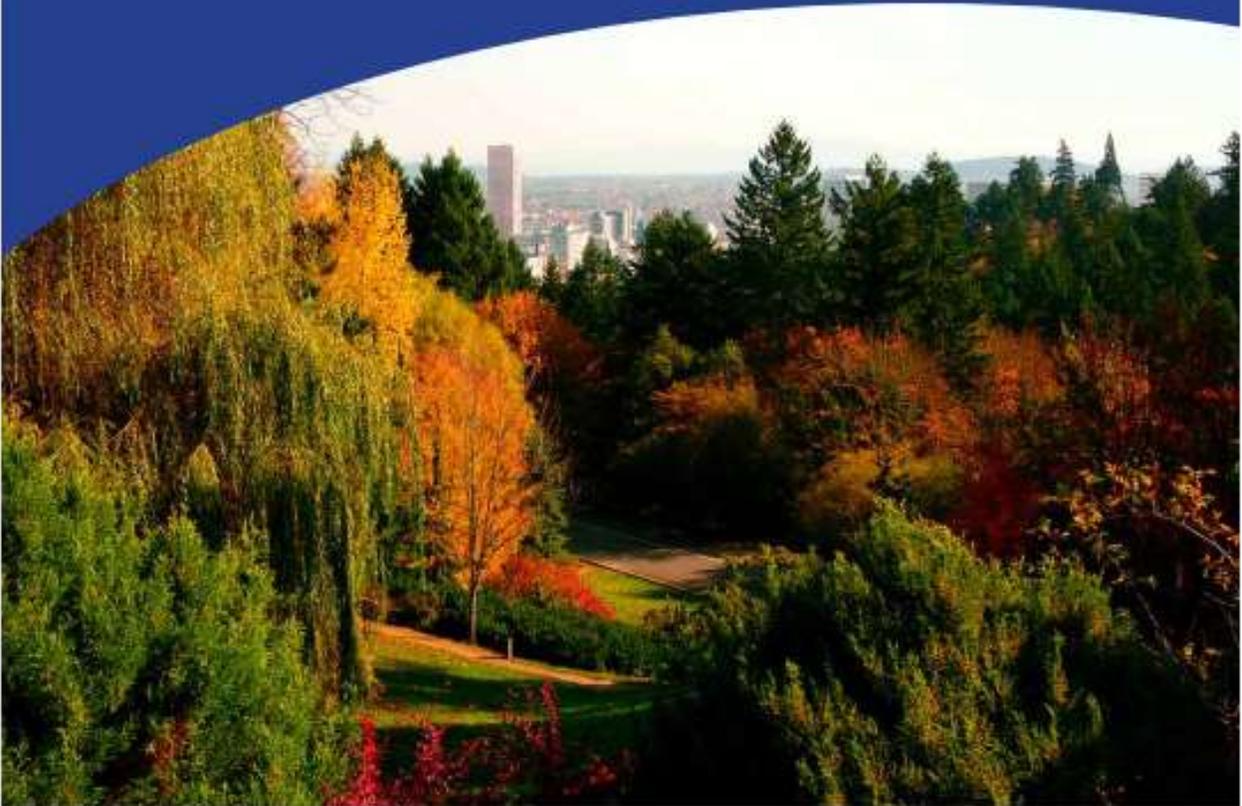


WASHINGTON PARK
TRANSPORTATION MANAGEMENT ASSOCIATION



**RECRUITMENT FOR:
PROGRAM MANAGER**

Deadline for application: November 4, 2013 by 5:00 pm

WASHINGTON PARK

Washington Park (the Park) is an evolving and diverse regional destination, contributing significantly to the economic and cultural vitality of the Portland Metropolitan region. Dating back to 1871, Washington Park is one of Portland Oregon's oldest parks. Today, with over 3 million visitors enjoying the Park each year and expansion plans for several of the venues that operate in the park, there is a growing need to address parking and transportation issues in the Park.

Portland Parks & Recreation (PP&R) is a Gold Medal winning park-system, with Washington Park being one of a handful of gems, but unique in many ways. One critical factor making it such a popular destination is the diversity of visitor experiences offered by PP&R and the several partner organizations which each operate world class visitor attractions. These include the Hoyt Arboretum, the Portland Japanese Garden, the World Forestry Center, the Portland Children's Museum and the Oregon Zoo. Washington Park is also home to the globally recognized International Rose Test Garden, the locally significant Holocaust Memorial and Vietnam Veterans of Oregon Memorial, an internal recreational railway, as well as playgrounds, a ball field, group picnic sites, a network of trails connected to Forest Park, and a station of the local light rail system.

There is recognition and excitement within both the public and private sector that Washington Park has become a vibrant, accessible, regional visitor destination providing a range of recreational, cultural and institutional opportunities. Creating programs and strategies that support, promote and facilitate the continued growth of the Park and its activities into a world class venue is essential.

