



**Southern California Regional Policy Manager**  
**Safe Routes to School National Partnership**  
*Job Description*

**Reports to:** Field Policy Director  
**Supervises:** None  
**FLSA Status:** Full-time, exempt employee.  
**Position Type:** At-Will. This is a grant-funded position.  
**Salary Tier:** Field Staff

**Summary:** The Regional Policy Manager (RPM) plays a critical role in the successful execution of the [Regional Network Project](#), in partnership with the Field Policy Director and other regional policy managers in the Pacific Northwest, Mid-Atlantic, and California. The RPM will work with colleagues to strengthen the regional network in Southern California, with a particular emphasis on Los Angeles and Orange Counties. The goal of the project is to increase funding and improve policies which result in improved infrastructure and programs to support safe walking and bicycling for children and families, with focused work in lower-income communities. The RPM will also provide Safe Routes to School program and policy technical assistance, as requested.

**Key Responsibilities:**

*Network Development*

- Maintain and grow the regional network and collaborate and coordinate with existing organizations and coalitions, including key partners such as public health departments, school districts, community based organizations, and transportation agencies.
- Build coalitions and develop champions throughout Southern California that will assist and work with other advocates in moving policy change forward.
- Reach out to diverse interest organizations and individuals to raise the visibility of Safe Routes to School beyond the traditional supporters to include public health, housing, equity, business, education, youth, and environmental advocates.
- Identify and document best practices in the region regarding funding, equity, and programmatic success.
- Highlight successes and challenges to ensure those stories are being shared with policy makers, local stakeholders, and national partners.
- Organize and convene periodic regional network meetings and county meetings, including the development of agendas and meeting notes.

*Policy Research and Advancement*

- Understand the range of California transportation laws that have a direct or indirect impact on children walking or bicycling to school and work to implement these laws to benefit built environment infrastructure that improves physical activity.
- Become familiar with transportation funding at the CTC, MPO, and state levels, and prioritize timely implementation of Safe Routes to School-funded projects throughout the region, as well as the importance of using bicycle/pedestrian modeling as a tool for advocacy.
- Develop policies and strategies to advance transportation equity issues.

- Draw connections to transportation policy from land use, health, environment, education, and economics to educate advocates and decision makers.
- Work with government staff throughout Southern California on modeling for bicycle/pedestrian use to ensure that the positive impacts from bicycle/pedestrian trips and the growth of these modes is incorporated into decision making.
- Educate policy makers on the positive benefits of Safe Routes to School and the impacts of transportation and land use on health and safety through meetings, papers, and site visits.
- Work to enhance and improve regional policies to improve the built environment to support physical activity through walking and bicycling, including Safe Routes to School programming and technical assistance, Complete Streets, data collection, and training opportunities for transportation officials.
- Access appropriate data sets and analyze them for potential impact on bicycle and pedestrian policies and investments, and then disseminate this data with the network, advocates, and policy makers via public comment, coalition letters, blogs, and white papers.

#### *Technical Assistance and Communications*

- Provide technical assistance to low-income school communities, including local Safe Routes to School programs, as requested.
- Inform and educate the general public about the Safe Routes to School program via social media, webinars, and conferences.
- Produce blog posts and contribute to the state and national e-news, blogs, social media, reports, and other key National Partnership publications.
- Provide information as requested by local schools and share best practices and lessons learned.

#### *Team Work*

- Coordinate and collaborate with various National Partnership departments to complete assigned projects and resources that are relevant to our partners, funders, the media, and the Safe Routes to School and healthy community design movements.
- Attend regular staff meetings via telephone, attend in-person staff retreats or meetings, as requested, and work as a team player to fulfill the missions and goals of the National Partnership.
- Report regularly on activities and assist with additional activities, special projects, and fundraising when appropriate.

#### **Qualifications/Requirements:**

Bachelor's degree, at a minimum; master's degree in related field preferred; a minimum of 2 years of experience in policy, campaign and advocacy work; knowledge of Safe Routes to School, active transportation, transportation finance, public policy, equity, and/or public health initiatives; strong coalition building skills; strong problem solving skills; excellent written and verbal communication skills and extensive experience in using social mediums such as blog posts, social mediums, and email alerts to support outreach and communication with partners; project management experience; ability to travel; self-starter; detail-oriented; highly collaborative; proficient with PCs and with MS Office software; and fundraising experience a plus.

#### **Physical Requirements:**

This is largely a sedentary position that requires the ability to speak, hear, see, and lift small objects up to 10 lbs. May require the ability to travel locally and/or regionally. Regular travel within the region is required as part of the day-to-day advocacy associated with this job. Travel throughout the country is required to attend conferences and retreats that include overnight stays. Reasonable advance notice of extended travel will be provided when travel opportunities and planning are coordinated with your supervisor.

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The above statements are intended to describe the general nature and level of work being performed by the individual(s) assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required. Management reserves the right to modify, add, or remove duties and to assign other duties as necessary. In addition, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.

I have read and understand this explanation and job description.

Employee Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Supervisor Signature: \_\_\_\_\_ Date: \_\_\_\_\_