



# Executive Director

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## Job Announcement

August 2019

The Greater Redmond Transportation Management Association (GRTMA) announces a regional search for a creative, confident and entrepreneurial self-starter who can lead the next phase of evolution and growth of the TMA. The organization offers the right candidate an exciting opportunity for significant impact and professional growth in a fast-paced, public/private environment. The organization currently includes an eight-person board of directors and three professional employees.

### About the Greater Redmond Transportation Management Association

Since 1989, the GRTMA has increased commuter mobility through close partnerships with its members. In the recent past, the organization has offered a suite of transportation demand management services to large employers and commuters alike. The GRTMA organizes public programs in order to build awareness around transportation alternatives (to driving alone) and incentivize the use of these modes.

Today, Redmond and the Eastside are growing, transportation demands are increasing, and mobility options are multiplying rapidly. In light of this complexity, the GRTMA Board recently completed a strategic plan that defines the organization's important roles in Transportation Demand Management with a growing advocacy presence; clarifies its goals and directions; sets priorities; and increases accountability. This strategic plan is included as an attachment to this announcement.

More information about GRTMA's recent initiatives and strategic direction can be found at [www.grtma.org](http://www.grtma.org).

**Equal Employment Opportunity:** GRTMA is an equal opportunity employer. We provide equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation or identity, national origin, age, disability or genetics. Individuals of diverse backgrounds are strongly encouraged to apply.

Please see the full job description on the following [page](#).

#### Application Process:

- Position is open until filled; to be considered in the first round, applicants must apply by **September 3<sup>rd</sup>, 2019 at 5:00pm**.
- Send a one-page cover letter, a resume, & three references as a single attachment to [gabriel@bdsplanning.com](mailto:gabriel@bdsplanning.com).
- Please include "*GRTMA Executive Director\_YourLastName*" in the email subject line.
- Only most qualified applicants will receive an interview.
- No phone calls or office visits, please.
- GRTMA is an equal opportunity employer.

# Job Description

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*August 2019*

**Position: Executive Director**

**Type: FULL-TIME**

**Location: Redmond, WA**

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## **Reporting Relationship:**

GRTMA, incorporated as a non-profit corporation, is governed by an independent Board of Directors. The Executive Director reports directly to the Board and works collaboratively with the Board and Staff to develop and execute an annual work plan and achieve shared strategic objectives. The Executive Director will receive an annual performance review from the Board based on mutually agreed upon performance measures.

## **Job Description:**

The Executive Director of GRTMA is responsible for implementing the vision of the Board of Directors, as articulated in its Strategic Plan. The Executive Director leads the organization by convening the partners from OneRedmond, King County Metro, the City of Redmond, Sound Transit, and GRTMA's members to achieve the mission of expanding mobility options for workers to support economic development and livability in and around Redmond.

The Executive Director will be an effective champion for private employers on transit and transportation issues; provide direction for the development and management of Transportation Demand Management (TDM) services and products; develop innovative programs and services, and build relationships with new and existing members, local and state agencies, and elected officials. The Director will oversee staff who are responsible for delivering membership and fee-based services to property owners, employers and commuters in Redmond.

## **Position responsibilities include but are not limited to:**

- **Regional Coordination** – Assist public and private partners in developing shared objectives and maximizing the potential of the GRTMA as a transportation and transit policy coordinating body for the Greater Redmond area. This includes representing and promoting GRTMA and its goals in the business community, developing partnerships with key public and private stakeholders, including OneRedmond, the City of Redmond, King County Metro, Sound Transit, and major employers.
- **Strategic Work Plan** – Develop strategic organizational work plans to implement the goals of the Strategic Plan.

- **Performance Measurement** — Develop and deploy a rigorous organizational performance measurement and evaluation program for the strategic plan, monitoring and reporting on key indicators to board.
- **Policy Analysis** — Be knowledgeable on a wide range of transit and transportation issues and provide policy analysis, recommendations and decision support to board members.
- **Fund Development** — Seek and apply for new grant funding; oversee and update membership dues structure; seek alternative sustainable funding sources.
- **Budgeting** — Work with board Treasurer to prepare, manage and report on organization financials and program budgets to board
- **Staff Leadership** — Effectively hire, lead, manage, and mentor staff. Encourage staff professional development through seminars, conferences, work groups, certifications, and so forth. GRTMA may support some of these activities through paid time and/or expenses.

