

# Los Angeles Walks

**Executive Director**

January 7, 2019

**Applications due January 31, 2019, 9am**

**ABOUT US:** [Los Angeles Walks](#) is a pedestrian advocacy organization. We train and mobilize people to advocate for safe, accessible, comfortable walking conditions in neighborhoods across Los Angeles. We promote walking and pedestrian infrastructure in LA, educate local policymakers regarding the rights and needs of pedestrians of all abilities, and amplify the voices of those most immediately impacted by dangerous streets.

We believe that walking is the most fundamental form of mobility, and that everyone deserves a safe (s - safe, a - accessible, f - fun, e - equitable) walking environment – regardless of income, age, race, ability, or ZIP code. We believe that providing all residents with a safe walking environment is a core function of government. We know that the historical and current disinvestment in low-income communities and communities of color has had staggering impacts on access to safe street infrastructure and on collision rates in Los Angeles. With that, Los Angeles Walks prioritizes support for projects and programs that address this historic and current discrimination, particularly in regards to the [Vision Zero High-Injury Network](#). We consider the intersection of housing security and public investment in changing neighborhoods. We also value community-centered projects and deep community engagement.

**OUR STORY:** In 1998, urban designer Deborah Murphy founded Los Angeles Walks along with friends who were focused on fostering a more livable city. Over the years, thanks to a large and dedicated group of volunteers, Los Angeles Walks consistently worked to raise awareness about pedestrian issues and bring attention to the role of walking in the City of Los Angeles. In fall of 2011, under the fiscal umbrella of the [Los Angeles County Bicycle Coalition](#), Los Angeles Walks began a sustained, grassroots effort to support walking in LA. In 2013, Los Angeles Walks was granted fiscal sponsorship by [Community Partners](#), joining 100 local projects moving the region forward. In 2015, we hired our first full time staff member as a Policy and Program Manager and helped to launch the Los Angeles Vision Zero Alliance, a citywide coalition. In August 2017 the organization promoted the Policy Program Manager as the organization's first paid Executive Director. [Southern California Families for Safe Streets](#) was initiated as a project of Los Angeles Walks in November 2017 to advocate for families of victims of traffic violence. In January 2018 the organization grew to include a full time Advocacy and Engagement Manager, and shifted focus to grassroots training and mobilizing in an effort to build a solid base of support for safe streets initiatives in Los Angeles. In June 2018 we welcomed a UCLA Public Health Population Health Advocacy Fellow to support SoCal Families for Safe Streets. Los Angeles Walks is currently a project of Community Partners. Community Partners is an umbrella non-profit organization that serves as the fiscal sponsor for over 100 local organizations in Los Angeles County.

## **Job Overview and Requirements**

Los Angeles Walks is seeking a visionary, impact-driven, experienced nonprofit leader to further develop a growing movement for safe streets and healthy neighborhoods in Los Angeles. With support from the Advocacy and Engagement Manager, Programs Manager, advisory board, and Community Partners staff, the Executive Director will be responsible for leading and managing a small but quickly developing organization, not only directing its growth, but also overseeing all program, advocacy, communications, development, and administrative operations of the

organization including the supervision of two full-time staff members, interns, and fellows. The Executive Director also serves as Project Leader for Community Partners.

**REPORTS TO:** Advisory Board

**SUPERVISES:** Advocacy and Engagement Manager, Programs Manager, interns, fellows

## **Primary Duties & Responsibilities**

### **Develop Los Angeles Walks**

#### *Strategic Leadership*

- Provide vision, leadership, and follow-through in order to achieve Los Angeles Walks' mission while remaining true to the organization's values.
- Implement and track Los Angeles Walks' current work plan while collaborating with advisory board to develop long-term organizational goals.
- Recruit, supervise, and train all staff, contractors, interns, fellows, and volunteers.
- Encourage and foster a healthy, supportive work environment that promotes personal and organizational growth.
- Act as a primary spokesperson with all stakeholders, including decision-makers, strategic partners, community residents, current and prospective funders, and the media.
- Represent Los Angeles Walks and maintain positive working relationships across sectors, including policymakers, funders, partners, and stakeholders.
- Maintain a professional network throughout the city by attending and presenting at public forums, events, conferences, and other meetings as appropriate.
- Serve as Project Leader and administer all Project reporting to Community Partners.

#### *Fundraising and Financial Oversight*

- Develop and implement strategies to secure greater philanthropic support for current Los Angeles Walks priorities.
- Develop and implement an annual fundraising plan including foundation grants, government funds, individual giving, sponsorships, contracts, and merchandise sales.
- Draft grant proposals and manage grant reporting.
- Lead the development of new fundraising initiatives in alignment with programmatic goals including fee for service work.
- Build and maintain relationships with institutional donors and individual major donors.
- Develop Los Angeles Walks' annual budget, provide regular finance reports to advisory board, and coordinate with Community Partners on projected funding and major expenses.

#### *Advisory Board Development*

- Coordinate with advisory board chair regarding monthly board meetings: identify key issues, draft staff report, and provide financial update.
- Identify new advisory board members and assist executive committee on board member recruitment and retention.
- Collaborate with board committees and participate in semi-monthly committee meetings.

#### *Communications*

- Draft or oversee the development of all communications, including website, e-newsletter, blog posts, and social media.
- Manage the development and design of all Los Angeles Walks handouts and materials.
- Build the Los Angeles Walks brand and profile through the development of the Los Angeles pedestrian advocacy movement.

