

Update

Ministry

Transportation and Economic Corridors

Describe: Basic Job Details

Position

Position ID

Position Name (200 character maximum)

511 Alberta Officer

Current Class

Job Focus

Operations/Program

Supervisory Level

00 - No Supervision

Agency (ministry) code

Cost Centre

Program Code: (enter if required)

Employee

Employee Name (or Vacant)

Organizational Structure

Division, Branch/Unit

TSS, Monitoring & Compliance / EDGE & 511 Alberta

Current organizational chart attached?

Supervisor's Position ID

Supervisor's Position Name (30 characters)

Supervisor's Current Class

Design: Identify Job Duties and Value

Changes Since Last Reviewed

Date yyyy-mm-dd

2019-01-01

Responsibilities Added:

The following responsibilities have been added to the position's scope of work since the last review and recent division reorganization.

- 511 Alberta Officers intake and disseminate information on all rail and airport incidents affecting travellers or the movement of goods in Alberta. Timely and accurate reporting on these incidents is crucial to TEC's awareness of factors affecting our economic corridors. 511 Officers now report on police incidents, blockades and civil emergencies.
- 511 Alberta Officers act as TEC's sole point of contact in the absence of an on-duty Consequence Management Officer (CMO) during elevations of the Provincial Emergency Co-ordination Centre (PECC). 511 Alberta Officers play a vital coordination role as the link between field staff, PECC staff outside agencies and on call personnel ensuring that critical information is properly routed during critical emergency situations. 511 Officers ensure Incident Commander is updated and attend incident meetings and briefings as required.

- 511 Alberta Officers play a role in the fatal collision site notification process. 511 Alberta Officers ensure that the appropriate district staff is informed of fatal incidents on Alberta's highways. These notifications are needed to ensure that all fatal incidents are properly investigated by TEC staff.
- 511 Alberta Officers monitor the power outage alarm system in the building and ensure proper notifications are made in the event of a disruption. 511 Alberta Officers are present 24/7/365 to detect alarms, check the power company's outage notifications, and notify the building managers for appropriate action.

Responsibilities Removed:

The following responsibilities have been removed from the position's scope of work since the last review and recent division reorganization.

- Send Southern Alberta Advisory (SAA) emails to notify road users and media sources in a predefined area of Southern Alberta of traffic impacts (e.g., the Lundbreck wind warning system to advise of high wind speeds along the Hwy 22 corridor).

Job Purpose and Organizational Context

Why the job exists:

511 Alberta serves as the hub, or nerve centre, of the highway management system. It is where data about the highway system is collected and processed, fused with other operational and control data, and synthesized to produce meaningful information, which in turn, is used to support existing and future ministry Intelligent Transportation Systems (ITS) endeavours.

511 Alberta provides real-time information on, but not limited to, highway conditions, construction, major incidents, weather alerts, over dimensional load (ODL) movements and ferry service availability. 511 Alberta is defined as a critical service under the Ministry's Business Continuity Plan, and is available to Albertans 24 hours a day, seven days a week. 511 is a free traveller information service, which can be accessed via phone, mobile device, or computer.

511 Alberta Officers ensure that information collected from multiple sources is verified to be accurate then analyzed, filtered where appropriate, and disseminated in a timely manner on all the 511 Alberta platforms. Through a process of detection, verification, response and dissemination, 511 Alberta Officers use all the resources at their disposal to ensure that the impact of any highway event/condition to the travelling public is minimized.

Due to the changing nature of emergency situations and the evolving landscape of the transportation network, 511 Alberta policies and procedures are amended regularly. This position contributes to the development, regular review and updating of 511 Alberta policy and procedures documents and assists in development and improvements to public communications guidelines.

Since 511 Alberta is a 24/7 operation, shift work is required. Occasional travel within the province may be required. Working off-line from a remote location (or from home) during extreme weather or highway condition incidents may be required in exceptional circumstances.

Responsibilities

Job outcomes (4-6 core results), and for each outcome, 4-6 corresponding activities:

Ensure that the information on all the 511 Alberta platforms (website, app, phone and social media) is accurate regarding highway, rail and airport incidents affecting travellers or the movement of goods in Alberta.

