CLASS SPECIFICATION
Transportation Demand Management Specialist II

FLSA Status: Exempt
Union Representation: City of Portland Professional Employees Association (COPPEA)

GENERAL PURPOSE

Under general supervision, performs a variety of difficult and responsible professional duties in the development and implementation of programs to encourage efficient use of transportation resources and options; may serve as a multi-disciplinary team leader for large projects and program areas; develops collaborations with community and nonprofit organizations; develops and implements education, marketing and public information campaigns; and performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS

TDM Specialist II is the second level class in the Transportation Demand Management Specialist series. Incumbents perform professional project and program management responsibilities on complex studies, projects and assignments requiring a high level of skill in problem identification, policy development and interpretation, program development, analysis and frequent contacts with elected and appointed officials. Incumbents may serve as a multi-disciplinary team leader for large projects and program areas and participate in the overall development and implementation of TDM program activities.

TDM Specialist II is distinguished from TDM Specialist I in that incumbents in the former class routinely function as project/program managers or as experts in one or more specialized functional subject areas and plan, direct and lead the work of a team. TDM Specialists I perform most work assignments personally, although they may be assigned some staff support and team leader responsibility.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Any one position in this class may not perform all the duties listed below, nor do the listed examples of duties include all similar and related duties that may be assigned to this class.

1. Provides leadership and works with staff to ensure a high-performance, customer service-oriented work environment that supports achieving the bureau's and the City's mission, objectives and values; applies process improvement principles to assigned areas of responsibility.

2. May plan, direct and lead the work of professional, technical, support staff, interns and contract personnel involved in assigned projects.

3. As a project/program manager, plans, schedules and directs programs, projects and processes; develops program goals and policies and implements projects to achieve those goals; coordinates programs and projects with other City bureaus, governmental agencies, special interest groups and the public.

4. Develops project schedules and budgets; monitors budget expenditures and work progress to ensure conformance with projections.

5. Conceives and develops innovative solutions and strategies to encourage efficient use of transportation and implementation of new transportation alternatives.

6. Responds to customer and public inquiries and complaints; explains and interprets codes, policies, standards, fees and procedures to the public.

7. Plans and conducts public involvement, outreach and marketing campaigns to deliver chosen messages to the public and other target audiences for assigned programs and projects; organizes, develops and implements public events and meetings; researches, develops and writes informational and promotional materials such as news releases, fact sheets, flyers, brochures, visitor materials, newsletters, presentations and speeches; develops and coordinates distribution strategies; ensures materials are ADA compliant; conducts interviews; acts as spokesperson.

8. Reviews and researches proposed federal, state and local laws, regulations and rules; analyzes prospective impacts and recommended bureau position statements; works with bureau managers and staff to develop strategy in terms of testimony or other means of providing information to decision makers; drafts proposed legislation and legislative amendments.

9. Identifies funding opportunities, writes grants and manages resources and budget for grant-funded projects; prepares funding agency reports; ensures compliance with state and federal grant requirements; maintains contact with federal and state funding sources.

10. Provides accurate and timely information about program area to policy makers, program beneficiaries, businesses, outside agencies and the public.

11. Composes correspondence and drafts ordinances; prepares reports, position papers and presentations, including graphics, contracts and grant applications to describe project or program goals and activities using manual or computer tools.

12. Represents the City on a variety of committees such as technical advisory committees, public outreach committees, transportation, air quality, bicycle, pedestrian and other advisory committees.

OTHER DUTIES

1. Facilitates staff meetings.

2. Facilitates development of public/private partnerships, such as transportation management associations and business/citizen groups with transportation issues.

3. Plans and organizes the work of volunteers.

4. Responds to questions and requests for information from public and interested professionals relating to transportation and air quality issues.

5. Designs, organizes, manages, maintains and writes program and project web sites, including Internet and Intranet sites.

6. Consults and advises within the bureau and with other agencies on air quality, environmental and transportation issues.

7. Serves as a professional advisor to various organizations and committees.

8. Provides internal communications services to bureau staff and management; writes and distributes technical internal documents such as budget narratives, grant applications, statutory compliance and position papers.

MINIMUM QUALIFICATIONS

Knowledge of:

1. Transportation demand management concepts and strategies including but not limited to ridesharing, transit and shuttle services, pedestrian, bicycle access, transportation management associations, parking management, commute trip reduction programs, telework, smart growth, location efficient planning, freight transportation management and regulatory reform.

2. Transportation issues, methods and practices related to air quality, sustainability, efficient land use, congestion reduction, transportation choice, congestion reduction, road and mode safety.

3. Project management principles and practices, including planning, budgeting and administration.

4. Principles, methods and practices applied in design and implementation of public information, public affairs, community outreach, promotion and marketing programs.

5. Methods and techniques of community involvement and group processes.

6. Principles and practices of contract development and management, including specification writing, cost-estimating techniques, project tracking and required documentation.

7. Basic City budgeting policies and procedures.

8. Specialized data-gathering and research techniques.

9. Methods and practices applied in the design and implementation of web pages.

10. Principals and practices of technical and business writing for a variety of purposes and for diverse audiences.

11. City operating policies and departmental work procedures and quality standards.

12. Computer use, applications, languages and programming techniques pertaining to the work, including electronic file development, maintenance and archiving.

Ability to:

1. Provide lead direction to professional, technical, support staff and contract personnel involved in assigned projects; coordinate projects with other City entities and outside agencies.

2. Provide knowledgeable, technical guidance and advice to City staff, other government agencies, private businesses and citizens.

3. Define issues and problems, research and organize information, identify and evaluate alternative solutions, and reach sound conclusions and recommendations.

4. Read and interpret various state and federal guidelines; learn and apply local, state or federal codes and regulations.

5. Express ideas persuasively, both orally and in writing, to a variety of audiences, including public officials, City Council, managers, employees, contractors, program beneficiaries and the public.

6. Interact effectively to problem solve and partner with citizens, community groups and contractors.

7. Operate a computer and use a variety of programs; maintain electronic and manual technical files; utilize specialized materials and equipment; create sophisticated PowerPoint presentations.

8. Clearly present technical information in oral, written, graphic or other forms; make effective group presentations, including to audiences in which there is dissent and conflict.

9. Perform complex work thoroughly, accurately and efficiently.

10. Establish and maintain effective working relationships with bureau management and staff, contractors and others encountered in the course of work.

Training and Experience:

A typical way of obtaining the knowledge, skills and abilities outlined above is graduation from a four-year college or university with major coursework in public administration, communications, public relations, or a closely related field; and four years of progressively responsible professional experience in developing or managing transportation or TDM operations, programs or projects similar to those administered by the City; or an equivalent combination of training and experience.

Licenses; Certificates; Special Requirements:

A valid state driver’s license may be required for certain assignments.

PHYSICAL AND MENTAL DEMANDS

Persons with disabilities may be able to perform the essential duties of this class with reasonable accommodation. Reasonable accommodation will be evaluated on an individual basis and depends, in part, on the specific requirements for the job, the limitations related to disability and the ability of the hiring bureau to accommodate the limitation.

Class History:

Adopted:	07-01-01	Development Services Technician II (6042) class created as part of the COPPEA Classification and Compensation study from the following COPPEA class(es): 3109 Technician II
Revised:	08-01-06	Spec history revised to reflect pre-2001 COPPEA Study history. Spec formatting modified.

June 2009 - Change Job Class number from 6092 to 30000352, due to system change.