

POSITION DESCRIPTION
Great Streets Program Manager
Mayor's Office of City Services
AUGUST 2017



Summary

The Great Streets Program Manager reports to the Director of Neighborhood Services, who reports to the Deputy Mayor for City Services and the Deputy Mayor's Executive Officer. The Program Manager works most closely with staff of the Neighborhood Services team and in collaboration with the other Mayor's Office of City Services (MOCS) policy teams, including the Immigration, Infrastructure, Transportation, and LARiverWorks teams. The Program Manager plays the lead role in implementing the objectives of the Mayor's first Executive Directive, which launched the Great Streets Initiative. The Program Manager is expected to develop strong working relationships with departmental and intergovernmental staff and with other public agency and community stakeholders in order to champion the Mayor's priorities. The Program Manager's responsibilities will vary, but will include:

Set high-level, big picture direction and strategy for the Great Streets Initiative (15%).

- Identify citywide needs, available and potential resources and partnerships, and appropriate role(s) for the Great Streets Initiative to work with community members, elected officials, and public agencies to activate streets and improve neighborhoods in the City of Los Angeles.
- Develop and guide direction of Great Streets programs in partnership with City departments.
- Provide framework for Great Streets internal and external messaging, including data tracking.
- Facilitate quarterly interdepartmental Great Streets Working Group meetings.
- Oversee involvement in key policy initiatives (e.g., open streets, sidewalk vending, sidewalk repair).

Oversee staff and work plans in support of Great Streets goals (35%).

- Provide day-to-day direction to staff who oversee department "incubated" Great Streets programs.
- Ensure Great Streets staff are tracking program, project, and initiative performance metrics and regularly review and analyze benchmarks (quarterly, annually).
- Approve and contribute to Great Streets external digital and public speaking communications.
- Identify ways to provide Mayor's Office support for interdepartmental coordination, as needed.
- Support relationships with City Council leadership and staff and community organizations to provide Great Streets programs and opportunities.

Oversee operations of the Great Streets Initiative within Mayor's Office (35%).

In consultation with the Director of Neighborhood Services:

- Approve submitted joint budget requests and provide support during the budget process.
- Approve regular communications, including, but not limited to, social media posts, newsletters, internal memos, and reports.
- Review and approve development, production, and distribution of marketing materials.
- Approve hiring and support management of interns.
- Draft and manage contracts with service providers and/or contractors, including being primary contact on behalf of the City.
- Approve internal weekly reports and quarterly reports.

Develop and manage internal and external partnerships (15%).

- Proactively seek and develop partnership opportunities with community stakeholders that will bring diverse resources to Great Streets.
- Seek and secure departmental resources that support Great Streets.
- Bring professional development opportunities to departmental partners, such as speakers and educational resources/materials.

Key Qualifications

- Familiarity with and affinity for the City of Los Angeles, including government operations, rules, policymaking process, and functions of various city departments, agencies, boards and commissions.
- Knowledge and experience of mobility, open streets, neighborhood, and social impact issues in Los Angeles.
- Ability to multi-task and forge effective working relationships with multiple parties.
- Ability to analyze data and synthesize into clear policy recommendations.
- Ability to quickly assess problems and act toward achieving near- and long-term solutions.
- Strong written and verbal skills, with ability to tactfully respond to public inquiries and concerns in a timely manner.
- Experience supervising staff.
- Experience in public policy-related work.
- Experience working in the diverse communities of Los Angeles.