



March 2024

Position Title: Capital Bikeshare Program Director

Summary of Qualifications

The successful candidate is a college graduate with a genuine passion for active transportation: biking, bikesharing, scootering and walking. This person has the ability to oversee and lead bikeshare operations and create meaningful bikeshare programming for DS&MG and Arlington County. The position requires a person with a strong work ethic with leadership and management qualities, such as vision, ability to motivate and organize people, collaboration, flexibility, and courage. The candidate should also have a desire to work in a team setting supporting and innovating a wide variety of Arlington County Commuter Services activities.

Education and Experience

- Bachelor's degree and minimum 3 years of experience in urban or suburban multi-modal transportation planning, or in a progressing operations leadership position.
- Experience in project management, field operations, urban or transportation planning, logistics, or experience with a bike related business, bikeshare system management, or related active transportation field. Or experience by having an advanced educational background on how biking and bikesharing fits in a multi-modal and transit-oriented development community.
- Excellent interpersonal skills and the ability to work well in a collaborative team environment.
- Organized and reliable.
- Passion for multi-modal transportation, planning, project management, biking, bikeshare and shared micro-mobility with a desire to share the benefits of active transportation with others.
- Experience developing and building programs across a broad sector of community audiences and stakeholders.
- Experience compiling and preparing operations data, activities measurement, and compiling performance results for reporting.
- Experience managing project budgets from \$300k to \$1M.

Responsibilities

Capital Bikeshare in Arlington

- Oversee the growth and continued success of bikeshare and active transportation in Arlington, including:
- Oversee planning, approval process, purchase, installation, expansion, contraction, and relocation of Capital bikeshare stations.
- Oversee and manage Metrobike subcontractor and other subcontractors pertaining to the Capital Bikeshare program and the Shared Micro-Mobility Device Program and SMMD program.
- Represent Arlington County in regional coordination with partner jurisdictions such as D.C.; Alexandria, Fairfax County, and Falls Church in Virginia; and Montgomery and Prince Georges Counties in Maryland.



- Work with Arlington County staff on the development of license agreements, permits, and MOUs, where needed.
- Oversee and manage the *Arlington Community Partners Program* and associated contractor.
- Lead community bike rides using Capital bikeshare bikes and ebikes, helping riders build their biking skills to ensure confidence and safety while transiting to and through Arlington and the region.
- Collect and compile Capital Bikeshare membership and ridership data and Capital Bikeshare programming activities and results for reporting purposes.
- Participate as a public spokesperson for the program.
- Oversee and collaborate on local marketing efforts for Capital Bikeshare, including the creation of brochures and other marketing collateral, and updating of station maps and public service announcements.
- Collaborate with associated active transportation groups, both local and regional, and Arlington County civic associations.
- Represent Arlington in the North American Bikeshare Association (NABSA).

Other Arlington County Active Transportation Responsibilities and Initiatives:

- Serve on ACCS Senior Staff team to assist with bureau-wide strategic planning and visioning.
- 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/Active Transportation liaison to Arlington County DES/APD Joint Committee for Transportation Choices.
- Serve as ACCS/Active Transportation liaison to Arlington County AIRE program.

Compensation and Benefits

The Capital Bikeshare Program Director position is full-time, forty hours per week and reports to the CEO. This position requires the employee to be located in the DC region and available to work in Arlington, Virginia. Competitive salary between \$68-\$78 per year based on experience. Annual paid time off, holidays, and generous benefits package including transit benefits and employer-sponsored 401(k) program participation. Company provided laptop. Applicants must currently be authorized to work in the United States.

Submission Details

Interested candidates must submit a resume and cover letter to Lois DeMeester, CEO at Ldemeester@transpartners.com. Please write Capital Bikeshare Program Director in the subject line. Links to prior work or to a work portfolio appreciated.

About The Destination Sales & Marketing Group

DS&MG operates programs for Arlington County Commuter Services including Arlington Transportation Partners (ATP), BikeArlington, Mobility Lab, WalkArlington, and Capital Bikeshare. 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.