

Department: Economic and Community Development (ECD)
Reports to: MPO and ECD Directors

General Statement of Duties

The primary purpose of this position is to coordinate the Transportation Demand Management (TDM) program and associated marketing and outreach activities; performs other job related duties, as required. The TDM Program Coordinator is responsible for the outreach efforts to promote alternative transportation programs to employers in the region and will lead marketing efforts of the rideshare, vanpool and other TDM programs. The incumbent monitors the effectiveness of the marketing and outreach programs. The nature of the work performed requires that an employee in this classification establish and maintain cooperative working relationships with participant company representatives, Federal, State and Local representatives, the general public and other agency employees.

Distinguishing Features of the Class

This position is responsible for facilitating communication and collaboration with companies, academic institutions, local, state and federal government, and other agencies to develop a ridership for alternative transportation in the region. The planner must briefly interview perspective partners and clients to obtain sufficient information and assess the transportation options, offer assistance to clients in a friendly, courteous caring way. This worker must assure confidentiality of customer information is not compromised. Complexity of subject matter is substantial in this position as employee is responsible for evaluating, interpreting and explaining transportation planning, policies and procedures. Employee encounters a variety of situations and collaboratively determines appropriate course of action with supervision and is responsible for serving as an agency image.

Duties and Responsibilities

Essential Duties and Tasks

- Plans, organizes and coordinates the activities of TDM program;
- Plans, designs and implements procedures for marketing and outreach programs for all through advertising campaigns, relationships with the marketing departments of other alternative transportation providers in the region and state, development of promotional packages, and outreach to employers who provide incentives to employees who use alternative transportation;
- Establishes and implements quality control procedures and performance measures to ensure a high level of customer service, appropriate implementation of alternative transportation incentive programs, and effectiveness of marketing the TDM program;
- Assigns and evaluates consultant work;
- Develops and manages the marketing and outreach budget;
- Oversees advertising campaigns;
- Determines requirements and makes recommendations of participating employers and incentive participants;
- Coordinates with other alternative transportation providers in the region and the state to accomplish work program established for marketing and outreach of the TDM Program;
- Coordinates with and provides necessary support for the vanpool program in order to maintain current ridership and grow the program and assists in planning routes and works with vanpool providers;
- Provides for special requests for TDM program marketing and outreach information from agency, nationwide, statewide and nationwide entities;
- Serves as the TDM Program's representative on regional transportation/transit committees related to marketing and outreach of alternative transportation.
- Plans, designs and implements procedures for assessment of development applications as they pertain to potential park- and-ride facilities, including coordination with transit services and local land use agencies;
- Assists with Strive Not to Drive event as needed;
- Coordinates and assists with regional transit programs and funding opportunities as needed;
- Develops appropriate grant applications for TDM programs; and
- Assists in management of Federal Aid programs that fund commuter service activities.

Note: The above statements are intended to describe the general nature and level of the work being performed by an

employee assigned to this work. This is not an exhaustive list of all duties and responsibilities. Land of Sky Regional Council reserves the right to amend and change responsibilities to meet business and organizational needs as necessary.

Recruitment and Selection Guidelines

Knowledge, Skills, and Abilities

- Alternative transportation program practices, including marketing and outreach;
- Federal Transit Administration and Federal Highway Administration Regulations;
- Public relations techniques;
- Computer operation and desk top publishing and database software;
- Program management;
- Supervisory principles and practices;
- Public Transportation Programs
- Local geography and commute patterns;
- FTA and FHWA grant application and administration requirement;
- Fiscal record keeping and budgeting procedures;
- Business mathematics and cost analysis.
- Communicate effectively by phone, in person and in writing;
- Conduct presentations before various types and sizes of groups;
- Read and interpret technical documentation;
- Compile, develop and organize data into written reports, publications, presentations etc.;
- Work independently to complete projects and tasks;
- Operate a computer and related business software.

Organization Conformance Standards for all positions:

- Perform quality work within deadlines with or without direct supervision.
- Interact professionally and courteously with other employees, customers and partners.
- Work effectively as a team contributor on all assignments.
- Understand the necessity to efficiently and effectively interact, communicate and coordinate work efforts with other employees and organizations in an effective manner to accomplish common task.
- Function in highly stressful circumstances.
- Maintain a high level of professionalism and to conduct business in an ethical manner at all times.
- Maintain regular and punctual attendance.

Physical Requirements

- Must be able to physically perform the basic life operational functions of lifting, grasping, fingering, talking, hearing, and repetitive motions.
- Must be able to perform sedentary work exerting up to 10 pounds of force occasionally, and/or a negligible amount of force frequently or constantly to move objects.
- Must possess the visual acuity to prepare data and statistics, work with accounting processes, operate a computer terminal, and do extensive reading.

Desirable Education and Experience

- Experience in program management and/or public transportation, urban and regional planning, or transportation planning; graduation from an accredited college or university with a Bachelor degree with emphasis in urban and regional planning or public relations or marketing; OR any equivalent combination of experience and training which provides the re-quired knowledge, skills, abilities and experience.

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