



# TDM Site and Area Coordinator II

ALTRANS TMA, INC.

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## Overview

### 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.

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 Coordinator I 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 Coordinator engages in the new business development and the fiscal and personnel management of effective trip reduction programs, 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.

### Status

40 hours per week; full-time; overtime exempt. Schedule includes normal business hours and occasional odd hours for outreach

### Work Location

Primarily San Leandro, Oakland, East Bay

### Pay Range for TDM Coordinator II

\$72,500 - \$84,950

### Benefits Package

401(k) plan with 4% match; \$810/month towards company health plan; all-industry leading PTO/leave benefits.



**ALTRANS**  
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# Role Description

## Education & Experience

- Bachelor's Degree from an accredited university and/or transferrable experience.
- Experience in program coordination, operations, marketing/outreach, and customer service.
- Well-rounded skill set; can provide coordination support where needed.
- Knowledge of San Francisco Bay Area transportation systems demand & concepts is desired.

## Character/Attitude/Traits

- Subscribes to the five core values of ALTRANS: Integrity, Transparency, Interdependence, Win/Win & Going Beyond.
- 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 priorities and reacts appropriately; deals with unforeseen circumstances with calm and resolution.
- Excellent interpersonal and communication skills; professional, courteous, friendly, mindful of others, empathetic, understanding, good listener, patient.
- Detail-oriented and organized.
- Advocate for commute alternative programs. Believes in the intrinsic value of transit, bicycling, carpool, walking, vanpool and other commute alternatives.
- Complete time-sensitive tasks in a timely manner. Understand priority items.

## Administrative/Support

- Create and maintain databases and spreadsheets.
- 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.
- Customer service (answering phones, emails, in-person questions).
- Proficient in Office Suite (especially Excel, PowerPoint).
- Ability to travel between various KP locations in the East Bay.
- Comfortable conducting tasks/meetings on location in-person.

## Technical

- Experience in and understanding "behavioral change" concepts.
- Demonstrated knowledge of and experience in maintaining records, developing and conducting surveys, documentation techniques and basic research methods.
- Well-versed in Excel worksheet construction geared to solve problems/answer questions.
- Strong ability to proof, manipulate document layout, and create documents for various applications (executive summaries, marketing material, reporting, etc.)
- Problem solving and research; ability to use intuition and reasoning to solve problems.
- Provide basic shuttle, transit & bicycle planning.
- Additional desired skills in ARCGIS, Adobe Photoshop and InDesign.
- GIS skills (comfortable with spatial analysis and producing maps).

# Role Description

## Planning/TDM Program Management

- Identify roadblocks and provide viable solutions to alternative transportation usage.
- Identify and comply with federal, state, county and local requirements and clean air mandates.
- High level of familiarity with SF Bay Area transportation options.
- Contribute to the development and preparation of Transportation Demand Management plans and reports.
- Coordinate Transportation Demand Management services that reflect the needs of employees and clients, such as transit, carpool, private shuttle busing, bicycle/ped safety and encouragement, Guaranteed Ride Home, and telework.
- Provide recommendations for improved shuttle routing and schedules based on ridership data and performance measures.
- Perform additional tasks as needed and directed.
- Implement and coordinate TDM program requirements. Provide recommendations to improve TDM programs elements to meet employee and client's needs.
- Track and maintain TDM data such as commute alternative usage and frequency and SOV rates.
- Assist in drafting monthly TDM operation reports.

## Administration & Monitoring

- Implement, coordinate and maintain various commute programs, including subsidies.
- Conduct baseline and annual Employee Transportation Surveys, on-board shuttle bus surveys, and other surveys as needed.
- Analyze survey results and write survey reports.
- Provide data entry.
- Update and maintain commuter website and online carpool matching system.
- Document, maintain and present program data.
- Track program budgets.
- Perform additional tasks as needed and directed.
- Assist drafting annual reports.
- Organize information, manage databases and other administrative tasks as needed.

## Marketing & Customer Service

- Develop marketing and promotional strategies to enhance participation in Transportation Demand Management programs.
- Design and distribute marketing material such as websites, flyers, posters, brochures and signage with different design tools.
- Provide personal trip planning assistance to commuters.
- Staff Transportation Information Center during scheduled hours.
- Present commuter information at new employee orientations and other outreach events such as transportation fairs.
- Collaborate with employer, community partners, vendors, public agencies and others regarding Transportation Demand Management services.
- Develop, write and produce hard-copy and electronic marketing material including newsletters.
- Work with public transit and private shuttle bus operators.
- Perform additional tasks as needed and directed.
- Coordinate transportation fairs as needed.
- Customer service (answering phones, emails, in-person questions).