as a critical tool for decision-making—supporting coordinated schedules, regional planning, and more transparent evaluation of transit investments. This evolution will help ensure that transit services are reliable, efficient, and responsive to rider needs.

Policy related to Equity and Eligibility (Benefits Integration)

Ensuring equitable access to transit is a central goal of California's integrated travel policies. Through Cal-ITP, the state is developing systems that streamline eligibility verification and delivery of discounted fares for priority populations, making it easier for riders to access reduced-cost travel. The SB 125 Transit Transformation Task Force builds on this approach by broadening the focus of equity beyond fare discounts to include service availability, frequency, and connections to key destinations. As these efforts advance, equity policy is expected to evolve toward a more comprehensive framework that integrates fare affordability with improved service access and funding strategies. This approach aims to ensure that all Californians—regardless of income or location—can benefit from a well-connected, reliable, and affordable transit system.

C. ROLE IN POLICY INFLUENCE (continued)

13. What is the CEA position's scope and nature of decision-making authority?

Under the direction of the Deputy Director, Transit & Rail Programs, the CEA will be responsible for California Integrated Mobility and Data and Digital Services policy development for the Department of Transportation. The CEA will possess full authority to make commitments on behalf of the Deputy Director and will represent and serve as the delegate for the Deputy Director of Transit and Rail Programs as needed.

Further, the CEA will represent the State on transit policy discussions on the national, state, and regional level. In this capacity, the CEA will serve as liaison to stakeholder agencies as needed.

Within the Department, the CEA responsibilities will include providing policy direction to Caltrans programs and staff at various organizational levels, assisting all Caltrans districts with strategic project development, as well as developing financial and staff resources within the Department to assist Caltrans partners as needed.

The CEA may also be responsible for completion of assignments and special projects from the California State Transportation Agency (CalSTA) on a wide range of politically sensitive road pricing and innovative finance issues with the review and approval of the Director and Chief Deputy Director.

14. Will the CEA position be developing and implementing new policy, or interpreting and implementing existing policy? How?

Many Transportation Plans identify the need for prioritizing transit. This CEA will be advancing existing efforts developing and implementing new policy approaches and demonstration projects resulting from SB 125 efforts to test different options but within the overall role scoped by these foundational policy documents.

This CEA will also be responsible for grants modernization efforts which will change the way 100's of agencies interact with the Department as well as how transit data is collected from these entities and reported to the Federal Transit Administration (FTA) for the National Transit Database, which is a federal requirement.