

JOB DESCRIPTIONS FOR BIKE SHARE EQUITY POSITIONS

Inclusion Program Manager

This role will require someone with a background with equity programs execution, along with a passion for working with diverse stakeholders on complex equity challenges. The position will report to the General Manager. This position is funded by the City and the City Bicycle Coalition. This is a one-year position, with potential for longer-term employment.

GENERAL RESPONSIBILITIES AND ESSENTIAL TASKS

Under the direction of the General Manager, the Bike Share Inclusion Program Manager will be responsible for developing bike share equity strategies and initiatives including but not limited to: creating a cash payment system, reducing barriers to access, and coordinating with the Marketing and Outreach Manager to promote inclusive and equity focused efforts.

The first goal of the Program Manager will be to develop and lead the implementation of a cash payment system, raise awareness and increase the utilization of the payment system for bike share passes. This position will require a higher level of technical competency including being comfortable working with a large amount of data, backend payment systems and talking with application developers.

Once a cash payment system is established, the Bike Share Inclusion Program Manager will pursue other strategies, programs and partnerships to reduce barriers to bike share and increase awareness among families, low-income people, communities of color and other communities identified that are not represented in the ridership data.

Tasks include:

- Develop and implement a cash payment system
- Research technologies, services, and current policies that enable bike share use and cash transactions in underserved communities
- Collaborate with the City and the City Bicycle Coalition on bike share equity efforts
- Work with bike share operator payments vendor to integrate back end payment systems
- Identify a system of accountability that addresses security concerns for cash payments of bike share assets
- Assist in monitoring, measuring, and assessing programs related to bike share's progress toward achieving its cash payments goals, and recommend changes or new programs that would benefit inclusion initiatives
- Develop private and public partnerships to implement, educate, and market the cash payment system
- Coordinate and develop effective communication strategies to enhance and support bike share equity and the cash payment system

KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of issues relating to inclusion and equity, and cultural proficiency; knowledge of payment technologies, some knowledge of local, state, and/or federal laws related to public assistance programs, employment, and public transportation initiatives; demonstrated experience developing and managing internal and external diversity communications; ability to work with diverse populations within an organization and in communities; strong written and oral communication skills; ability to manage thoughtfully the personal, political and organizational dynamics related to equity issues within the City; ability to analyze facts and present recommendations effectively in oral and written form.

Inclusion Program Manager cont.

Above all, a personal interest and commitment to diversity, multiculturalism, and issues of equity. The Program Manager must have a capacity for teamwork and for developing sensitive working relationships with local community partners, local businesses, neighborhood organizations, staff, and members of the community. Seeking a self-starter with strong project management skills, and a demonstrated deep commitment to equity.

EDUCATION AND EXPERIENCE

Bachelor's Degree or significant relevant experience in public policy or related field preferred. A minimum of three (3) years of successful experience in planning, developing, implementing and evaluating equity initiatives. Experience working with new technology and data is needed.

Knowledge and experience in public engagement is preferred.