- Continually audit the road condition and traffic data entered by department staff, external contractors and consultants working for the department and Parks Canada. This includes engaging connected parties (highway maintenance contractors, project administrators, etc.) to ensure that reliable information is published to the 511 Alberta platforms.
- Monitor high wind detection equipment in vulnerable areas and ensure public notifications are provided when dangerous wind speeds are detected.
- During times where there are widespread conditions that affect driving, rail and airport safety (e.g., seasonal conditions, extreme weather events), prioritize audits and updates to ensure that unusual conditions are reported in a prompt manner (e.g., in winter, scheduled road patrol reports as they are observed or as reported by and confirmed by the highway maintenance contractor or department and Parks Canada staff; in summer, prioritize

work zone and traffic delay notifications).

- Ensure that the weather information generated from the Road Weather and Information Systems (RWIS) is logical and the camera images are accurate; any deficiencies are reported to the camera contractor to be addressed.
- Keep an open line of communication with Regional Operations staff, police agencies, and the Communications and Public Engagement branch (CPE) to share situational awareness for travel advisories, road closures and other short-term conditions.
- Analyze the impact of permitted special events received on the highway network and communicate that information via the 511 Alberta platforms and social media.
- Proactively monitor the status and efficiency of the highway network, investigating highway, rail and airport and acting when issues are detected, to restore efficiency as quickly as possible.
- Engage with contracted meteorologists to proactively prepare for incoming weather situations and disseminate forecasted weather information to the travelling public to support safe and informed travel decisions.
- Analyze dangerous goods and non-dangerous goods regulated reports, received from Alberta EDGE (Environmental and Dangerous Goods Emergencies), for any impact to the highway network and create a Provincial Highway Damage/Spill Report as needed.

Prioritize and distribute reliable information to the public and interested parties to support safety and efficiency on the highway, rail and air networks.

- Recommend a highway closure to an Operations Manager or Regional Director based on analysis of multiple sources of information related to an event and future forecasting.
- Constantly monitor social media posts, traditional media, phone calls, voice and email messages, 511 Alberta's website feedback and other sources for incident reports and updates. Respond appropriately to incidents and inquiries according to standard operating procedures and protocols.
- Update the 511 Alberta website and X (formerly Twitter) account with the most current information regarding the weather impacting the highway network and safety related information utilizing information from multiple sources and tools (e.g., various social media platforms; traffic radio; the Weather Network; Road Weather Information System (RWIS) camera and weather feeds; Alberta Emergency Management Agency (AEMA).
- Update the 511 Interactive Voice Response (IVR) floodgate messages, Dynamic Message Signs (DMS), website alerts and advisory pop-ups during severe weather and traffic incidents, including highway closures.
- Use all available tools to ensure critical information is relayed to the public during Amber Alerts and removed following the end of an Amber Alert event.
- Update urgent traffic messages for events such as avalanches, wildfires, flooding and washouts, evacuations, landslides, extreme weather, road closures due to motor vehicle collisions and dangerous goods spills. This includes tweeting, retweeting and posting updates to Twitter; creating and updating Interactive Voice Response (IVR) floodgate messages, advisory banners and icons on the 511 Alberta website and website map; creating alert popup messages on the website, and editing existing road segments so that the website provides a visual cue to the user of the affected area.
- Create Significant Highway Incidents (SHI) and High-Profile Incident (HPI) reports, issued through the Transportation Safety Information System (TSIS), to keep selected department staff, including the Minister's Office, informed of critical highway closures, evacuations, fatalities, train derailments, school bus incidents, and incidents posing a significant impact to highway users and public safety.
- Assess permitted ODL movements in Alberta that will affect the provincial highway network by creating and publishing a detailed report and route map on the 511 Alberta website, posting incident icons to the 511 Alberta map, and posting to social media. Informing permitted ODL movers of construction projects, events and incidents that could impact their planned route.
- Participate in developing content for media releases and travel advisories for review and approval by the Manager and Communications and Public Engagement, during significant weather and highway events.
- Draft and issue Alberta Emergency Alerts (AEA) in consultation with the Ministry Action Group (MAG) to communicate significant incidents impacting the highway network; alerts have the potential to reach every single Albertan and interrupt television and radio broadcast.

