

Transportation Demand Manager Administrator (7398U),
Parking & Transportation - 70486
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=238843>

Downloaded On: Aug. 10, 2024 9:19am

Posted Jul. 29, 2024, set to expire Nov. 4, 2024

Job Title	Transportation Demand Manager Administrator (7398U), Parking & Transportation - 70486
Department	
Institution	University of California, Berkeley Berkeley, California
Date Posted	Jul. 29, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Classified Staff
Academic Field(s)	Facilities/Maintenance/Transportation
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Apply By Email

Job Description

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About Berkeley

At the University of California, Berkeley, we are committed to creating a community that fosters equity of experience and opportunity, and ensures that students, faculty, and staff of all backgrounds feel safe, welcome and included. Our culture of openness, freedom and belonging make it a special place for students, faculty and staff.

The University of California, Berkeley, is one of the world's leading institutions of higher education, distinguished by its combination of internationally recognized academic and research excellence; the

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transformative opportunity it provides to a large and diverse student body; its public mission and commitment to equity and social justice; and its roots in the California experience, animated by such values as innovation, questioning the status quo, and respect for the environment and nature. Since its founding in 1868, Berkeley has fueled a perpetual renaissance, generating unparalleled intellectual, economic and social value in California, the United States and the world.

We are looking for equity-minded applicants who represent the full diversity of California and who demonstrate a sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds present in our community. When you join the team at Berkeley, you can expect to be part of an inclusive, innovative and equity-focused community that approaches higher education as a matter of social justice that requires broad collaboration among faculty, staff, students and community partners. In deciding whether to apply for a position at Berkeley, you are strongly encouraged to consider whether your values align with our [Guiding Values and Principles](#), our [Principles of Community](#), and our [Strategic Plan](#).

At UC Berkeley, we believe that learning is a fundamental part of working, and our goal is for everyone on the Berkeley campus to feel supported and equipped to realize their full potential. We actively support this by providing all of our staff employees with at least 80 hours (10 days) of paid time per year to engage in professional development activities. To find out more about how you can grow your career at UC Berkeley, visit grow.berkeley.edu.

Departmental Overview

The UC Berkeley Parking and Transportation Department provides a full range of parking and transportation services, serving a diverse community of more than 45,000 students and 15,000 faculty and staff in the City of Berkeley, at the heart of the San Francisco Bay Area.

Our Vision

In support of the University's core academic and public service mission, Parking and Transportation is dedicated to delivering transportation systems that complement long-term growth and development, and enhance and protect the physical attributes of the campus and surrounding area.

Our Mission

To improve the quality of life for the UC Berkeley community by providing safe, convenient, and well-maintained parking and transportation options, while promoting and facilitating alternative modes of transportation.

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Our Goals

- Provide professional and highly responsive customer service.
- Ensure and facilitate vehicular access to the campus.
- Furnish sufficient parking to meet the needs of the growing campus community.
- Engage in proactive planning and development to support the university's long-term plan.
- Forge cooperative partnerships with university and city departments to effect positive change.
- Enable responsible, effective, and efficient use of revenue and resources.
- Maintain optimal condition and safety of campus vehicles, roads, and facilities.
- Disseminate accurate and timely information.
- Administer parking enforcement to protect the parking privileges of permit holders and visitors.
- Implement sustainable transportation alternatives to reduce vehicle congestion and promote clean air.
- Promote continuous improvement of systems, processes, and procedures.

Position Summary

Involves analytical studies on a variety of policies, projects, programs and issues in support of a function, program and/or organizational unit, or in research of new or changing systems and programs. Assists in policy and program planning, development and administration; interprets, monitors and analyzes information regarding policies and procedures and provides consultative services regarding general management to department administrators.

The Berkeley campus continues to have excess demand for parking on campus. The Transportation Demand Manager (TDM) is responsible for creating, marketing, and managing alternative transportation programs to try and get faculty, staff, and students out of their cars yet still able to easily get to and travel around campus. This position is a key position for the success of the Department of Parking & Transportation.

Scope:

The Transportation Demand Management (TDM) manager will be responsible for all aspects of the TDM & alternative transportation programs for Parking & Transportation. The goals of the campus' TDM and alternative transportation programs are to use innovative and effective strategies to provide a robust, multimodal campus access strategy, to encourage those coming to campus to travel by modes other than private vehicles, support campus sustainability goals, and, in turn, alleviate the daily demand for parking on and around campus. Some of the campus' TDM programs include: Student

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Easy Pass (Class Pass), Bear Transit Shuttle planning, CarShare programs, micromobility programs (bikes, scooters), commuter benefit programs, and any regional transit pass programs. The position will report directly to the Director of Parking and Transportation.

Application Review Date

The First Review Date for this job is: 07/08/2024.

Responsibilities

Create, Market, and Promote Campus TDM Program

- Create & execute a marketing plan for the Campus' TDM programs.
- Development and distribution of TDM marketing materials.
- Conduct commute-related outreach at new employee and new student orientations and other campus events.
- Create and promote annual "Bike To Work" day festivities and other transit related events such as Caltopia, new student orientation, Class Pass Forum.
- Assist with the ongoing maintenance & development of the Parking & Transportation website, specifically portions related to campus alternative transportation and TDM programs, and the Night Safety Program.
- Develop and promote campus transportation initiatives (e.g., Commuter Challenge, Emergency Ride Home, and ridesharing programs).
- Oversee the development of the department's social media platforms, develop monthly reports on usage and engagement.
- Prepare and deliver presentations about alternative transportation and represent organization, as needed.

