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## ALTRANS

San Jose, CA  
August 2016  
Open Until Filled



# Program Manager, Transportation Demand Management (TDM)

## INTRODUCTION

ALTRANS is currently accepting resumes for an up-coming TDM management position in the San Leandro/Oakland area.

## HISTORY & BACKGROUND

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 the last 24 years.

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

Under the direction of ALTRANS' management, the TDM Program Manager position will be assigned to work on TDM Programs with ALTRANS' client base, though focusing on one client for the majority of their workload. The TDM Program Manager engages in the development and management of an effective trip reduction program, organizes and implements outreach events, leads special alternative transportation projects, and is responsible for process evaluation reporting on all activities specific to reducing SOV trips.

## ASSIGNMENT & COMPENSATION

**Status:** 40 hours per week; full-time; exempt. Schedule includes normal business hours. Benefit package includes cell and medical reimbursement, paid time off, personal and sick days.

### **Work Location & Compensation:**

Metropolitan – San Leandro/Oakland Area  
Starting annual salary: \$65,000 - \$85,000 per year

## ROLE DESCRIPTION

### **PLANNING:**

1. Establish goals and objectives that are consistent with the future growth, development and expansion of employer work site(s). Establish vehicle trip reduction targets for employees and clients.

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2. Identify roadblocks and provide viable solutions to alternative transportation usage.
  3. Identify and comply with federal, state, county and local requirements and clean air mandates.
  4. Prepare TDM Plans for employer sites based upon survey results and other site assessments.
  5. Study shuttle bus ridership data and performance measures. Provide recommendations for improved shuttle program routing and schedules.
  6. Implement and coordinate TDM program(s) that reflects the needs of employees and clients.
  7. Perform additional tasks as needed and directed.
  8. Make recommendations for improvement, revision, reallocation and expansion of program funding and elements to meet SOV reduction goals.
  9. Develop and update a dynamic TDM plan which forecasts program elements and goals beyond the current scope.
  10. Track, maintain and present program-wide data ranging from daily bicycle rack usage to annual changes in SOV rates; identify whether mandatory measures were met by SOV reduction

#### **ADMINISTRATION & MONITORING:**

1. Understand and follow program budgets.
2. Manage supporting staff and vendors.
3. Develop, implement and coordinate transit and rideshare commuter subsidies.
4. Conduct baseline and annual Employee Transportation Surveys.
5. Conduct on-board shuttle bus surveys.
6. Provide written reports of surveys, including assessments and recommendations.
7. Document cost-effectiveness and efficiency of the TDM program quarterly and annually.
8. Draft monthly reports for TDM operations.
9. Coordinate time sensitive deliverables and meet deadlines.
10. Coordinate Transportation Management Association (TMA) meetings.
11. Perform additional tasks as needed and directed.
12. Discourage on-street parking through parking management and monitoring

#### **MARKETING & CUSTOMER SERVICE:**

1. Develop marketing and promotional strategies to enhance participation in TDM programs.
2. Design and distribute flyers, posters, brochures and signage.
3. Coordinate transportation fairs; present commuter information at new employee orientations.
4. Staff Transportation Information Center during scheduled hours.
5. Provide personal trip planning sessions with commuters.
6. Maintain car sharing, electric vehicle charging stations and vanpool programs.
7. Update and maintain commuter website and online ride-match system. Identify and communicate potential commuter matches.
8. Work with public transit and private shuttle bus operators.
9. Develop, implement and coordinate transportation projects such as transit, rideshare, private shuttle busing, bicycle/ped safety and encouragement, telework, guaranteed ride home programs and other transportation services.
10. Collaborate with employer and individual departments and meet with community groups, local business coalitions, and others regarding the TDM program.
11. Identify and refer potential clients to ALTRANS management; assist in securing new business opportunities.
12. Perform additional tasks as needed and directed.

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## **DESIRED SKILLS**

### **Education & Experience:**

- Bachelor's Degree from an accredited university and/or transferrable experience.
- Over three years of increasing responsibility in project/program management, operations, outreach/marketing and/or business administration.

### **Administrative/Support:**

- Well-rounded skill set; provide program coordination and management support.
- Comfortable and successful in new environments; can work with all levels of management and staff.
- Outgoing with ability to professionally market/promote multi-faceted program.
- Time Management; uses resources and time well to solve problems and complete deliverables quickly and efficiently.
- Level headed; understands what priority an issue has 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 the 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 Excel worksheet construction geared to solve problems/answer questions.
- Document creation and preparation using Word; strong ability to proof, manipulate document layout, create documents for varied applications (executive summaries, marketing material, reporting, etc.)
- Ability to use route mapping software.
- Project management tools: JIRA, Atlassian, MS Project or comparable tools.
- Problem solving and research; ability to use intuition and reasoning to solve a problem.

### **Personality/Character:**

- 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.
- Advocates for commute alternative programs and regularly uses transit, cycle commuting and other modes of transport.

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**APPLICATION AND SELECTION** – The following procedure and documents are required for job consideration:

- Submit Cover Letter, Resume and Supplemental Questionnaire (see next page) to info@altrans.net.
- Conduct phone interview for qualified applicants.
- Schedule 1<sup>st</sup> formal interview for qualified applicants.
- Depending upon outcome of 1<sup>st</sup> Interview, provide Job Application.
- Contact References.
- Conduct second formal interview for qualified applicants.
- Background check for qualified applicants – additional 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 resume/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 in more detail one project or program that you personally developed, implemented and/or coordinated.
3. Describe in more detail any planning, survey or program analysis activities that you have participated in.
4. Describe in more detail any promotions, marketing or advertising activities that you have participated in.
5. Describe your familiarity, engagement and general connections with East Bay commute transportation modes, available resources, agencies and key stakeholders.