Contribute to the ongoing evolution of 511 Alberta and its ability to achieve operational efficiency and business goals.

- Provide feedback and suggestion to the Manager regarding the updating of procedures as needed to reflect the most up-to-date information about department policy and guidelines.
- Provide monthly statistics to management.
- Complete additional projects from management as required.
- Prepare reports for historical information requests.
- Participate and provide suggestions and feedback in the development and maintenance of training materials and standard operating procedures.
- Communicate and provide verbal and written shift change reports to fellow team members to ensure a successful transfer of situational awareness from shift to shift.
- Assume the role of Shift Lead to provide added accountability and guidance to the 511 Alberta Officers on shift.
- Represent as Manager, 511 Alberta to cover absences.

Liaise with other department sections, ministries and levels of government to foster situational awareness of events that have the potential to impact the highway network.

- Update and brief affected department parties regarding the potential for dangerous goods or rail involvement in a situation so they can act where necessary.
- Engage with the Alberta Emergency Management Agency (AEMA) during critical incidents to maintain situational awareness and coordinate response.
- Support the dissemination of emergency information when issued by municipal partners.
- As a key partner in the Amber Alert program, following standard protocol in sharing and disseminating critical and time sensitive details during an activation.
- Provide feedback in post incident assessments for Amber Alerts and other major incidents.
- Confirm and provide information on highway closures or other major incidents, using the 24/7 direct line of two-way communication with the RCMP.
- Coordinate with Parks Canada to obtain details and offer support regarding the dissemination of information within Parks' jurisdiction. Analyze the impact of events occurring within the boundaries of Parks to the greater highway network.
- During activations of the PECC, share information and situational awareness with the relevant department managers, and share daily status updates to increase situational awareness across Alberta.
- Communicate with regional Emergency Responder organizations to notify and provide updates on the status of ongoing incidents on the highways.

Troubleshoot, and provide quality assurance and testing of the 511 Alberta website and applications.

- Investigate and respond to inquiries regarding the 511 Alberta mobile app, IVR and 511 Alberta website.
- Provide on demand troubleshooting for stakeholders and users of the system.
- Regularly monitor the 511 website/app/IVR/DMS/cameras for optimal functioning.
- Test the website and applications post-scheduled maintenance and upgrades, and report to the Manager any deficiencies.
- Maintain all icons on the website with the most current information.
- Report and troubleshoot problems regarding the 511 Alberta platforms to the platform vendor.
- Provide a daily report of all cameras and DMS functioning, including logging when outages are detected.
- Program and troubleshoot the 511 Alberta video wall.

Provide training and support to persons submitting information to the 511 Alberta platforms.

- Conduct on-demand training of department staff, consultants and contractors, and stakeholders on how to submit information to the 511 Platforms (e.g., Road Condition Reporter application (RCR) for reporting road conditions, mobile app and the Event Reporting System (ERS) for event creation on the 511 Alberta website).
- Grant and remove permissions to account holders to access to WTA and/or ERS on the 511 Alberta website.
- Act as an ambassador of 511 Alberta and department at various public and stakeholder events.
- Participate in training, guiding and evaluating the progress of new 511 Alberta Officers.
- Follow 511 Alberta guidelines, 511 Twitter standards and etiquette including Communications and Public Engagement (CPE) directive when compiling tweets, direct messaging and mentions.

Sustain comprehensive knowledge of 511 Alberta policies and procedures to guarantee accurate and efficient response to events.

- Integrate feedback regarding the management and execution of past incidents to ensure that 511 Alberta communication standards are upheld.
- Ensure that knowledge of 511 Alberta and GoA policies and procedures are up to date.
- Participate in Amber Alert exercises to test 511 Alberta Officer knowledge of procedures and response time.
- Participate in PECC exercises and Incident Command System 100 training to maintain and develop emergency management skills.
- Engage in Post Incident Assessments (PIA) relating to significant incidents occurring on the highway network including, but not limited to, snowstorms, wildfires, flooding, etc.

