



## Rideshare Program Manager

\$27.97- \$34.80 per hour, plus full benefit package

Status: Full time, non-exempt

Closing Date: Friday, April 11, 2008

The San Luis Obispo Council of Governments is seeking a Program Manager to oversee the Transportation Demand Management (TDM) program for the San Luis Obispo Regional Rideshare program. The Program Manager coordinates and disseminates information about transportation choices employers, residents and visitors to encourage citizens to reduce the number of vehicle miles traveled, single occupant vehicle trips as well as reduce air pollution and energy consumption in San Luis Obispo County.

The Program Manager provides assistance and oversight to development and delivery of social marketing techniques and outreach programs, campaign management e.g. Bike Month and e-newsletter, website content maintenance and development. The one stop shop for transportation information provides commuter services assistance to businesses, individuals and organizations both on the phone and in person. The manager is responsible for developing, maintaining and utilizing commuter profile statistics and customer service feedback mechanisms for ongoing program planning and improvements. The manager provides assistance and oversight in development of educational programs and in identifying strategic distribution methods for this information; confers with elected officials, contractors, transit agencies, vendors, jurisdictions, civic leaders and the public regarding program operations, improvements and expansion; presents to public groups and attends professional meetings (during regular work hours, evenings and weekends) as required.

The Program Manager develops overall work program and budget, identifies funding sources and writes grants, request for proposals and contracts, and supervises two staff members. Management and development of specific projects include: TripLink (regional online database), 511 Traveler Telephone Number, Google Bus Trip Planner, Employer and Youth Bus Pass programs, Guaranteed Ride Home program, Lucky Bucks incentive program.

### Position Qualifications

- Proven ability to manage complex projects or program;
- Experience with business planning, budget preparation and financial management;
- Knowledge of social marketing principles and practices required;
- Strong marketing and public speaking skills;
- Strong written and oral communication skills essential;
- Computer literacy in Microsoft Office platform desirable; and
- Familiarity with transportation demand management strategies.

### Education and Experience

- Four year degree with major coursework in public or business administration, marketing or related field
- Two years experience in transportation demand management, project management, or business administration
- Equivalent combination of applicable education and experience listed above

SLOCOG reserves the right to retain this position “vacant” subject to budgetary shortfalls.

See [http://www.slocog.org/ecm/About\\_Us/Employment.html](http://www.slocog.org/ecm/About_Us/Employment.html) to download an application. Please submit application, resume, and cover letter to:

San Luis Obispo Council of Governments  
SLO Regional Rideshare Program Manager Position  
1150 Osos Street; Suite 202  
San Luis Obispo, CA 93401

FAX: 805.781.5703

Email: [slocog@slocog.org](mailto:slocog@slocog.org)

For more information about SLO Regional Rideshare [www.rideshare.org](http://www.rideshare.org)