Program Administration

- Develop TDM program goals and monitor the progress of transportation programs against set goals.
- Respond to internal and external requests for campus TDM information.
- Participate in committees, task forces and other campus groups related to TDM and serve as liaison between P&T to various groups, as needed.
- Develop and maintain working media relationships with on-campus and external newgroups.
- Develop and maintain partnerships with other organizations as they relate to coordinated TDM

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and sustainability initiatives.

- Assist in researching technologies and products with applications for P&T programs
- Procure & manage new and existing vendors.
- Research and obtain potential funding opportunities, including grants and in-kind donations, to support transportation-related programs.
- Develop innovative alternative transportation and commute programs; research other TDM programs to identify potential new initiatives.
- Research best practices in TDM programs and strategies and look to implement on the Berkeley campus.

Data Collection & Analysis

- Serve as expert user of transportation-related databases.
- Create, administer, and analyze the annual commuter survey and produce reports.
- Gather data about commuting patterns to assist with the development and improvement of commute services.
- Analyze data to evaluate the effectiveness of existing transportation programs and to project future conditions.
- Perform geographic information system (GIS) analysis of data to support the development and marketing of alternative transportation programs.
- Analyze commute patterns and forecast allocation, demand, and utilization of parking and other commute resources.
- Maintain up-to-date parking utilization and inventory reports.
- Maintain a database of parking space designations for all spaces in P&T inventory.
- Oversee regular scheduling of parking utilization studies and compile and analyze gathered data.
- Assist with other transportation-related data collection efforts, as needed.

Budget Management:

- Create and monitor TDM budget and provide in-depth budget analysis and make recommendations on the effectiveness of current TDM programs.
- Recommend budget adjustments to meet TDM goals.

Required Qualifications

- Working knowledge of alternative transportation programs and trends.

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- Excellent written and verbal communication skills including public speaking skills.
- Knowledge of and/or can quickly learn common campus-specific and other computer application programs.
- Analytical/problem-solving skills.
- Superior decision-making skills requiring little to no guidance
- Strong skills in analyzing and synthesizing large amounts of data for preparing sound and relevant proposals.
- Ability to multi-task with demanding timeframes.
- Ability to use discretion and maintain all confidentiality.
- Bachelor's degree in related area and/or equivalent experience/training.

Preferred Qualifications

- Experience in a university campus parking and transportation office or similar environment.
- Experience implementing alternative transportation programs in a challenging and/or financially constrained environment.
- Proficient with MS Office Suite, ArcGIS, Adobe Creative Suite, and web content tools.
- Experience with statistical analysis tools, manipulating large data sets and spreadsheets, knowledge of programming and scripts to improve data management and analysis processes.
- Understanding of transportation policy, including IRS fringe benefit 132(f) program.

Salary & Benefits

This is a 100% full-time (40 hrs a week) exempt career position, which is paid monthly and eligible for UC Benefits.

For information on the comprehensive benefits package offered by the University, please visit the University of California's [Compensation & Benefits](#) website.

Under California law, the University of California, Berkeley is required to provide a reasonable estimate of the compensation range for this role and should not offer a salary outside of the range posted in this job announcement. This range takes into account the wide range of factors that are considered in making compensation decisions including but not limited to experience, skills, knowledge, abilities, education, licensure and certifications, analysis of internal equity, and other business and organizational needs. It is not typical for an individual to be offered a salary at or near the top of the range for a position. Salary offers are determined based on final candidate qualifications and

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experience.

The budgeted salary or hourly range that the University reasonably expects to pay for this position is \$70,100 - \$105,000.00. The full salary range for this classification is \$70,100.00 - \$124,700.00.

How to Apply

- To apply, please submit your resume and cover letter.

Other Information

- This is not a visa opportunity.
- This position is eligible for up to 80% remote work.

Conviction History Background

This is a designated position requiring fingerprinting and a background check due to the nature of the job responsibilities. Berkeley does hire people with conviction histories and reviews information received in the context of the job responsibilities. The University reserves the right to make employment contingent upon successful completion of the background check.

Equal Employment Opportunity

The University of California is an Equal Opportunity/Affirmative Action Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or protected veteran status. For more information about your rights as an applicant, please see the

https://apptrkr.com/get_redirect.php?id=5385688&targetURL=U.S. Equal Employment Opportunity Commission poster.

The [University of California's Affirmative action policy](#).

The [University of California's Anti-Discrimination policy](#).

Referral Source info

This job is part of the Employee Referral Program. If a UC Berkeley employee is referring you, please

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ensure you select the **Referral Source** of "*UCB Employee*". Then enter the employee's **Name** and **Berkeley email** address in the **Specific Referral Source** field. Please enter only one name and email.

To apply, visit

https://careerspub.universityofcalifornia.edu/psc/ucb/EMPLOYEE/HRMS/c/HRS_HRAM_FL.HRS.CG_S

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact

N/A

University of California, Berkeley

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