

I-70 TDM Program Manager

DESCRIPTION OF WORK:

The TDM Program Manager oversees the design and implementation of an I-70 Corridor commute trip reduction program and is responsible for the administration of the program. His/her duties may include, but are not limited, the following components

- Responsible for overall administration, direction and evaluation of Transportation Demand Management (TDM) activities on the I-70 Mountain Corridor. Identifies top priority TDM strategies and develops a work plan (subject to approval by I-70 Coalition TDM Committee) to implement those strategies.
- Ensures TDM Program strategies are consistent with and incorporated into the I-70 Coalition's long and short-range planning tools; actively participates and plays a leadership role on the I-70 Coalition TDM Committee and maintains direct communication with the I-70 Coalition PR Committee.
- Provides oversight to development and implementation of TDM commute trip reduction programs and policies; assists in preparing analyses to identify incentives/disincentives for commute trip reduction; seeks and encourages support for commute trip reduction programs. Coordinates with existing ridesharing and vanpool programs and manages development of additional programs.
- Advocates for implementation of flextime and alternative work schedules for commuters through outreach with mountain corridor and front range businesses, employers, and schools.
- Reviews parking policies and monitors preferential parking use; develops incentives for carpool/vanpool parking; promotes development of facilities to accommodate carpooling alternatives such as park n ride signage.
- Coordinates TDM activities and promotional opportunities with partner agencies including transportation management organizations, DRCOG and CDOT; addresses public groups and attends professional meetings as required.
- Responsible for creation, delivery and oversight of TDM marketing and outreach programs, such as employer outreach, promotional campaign management and website content development; directs promotion of TDM assistance to businesses, individuals and organizations; distributes promotional and educational materials to users and stakeholders about specific TDM Programs; develops and maintains customer feedback mechanisms for ongoing program planning; coordinates closing with the Coalition's PR Committee on all marketing efforts.
- Monitors program for effectiveness through evaluation studies and makes adjustments as necessary.
- Manages all aspects of service acquisition and maintains accurate records related to all program activities.
- Provides oversight of budgets tied to the overall program mission to achieve program goals; completes Annual Report and Budget and submits to I-70 Coalition and DRCOG Boards. Documents all expenditures as required.
- Identifies future funding sources for TDM; prepares and administers grant applications.

QUALIFICATIONS FOR APPOINTMENT

Knowledge, Skills and Ability Requirements:

- Proven ability to organize and manage large, complex projects or programs.
- Ability to communicate with law makers, CEOs non-profits organizations and public sector stakeholders.
- Capacity to work independently and demonstrate initiative.
- Demonstrated ability to communicate and work within oversight of committee/board.
- Strong written and oral communication skills essential.
- Experience with marketing principals and practices.
- Computer literacy in word processing, spreadsheet applications and database management.
- Good people skills and professional appearance.

Education and Experience:

- Bachelor's degree with major coursework in public or business administration.
- Six years experience in program management and supervision.
- Equivalent combination of applicable education and experience.
- Familiarity with TDM strategies preferred.

STATUS, LOCATION, START DATE: Full-time, contract position. Denver, Colorado. June 2008.