### **Desired Skills and Qualifications:**

The GRTMA Board is seeking an eager and charismatic self-starter with an entrepreneurial drive. Successful candidates will have at least 7 years' experience working in the public/private/non-profit sectors, and possess the following experience/skills:

- The collaborative leadership skills and relationships to work effectively and efficiently with top management in both the public and private sectors, and with elected officials
- Experience supporting an executive level board and volunteers including the ability to work with and coordinate program committees
- Experience building and leading teams to develop and implement programs
- Ability to work independently, with strong organizational and problem-solving skills
- Knowledge of transportation demand management (TDM) principles, commute trip reduction laws, and transportation choices is required. An understanding of the Puget Sound's transportation, parking, and transit issues is preferred.
- Program, budget, and staff management experience including managing multiple fund sources and grants
- Excellent customer service skills
- Demonstrated problem-solving ability
- Success in developing program resources and funding
- Strong verbal, writing, interpersonal and analytical skills
- Microsoft Office mastery (Word, Excel, PowerPoint)
- High-level understanding and fluency with social media strategy and campaigns

### **Salary and Benefits:**

Position is at a management level; salary range is \$75-95k annually, depending on level of experience. Compensation includes employer covered medical/dental/vision insurance; paid time off; holidays; retirement plan; annual transit pass.

## About GRTMA and this Plan

Since 1989, the Greater Redmond Transportation Management Association (GRTMA) has increased commuter mobility through close partnerships with its members. Today, Redmond is growing, transportation demands are increasing, and mobility options are multiplying rapidly. To address this complexity, this strategic plan defines the organization's important roles in Transportation Demand Management with a growing advocacy presence; clarifies goals and directions; sets priorities for decision-making; and increases accountability.

### Vision

*An accessible Redmond is where business and people thrive*

### Mission

*GRTMA expands mobility options for workers to support economic development and livability in and around Redmond*

### Strategic Priorities

*GRTMA will grow its activities in three essential roles:*

**ADVOCATE** for the business community on transportation issues

**CONVENER** of transportation partners

**SERVICE PROVIDER** for private employers

#### GRTMA Board

- Angela Rozmyn, Chair  
Natural and Built  
Environments
- Erika Vandenbrande,  
City of Redmond
- Heather Bore, Honeywell
- Jeff Aumell, Microsoft

- Mike Nelson,  
Nelson Legacy Group /  
Redmond Town Center
- Kristina Hudson, One  
Redmond
- Courtney Klein, Redmond  
Town Center/JSH  
Properties
- Mian Jarreau, Stryker

#### GRTMA Staff

- Kristina Hudson
- Cindi Gyselink
- Katelyn Chesney
- Alexandra Lenger

## Process

During the winter and spring of 2019, the GRTMA board, staff and membership developed this first Strategic Plan for the organization. Research, engagement, and planning activities included:

### Board Meetings

Three meetings with the GRTMA board or directors identified clear values and refined the organization's vision and mission statements. Most importantly, the board established three strategic priorities to move the GRTMA forward into the important roles it can play toward Redmond's future mobility.

### One-on-One Interviews

A dozen one-on-one interviews with GRTMA board members and staff (past and present) explored shared ideas for the organization's purpose and aspirations for Redmond's future. This provided a candid forum for detailed and sensitive issues.

### Peer Organization Review

Questionnaires and interviews with comparable Transportation Demand Management organizations in the Puget Sound region provided insight into services and structures. These were Commute Seattle, Downtown on the Go (Tacoma), and TransManage (Bellevue).

### Annual Membership Meeting

In a short survey at the GRTMA's Annual Membership Meeting, individual attendees were asked to recommend key actions based on the three strategic priorities defined by the board. The group then shared and prioritized these actions.

## Next Steps

This plan calls for profound changes in the GRTMA's structure and expansion of its activities. A timeline for funding, leadership recruitment, and performance measurement is on the next page.

# GOALS & ACTIONS

## GOAL 1: Become a **VOCAL** and **VISIBLE** advocate for the business community on transportation issues

**Action 1.1:** Represent the greater Redmond business community's needs to transit and city partners for effective first/last mile trip options

**Action 1.2:** Provide **business community input** into transportation plans to expand the non-motorized network to small businesses

**Action 1.3:** Educate city partners, members, and boards on best TDM practices as industry experts

## GOAL 2: Proactively convene partners and stakeholders to build **COALITIONS** and drive conversation

**Action 2.1:** Develop partnerships with private transit companies to share innovative solutions to GRTMA members

**Action 2.2:** Host regular networking events between transit partners, city staff and GRTMA members

**Action 1.3:** Implement coordinated transportation marketing campaigns to the greater Redmond business community to create unified messaging of resources and transportation service changes

## GOAL 3: Transition ongoing transportation management services for employers to a **FEE FOR SERVICE** model

**Action 3.1:** Build the capacity of Employee Transportation Coordinators to serve as **liaisons** to transit **resources** and **funding** opportunities

**Action 3.2:** Evaluate individual member needs and **customize** transportation demand management strategies

# TRANSITION PLAN

	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Adopt Strategic Plan							
Develop a Funding Strategy, with initial commitments from the City and major employers							
Hire an Executive Director with deep transportation expertise and regional relationships							
Establish Strategic Plan Success Measures							
Finalize Staffing Strategy, Work Plan, & Budget							