

**CLASS SPECIFICATION**  
**Transportation Demand Management Specialist I**

FLSA Status: Covered  
Union Representation: Professional and Technical Employees (PTE)

**GENERAL PURPOSE**

Under general supervision, performs a variety of routine to moderately difficult professional duties in providing assistance, support and service for transportation demand management projects, programs, and assignments; conducts research and interviews; compiles and analyzes data; develops program definitions, plans and performance measures; participates in developing and carrying out public information and community involvement projects and initiatives; and performs related duties as assigned.

**DISTINGUISHING CHARACTERISTICS**

TDM Specialist I is the first-level class in the Transportation Demand Management Specialist series. Incumbents participate in development, implementation and management of a variety of TDM programs. Incumbents typically perform well-defined task and process-oriented duties, are assigned discrete portions of a larger project and exercise basic problem-solving skills. Work is performed under general direction and is reviewed for overall effectiveness in meeting program goals and objectives.

TDM Specialist I is distinguished from TDM Specialist II in that incumbents in the latter class manage projects/programs of larger scope, are responsible for maintaining various processes and may be assigned 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. Assists in or develops, implements and manages transportation demand management projects, programs and assignments that are limited in scope and complexity.
2. Performs special studies, surveys and reports as assigned to gather and analyze information relative to program area of assignment; presents findings and conclusions regarding trends, costs, problem areas and special conditions encountered.
3. Prepares work plans and develops methodologies for research and data collection projects and writes project proposals, descriptions, handbooks, program procedures, management reports and business correspondence.
4. Reviews legislation and other developments pertaining to assigned programs, researches problematic issues and prepares recommendations; researches and reviews existing laws and regulations relating to air quality, sustainability, land use and transportation issues; researches funding opportunities.

5. Designs, prepares or coordinates the preparation of written, graphic and tabular information.
6. Assists in organizing and implementing public events and marketing campaigns; assists in developing and writing communication and promotional materials; may act as spokesperson; gives public presentations and leads walking, biking and transit tours.
7. May represent the City on a variety of committees such as technical advisory committees, public outreach committees, transportation, air quality, bike, pedestrian, and other advisory committees.

#### **OTHER DUTIES**

1. Coordinates, schedules and attends community and neighborhood meetings related to assigned projects.
2. Applies process improvement principles to assigned areas of responsibility.
3. Organizes volunteers.
4. Assists with neighborhood events and activities such as neighborhood bicycle tours, Clean Air Fairs and Earth Day events.
5. Responds to questions and requests for information from public and interested professionals relating to transportation and air quality and environmental issues.
6. Performs maintenance on web site pages; may provide technical assistance to other City staff on web site maintenance.

#### **MINIMUM QUALIFICATIONS**

##### **Knowledge of:**

1. Transportation modes and TDM 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 and freight transportation management.
2. Data collection procedures, methodology development and program evaluation.
3. Federal regulations and state and local laws and rules governing assigned programs.
4. Basic project management principles and practices in administration, planning, budgeting, and organization.
5. Methods and techniques of community involvement and group processes.
6. Basic principles, methods and practices applied in design and implementation of public information, public affairs, community outreach, promotion and marketing programs.

7. Basic methods and practices applied in design and implementation of web design.
8. Principles and practices of technical and business writing for a variety of purposes and for diverse audiences.
9. City operating policies and departmental work procedures and quality standards.
10. Computer use, applications, languages and programming techniques pertaining to the work, including electronic file development, maintenance and archiving.

**Ability to:**

1. Define issues and problems, research and organize information, identify and evaluate alternative solutions and reach sound conclusions and recommendations.
2. Exercise independent judgment and to make decisions regarding program assignments within established guidelines.
3. Express ideas clearly and persuasively, both orally and in writing, to a variety of audiences.
4. Operate a computer and use a variety of programs; maintain technical files both electronic and manual; utilize specialized materials and equipment.
5. 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.
6. Perform work thoroughly, accurately and efficiently.
7. Establish and maintain effective working relationships with City employees, city officials, program consumers, representatives of outside groups.

**Training and Experience:**

A typical way of obtaining the knowledge, skills and abilities outlined above is graduation from high school or GED equivalent; an associate's degree in a related field; and a minimum of two years of professional experience working in transportation/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.

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**Class History:**

Adopted: 07-01-93 Engineering Technician III (3109) – Traffic Management specialty created.

Adopted: 07-01-01 TDM Specialist (6091) class created as part of the COPPEA Classification and Compensation study from the following COPPEA class(es):  
3108 Technician II

Revised: 08-01-06 Spec history revised to reflect pre-2001 COPPEA Study history. Spec formatting modified.

Revised: 08-07-06 Revised FLSA status from “Non-exempt” to “Covered.”

June 2009 - Change Job Class number from 6091 to 30000351, due to system change.

July 2017 – Updated union name from COPPEA to PTE