THE WASHINGTON PARK TRANSPORTATION MANAGEMENT ASSOCIATION

The Washington Parking Transportation Management Association (WP-TMA) was created to provide comprehensive access management programs and services to Washington Park. Unlike other TMA's (locally and nationally), and because of its relationship to an urban park and its venues, the WP-TMA has a strong focus on visitor (rather than commuter) trips, requiring an entrepreneurial and multifaceted approach to program delivery and communications. This can be both a challenge and a defining opportunity to become a leading model for TMA services. Through a partnership relationship with the PP&R, a stable funding agreement for the WP-TMA has been established.

The WP-TMA is governed by an eleven member board including senior level representatives from The Portland Children's Museum, Portland Parks & Recreation, TriMet, Oregon Zoo, World Forestry Center, Hoyt Arboretum Friends, Portland Japanese Garden, Sylvan Highlands Neighborhood Association, Arlington Heights Neighborhood Association, and two at-large members.

The mission of the WP-TMA is to implement a diverse and innovative package of access management tools that maximize safe and convenient access to and from the Park, its institutions and the adjacent

neighborhoods. The WP-TMA's priority is to improve Washington Park through expanded options for access. The outcome of the WP-TMA's efforts will ensure the long-term educational and financial success of the Park and its venues; provide a world class experience to its visitors; and mitigate and minimize the impact of Park visitors on the adjacent neighborhoods.

The WP-TMA is funded with federal funds through Metro's Regional Travel Options program, as well as parking meter revenue through Portland Parks & Recreation. For more information on Washington Park visit: www.washingtonparkpdx.org/parking.

THE POSITION

The Program Manager will report to the Executive Director (ED) and will help develop and run transportation demand management programs for both visitors and employees of Washington Park. Some of the responsibilities of the Program Manager include but are not limited to:

- Transportation Demand Management
 - Develop and oversee TDM programs for both park visitors and employees
 - Market programs and track impacts of implementation
- Parking Management
 - Parking Permit Program:
 - Work with Washington Park venues to provide parking permit programs for volunteers and employees
 - Run regular audits of permit system to ensure proper use
 - Assist the WP-TMA ED, Portland Parks & Recreation Rangers, as well as other key stakeholders, with the management of the paid parking system
 - Provide traffic management support during events and peak periods (i.e. Zoo Concerts)
 - Provide staff support to TMA committees
 - Provide support and communication to Portland Parks & Recreation Rangers, who will be patrolling the Washington Park parking lots
- Travel Behavior Evaluation
 - Help develop tools to gather data on employee and visitor travel behavior and create annual reports for the TMA Board
 - Help with the installation and management of auto and trail traffic counters
- Organizational
 - Provide support to the WPTMA Board, ED, and consultants for:
 - WP-TMA Branding and Communications Plan
 - Development of WP-TMA website
 - Park-wide Shuttle Program
 - Metro Regional Transportation Options grant
 - Provide support for quarterly reports
 - Adhere to grant regulations
 - Foster positive relationships with all Washington Park stakeholders, including neighborhoods and venues
- Other duties as assigned

Qualifications

This is an extraordinary opportunity to help develop one of the only Transportation Management Associations in the country that operates within the boundaries of a city park. The successful candidate will lead programs, partner with the ED, and work collaboratively with high-performance partners. Specific qualifications include:

- Minimum Bachelor's degree
- Master's degree preferred in relevant field such as marketing, communications, non-profit-management, city planning
- Practical knowledge of methods, practices, and principles of management, program development, and program delivery (i.e., delivering results from program development to successful implementation)
- Marketing and communications experience
- Proficiency with: Adobe Suite, Microsoft Office, WordPress
- Experience with community outreach, event planning, and/or marketing, ideally in a non-profit setting
- Ability to create reports and manipulate formulas in Excel
- Self-starter; ability to work independently and take initiative
- Ability to prioritize tasks and work on multiple projects simultaneously
- Familiarity with Transportation Demand Management strategies
- Experience having worked with a high-performance, collaborative, constructive peer group
- Excellent verbal and written communication skills with exceptional attention to details
- Personal qualities of integrity, credibility, and a commitment to and passion for Washington Park

Hours

Full-time salaried employee
Some evening and weekend work is expected

Salary and Benefits

\$40,000 - \$50,000
Excellent benefits package

To Apply

Please submit a resume (4 page limit) and cover letter (two page limit) that speaks to your relevant skills electronically to: heather@washingtonparkpdx.org. Please include your full name in the title of both documents. The subject line of your e-mail should read "Program Manager." Please provide a minimum of three references. No inquiries.

Applications must be received by 5:00 pm on November 4, 2013.