



Assistant Transportation Demand Management Coordinator Job Description

Department: Economic and Community Development
Reports to: Community Mobility Manager

General Statement of Duties

The Assistant Transportation Demand Management (TDM) Coordinator will support the implementation and growth of transportation demand management programs throughout Buncombe, Haywood, Henderson, Madison, and Transylvania counties. This position will play a key role in expanding access to multimodal transportation options such as carpooling, vanpooling, public transit, biking, walking, and other methods that help resident and visitors reduce reliance on single-occupancy vehicle travel.

Distinguishing Features of the Class

An employee in this class works closely with community partners, prepares and supports community events, develops programs with businesses and institutions, works in GIS creating maps for multimodal transportation, and administers the TDM grants and all of its state and federal requirements.

Duties and Responsibilities

Essential Duties and Tasks

Community and Residential Outreach

- Develop and implement outreach strategies focused on residents and residential communities throughout the region.
- Build relationships with apartment complexes, neighborhood associations, homeowner associations, retirement communities, real estate professionals, and other organizations that connect directly with residents.
- Support the Community Mobility Manager in employer outreach and the Commute Friendly WNC program implementation.
- Support the Strive Not to Drive annual campaign with planning, coordination, and event facilitation.
- Conduct presentations, workshops, events, and educational activities to increase awareness of transportation options, including public transit, carpooling, vanpooling, biking, walking, and other alternatives to driving alone.
- Develop and distribute transportation information and resources tailored to the needs of residents and residential communities.
- Identify opportunities to incorporate transportation information into the residential experience, including resources for new residents and people relocating to the region.
- Collaborate with community organizations, local governments, transit agencies, and regional partners to improve awareness of and access to transportation options.

GIS, Mapping, and Data Support

- Develop and maintain GIS-based maps and other visual resources that support TDM programs and initiatives.
- Assist with the development of regional transportation resources such as bicycle maps, transit maps, and other tools that help residents understand and access transportation options.
- Collect, organize, analyze, and maintain transportation-related data to support program planning, outreach, and evaluation.
- Use GIS and other data tools to identify transportation needs, gaps, opportunities, and trends throughout the region.
- Assist in evaluating the effectiveness and impact of TDM programs and initiatives through data collection and analysis.

Grant Administration and Program Reporting

- Provide substantial support for the administration of grants that fund TDM programs and initiatives.
- Track grant activities, deliverables, expenditures, performance measures, and reporting deadlines.
- Collect and organize documentation necessary to demonstrate compliance with grant requirements.
- Assist with the preparation and submission of grant reports, reimbursement requests, and other required documentation.
- Coordinate with program staff, finance staff, partners, and funders to ensure grant requirements and deadlines are met.
- Assist with monitoring program budgets and expenditures related to grant-funded activities.
- Maintain organized records and systems that support grant compliance, reporting, and program evaluation.

Program Support and Communications

- Assist the Community Mobility Manager with the development and implementation of TDM programs and initiatives.
- Support outreach and education campaigns promoting sustainable transportation practices, including design and distribution of educational and promotional materials.

- Assist in the development of marketing materials, presentations, maps, reports, and other communications resources.
- Represent the TDM program at community events, meetings, workshops, and other outreach opportunities.
- Assist with the planning and implementation of events and programs designed to encourage sustainable transportation.
- Prepare reports, presentations, and other materials for stakeholders, local governments, community organizations, and funding agencies.
- Stay informed about emerging trends, best practices, and innovative approaches in transportation demand management, sustainable transportation, GIS, and community mobility.
- Perform other duties as assigned.

Additional Job Duties

- Performs related duties as required.

Recruitment and Selection Guidelines

Knowledge, Skills, and Abilities

- Knowledge of or interest in multimodal transportation.
- Excellent communication and interpersonal skills, with the ability to engage diverse stakeholders.
- Proficient in data analysis, project management, and the use of relevant software tools (e.g., GIS, statistical analysis).
- Experience using Geographic Information Systems (GIS) and creating maps or other spatial data products is preferred.
- Experience in community outreach and public engagement activities.
- Valid driver's license and willingness to travel within the region as needed.
- Strong organizational skills and the ability to manage multiple projects, deadlines, and priorities.
- Experience with grant administration, reporting, budgeting, or program management is preferred.
- Strong written communication skills and the ability to prepare reports, presentations, and public-facing materials.
- Ability to work independently while also collaborating closely with other staff and partner organizations.
- Creativity and initiative in identifying new opportunities to connect residents with transportation options.

Organization Conformance Standards for all positions:

- Perform quality work within deadlines with or without direct supervision.
- Interact professionally and courteously with employees, customers, member governments, vendors, and partners.
- Work effectively as a team contributor on all assignments.
- Communicate and coordinate work effectively with employees and organizations to accomplish shared objectives.
- Function effectively in stressful circumstances and maintain a high level of professionalism and ethical conduct.
- Maintain regular and punctual attendance.

Physical Requirements

- Must be able to perform the basic life operational skills of talking, walking, lifting, reaching, standing, fingering, feeling, hearing and repetitive motions.
- Must be able to perform light work exerting up to 20 pounds of force occasionally and or 10 pounds of force frequently to lift, carry, push, pull or otherwise move objects.
- Must possess the visual acuity to examine and work with maps, charts, and detailed materials, operate a computer, go and inspect sites regarding planning issues, use measuring devices, do figure computations, and do extensive reading.

Desirable Education and Experience

- Bachelor's degree in Marketing, Communications, Urban Planning, Transportation, Environmental Science, or a related field.
- Preferred three years of experience in communications, transportation planning, demand management, or related fields.

Special Requirements

- Possession of a valid North Carolina driver's license and access to a car on a regular basis may be required in the performance of work.