



CITY OF DETROIT  
invites applications for the position of:  
**Planner I - DDOT**

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**SALARY:** \$20.91 - \$24.52 Hourly

**OPENING DATE:** 10/31/16

**CLOSING DATE:** 11/14/16 11:59 PM

**DESCRIPTION:**

**Area of Specialization: Bus Stops & Transit Locations**

**SUMMARY:** Under general supervision, takes active and primary responsibility for the Department's bus stop and shelter infrastructure. Tracks installations and requests for several thousand individual locations throughout the transit system. Manages activities at these locations, including placement of bus stop signs, shelters and other fixed-infrastructure amenities. Directs work crews to perform updates, upgrades and repairs at bus stops and shelters.

Collaborates extensively with internal and external parties. Works from staff observations, customer requests and location-specific context; implements any and all changes to the Department's bus stop line-up. Integrates efforts with related projects in other workgroups. While following a variety of precedents, has ongoing opportunity to update standards and optimize workflows.

**Area of Specialization: Ridership Trends**

**SUMMARY:** Under general supervision, aligns transit activities with economic development trends and demographic patterns. Addresses specific issues with transit routes, destinations, fares, bus stops and riding customs in support of traditional planning and outreach efforts. Uses planning data to identify opportunities for ridership growth and service improvement. Engages existing and potential transit user groups in customized ridership growth efforts. Coordinates activities intended to increase transit ridership and complement larger, City-wide efforts to enhance quality-of-life.

Works with Service Development & Scheduling staff to gain direct, detailed and first-hand knowledge of transit service. Provides input into service development process by documenting needs and requests. In cooperation with marketing staff, provides technical expertise to enhance impact of outreach events. Arranges and leads field trips to introduce potential customers to the transit system. Communicates extensively with external parties; can represent the Department and act as a face of the transit service.

**EXAMPLES OF DUTIES:**

**Area of Specialization: Bus Stops & Transit Locations**

1. Manages live, official database of bus stop locations using specialized software and/or standard spreadsheets.
2. Maintains up-to-date information on customer amenities at bus stops.
3. Conducts regular fieldwork to assess condition and performance of bus stops.
4. Tracks inventory of bus stop supplies, such as signs, signposts, mounting equipment, decals and shelter components.
5. Executes and verifies work orders for installation, removal and maintenance.
6. Provides clear, detailed instructions to maintenance crews, including written descriptions, sketches, photographs and/or maps.
7. Identifies specific bus stops for potential upgrade or removal, based on ridership, neighborhood trends or other contextual factors.
8. Collaborates with Service Development group to align bus stops with permanent route changes and temporary detours.
9. Collaborates with multiple internal/external stakeholders to ensure safety, security, accessibility and customer convenience at bus stops.
10. Interfaces with neighboring/overlapping transit providers to coordinate bus stop arrangements at shared locations.
11. Compiles public requests related to bus stops.
12. Leads Bus Stop Review committee and Bus Stop Optimization team to develop organized, proactive responses to customer requests.
13. Advises on technical considerations of bus stop proposals, such as traffic safety, Americans with Disability Act (ADA) compliance and previous experience at similar locations.
14. Collaborates with Capital Projects group to integrate bus stop needs with mid- and long-range programs.
15. Provides inputs to group-wide ridership tracking efforts.
16. Produces basic reports and statistics on bus stop locations/amenities.

### **Area of Specialization: Ridership Trends**

1. Compiles and indexes requests for new transit service.
2. Co-develops programs to increase ridership in targeted markets.
3. Prepares reports to quantify the ridership effect of customer engagement programs.
4. Attends outreach events to provide detailed guidance on transit system usage.
5. Connects with external stakeholders to arrange transit field trips and travel trainings.
6. Plans and leads hands-on field trips to build familiarity with transit services.
7. Teaches new customers to locate routes, recognize bus stops, read schedules, use apps, pay fares, board and deboard the bus.
8. Maintains accurate, dynamic knowledge of current and proposed transit services.
9. Maintains knowledge of fares, transfers, passes, tax credit programs and ridership incentives.
10. Stays attune to industry-wide innovations and best-practices.
11. Learns specific needs of potential ridership groups, customizes events and materials accordingly.
12. Delivers on-site presentations to organizations.
13. Develops cross-promotion programs with institutions and businesses.
14. Connects with businesses and community groups to arrange transit information displays in visible locations.
15. Identifies new developments and destinations for proactive outreach.
16. Communicates route-related customer concerns to Service Development & Scheduling group.

17. Engages internal parties, such as Customer Service, to promote accurate understanding of new transit services.
18. Participates in Department-wide efforts to improve the customer experience.
19. Leads Community Workshops and Public Hearings.

**MINIMUM QUALIFICATIONS:**

Bachelor's Degree in geography, social science, public relations or urban planning. One year experience with GIS and/or two years experiences in marketing, engagement or public outreach.

Desired proficiency with foreign languages, particularly Arabic or Spanish.