## **Build Power & Shift Culture**

### *Programs*

- Through strategic partnerships and targeted organizing (including SoCal Families for Safe Streets), LA Walks trains and mobilizes groups to build power in order to win smart street design, slower speeds, and safer neighborhoods.

- LA Walks conducts a regular schedule of public walks and block parties that engage with the broader public.

- Working closely with staff, oversee the planning, implementation, and evaluation of all programming intended to build a base of support for safe streets in Los Angeles.
- Develop new strategic partnerships and evaluate existing partnerships against organizational values.
- Develop SoCal Families for Safe Streets, a project of Los Angeles Walks, into clear and effective advocates.
- Ensure programming is inclusive to all LA residents, including but not limited to older adults; young people; people with disabilities; people who speak a language other than English; parents and guardians; and residents of over-burdened, under-resourced neighborhoods.
- Further develop structure, systems, and internal processes for all programming, including budgets, logic models, materials, and guides.
- Attend program-related events as needed.

### *Advocacy*

- In collaboration with LA Walks' volunteer Policy Advisory Committee, conduct ongoing oversight of relevant policies and legislation, always centering the concerns of LA Walks' program participants and LA Walks' organizational values.
- Manage and track the organization's advocacy efforts regarding all policies, programs, projects, and processes that affect people walking within the City of Los Angeles, including direct communication with decision-makers, comment letters, public comment, op-eds, and other tactics.
- Support organized groups on local advocacy campaigns, depending on urgency and organizational capacity.
- Manage the research, development, and design of an annual Vision Zero / Safe Streets report card.
- Manage one major campaign; ensure new advocacy campaigns align with the priorities of LA Walks' program participants and Los Angeles Walks' organizational values.
- Engage in strategic partnerships and coalitions that advocate for programs, policies, legislation, and systemic changes that improve the pedestrian experience.
- Coordinate with City of Los Angeles staff in the Department of Transportation (LADOT), City Planning, the Bureaus of Engineering and Street Services and other City departments as necessary to collaborate on city active transportation policies, programs and projects.

## **Attributes of the Successful Candidate**

Candidates should have energy, enthusiasm, mature judgment, absolute integrity, and a history of working with a diverse population promoting active transportation, racial justice, social justice, and health equity.

The ideal candidate will have the following attributes needed to perform successfully:

*Seeks Justice and Walks Humbly:* Able to support, foster, and advocate for pedestrian safety

and accessibility with humility and contextual sensitivity. Makes sound judgments, understands different approaches to doing work across different communities. Understands what it means to walk, roll, or stroll as form of transportation.

*Values Collaboration:* Able to bring people together; fosters and maintains strong partnerships with governing agencies, small businesses, active transportation organizations, community-based organizations, funders, and stakeholders.

*Thinks Strategically and Implements Tactically:* Can understand the big picture; able to implement projects effectively and in a well-organized manner, develops creative and innovative ways to push forward mission. Action-oriented and proactive when managing the growth of the organization.

*Has Fundraising Acumen:* Knowledge and experience with building a fundraising base. Ability to develop and manage an organizational budget. Recognizes financial opportunities, including grants and fee contacts, and implements innovative fundraising techniques. Can build a base of grants and individual and institutional donors.

*Has Knowledge of Active Transportation Ecosystem:* Experience and prior connections with stakeholders, allied organizations, and elected officials a plus.

*Excels at Communication:* Ability to humanize, tell a story, and able to translate policy into language that is clear and meaningful to a diverse audience.

*Has a Sense of Humor:* This is hard (but rewarding) work. Having a sense of humor and making it fun helps!

#### Qualifications:

- At least three years of experience managing staff and/or volunteers, preferably with a non-profit.
- BA in Public Health, Public Policy, Public Administration, Urban Planning, Geography, Architecture, Urban Design, Active Transportation, Social Welfare, Nonprofit management, or related field. Master's degree a plus.
- Experience working with the legislative and policy-making process in a large city.
- Ability to manage multiple projects.
- Strong interpersonal, leadership, analytical, and communications skills, including public speaking and writing.
- Ability to be a powerful and articulate spokesperson for the organization.
- Strong commitment to Los Angeles Walks' mission and health/transportation equity
- Proficiency with Microsoft Office and web applications, use of social media.
- Bilingual/Multi-lingual, a plus.

#### **SALARY, BENEFITS, AND WORK LOCATION:**

This is a full-time, exempt position. The salary range is between \$70 - \$80,000 annually commensurate with experience. The successful candidate will be an employee of Community Partners and benefits include health, dental and vision insurance, paid vacation and sick time.

This position currently works out of an Arts District co-working space with the Advocacy and Engagement Manager and Programs Manager, surrounded by other organizations creating change in the LA region. Los Angeles Walks reimburses for communication and work travel-related expenses.

**TO APPLY:**

Please send a cover letter and resume as one PDF file.

File should be saved as `firstname_lastname_ExecutiveDirectorPosition.pdf`.

Send to [hello@losangeleswalks.org](mailto:hello@losangeleswalks.org). Use the subject line: Executive Director Applicant.

Applications will be reviewed as they are received.

Los Angeles Walks/Community Partners is an equal opportunity employer committed to a diverse and inclusive workforce. In addition, the organization will consider for employment qualified applicants with criminal histories in a manner consistent with the requirements of the Los Angeles Fair Chance Initiative for Hiring.