



MEMORANDUM

TO: PCTPA Board of Directors

DATE: May 8, 2013

FROM: Celia McAdam, Executive Director

SUBJECT: RECLASSIFICATION OF TRANSPORTATION DEMAND
MANAGEMENT (TDM) POSITION TO ASSOCIATE PLANNER

ACTION REQUESTED

Reclassify the Transportation Demand Management (TDM) Manager position as Associate Planner – Alternative Transportation and Motorist Aid Programs.

BACKGROUND

With a staff of just less than 7 full time employees, PCTPA expects staff to be versatile and agile team players that take on new roles and responsibilities as dictated by the needs of the Agency. As a result, the position of TDM Manager has been significantly expanded over time from a $\frac{3}{4}$ time position to put together programs to promote alternative transportation use to the current responsibilities now include the Freeway Service Patrol and My Rides program, with much higher levels of responsibility in program and contract management.

DISCUSSION

An updated job description reflecting the current duties assigned the current TDM Manager is attached. The level of responsibility and knowledge required for the position merit the reclassification to that of Associate Planner.

This reclassification would also change the salary range for the position from \$4478 - \$5443 per month to \$5365 - \$6522 per month. Staff recommends approval.

CM:ss

JOB DESCRIPTION

TRANSPORTATION DEMAND MANAGEMENT MANAGER ASSOCIATE PLANNER - ALTERNATIVE TRANSPORTATION AND MOTORIST AID PROGRAMS

Definition

The responsibilities of the ~~Transportation Demand Management Manager (TDM Manager)~~ Associate Planner – Alternative Transportation and Motorist Aid Programs are ~~to twofold~~ 1) maintain the Congestion Management Program (CMP) in Placer County through alternative transportation programs, ~~and~~ 2) administer the Freeway Service Patrol program in Placer County, 3) manage social service transportation programs as directed by the WPCTSA Executive Director and 4) support and enhance the success of the Capitol Corridor rail service.

This involves extensive coordination with jurisdictions, businesses, transportation management agencies, contractors, the general public, legislative agencies including Caltrans and the California Highway Patrol, nonprofit agencies, transit providers, and other agencies involved in the improvement of air quality and traffic congestion, social service transportation, and motorist aid services.

Examples of Duties

- Provide marketing and promotional services that support ~~of~~ alternative transportation programs to employees and residents
- Promote rideshare matchlisting services
- Implement and promote emergency ride home services
- Coordinate and promote transit campaigns
- ~~Provide transit trip information services for the general public~~
- ~~Identify new and existing businesses in Placer County in order to p~~Promote alternative transportation programs through employer training and outreach
- ~~Maintain business relationships through site visits~~
- ~~Develop and implement employee outreach services~~
- Develop ~~and distribute monthly~~ alternative transportation newsletter marketing collateral, emails, and broadcasts for distribution to employees and residents
- ~~Participate in~~Implement and promote regional and local campaigns including Spare the Air and bike month 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~~programs that promote the use of alternative transportation to / from school
- 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~~
- Write requests for proposals and manage consultant contracts

- Develop grant proposals for transportation funding
- Develop scope, budgets, and timelines for related work programs and projects
- Participate in committees and working groups that serve and support the duties of ~~TDM Manager~~ Associate Planner – Alternative Transportation and Motorist Aid Programs

Ability to

- Develop, organize and implement various campaigns, programs, and outreach efforts
- Prepare and administer a budget
- **Prepare and administer competitive bid programs for contracts**
- **Manage consultants/vendors in compliance with contracts**
- 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~~ Three (13) years of increasingly responsible experience in administration or transportation management program, or involvement of a similar private sector membership or public relations program.