

## **Curriculum Writer, Transportation Options - Primary Education**

### **Opportunity Description**

The Destination Sales and Marketing Group, Ltd. (DS&MG) is a business services company that operates and manages transportation option programs in the region. DS&MG operates programs including Arlington County Commuter Services' Arlington Transportation Partners (ATP), TDM for Schools, Vanpool Connect, BikeArlington, Mobility Lab, WalkArlington and Capital Bikeshare as well as outreach for Northern Virginia Transportation Commission's I-66 Commuter Choice - Inside the Beltway program. We educate and assist our clients in offering their employees or residents programs and amenities that support travel choice.

We seek a Curriculum Writer who will develop a program aimed at third through fifth graders that teaches them how to be life-long users of public and active transportation, which includes walking and biking. Learning at a young age how to walk, bike, and ride transit to fulfill transportation needs, helps students understand the different impacts mobility choices have on them personally, as well as foster independence. In addition, research shows that active transportation increases student academic achievement and happiness, improves their overall physical health, and makes the streets safer due to reduced vehicle traffic. This curriculum will help students explore their environment and develop healthy habits while using science, technology, arts, and math to conduct real world experiments.

The curriculum would build upon the lessons taught through Arlington Transportation Partners' *Transportation Demand Management (TDM) for Schools* program, and National Safe Routes to School programming.

The Transportation Options Curriculum - Primary Education writer will create lesson plans, worksheets, and other supporting materials that align with the Virginia Department of Education Standards of Learning.

This is a project-based subcontractor project, ending June 2019.

### **Primary Duties and Responsibilities:**

- Research current curriculum around the country to learn best practices
- Create worksheets, handouts, activities, and similar pieces to support classroom lessons
- Provide monthly milestone status report to Arlington Transportation Partners team
- Meet weekly with Arlington Transportation Partners project manager
- Collaborate with DS&MG marketing to create a promotional plan, design elements, and assist with promotional content
- Use Arlington Transportation Partners' Style Guide and philosophies to develop appropriate language for elementary level students

### **Required Skills and Experience:**

- Bachelor's degree in education/transportation, Master's degree a plus
- Minimum 2 years' experience in elementary schools
- Experience writing curriculum
- Knowledge of Virginia Department of Education Standards of Learning (SOLs)

- Understanding of bicycling and regional public transportation
- Familiarity with Arlington Public Schools a plus
- Background in Safe Routes to School a plus

To apply for this position, send a cover letter and resume to [elizabeth.denton@transpartners.com](mailto:elizabeth.denton@transpartners.com). No phone calls please. Applications due by December 13, 2018.

### **About Arlington Transportation Partners' *TDM for Schools* Program**

Arlington Transportation Partners (ATP) created a *Transportation Demand Management (TDM) for Schools* program for Arlington Public Schools (APS) employees in 2014. The program educates APS staff and teachers about non-single occupant vehicle transportation options with the goal of reducing traffic congestion, making students safer, and cleaning the air in the community. Now in its fourth year, ATP's TDM work has resulted in 5% decrease in staff drive-alone rates and a steady increase in staff walking and biking to school. At the same time, ATP has interest in educating students about how to ride public transportation, especially local Arlington Transit (ART) buses.