



Westshore Alliance

Director of Transportation and Planning

About the Westshore Alliance

Tampa's Westshore District (Westshore) is the center of activity in the Tampa Bay region and Florida's West Coast. With 102,000 employees and more than 4,000 businesses, it is Tampa Bay's largest employment center with 12.5 million square feet of office space. It is the home of Tampa International Airport, International Plaza & Bay Street, WestShore Plaza, Midtown Tampa, Raymond James Stadium, Steinbrenner Field, and more. Within the business district, there are growing multi-family and single-family residential neighborhoods.

The Westshore Alliance (WSA), a not-for-profit 501(c)(6) organization, promotes Westshore as a regional activity center that is a vibrant business, residential and tourist community, offering Tampa's finest shopping, hotels, dining, and entertainment. The Alliance focuses on promoting the District as a destination for company relocations and visitors. With a volunteer Board of Directors comprised of business and civic leaders focused on the District's development, it has prioritized specific initiatives to ensure that the District continues to grow and flourish. From beautification to transportation, the Alliance has plans to maintain and improve the District so it remains a vibrant and flourishing community.

The Westshore Alliance is entrusted by the City of Tampa to manage the Westshore Special Services District and by Hillsborough County and the Florida Department of Transportation to act as a Transportation Management Organization. The Alliance is also the master developer of the Westshore Development of Regional Impact and author of the Westshore Overlay District, allowing for coordinated development efforts and efficient approvals.

Position Summary:

The Director of Transportation and Planning is responsible for developing mobility and public realm plans and projects that improve the quality of life in Tampa's Westshore District. The position focuses on advancing projects and concepts identified in the Westshore Transportation Action Plan, Westshore Public Realm Master Plan and other plans that improve mobility options and support economic development in the District. To succeed in this position, independent judgment and discretion are often utilized to accomplish duties to develop, implement, and manage effective transportation demand management and urban planning activities.

Responsibilities:

- Develop transportation demand management and urban planning strategies and projects to improve mobility and economic development within the Westshore District.
- Serve as project manager for select transportation and urban planning studies, programs, and capital improvement projects for the Westshore District.
- Advocate, monitor and collaborate with local and state government and transportation agencies on projects that impact the Westshore District.
- Serve as subject matter expert on transportation and urban planning issues affecting Westshore and provide interpretation/communication of such issues to Westshore businesses, Alliance members, Alliance leadership and elected officials.

- Coordinate activities with regional Commuter Assistance Program and other area Transportation Management Organizations.
- Coordinate Master Plan and Overlay District activities with City of Tampa and Hillsborough Planning Commission staff.
- Acquire/maintain working relationships with local and regional senior transportation and planning officials and staff.
- Create, head and/or serve on various committees and task forces.
- Coordinate and plan Transportation Committee and Master Plan Committee meetings, in conjunction with Transportation Committee and Master Plan Committee Chairs.
- Apply for and manage grants and applicable matching funds to meet budget goals.
- Maintain and update database of Westshore area transportation projects, plans, and studies.
- Provide transportation content to Marketing Coordinator for utilization on website, newsletters, presentations, and other communication platforms.
- Prepare an annual budget.
- Create monthly, quarterly, and annual reports.
- Perform other duties as may be assigned.

Education/Experience Requirements:

- A Bachelor's degree in Planning, Management, Marketing, Communications, or a related field is required.
- Three to five years' experience in a related field is required. Planning, Transportation Demand Management and/or community outreach experience is strongly preferred.
- Extremely organized and detail-oriented.
- Experience in project management, including planning, budgeting, process management and reporting.
- Experience in public information, public affairs, and/or community outreach.
- Ability to express ideas clearly and persuasively, both orally and in writing, to a variety of audiences.
- Experience working with and managing consultants.
- Excellent time-management skills: the ability to multitask and prioritize limited time and resources.
- Ability to make independent decisions and use discretion to accomplish duties.

Working Conditions:

- Full-Time Position. Standard office hours are Monday to Friday, 8 a.m. to 5 p.m. Hours may vary occasionally to accommodate special events and meetings.
- The Westshore Alliance accommodates working from home when needed due to health or safety concerns.
- Occasional local travel during the workday to attend meetings.

Application Details

Letter describing qualifications and fit with the position, resume, and three professional references due by February 11, 2022, to careers@westshorealliance.org.