



# CENTRE AREA TRANSPORTATION AUTHORITY (CATA)

INVITES YOUR INTEREST IN THE POSITION OF  
**DATA ANALYST**

## THE COMMUNITY

The Centre Region (pop. approx. 93,000) is nestled in the Appalachian Mountains in Central Pennsylvania encompassing 150 square miles. The region is made up a number of municipalities, including the Borough of State College which has an approximate population of 42,000 and is the largest borough in the Commonwealth of Pennsylvania. State College is surrounded by large tracts of farmland and an expanse of mountains and forests. State College has been ranked one of the best places to live, work, and retire by many sources including Forbes and Kiplinger's.

State College is a college town, dominated economically and demographically by the presence of the University Park campus of The Pennsylvania State University (Penn State). Though "Happy Valley" is another often-used term to refer to the State College area, the term also includes the borough and the townships of Patton, Ferguson, Harris, and College. In 2013, State College ranked as the third-safest metropolitan area in the United States and the eighth-best college town in the nation.

Founded in 1855, Penn State is one of the largest and most well-respected universities. The University provides a sense of pride and support for the community with the largest alumni association of any university in the nation. The University Park Campus covers over 7,000 acres and provides more than 46,000 students with about 160 baccalaureate and 150 graduate programs which adds to the cultural diversity of the area. The University draws more than 100,000 visitors for each of its home football games.

The community offers many amenities to residents and visitors such as historic sites, quaint towns and villages, and festivities, including the Central Pennsylvania Festival of the Arts, Blue and White Weekend, Central PA 4th Fest, and a Homecoming parade. Also, the area provides many arts and entertainment venues, cultural events, and outdoor recreation such as hiking, mountain biking, and world-class fishing. There are many restaurants and nightclubs concentrated in the downtown area, as well as a growing farm to table movement. As for natural beauty, whether it is the pristine lakes and streams, beautiful spring and fall foliage, or majestic hills and valleys, State College offers breathtaking scenery.



## THE ORGANIZATION

The Centre Area Transportation Authority (CATA) is a Joint Municipal Authority serving nine municipalities. It is the third largest public transit system by ridership in the Commonwealth of Pennsylvania. CATA's mission is to deliver safe, reliable, accessible and affordable transportation in a courteous and environmentally, fiscally and socially responsible manner.

CATA was formed under the "Municipal Authorities Act of 1945" and incorporated on May 17, 1974. It was reorganized into its current format on February 5, 1982, by five local municipalities: the Borough of State College and the four surrounding townships of Patton, Ferguson, Harris, and College.

CATA was formed to provide public transportation services within the boundaries of its member municipalities. Subsequent agreements with the Borough of Bellefonte, Spring Township, Benner Township and Halfmoon Township have allowed for service extensions to Bellefonte, Pleasant Gap, and Stormstown.

CATA is governed by a five member Board of Directors comprised of one appointed member from each of the original five-member municipalities. The Authority's budget year runs concurrently with the Pennsylvania Department of Transportation's fiscal year: July 1 - June 30. The budget includes information on the Authority, a recap of the previous year, policy considerations, a workplan with goals for the year, and a long-term outlook that includes five-year operating budget projections. The Annual Report provides a snapshot of CATA's various accomplishments over the previous fiscal year and an outline of the organization's goals for the coming year. Copies of the latest Budget and Annual Report are available on the Authority's website.

CATA's fixed route service includes a mix of 23 community, commuter and express-level routes that connect the community with the campus and other points of interest and, through a contract with Penn State, four integrated fare-free Loop and Link routes on campus. Contracts with 22 student housing complexes offer a pass program for residents to ride fare free between the various complexes and the university campus. These programs assist CATA in obtaining a high fare recovery ratio for public transportation.

Other interesting facts about CATA:

- Had the first 100 percent CNG bus fleet on the East Coast;
- Manages fixed route, paratransit, van pool and ridesharing programs that reach nine counties;
- Is close to completion on a \$42 million construction project that includes new operations and administrative offices, state-of-the-art maintenance facility, as well as expanded bus storage;
- Participates in the local land-use decision making process which builds transit and pedestrian infrastructure improvements into new construction;
- CATA's employees have participated in committees, boards and programs on the federal, state and local level – including two graduates of Leadership APTA, two graduates of APTA's Emerging Leaders Program, and six graduates from Leadership Centre County; and,
- CATA will soon institute the use of articulated buses in certain high ridership corridors.

