



## **Active Transportation Operations Director**

Are you looking for work-life balance and autonomy in your career? Are you excited about developing a small team of engaged individuals with already identified goals and expectations? In today's corporate environment, chances are you have already thought about finding an organization that puts employees first by offering flexible and hybrid workplace policies, strong health care benefits, and paid time off that you are encouraged to take.

If this sounds like you, Destination Sales & Marketing Group (DS&MG) is looking for an Active Transportation Operations Director (Capital Bikeshare Lead). This individual will lead our bikeshare team and also oversee operations of shared micromobility, BikeArlington, and WalkArlington programs. They will work with a small but dynamic group of individuals who are passionate about making a difference in the region's transportation challenges and prioritize collaboration, communication, and creativity.

### **Summary of Qualifications**

The successful candidate will be a college graduate with a genuine passion for biking, walking and bikeshare, with an ability to lead the bike and walk programs of Arlington County. The position requires strong leadership and management qualities, such as vision, ability to motivate and organize teams, collaboration, and courage. The candidate should also have a desire to work in a team setting supporting a wide variety of Arlington County Commuter Services activities.

### **Responsibilities**

#### **Capital Bikeshare in Arlington**

- Oversee the growth and continued success of bikeshare in Arlington, including:
  - Oversee and manage Metrobike subcontractor and other subcontractors pertaining to the Capital Bikeshare program.
  - Oversee planning, approval process, purchase, installation, expansion, contraction, and relocation of Capital bikeshare stations.
  - Represent Arlington County in regional coordination with partner jurisdictions such as Washington, D.C.; Alexandria, Fairfax County, and Falls Church in Virginia; and Montgomery and Prince George's counties in Maryland.
  - Work with County staff on the development of license agreements, permits, and MOUs, where needed.
  - Direct local marketing efforts, including creation of brochures and other marketing collateral, and updating of station maps and public service announcements.
  - Collection and analysis of membership and ridership data.
  - Oversee and manage Arlington's Capital Bikeshare Community Partners Program.
  - Primary media and public spokesperson for the program.
  - Represent Arlington in the North American Bikeshare Association (NABSA).



### **BikeArlington and WalkArlington**

Provide Strategic Oversight to the BikeArlington and WalkArlington program teams:

- Oversee and manage Active Transportation Program Director to ensure successful Bike and Walk program implementation. Major projects include (but are not limited to):
  - Bike to Work Day
  - Community Bike Rides and Walks
  - 8-Week Walking Challenge
  - Walking Palooza
  - PAL Volunteer and Ambassador Program
  - Serve as primary media and public spokesperson for the programs, in consultation Arlington Department of Environmental Services Communications staff.
  - Collaborate with associated active transportation groups, both local and regional, and Arlington County civic associations.

### **Other Arlington County Active Transportation Initiatives:**

- Serve on ACCS Senior Staff team to assist with bureau-wide strategic planning and visioning.
- Oversee and manage Metrobike subcontractor and other subcontractors pertaining Shared Micro-Mobility Device Program and SMMD Program Development.
- Serve as ACCS liaison to Arlington County Vision Zero Initiative Interdepartmental Working Group.
- Serve as ACCS liaison to Arlington County Bike infrastructure planning and projects.
- Serve as ACCS liaison to Arlington County Bike and Walk Friendly Communities projects and initiatives.
- Serve as ACCS liaison to Arlington County Emergency Preparedness, including the project lead on Disaster Relief Trials and other TBD resiliency events.
- Serve as ACCS/Active Transportation liaison to Arlington County Healthy Communities Action Team.
- Serve as ACCS/Active Transportation liaison to Arlington County DES/APD Joint Committee for Transportation Choices.
- Serve as ACCS/Active Transportation liaison to Arlington County AIRE program.

### **Required Skills, Qualifications and Experience**

- Bachelor's degree and minimum 5 - 8 years of experience in a leadership position. Master's degree preferred.
- Minimum 3 years of experience with bikeshare system management or related field.
- Excellent interpersonal skills and the ability to work well in a collaborative team.
- Organized and reliable.
- Passion for active transportation and shared micro-mobility with a desire to share the message with others.
- Experience writing grants for program and project funding.
- Experience managing budgets over \$1M dollars.
- Ability to work via a hybrid work schedule on site in Rosslyn (Arlington, VA.), travel locally, and work some evenings and weekends.



- Knowledge of, or interest in, transportation policy and issues, including the field of Transportation Demand Management (TDM).
- Knowledge of, or interest in, best practices around developing bike culture and increasing transportation equity.
- Basic understanding of project management, behavior change/change management, event planning, urban planning/transportation, marketing, and/or communications.
- Outstanding verbal and written communication skills, including solid public speaking skills and the capacity to engage enthusiastically with the public at community events.
- Willingness to take the initiative and work collaboratively with multiple teams.
- The ability to use MS Office products is important: Outlook, Excel, Word, PowerPoint, and Teams.

### **Compensation and Benefits**

The Active Transportation Operations Director (Capital Bikeshare Lead) position is full-time, forty hours per week and reports to the CEO of DS&MG. This position qualifies for a hybrid work schedule of in-office and telework days during the work week. Competitive salary between \$78,000-\$85,000 per year based on experience. Employees are provided the following benefits: hybrid work model, health care benefits that include dental and vision, paid time off, twelve paid holidays, compressed work schedule, bereavement leave, paid bikeshare membership, transit and bike commute benefits and company sponsored 401k.

DS&MG provides people-first benefits and does not discriminate based on gender, gender identity, sexual orientation, race, ethnicity, disability, veteran status, or any other characteristic protected by law.

### **Submission Details**

Interested candidates must submit a cover letter and resume to Lois DeMeester at [LDemeester@transpartners.com](mailto:LDemeester@transpartners.com). Submissions without a cover letter will not be reviewed. Please write Active Transportation Operations Director in the subject line. Local candidates preferred. No relocation provided.

### **About the Destination Sales & Marketing Group**

The Destination Sales & Marketing Group operates programs including Arlington County Commuter Services' Arlington Transportation Partners (ATP), BikeArlington, Mobility Lab, WalkArlington, and Capital Bikeshare as well as outreach for Vanpool Connect. We educate and assist our clients in offering their employees, residents, tenants, and guests programs and amenities that support travel choice. DS&MG has led the way in the Transportation Demand Management (TDM) industry since 1998 and has a solid reputation as a firm that creates innovative programming with measurable results.