

JOB DESCRIPTION

TRANSPORTATION DEMAND MANAGEMENT MANAGER

Definition

The responsibilities of the Transportation Demand Management Manager (TDM Manager) are twofold - 1) maintain the Congestion Management Program (CMP) in Placer County through alternative transportation programs and 2) support and enhance the success of the Capitol Corridor rail service. This involves extensive coordination with jurisdictions, businesses, transportation management agencies, the general public, legislative agencies, and other agencies involved in the improvement of air quality and traffic congestion.

Examples of Duties

- Provide marketing and support of alternative transportation programs
- Promote rideshare matchlisting services
- Implement and promote emergency ride home services
- Provide transit trip information services for the general public
- Identify new and existing businesses in Placer County in order to promote alternative transportation programs
- Maintain business relationships through site visits
- Develop and implement employee outreach services
- Develop and distribute monthly alternative transportation newsletter
- Participate in regional marketing efforts for alternative transportation
- Coordinate with SACOG, TMAs, and jurisdictions on regional ridesharing and alternative transportation efforts
- Implement Spare the Air campaign
- Implement Bike to Work Week and Bike to Work Day
- Monitor and inform involved businesses and public on alternative transportation related legislation
- Develop and implement school ridesharing programs
- Coordinate with local and regional air districts on alternative transportation programs
- Promote and market intercity rail to the public
- Participate in annual county events promoting rail

Ability to

- Develop, organize and implement various campaigns, programs, and outreach efforts
- Prepare and administer a budget
- Work with outside agencies, businesses, community groups, and general public
- Prepare and present clear and concise presentations
- Establish and meet deadlines
- Communicate clearly and concisely, both orally and in writing
- Establish and maintain working relationships
- Use the latest in office computer software

Qualifications

Education: Equivalent to a Bachelor's degree from an accredited college or university with major course work in planning, public administration, business administration, communications, public relations, or a related field. May substitute for significant experience in governmental agency specific to transportation for degree requirement.

Experience: One (1) year of increasingly responsible experience in administration or transportation management program, or involvement of a similar private sector membership or public relations program.