



Job Posting with Hamilton Bike Share Inc.

Position: Program Manager, Everyone Rides Initiative

- Full-time, permanent position
- Annual salary: \$58,000-\$63,000 plus benefits, commensurate with experience. Benefits include 3-weeks paid vacation, extended health care coverage (100% employer-paid), and free access to bike share.
- Location: Hamilton, Ontario*
- Deadline to Apply: Monday, July 11th at 9:00 AM
- Start Date: mid-August to mid-September 2022; some flexibility based on availability of the successful candidate

Hamilton Bike Share Inc. is seeking an experienced Program Manager to lead the Everyone Rides Initiative into a new phase. This position is crucial to the success of program that is centred on making bike share more equitable and increasing access for people in communities subjected to marginalization. The ERI Program Manager will shape the direction of the program and reports to the Executive Director.

You are:

- **engaged in the community and a people person:** you are passionate about building bridges with new individuals and partner organizations, and nourishing existing relationships. You have strong communication skills and are eager to promote programming while attending stakeholder meetings, events, and other community happenings. You are adept at highlighting community impact and comfortable being the face of the program.
- **an organized project manager:** you can juggle multiple projects by staying organized and creating systems to maintain and track information. You are comfortable with day-to-day administration that requires attention to detail and you can switch into 'big idea' mode and confidently lead a big push to get a project across the finish line. You are confident in taking initiative and working autonomously.
- **a champion for equity:** you use an intersectional lens to understand how systemic oppression impacts people in Hamilton. Your values align with Hamilton Bike Share's mission, vision, and values and you are familiar with frameworks like anti-racism/anti-oppression, disability justice, decolonization, and the disproportionate impacts of the climate crisis. You are ready to amplify the experience of program participants and advocate for issues impacting ERI riders.

What You'll Do:

Stakeholder outreach, relationship building, and program promotion:

- Attend and participate in community meetings that are tied into our service area and stakeholders while promoting ERI and Hamilton Bike Share.



- Organize and lead bike-based group rides, workshops, training and events that increase access, riding skills and confidence, inclusion, and other program goals.
- Develop and deliver marketing plans to promote bike share to priority audiences. This would include both physical and virtual elements, such as tabling at events, online campaigns (social media, newsletters), and beyond.
- Reignite the ERI Connector program, a project to recruit and support Connectors who commit to a certain number of service hours to engage their community about ERI and cycling in exchange for an honourarium and other compensation.
- Create and utilize metrics to measure and report on the impact of community engagement and programming.
- Liaise and collaborate with partners that include social service agencies, neighbourhood associations, cultural associations, the City of Hamilton, bike share/shared mobility industry colleagues.
- Share with, learn from, and show up for partners advocating for safer streets for vulnerable road users and participate in engagement opportunities for infrastructure improvements.
- Leverage partnerships to gain funding opportunities that will build program capacity, increase our impact, and achieve our mission.
- Connect with industry colleagues to share best practices and learn from other cities and bike share providers.

Oversee the subsidized pass program:

- Welcome and onboard new riders who are using the subsidized Pedal Pass and Tandem Pass options. This could include email, phone, and in-person engagement with riders from diverse social locations.
- Deliver the Bike Share Basics module to new participants and support riders with other training and resources as needed. This could include 'riding with confidence' skill-building workshops or utilizing our existing language translation services to navigate language needs.
- Liaise with the Customer Support Team so they have what they need to administer strong account support to ERI riders; handle any escalated rider issues that require extra care or consideration.
- Manage the total number of passes within the constraints of available funding and seek out new revenue streams to grow and adapt the subsidized pass options.

Coordinate the Adaptive Bike Hub and other adaptive programming:

- Oversee our Adaptive Bike Hub at Gage Park; design and deliver associated programming to people with disabilities, seniors, and other community members who can benefit from adaptive bikes.
- Manage the adaptive bike assets, with support from the operations team and our bike shop partners, to ensure the adaptive bikes are available and in good working order for riders.
- Enhance the adaptive bike offerings using research and community feedback; explore ways to grow and nourish this part of the Everyone Rides Initiative and serve additional locations.
- Plan and oversee staffing at the Adaptive Bike Hub during the peak season.