Problem Solving

Typical problems solved:

Working under limited to no supervision, the 511 Alberta Officer must be able to react to changing conditions, seek out information from a variety of sources and assess the validity of conditions being reported to the public. 511 Alberta Officers are aware of and responsible at all times for all the information that appears on the 511 Alberta website and must determine the best questions to ask to triage an incident and to make quick decisions on the editing of content, such as disabling a camera image displaying the scene of a traffic incident, without Manager approval. A close collaborative working relationship must be developed with a diverse group of public service and private personnel who will submit information to the 511 Alberta platforms.

511 Alberta receives thousands of direct messages and questions via social media and email from Albertans and visitors every year. These queries are addressed immediately and typically without consultation with either the Manager, Director, or CPE. The 511 Alberta Twitter account currently has over one hundred thousand followers, and consistently receives over fifty million impressions annually - four times that of the official Government of Alberta Twitter account - making the social media aspect of 511 Alberta an area of high visibility. Reaction to tweets is instantaneous and requires a high degree of personal responsibility. This position is challenged to prioritize and respond to all enquiries both written and verbal to a very high standard.

Types of guidance available for problem solving:

Problem solving is guided by existing legislation, standards, and 511 Alberta operational policies and processes. Knowledge of past incidents and use of creative problem solving are required to ensure that situations are optimally assessed. The Manager is available to guide extraordinarily complex or novel situations. Every situation has the potential to increase the visibility of 511 Alberta and support Alberta Transportation and Economic Corridor's mandate to promote the seamless, safe, and sustainable movement of people and products in and out of Alberta.

Judgement and discretion are required across all responsibilities. As the 511 Alberta operates on a 24/7 basis, priorities may shift based on the day, time, and event, so the ability to adapt to changing situations and determine the best course of action for the circumstances is critical. As a public-facing entity, the 511 Alberta Officer must also consider the appropriate framework for all information published to the 511 Alberta website or to Twitter, as well as the correct individuals to receive the information.

Direct or indirect impacts of decisions:

The work of this position impacts:

- Current and accurate communication of information to the public via multiple platforms on highway, rail or air conditions and incidents that could impact transportation within the province.
- Open and effective communication with multiple internal and external parties to ensure that reliable and timely information is communicated to the travelling public across multiple 511 Alberta platforms.
- Continuing enhancement of 511 Alberta to provide reliable and timely travel and road condition information to support improved mobility and promote the efficient use of the transportation network.
- 511 Alberta supports to the Ministry's achievement of economic, social and environmental goals.

Key Relationships

Major stakeholders and purpose of interactions:

Internal

- Daily contact with the Manager, 511 Alberta about events, issues, concerns.
- Frequent contact with the Director, EDGE & 511 Alberta about high-level program and branch direction and updates.
- Frequent contact with Alberta EDGE regarding dangerous goods events and occurrences.
- Frequent contact with Communications and Public Engagement staff, the Minister's office, regional offices, and Technical Standards Branch regarding media releases, highway conditions and public inquiries.
- Regular contact with other ministries within the Government of Alberta (i.e. AEMA, PECC) about highway conditions during significant events (such as evacuations and natural disasters) and to report alerts.
- Regular contact with internal stakeholders including Central Permitting, Maintenance Contract Inspectors, department project coordinators and administrators.

External

- Regular contact with the travelling public.
- Regular contact with the 511 Platform data providers (department staff, contractors and consultants, and stakeholders) about reported highway conditions, construction projects and incidents.
- Regular contact with other external stakeholders such as police and other first responders, Parks Canada, Environment and Climate Change Canada, the City of Calgary and the City of Edmonton, traffic control companies, highway maintenance contractors, ODL movers, travelling public, and carriers.
- Regular contact with the 511 Alberta vendor (Arcadis IBI Group) regarding operational and technical issues pertaining to the 511 Alberta platforms.
- Regular contact with the RCMP, through a relationship with individual detachments and the dedicated Real-time Operations Centre (RTOC), the Northern Alberta Operation and Control Centre (NAOCC) or the Southern Alberta Operation and Control Centre (SAOCC) sections - confirm and provide information on highway closures or other major incidents.
- Regular contact with Transport Canada's Situation centre for rail and air incidents.

