



Program Assistant, Transportation Demand Management

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## **INTRODUCTION**

ALTRANS is currently accepting resumes to fill a new part-time opening for a TDM Program Assistant located in the East Bay area.

ALTRANS is a TDM company skilled at identifying alternative transportation needs, developing shuttle and commute services, route optimization and management of turn-key Transportation Demand Management (TDM) operations. ALTRANS staff has been actively engaged in alternative transportation planning and trip reduction services for 23 years.

ALTRANS has been involved with dozens of alternative transportation programs in the greater San Francisco Bay Area. We have received various TDM and trip-reduction related awards from local and nationally recognized organizations such as the Bay Area Air Quality Management District (BAAQMD), Association for Commuter Transportation (ACT) and the Environmental Protection Agency (EPA).

Under the general direction of ALTRANS' management, the TDM Program Assistant will be assigned to work on TDM programs with ALTRANS' client base. The TDM Program Assistant uses analytical and organizational skills and tools to manage data and to plan and coordinate effective trip reduction programs. The TDM Program Assistant organizes and implements projects such as outreach & education, commuter surveys, and special projects. The TDM Program Assistant uses excellent customer service skills to provide information to commuters and provides administrative support as needed.

## **ASSIGNMENT & COMPENSATION**

Status: Part-time. Work schedule is Monday through Friday for five hours per day (25 hours per week) during normal business hours.

Split work at client sites (5-hour increments) depending upon client program needs.

Hourly Rate: \$25.00 per hour.

Sick Time: Accrued at the rate of .36 hours per pay period (24 pay periods/year) Phone Allowance – \$40 per month.

## **ADMINISTRATION & MONITORING**

- Support staff, vendors, and collaborate with agencies.
- Organize information, manage databases, perform data entry, and other administrative tasks as needed.
- Assist with subsidy distribution and parking pass sales.
- Conduct baseline and annual Employee Transportation Surveys, on-board shuttle bus surveys, and other surveys as needed.
- Analyze survey results and write survey reports.
- Document, maintain and present program data.
- Draft monthly reports for TDM operations.
- Assist with time-sensitive deliverables and deadlines.
- Coordinate and facilitate meetings.

## **PLANNING/TDM PROGRAM MANAGEMENT**

- Identify and comply with federal, state, county, and municipal-level requirements and clean air mandates.
- Assist with the development and preparation of TDM plans based upon survey results and other site assessments.
- Assist with implementing and coordinating TDM program(s) that reflects the needs of employees and clients.
- Provide recommendations for improved shuttle routing and schedules based on ridership data and performance measures.
- Identify roadblocks and provide viable solutions to alternative transportation issues.
- Perform additional tasks as needed and directed.

## **MARKETING & CUSTOMER SERVICE**

- Develop marketing and promotional strategies to enhance participation in TDM programs.
- Assist with the promotion and maintenance of transportation projects such as: carpool, vanpool, bicycle, transit, commuter subsidy, guaranteed ride home, carsharing, electric vehicle charging stations, private shuttles, bicycle/ped safety and encouragement, telework, and other transportation programs.
- Design and distribute flyers, posters, brochures and signage.
- Provide personal trip planning assistance to commuters. Staff Transportation Information Center during scheduled hours.
- Assist with marketing and coordination of transportation fairs; present commuter information at new employee orientations.
- Update and maintain commuter website and online carpool matching system. Identify carpool matches and work with employees to encourage carpool formation.
- Work with public transit and private shuttle bus operators. Order schedules as needed.
- Collaborate with various departments within the employer, and meet with community groups, local business coalitions, and others regarding the TDM program. Facilitate meetings as needed.
- Identify and refer potential clients to ALTRANS management; assist in securing new business opportunities.
- Perform additional tasks as needed and directed.

## **DESIRED SKILLS**

### **Education & Experience:**

- Bachelor's Degree from an accredited university and/or transferrable experience.
- Experience in program coordination, marketing, and customer service.
- Knowledge of San Francisco Bay Area transit systems and programs is desired.

### **Administrative/Support:**

- Data entry and experience with databases and spreadsheets.
- Well-rounded skill set; can provide program coordination support where needed.
- Comfortable and successful in new environments; can work with all levels of management and staff.
- Outgoing with the ability to professionally market and promote a multi-faceted program.
- Time Management; uses resources and time well to solve problems and complete deliverables quickly and efficiently.
- Level-headed; understands priorities and reacts appropriately; deals with unforeseen circumstances with calm and resolution.
- Support-oriented; can identify needs of team members and offer support where most needed. Demonstrated knowledge of and experience in developing and submitting proposals/plans and implementing/coordinating proposed services and objectives.
- Organized; manages data well.

### **Technical:**

- Demonstrated knowledge of and experience in maintaining records, developing and conducting surveys, documentation techniques, and basic research methods.
- Provide basic shuttle, transit & bicycle planning.
- Well-versed in Microsoft Office Suite including Word, Excel, PowerPoint.
- Additional desired skills in MS Publisher, and Adobe Photoshop and InDesign.
- Strong ability to proof, manipulate document layout, and create documents for various applications (executive summaries, marketing material, reporting, etc.)
- Problem solving and research; ability to use intuition and reasoning to solve problems.
- Experience in, or understanding "behavioral change" concepts is a plus.
- Experience with social media and/or digital marketing is a plus.

### **Personality/Character:**

- Detail-oriented and organized. Resourceful and flexible. Excellent time management skills.
- Excellent interpersonal and communication skills; professional, courteous, friendly, mindful of others.
- Ability to warmly convey empathy, understanding and assistance to community groups. Honesty; holds personal integrity, the value of one's word, and work ethic, in the highest regard.
- Advocate for commuter programs. Believes in the intrinsic value of transit, bicycling, and other commute alternatives.

## **APPLICATION AND SELECTION**

The following procedure and documents are required for job consideration:

- Submit cover letter, resume and supplemental questionnaire to [info@altrans.net](mailto:info@altrans.net).
- Conduct phone interview for qualified applicants.
- Schedule 1st formal interview for qualified applicants.
- Depending upon outcome of 1st Interview, provide job application.
- Contact references.
- Conduct second formal interview for qualified applicants.
- Background check for qualified applicants. Pre-employment drug test. Final interview.
- Job offer.

## **SUPPLEMENTAL QUESTIONNAIRE**

If you submit your cover letter, resume and responses to these related questions, ALTRANS staff will contact you to let you know if we are interested in pursuing your application. Thank you.

1. Summarize your relevant job experience as it relates to the "Role Description" and "Desired Skills" portions of the job posting.
2. Describe one project or program that you personally assisted, developed, implemented and/or coordinated.
3. Describe any planning, survey or program analysis activities that you have participated in.
4. Describe any promotions, marketing or advertising activities that you have participated in.
5. Describe your familiarity and use of transportation options and modes – especially in the East Bay.