Maintain and enhance internal equity policies:

- Identify and guide new policies to make HBSI more equitable for staff, volunteers, and stakeholders.
- Assess and maintain existing policies together with the Executive Director and Operations Manager, including equitable hiring practices, consulting on governance best practices with the board of directors, and other specific procedures across the organization.

Lead administrative tasks:

- Oversee reporting to funding partners, including budget updates and written reports.
- Identify and apply for funding opportunities to grow and enhance the program, and add staff and capacity.
- Maintain the budget to maximize our resources. Assess opportunities for new revenue streams, expense reduction, and other adjustments on an ongoing basis.
- Update and report on our progress within the Black Lives Matter Action Plan.
- Provide program updates to the board of directors every 2 months, in collaboration with the Executive Director.
- Write newsletter content, press releases, instructional and promotional descriptions, and document procedures.
- Manage subsidized pass plans and associated data management.
- Make basic edits and updates to everyonerides.org.
- Work with contractors such as graphic designers, web developers, and others in the completion of projects.
- Create proposals for staff and volunteer roles, including job descriptions, training plans, and other human resources oversight for the ERI team, as needed.
- Deliver equity-content to the broader HBSI staff in training or meetings.
- Manage staff and volunteers within the Everyone Rides Initiative. The position will not have any staff reporting directly to them to start, however we anticipate they will have staff and volunteers to supervise and manage by spring and throughout the peak season (May-September). Duties will include scheduling, attendance and performance reviews, training, workplan development, recruitment and retention, and mentorship.
- Occasional on-call manager duties, together with the Executive Director and Operations Manager.

Requirements to Apply:

- Lived experience that relates to the program.
- Work experience with program coordination/project management.
- Work experience with stakeholder engagement and program promotion/marketing.
- Strong active listening, verbal and written communication skills and the ability to be an ambassador of the program and organization.
- Ability to stay organized while managing competing deadlines.
- Capacity to model leadership and take on responsibilities at the management level.
- Flexibility to sometimes work irregular hours (evenings, weekends) as needed for events or project completion.
- Computer literacy. HBSI uses the GSuite platform and a number of other software programs.



Preferred Skills:

- Work experience managing staff and volunteers.
- Experience writing grant proposals and implementing grant-funded programs.
- Experience delivering workshops and/or demonstrations with bikes.
- Strong connections to existing partner organizations and/or priority communities of the Everyone Rides Initiative, including groups who serve and/or represent BIPOC communities, people with low/no incomes, seniors, LGBTQ2SIA+ communities, and others.
- Experience delivering workshops, teaching, or instruction.
- Experience participating in group bike rides.
- Experience with program management and/or governance at a not-for-profit organization.
- Ability to lift and move equipment up to 50 lbs (e.g. bike share bikes, adaptive bikes, event equipment like tent and tables).

It's a BONUS if you have:

- Experience with adaptive bikes and disability services.
- Experience with basic graphic design and creating visual content.
- Familiarity with other equity programs in the shared mobility sector.
- Proficiency in another language.
- Valid driver's license and clean driving record (you do not need to own a vehicle).

*This position is currently a hybrid of work from home and in-person engagement throughout the community (i.e. at the Adaptive Bike Hub in Gage Park, at community events, neighbourhood pop-ups, and onsite with partner organizations). There is potential to adjust the worksite format to establish an on-site workspace based on the needs of the program and successful candidate.

How to Apply:

Use the subject line "ERI Program Manager Role" and email your cover letter and resume in one PDF attachment to jointheteam@hamiltonbikeshare.ca

All applications are due by 9:00 AM on Monday, July 11th.

Please let us know if you require accommodations during the application and interview process.

Our organization is committed to equity and anti-racism, and we seek to cultivate an inclusive team and welcoming workplace. We encourage candidates from diverse identities to apply, including people who identify as BIPOC and/or racialized, people with disabilities, and people from the LGBTQ2SIA+ community.

Who We Are:

Hamilton Bike Share Inc. is the not-for-profit organization that operates the year-round 825 bike public bike sharing system and hosts the Everyone Rides Initiative, an equity program that is designed to



remove barriers to accessing bikes through subsidized membership options, adaptive bike options, programming and community engagement.

The organization is powered by a hard working, passionate, and resilient team of people who care about our city and the benefits of bike share. We are committed to living wage principles and our mission is “to enhance the quality of urban life by improving equitable access to bicycles in Hamilton.”