

## CITY OF HAMILTON

**PLANNING & ECONOMIC DEVELOPMENT DEPARTMENT**  
**(TRANSPORTATION PLANNING & PARKING DIVISION - TRANSPORTATION PLANNING SERVICES -**  
**LOCATION - 100 KING STREET WEST, SUITE 900)**

**PROGRAM COORDINATOR – SUSTAINABLE MOBILITY INTEGRATION**

**SUMMARY OF DUTIES**

Reporting to the Program Manager Sustainable Mobility, the **position** will be responsible for leading the development and implementation of policies and programs to manage travel demands through Rapid Transit line construction and beyond while building support for transit, Transportation Demand Management and sustainable transportation city-wide. This highly motivated individual will assist with sustainable mobility initiatives in support of rapid transit while providing cross-divisional coordination with related initiatives including Community, School and Employer Programs.

The candidate will apply elements of an integrated approach to project and program management. The position requires competence in scientific, engineering, public policy, public engagement, behaviour change and diplomacy in order to assist in the activities of the Sustainable Mobility Programs group within the Transportation Planning Section.

The position will work with staff and consultants in a multi-functional workforce engaged in delivery and direction of services to the public, stakeholders and internal staff, related to Sustainable Mobility including Transportation Demand Management (TDM); transportation research; event planning and logistics; marketing and outreach; and support for corporate and institutional partners; including the operation of the Smart Commute Program.

**RESPONSIBILITIES**

You will be responsible for coordinating and completing tasks in a multi-disciplinary team within the Transportation Planning and Parking Division (Sustainable Mobility Group) as well groups in the organization that are responsible for rapid transit projects, including but not limited to, supporting a multi-modal transportation system, identifying travel demand management strategies, construction mitigation coordinating with overall master plans for transit, cycling and walking; stakeholder and public engagement, and input into long-range transportation planning and the capital budget process.

You will assume responsibility for developing and coordinating the set-up of a multi-year plan to for sustainable mobility as it relates to various Rapid Transit projects.

You will be responsible for ensuring through liaison with the various service delivery groups that are involved in designing and implementing various Rapid Transit projects.

**GENERAL DUTIES**

Coordinate the development of strategies to shift travel demands in rapid transit corridors by mode, time and routing in order to mitigate the impacts of lane reductions due to construction.

Implement strategies to improve effectiveness and efficiency of the Smart Commute Hamilton program and TDM projects, while striving to exceed average standards and leading by example.

Ensure rapid transit-related sustainable mobility initiatives are implemented in coordination with city wide programs and projects for active transportation, transit and traffic management.

## **Job Description #: 7637**

Develop and set-up the implementation of a multi-year plan for sustainable mobility initiatives in the rapid transit influence areas including resourcing requirements funding sources, taking into account the various stages of LRT construction and subsequent operation.

Research, plan and implement strategic transportation demand management activities and initiatives for rapid transit corridors leading up to and during construction that may include vanpool/carpool programs, transit, cycling and walking programs and other initiatives for commuters of all transportation modes.

Oversee the development of Smart Commute "Rapid Ready" and provide customized trip plans for workplaces, employees, major destinations and residences along rapid transit corridors that help mitigate construction impacts while also encouraging people to patronize affected businesses.

Engage relevant stakeholders and corporate partners in the development of a community-based social marketing program for rapid transit projects.

Coordinate the internal Smart Commute program and sustainable behaviour incentive program for the City of Hamilton and chair the internal City of Hamilton staff Smart Commute Committee.

Integrate and administer a school travel program, including a safety review, for schools along and near rapid transit corridors.

Research, plan and implement strategic transportation demand management activities and initiatives for the Airport Employment Growth District (AEGD) that may include the set-up of a regional Transportation Management Association (TMA) as well as vanpool/carpool programs, transit, cycling and walking programs and other initiatives for commuters of all transportation modes.

Assist in the delivery of Sustainable Mobility events, education programs and training including, but not limited to, Bike Month, Bike Day (Winter and Spring), Smart Commute Week, Winter Commute Week, Open Streets and other programs.

