

East Central Transportation Management Coordinator:

Position Requirements

General Responsibilities:

- Work with East Central Regional Transportation Coordinating Council (ECRTCC) staff, the East Central Regional Transportation Coordinating Council (ECRTCC) Advisory Board and the ECRTCC Policy Board to formulate TMCC policies, procedures and programs.
- Represent and promote the Easts Central Transportation Management Coordination Center (ECTMCC) to MN Council on Transportation Access (MCOTA) , MnDOT, ECRTCC and to the community.

Specific Tasks:

(Advocacy & Legislative)

- Assess current transportation services available in region.
Travel throughout region to ally with and maintain correspondence, attend meetings regarding transportation services in order to stay abreast of updates and maintain a current comprehensive database.
- Collect and organize data into a format that can be manipulated to maintain relevance – this may include training for statewide uniformity.
Gather data regarding all current transportation modalities available. Include names and contact information, hours of operation, ADA compliance, vehicle information, location, cost of rides, route information, etc.
- Deliver information to ECRDC staff for posting onto ECRDC/ECRTCC website.
- Deliver information to MCOTA for posting onto TMCC website.
- Assess transportation service needs of local businesses and commuters.
- Participate in local and regional transportation planning organizations and committees. Coordinate with state, county and municipal officials on transportation issues.
- Apprise Advisory Board of transportation-related legislation.
- Keep abreast of available funding sources through various local, state, and federal agencies and make applications for appropriate funds.
- Act as liaison between public transportation services and private sectors (volunteer drivers, cab services, Uber/Lyft).

(Transportation Programs and Services)

- Assist individual TMCC service providers with development and implementation of appropriate services and programs.
- Coordinate joint programs for TMCC providers.
- Map routes to find gaps
- Conduct surveys to assess service feasibility.

- Develop and maintain local demographic reports and survey information.
- Evaluate users/user services on annual basis.

(Operation)

- Manage day-to-day operation of the TMCC.
- Generate required reports to ECRTCC staff and Boards.
- Understand the operation of existing programs.
- Respond to customer requests for information by phone, social media, or by email.
- Schedule and attend regular commuter fairs.

- Work closely with area transit providers to provide seamless assistance to employers as well as to commuters.
- Maintain database of any employer contacts and employer participation in transit programs.
- Meet with ECRTCC Advisory board regarding project status and recommendations.
- Work with Cities, Counties, Townships to integrate ECTMCC into on-going planning activities.
- Work with MCOTA for Data implementation/integration.

(Marketing)

- Prepare and implement marketing plan.
- Prepare and distribute materials promoting the ECTMCC to potential service providers, customers, and commuting alternatives to commuters.
- Conduct group information presentations to potential providers, public agency representatives, employee transportation coordinators and employees.
- Plan and conduct commuter information events.
- Produce periodic information for social media/email.
- Initiate and develop contacts among employers, advocate the benefits of the program to other significant players. Pursue active participation in program activities.

(Reporting)

- Create, implement and maintain a system for tracking and monitoring progress.
- Administer grant program reports as required by MnDOT.

(Planning)

- Work with the Advisory board/Policy board/ECRDC staff to develop annual marketing strategy and work plan.
- Goals/Objectives with attention towards the continuation of ECTMCC into Implementation - Phase 2.

Desirable Qualifications:

- Experience in the operation of a government, commission directed organization. Strong knowledge of the East Central Region 7E counties (Kanabec, Isanti, Mille Lacs, Chisago, Pine) is desired.
- Desire to develop a successful innovative program from the ground up.
- Experience working with transportation service providers, volunteer programs, county and city boards, regional employers, and public agencies.
- Skills in communication, organization, transportation planning is desirable. The successful candidate must be self-motivated, energetic, well-organized, and possess excellent verbal and written communication skills.
- A working knowledge of marketing and promotions.
- Some knowledge of integration of social media.
- Convey empathy and the ability to formulate programs/organize/display data based on awareness of those who are transportation disadvantaged.
- May need to supply automobile for work-related trips, which are reimbursed at the prevailing IRS rate.
- Valid MN Driver's License
- Knowledge of Microsoft Word & Excel
- GIS knowledge a plus