

## **TDM MARKETING ASSISTANT**

**DISTINGUISHING FEATURES OF THE CLASS:** This is technical support and liaison work involving responsibility for assisting in the implementation and monitoring of the County's Travel Demand Management (TDM) program to increase public awareness of commuting options and related transportation issues. The work is performed under the supervision of a higher-level administrator. Does related work as required.

### **TYPICAL WORK ACTIVITIES:**

Assist in developing, implementing, and monitoring Travel Demand Management (TDM) activities for Rockland County;

Participate in the development of worksite commuting plans for Rockland County;

Act as liaison to businesses and organizations to promote commuting and transit operations (e.g., carpool, bus, rail, bicycle and pedestrian);

Assist with mobility programs (e.g., 511NY) and other related regional transportation activities;

Implement and conduct outreach regarding the Rockland County Air Quality Action Program;

Collect, compile, and analyze data related to commuting and transportation travel in order to prepare a variety of state and federal reports;

Consult with local and regional public transit providers to ensure that county, state and federal goals and initiatives are effectively communicated and aligned with transportation requirements;

Attend meetings and outreach events, deliver presentations and host events that promote alternative travel programs (e.g., carpool, vanpool, biking, carsharing, etc.) options and incentives;

Identify problems and provide input for program planning;

Prepare a variety of state and federal reports;

Attend regional trainings, workshops and seminars related to transportation.

### **FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:**

Good knowledge of the principles and practices of travel demand management; good knowledge of commuting options, especially pertaining to Rockland County\*; working knowledge of current developments in state and federal regulations including 511NY programs; ability to use computer software programs applicable to analysis and tracking of commuting and other transportation issues (e.g. data charts, tables, spreadsheets)\*; ability to communicate effectively, both orally and in writing; ability to establish and maintain cooperative relations with others; ability to educate and interact with the public; ability to maintain and prepare a variety of reports.

**MINIMUM QUALIFICATIONS:** A Bachelor's degree or higher and three (3) years of professional or technical experience in the field of transportation planning and/or public transportation\*\*.

\*To be demonstrated during the probationary period.

\*\*Clerical experience or experience as a laborer or driver or related shall not be qualifying.

R.C.D.P. (06.24.2003) 09.20.2023  
Competitive

09.24.2024 New York State Civil Service approved Non-competitive title in the NY HELPS Program.