



**TO: Transportation & Infrastructure Services Committee**

**FROM: Nora Gierloff, AICP, DCD Director**

**BY: Nancy Eklund, AICP, Long-Range Planning Supervisor  
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**CC: Mayor Ekberg**

**DATE: May 10, 2022**

**SUBJECT: New TDM FTE Position (Grant-Funded)**

## **ISSUE**

The Transportation Demand Management (TDM) Program is creating a new grant-funded Sustainable Transportation Communications Specialist position.

## **BACKGROUND**

Staffing level of the TDM Team varies according to project scopes and available grant funding. Since mid-2019, the team has consisted of 2 full-time contract employees (FTE). With new project grant awards since 2020, the addition of a new FTE will support the team to complete project deliverables.

## **DISCUSSION**

The new contract position will be full time with benefits and will be funded by 4 grants: WSDOT TDM/CTR, WSDOT Regional Mobility Grant, King County Metro grant, and a federal Congestion Mitigation and Air Quality Improvement Program grant. The Communications Specialist will report to the Program Manager and work alongside the Outreach Coordinator. The role will coordinate communications and media to reach residents, commuters, and employers in Tukwila and South King County. Social marketing campaigns and educational resources will help priority populations access sustainable transportation options, reducing traffic congestion and improving air quality in Tukwila.

## **FINANCIAL IMPACT**

There will be no impact to the general fund.

## **RECOMMENDATION**

The Council is being asked to approve the new grant-funded TDM position and consider this item at the May 23, 2022, Committee of the Whole meeting and subsequent June 6, 2022, Regular Meeting.

## **ATTACHMENTS**

Attachment A: Class Specification - Sustainable Trans Comm Spec



# Sustainable Transportation Communications Specialist

Class Code:  
9087

Bargaining Unit: Not Applicable

CITY OF TUKWILA  
Established Date: May 6, 2022  
Revision Date: May 6, 2022

## SALARY RANGE

\$25.00 - \$30.00 Hourly  
\$4,333.33 - \$5,200.00 Monthly  
\$52,000.00 - \$62,400.00 Annually

### FLSA:

Non-Exempt

### DESCRIPTION:

The Sustainable Transportation Communications Specialist plays an integral role on Tukwila's Transportation Demand Management (TDM) Team. Tukwila's TDM Program helps people access sustainable transportation options that reduce drive-alone travel in Tukwila and South King County.

Working under the direction of the Program Manager, the Communications Specialist coordinates communications and media for TDM projects. The position develops social marketing campaigns, maintains the Program's web presence, and creates promotional materials and educational resources. The position supports residents, workers, visitors, employers, property managers, and students by identifying solutions to transportation barriers and addressing the specific needs of those who travel in Tukwila and South King County.

This is a full-time, grant-funded, limited-term position through June 2023, with the potential to extend. The position may occasionally include evening/weekend hours to staff events/meetings. The position has an office location at the City of Tukwila and involves some fieldwork.

### ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Develop and implement social marketing campaigns to influence behavior change and encourage sustainable transportation choices;
- Create promotional materials such as ads, videos, brochures, flyers and mailers;

- Create content and manage communications for newsletters and social media posts;
- Manage website content and updates;
- Create presentations, training materials, and educational resources;
- Work with contractors on special projects;
- Track rewards program participation, communicate with participants, fulfill rewards, and process mailings;
- Participate in outreach efforts, presentations and trainings; and
- Participate in grant writing and reporting.

### **KNOWLEDGE, SKILLS AND ABILITIES:**

- Strong communication skills, including written, interpersonal, presentation, facilitation, and listening skills;
- Skill with creating content and using social media platforms;
- Video production skill desired
- Proficiency in use of office software programs and video conference platforms;
- Proficiency with Adobe Creative Suite and other design tools;
- Demonstrates the necessary attitude, knowledge, and skills to deliver culturally competent services;
- Passionate about transit, active transportation, and helping others make sustainable travel choices;
- Knowledge of transportation demand management (TDM) principles is a plus;
- Bi/Multilingual in Somali, Spanish, Vietnamese, or other language spoken by a substantial number of residents is desired.

### **EDUCATION EXPERIENCE AND OTHER REQUIREMENTS:**

Minimum Qualifications: (A) Graduation from a four-year college or university with a degree in communications, marketing, graphic design, or a field of discipline related to the assigned area; AND (B) one year of marketing and community engagement experience; OR (C) Any equivalent combination of experience and education that meets the minimum requirements.