## THE POSITION

The Data Analyst position is a newly formed position which reports to the Director of Information Services and will develop and maintain the business intelligence systems, process improvement and performance metrics of the Authority. The position will be responsible for data integrity and identification of trends through the creation of performance improvement programs, performance measurements, general and detailed analysis and reporting. The position will also support the Authority's databases, working with a variety of staff and departments to maintain that data, and take a pivotal role in the creation of standard reporting and ad hoc data analysis.

The Data Analyst position requires experience in the field of statistics and data mining technologies. The candidate must possess excellent judgment and professional ethics to work in a fast-paced, high-pressure environment. The individual must also be able to professionally communicate informed conclusions and recommend tactical strategies to a variety of people including staff, board members, and public officials.

Responsibilities of the Data Analyst include:

- Utilizes SQL, Excel, Access, GIS applications and other software or programming languages to model data and develop reports;
- Develops and maintains data for performance and general system reporting to both internal staff and external partners at the local, state and federal level;
- Works as part of the Information Services department to ensure data integrity and security;
- Performs routine data reporting, ad hoc data



analysis and model data to determine root cause and/or project what-if scenarios;

- Maintains SQL scripts for importing/exporting data, nightly backups and performance monitoring;
- Supports organization decision making through effective communication of trends, reports and summaries, both orally and in formal presentations or memorandums;
- Collects, interprets and performs complex analysis of the Authority's data;
- Assists in the generation of annual service plan documents supporting both the Director of Information Services and the Scheduler;
- Supports departmental managers in identification of key performance metrics;
- Organizes and manages multiple projects simultaneously; and,
- Interprets and communicates information, ideas and instructions clearly, accurately and persuasively, both verbally and in writing.

The knowledge and skills needed include:

- Experience in Microsoft Word, Access, Excel, Outlook, PowerPoint, SQL, & ODBC connections with a preference of applicants experienced in FleetNet, GFI Genfare Data System and/or Avail Technologies software;
- Understands complex statistics and statistical concepts;
- Researching and analyzing complex data via tables, graphs, and written analysis;
- Experience in reporting/data mining technologies;
- Possesses strong analytical skills including high proficiency in spreadsheet analysis;
- Understands data validation and record keeping techniques;
- Experience in troubleshooting data inaccuracies;

- Report and document writing techniques;
- Excellent written and verbal skills with ability to convert text and data to understandable presentation and analytical graphs and charts.



CATA is seeking a leader to join its team and work collaboratively and strategically, in partnership with stakeholders, to build consensus across business functions and demonstrate results using creative innovations and initiatives. The ideal candidate will be confident, flexible, solutions-oriented, and results-driven. Must also be customer service oriented, approachable, accessible, and possess excellent interpersonal and communication skills. Candidates must have a team-oriented style and embrace best practices and performance management concepts. The selected candidate will be able to analyze complex information and processes to make recommendations for improvement. Advanced computer skills and ability to master specialized software and interpret data is needed. Ability to establish and maintain effective working relationships with other employees is essential.

Requirements include a Bachelor's degree in business, logistics or a related field or an equivalent combination of education and experience to successfully perform the essential functions of the position. Candidates who have work-related experience and knowledge of terminology, methods and procedures of the transportation industry are desired.

## COMPENSATION

The starting salary is open, dependent upon qualifications, and is accompanied by an excellent benefits package.

## TO APPLY

If interested in this outstanding opportunity, visit our website at [www.srnsearch.com](http://www.srnsearch.com) and apply online.

Position is open until filled. Résumés will be screened according to the qualifications outlined above. Screening interviews with the most qualified applicants will be conducted by S. Renée Narloch & Associates to determine a select group of finalist candidates who will be asked to provide references; references will be contacted only following candidate consent. Final interviews will be held with CATA. Candidates will be advised of the status of the recruitment following the selection of the Data Analyst.

CATA is an Equal Opportunity Employer.

Questions regarding recruitment may be directed to:

S. Renée Narloch & Associates  
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