General Purpose

Under general supervision, plan, promote, supervise and coordinate implementation and activities of the rideshare and other transportation programs.

Typical duties

Identify, develop and implement carpooling, vanpooling and other outreach and revenue generating programs. Involves: Conduct, review, analyze and interpret employer, commuter and other transportation surveys and recommend program modifications. Arrange for and assist in the contracting of transportation services and alternate fueled vehicles by third party provider. Expedite in collaboration with other municipal departments as needed. Implement program requirements which include the interpretation of regulations, insurance and vehicle safety training. Draft and write articles for newsletters and press releases to inform department staff and local employers about Employer Services' programs, special events, compressed work schedules, and parking incentives.

Introduce and market ridesharing and other innovative programs. Involves: Contract and secure support from major employers, business centers and other traffic generators. Present the program to a variety of audiences. Provide program information, technical assistance and act as liaison with companies, third party contractors, federal agencies and others. Provide follow-up functions after companies' initial contact by setting up transportation plans, fairs, and other transportation activities. Prepare promotional materials, developing and recommend marketing strategies to explain and encourage voluntary participation in ridesharing efforts. Propose paid and public service print, radio and television advertising. Represent Sun Metro at various outside agency functions and ensuring that transit related issues are represented. Assist in the production of pamphlets and news releases and scheduling educational and media events highlighting the benefits of ridesharing.

Perform program budget preparation and control. Involves: Assist in the preparation of grant applications for state and/or federal funds. Review, analyze, facilitate and monitor bids and contracts, in cooperation with purchasing department, third party transportation providers and vehicle vendors. Collect and prepare performance information and ongoing analysis. Prepare and submit program reports. Prepare and monitor budget for assigned programs and manage program administration and policy & procedural development.

Coordinate pooling, ride to work and similar programs. Involves: Use ridesharing computer software and other computer applications to organize, control, and analyze ridesharing and other program data. Review programs to look for areas for improvement and develop ways to improve efficiency, prevent overlap and competition of services with established transportation facilities. Monitor and register programs as they develop. Clarify confusions and provide information on how to relieve parking problems, reduce traffic congestion and single occupancy vehicles, air pollution, etc. Assists as a mediator for disputes and conflicts between program participants and exercise responsibility for passenger relations. Recommend possible solutions to transportation problems. Maintain participants interested and inform of program directions and measure results.

Supervise, train and evaluate subordinate personnel. Involves: Assign and review work to employees. Enforce established rules and regulations, standards of conduct, work attendance and safe working practices. Maintain records and writing reports. Perform related administrative duties as required.

Knowledge, Abilities and Skills

- Considerable knowledge of principles and practices of public relations, sales and communication techniques.
- Good knowledge of data gathering and computer processing.
- Good knowledge of grant preparation and report writing.
- Some knowledge of transportation planning and federal contract administration.
- Some knowledge of federal contract administration.
- Some knowledge of pertinent provisions of relevant regulations regarding improving air quality such as, the Clean Air Act, Intermodal Surface Transportation Efficiency Act and others.
- Ability to plan, assign, coordinate work and gain cooperation from others.

- Ability to recommend a marketing strategy to promote enthusiasm for rideshare and other innovative transportation programs.
- Ability to perform research and analysis, and prepare and maintain records and reports.
- Ability to povide clear and concise oral and written communication to prepare and present marketing and promotional programs.
- Ability to enforce personnel rules and regulations, standards of conduct and work attendance.
- Ability to establish and maintain effective and cooperative working relationships with city employees, official, rideshare and other program participants, businesses, vendors, and the public.
- Skill in use of personal computers involving applications such as data base management, spread sheet, on line interactive computing, or work processing programs.
- Skill in safe operation and care of motor vehicle, personal computer or network workstation, generic business productivity software and online interactive computing.

Other Job Characteristics

- Occasional driving through City Traffic.
- Work extended hours, including weekends and holidays as required.

Minimum Qualifications

Education and Experience: Equivalent to a combination of a Bachelor's degree in Business or Public Administration, Marketing, Transportation, Planning or a related field, plus three (3) years of progressively responsible experience in public relations, marketing, sales, planning, governmental contract administration, or related field.

Human Resource Director

Department Head

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