



The Destination Sales and Marketing Group, Ltd.

Destination Sales & Marketing Group Mobility Lab Research Director

Come join our award-winning team in Arlington, VA and be part of a compassionate and driven group that emphasizes collaboration, communications, and technical expertise. The Destination Sales and Marketing Group, Ltd. (DS&MG) is a business services company that operates and manages long-term transportation option programs. This is an excellent opportunity for a professional to make a difference in the lives of Arlington County residents and commuters with lasting impacts that extend to the greater Washington region.

Position Summary

As the Research Director, you will lead a research team and be responsible for developing and executing the research agenda for Arlington County Commuter Services programs. The Research Director will be well versed in research and survey design from identifying the need for research, to designing the study elements, collecting the data, and packaging the study results. The Director, as key researcher and leader of the Mobility Lab Research Team will be the primary contact for other program directors from Arlington Transportation Partners (ATP), BikeArlington, WalkArlington, Capital Bikeshare, Commute66, and Arlington County staff.

Responsibilities

- Develop the research agenda for Mobility Lab and Arlington County Commuter Services (ACCS)
- Identify methodologies to be used for reaching objectives
- Act as the primary liaison with Arlington County and other collaborators
- Write grants for Arlington County Commuter Services
- Manage a team of qualified researchers
- Help with reviewing and publishing research-based articles on Mobility Lab.org
- Look for and hire subcontractors for research studies and act as a QAQC person for the research deliverables
- Develop and track performance measures for Transportation Demand Management (TDM) programs
- Participate in Arlington County Commuter Services strategic planning
- Present Mobility Lab research at regional conferences, board, committee, and commission meetings

Example of recurring and upcoming projects

- **Arlington County Vision Zero Initiative:** collaborate with Arlington County staff to fulfill project needs as laid out in their Vision Zero plan. Work includes data collection and data audit efforts.
- **Regional surveys:** Collaborate with regional subcontractors to conduct recurrent regional surveys such as the State of the Commute, and the Household Travel Survey. This includes data analysis and visualization of Arlington collected samples.
- **Aggregate building residential studies:** Work with Arlington County's Site Plan team to help devise surveys and collect data on residential buildings from tenants and property managers. Efforts include creating client-friendly dashboards that summarize the results.
- **Capital Bikeshare (CaBi) transit development project:** Work with Arlington County staff, BikeArlington and Metrobike on identifying the research needs for Capital Bikeshare from a



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random survey of users and non-users to station propensity analyses. In addition to collected data, perform data analysis on CaBi members usage and other CaBi utilization data.

Example of recurring program operations responsibilities

- Prepare annual research and staffing budgets and twice annual program workplans
- Conduct annual performance reviews of research staff
- Prepare scopes of work and budgets for subcontractors collaborating on future research initiatives and projects
- Manage the collaborative creative process between research and marketing for final products
- Monthly program and budget reports

Required Skills & Experience

Graduate degree in transportation systems analysis or urban planning from a reputable program (*PhD candidate preferred*).

- Excellent research design skills
- Knowledge of transportation behavior theory
- Knowledge of performance measurement methodology
- Knowledge of survey design
- Excellent technical writing and communication skills
- Critical thinker and thought leader in transportation and travel behavior
- Proficient in Microsoft excel and data analysis software such as R or Stata
- Ability to meet project deadlines
- Collaborate effectively with various teams and internal and external stakeholders
- Passion for keeping up with the latest research literature

Compensation and Benefits

The Research Director position is full time, forty hours per week and reports to the CEO of DS&MG. *Due to COVID-19, this position is temporarily a remote position but will require the employee to be located in the DC region and available to work in Arlington, Virginia when DS&MG returns to office.* Competitive salary between \$75,000-\$85,000 per year based on experience. Annual paid time off, holidays, and generous benefits package including transit benefit program and employer-sponsored 401(k) program participation. Professional, technical, and casual high-energy work environment. Company provided laptop. Applicants must currently be authorized to work in the United States.

Submission Details

Interested candidates must submit a resume and website development portfolio to Lois DeMeester at Ldemeester@transpartners.com. Please write "Research Director, Mobility Lab" in the subject line. Links to prior work or to work portfolio appreciated.



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About The Destination Sales & Marketing Group

DS&MG 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 and Northern Virginia Transportation Commission's 1-66 Commuter Choice - Inside the Beltway program. 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 have a solid reputation as a firm that creates innovative programming with measurable results.