

## ***Public Transportation Planning & Policy Manager***



### **Position Description**

Date:	December 2011
Title:	Manager, Transportation Management Association
Organization	Downtown Community Alliance of Des Moines
Salary:	To be determined
Term:	1 Year Contract (renewable)
Hours Per Week:	24 hours (note: benefits begin at 30 hours per week)
Direct Reports:	None
Immediate Supervisor:	CEO, DCA

### **The Transportation Management Association**

The TMA is a program administered by the Downtown Community Alliance (DCA) of Des Moines. The purpose of the program is to promote public and alternate means of transportation in Greater Des Moines and to help reduce peak hour congestion of Des Moines' major roadways, most notably on I-235. The TMA is paid for by contributions of the Des Moines Area Metropolitan Planning Organization (MPO), the City of Des Moines, the Des Moines Area Regional Transportation (DART) Authority, Operation Downtown and the DCA.

## Primary Functions

The TMA Manager will lead a program to promote greater investment in public transit in Greater Des Moines and passenger rail in Central Iowa. Working with the CEO, the TMA Manager will provide support to policy and funding initiatives designed to achieve these ends. This includes direct communications with members of the business community, municipalities, regional and state planning and transportation agencies, elected officials, the general public, and the media. The TMA Manager will also provide support to the Transit 2030 Task Force and the MPO's Public Transportation Roundtable as required. Projects of major current interest include DART's proposed Bus Rapid Transit (BRT) Loop and IDOT's program passenger rail link from Chicago to Omaha.

The TMA Manager will also be involved with a number of programs intended to reduce congestion on major roadways and reduce Greater Des Moines' reliance on the automobile. Current marketing programs include:

- *Drive Time Des Moines*, which informs commuters about construction delays and detours, and offers alternate routes.
- *Rest Your Car*, which encourages and rewards individuals for using alternate means of transportation for the journey to work.
- *Unlimited Access*, a DART program, that allows companies to purchase universal bus passes for their employees.
- *Preferred Parking*, in which companies offer preferred parking spaces in their ramps to car pools.
- *Smart Cards* and other related efforts to promote the use of public parking in Downtown Des Moines.

In these cases, some of the marketing functions will be undertaken by or in conjunction with other DCA staff.