



TRANSPORTATION DEMAND MANAGEMENT

# *Site and Area Manager*

ALTRANS TMA, INC.

## Overview

### Introduction

ALTRANS is currently accepting applications for a Transportation Demand Management position in the San Francisco Bay Area.

### History & Background

ALTRANS is a Transportation Demand Management 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 25 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 Transportation Demand Management 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 Site and Area Manager position will be assigned to work on Transportation Demand Management Programs with ALTRANS' current and future client base in the San Francisco Bay Area. The Site and Area Manager engages in the new business development and the fiscal and personnel management of effective trip reduction strategies, 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.

**Work Location:** SF Bay Area

**Compensation Package:** 401(k) plan with 4% match; generous medical coverage reimbursement; mobile reimbursement; competitive Paid Time Off and other leave benefits. Salary based on experience.



2055 Junction Avenue, Ste 208  
San Jose, CA 95131

+1 (408) 258-7267  
tdm@altrans.net  
www.altrans.net

# 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. Delegate and manage.
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 Transportation Demand Management plans for employer sites based upon survey results and site assessments.
5. Study shuttle bus ridership data and performance measures. Provide recommendations for improved shuttle routing and schedules.
6. Implement and coordinate Transportation Demand Management strategies that reflect the needs of employees and clients.
7. Make recommendations for improvement, revision, reallocation and expansion of funding and elements to meet SOV reduction goals.
8. Develop and update a dynamic Transportation Demand Management plan which forecasts project outcomes and goals beyond the current scope.
9. Track, maintain and present data ranging from daily bicycle rack usage to annual changes in SOV rates; identify whether mandatory measures were met by SOV reduction.
10. Perform additional tasks as needed and directed.

## 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 Transportation Demand Management efforts quarterly and annually.
8. Draft monthly reports for Transportation Demand Management operations.
9. Coordinate time-sensitive deliverables and meet deadlines.
10. Coordinate Transportation Management Association (TMA) meetings.
11. Discourage on-street parking through parking management and monitoring.
12. Perform additional tasks as needed and directed.

## Marketing & Customer Service

1. Develop marketing and promotional strategies to enhance participation in Transportation Demand Management 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 and other transportation services.
10. Collaborate with employer and individual departments and meet with community groups, local business coalitions, and others.
11. Identify and refer potential clients to ALTRANS management; assist in securing new business opportunities.
12. Perform additional tasks as needed and directed.

## 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 coordination and management support.
- Comfortable and successful in new environments; can work with all levels of management and staff.
- Time Management; uses resources and time well to solve problems and complete deliverables quickly and efficiently.
- Outgoing with ability to professionally market/promote Transportation Demand Management services.
- 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.
- Maintain car sharing, electric vehicle charging stations and vanpool programs.
- Update and maintain commuter website and online ride-match system. Identify and communicate potential commuter matches.
- Work with public transit and private shuttle bus operators.
- Develop, implement and coordinate transportation projects such as transit, rideshare, private shuttle busing, bicycle/ped safety and encouragement, telework, guaranteed ride home and other transportation services.
- Collaborate with employer and individual departments and meet with community groups, local business coalitions, and others.
- Identify and refer potential clients to ALTRANS management; assist in securing new business opportunities.
- Perform additional tasks as needed and directed.

### Personality/Character

- Excellent interpersonal & 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 alternatives and regularly uses transit, cycle commuting and other modes of transport.

## How to Apply

*The following documents are required for job consideration. Please email to [tdm@altrans.net](mailto:tdm@altrans.net):*

- Cover Letter
- Resume
- Supplemental Questionnaire

## Selection Process

*Upon submission of all application documents:*

- Conduct phone interview for qualified applicants.
- Schedule first formal interview for qualified applicants.
- Depending on outcome of first interview, provide Job Application.
- Contact References.
- Conduct second formal interview for qualified applicants.
- Background check for qualified applicants.
- Additional interview.
- Job offer.

## Supplemental Questionnaire

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 your familiarity, engagement and stakeholder connections in an area that you are most familiar within the SF Bay Area as it relates to commute transportation modes, available resources, agencies and key stakeholders and transportation peers.

*Upon receiving your cover letter, resume & questionnaire responses, ALTRANS will contact you to let you know whether we are interested in pursuing your candidacy.*

*Thank you!*