Required Education, Experience and Technical Competencies

Education Level	Focus/Major	2nd Major/Minor if applicable	Designation
Diploma (2 year)	Other		

If other, specify:

Related field such as Emergency Communications, Criminal Justice, Communications

Job-specific experience, technical competencies, certification and/or training:

<p>Education and Experience</p> <ul style="list-style-type: none"> • Diploma in related field (e.g., communications, Arts). • Certification in Incident Command System (ICS) 100. • Certificate of Completion of the “Effective Frontline Communication” course. • Social Media understanding and experience. <p>Technical Competencies, certification and/or training</p> <p>Knowledge:</p> <ul style="list-style-type: none"> • Detailed knowledge of the various 511 Alberta platforms and their functionality. • Thorough knowledge of programs offered through the 511 Alberta site, such as the Alberta Carrier Education Course for commercial bus and truck carriers regulated under the National Safety Code program in Alberta. • Detailed knowledge of department standards for traffic and work zone safety, the department's organization, and standard practices for administration of companies working for the department (i.e. construction and maintenance contractors, and project management consultants) and the geography of Alberta (i.e. location of major towns and cities and the structure of the provincial highway network). • Thorough knowledge of popular social media applications purposes, including, but not limited to, Twitter and YouTube and how to optimize their application for 511 Alberta. • Thorough knowledge and understanding of the 511 Alberta's role within the Department's Emergency Management and Business Continuity Program. • Thorough understanding of other 511 systems in operation throughout Canada. • Knowledge of Alberta weather patterns and forecasting terminology, as it relates to highway maintenance, construction activities and travel impacts.

- General knowledge of principals and Government of Alberta standards for public communications.
- General knowledge of mapping systems and available web-based navigation systems is expected.

Skills:

- Excellent written and verbal communication skills and ability to effectively and tactfully communicate with many levels of personnel in a variety of environments.
- Ability to read, write, articulate, and communicate effectively in English.
- Advanced ability to multi-task, working in a fast-paced environment, and meet tight deadlines in a timely manner. Demonstrates flexibility by adjusting readily to changing priorities.
- Able to make decisions and solve problems independently using the best available information at the time.
- Proficient computer skills to efficiently use the software provided to fulfill daily tasks and process information.
- Detail oriented with a strong sense of self-motivation and driven to perform consistently at a high level of expertise.

Abilities:

- Excellent attention to detail.
- Ability to adapt to quickly changing situations and priorities.
- Ability and desire to quickly acquire and apply new skills.
- Ability to accept and integrate feedback on performance.
- Must be able to work weekends, evenings, overnight, holidays and flexible hours when necessary.

Behavioral Competencies

Pick 4-5 representative behavioral competencies and their level.

Competency	Level					Level Definition	Examples of how this level best represents the job
	A	B	C	D	E		
Creative Problem Solving	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<p>Focuses on continuous improvement and increasing breadth of insight:</p> <ul style="list-style-type: none"> • Asks questions to understand a problem • Looks for new ways to improve results and activities • Explores different work methods and what made projects successful; shares learning • Collects breadth of data and perspectives to make choices 	Collects a breadth of information and accesses and audits multiple information inputs and resources, and contacts to analyze forecasts, planned or emergent incidents to determine if, what and how 511 Alberta should be updated with information to the public via multiple channels. Regularly debriefs and reviews past practice to determine what made them success and identify potential changes to practice.
Agility	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<p>Works in a changing environment and takes initiative to change:</p> <ul style="list-style-type: none"> • Takes opportunities to improve work processes • Anticipates and adjusts behaviour to change • Remains optimistic, calm and composed in stressful situations • Seeks advice and support to change appropriately 	Remains composed and calm even in difficult or stressful situations; works creatively within policies and procedures to proactively meet goals. Adapts to changing environmental demands and changes behavior accordingly.