Provide research reports, policy briefs, presentations, trend analysis/forecasting, grant applications and transportation demand management analyses for rapid transit projects.

Research potential TDM infrastructure projects that could be considered by the City and Metrolinx.

Support the City's Micromobility, Shared-use Mobility, Public Bike Share and bike parking programs by providing mapping support, usage analysis, station sighting and evaluation, program monitoring and issues management.

Be familiar with and implement the International Association for Public Participation (IAP2) guidelines, tools and techniques, as well as the Hamilton Engagement Charter, and be able to apply these concepts during the project feasibility and design stages.

Utilize the understanding of transportation systems equity concepts, all ages and abilities (AAA) design concepts, Complete Streets design techniques and evaluation methods, and the importance of behavior change as it relates to engagement and active transportation networks.

Use a "best practices" approach, to develop and deliver sustainable mobility initiatives in a timely and cost-effective manner.

Represent the City of Hamilton on external committees and technical advisory committees relating to Metrolinx's rapid transit program.

Exhibit a strong customer service focus in all activities.

Attain and maintain currency with evolving standards and community trends.

Identify, develop and implement policy and improvement strategies in the delivery of services to meet mandated goals and objectives.

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Attend cross-sectional, cross-divisional, and cross-departmental meetings with respect to development applications.

Liaise as needed with development applicants, the public and stakeholders.

Establish, track, and ensure achievement of key performance indicators and benchmarks for sustainable mobility.

Support the operations and projects within the group to ensure safety, service quality, cost-effective and timely delivery of services, and environmental and legislative compliance.

Ensure compliance with Provincial and Federal statutes and regulations and Municipal by-laws and policies, with specific regard for the Occupational Health and Safety Act.

Continually investigate alternate techniques and technologies to ensure that optimum methods are being utilized.

Support the design new policies, procedures and standards and monitor outcome.

Support external consultant & service contracts.

Participate in strategic planning for the direction of the section.

Attend public meetings to support the City's position/actions to the public, media and outside government bodies; and support the response to members of the public, elected representatives and other agencies verbally, electronically and in writing. Represent the group, section, division, department and/or the City in formal or informal meetings with elected representatives, the public, other municipalities, technical organizations and the media.

Promote teamwork and integration between groups within the section and with other parties participating in cross-functional and cross-program initiatives.

Assist the Program Manager in responding to various corporate, community, Provincial or Federal proposals for service initiatives, changes or enhancements.

### **QUALIFICATIONS**

1. Proven demonstrated knowledge of the theories and practices of transportation planning usually acquired by obtaining a relevant University Degree and proven work experience or by obtaining a Diploma in an accredited Engineering Technologist's Course from a Community College plus demonstrated progressive work experience or a combination of relevant education and relevant experience.
2. Member of, or be eligible for certification with, respective professional associations, i.e. as a Professional Engineer in the Province of Ontario or a Registered Professional Planner is preferred.
3. Extensive knowledge in the area of sustainable transportation issues, transportation demand management and TMA programs, trends and developments as demonstrated through previous work experience.
4. Demonstrated knowledge and understanding of transportation and urban planning principles and the interrelationship between transportation and land use.
5. Possess a record of technical competence, customer focus, staff delegation and empowerment.
6. Highly developed ability to articulate a vision to lead and inspire others.
7. Highly effective leadership, facilitation, communication (written and oral), presentation, interpersonal and organizational skills.
8. Demonstrated ability to effectively manage a multi-disciplinary staff in a results-oriented environment and in a predominantly unionized environment.

9. Experienced in designing and delivering customer focused programs and services.
10. Ability to deal effectively with elected officials, representatives of other levels of government, management, peers, staff and the general public.
11. Thorough knowledge and understanding of statues, regulations and by-laws affecting the department/section.
12. Knowledge of collective bargaining process.
13. Working knowledge of computer software applications.

**THE INCUMBENT SHALL COMPLY WITH ALL HEALTH AND SAFETY POLICIES AND PRACTICES FOR THIS POSITION AND THE WORKPLACE**

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