



CITY OF  
PRINCE GEORGE

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# JOB DESCRIPTION

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**JOB TITLE:** TRANSIT PLANNER **SCHEDULE: B**  
**DIVISION:** SUSTAINABLE COMMUNITY DEVELOPMENT **PAYGRADE: 17**  
**DEPARTMENT:** PLANNING & DEVELOPMENT

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## **JOB SUMMARY:**

Under general direction of the Manager, Sustainable Community Development, the incumbent is responsible for developing and coordinating short, medium, and long-term transit plans. The Transit Planner assists in the planning and the review of operations of the City's Custom (HandyDART), Community and Conventional transit systems; coordinates assigned activities with other City departments, BC Transit, other outside agencies and the general public. In cooperation with BC Transit, the Transit Planner is responsible for managing improvements to the City's transit systems and infrastructure including system planning, public transportation planning, refining and updating the strategic marketing strategy, managing external contractors, and financial management of the transit function. The incumbent plays a lead role in developing, implementing and maintaining partnership agreements with external agencies, businesses and community groups. The position requires independent judgment, innovation and action and provides a full range of professional transit planning work involving the application of professional knowledge to various municipal public transportation planning issues, and performs related duties. This position is subject to Schedule D hours.

## **MAJOR RESPONSIBILITIES:**

**Under general supervision of the Manager, Sustainable Community Development:**

### **Supports the delivery of the transit systems by:**

- assisting in the preparation and review of reports on the transit budget;
- promoting transit use through the implementation, monitoring and continual updating of the strategies, policies, procedures and bylaws as applicable including a Strategic Transit Marketing Plan and the Transit Future Plan;
- working with partners on programs, staff liaison on relevant committees and working groups such as transit advertising and improving transit infrastructure;
- working with schools, the College, University, Seniors, BC Transit, the Contractors and other parties of interest;
- liaising, working with, and advocating for both the Provincial Government Agency, BC Transit as well as the Transit Contractors;
- reporting system performance monthly, and preparing reports to the Manager, Director and/or Council on various transit issues;

- establishing ridership targets as a result of strategies and plans;
- writing and assisting with reports and presentations on the transit system as required;
- assisting with the preparation and administration of tenders, RFP's and other contracts;
- responding to a wide variety of customer inquiries and requests, with courtesy and tact;
- identifying, designing and directing maintenance and/or improvements to the transit infrastructure;
- supporting the development, implementation and management of partnership agreements with other agencies, businesses, and community groups to improve ridership and service;
- evaluating and providing recommendations on transit support of special events;
- representing and assisting with representing the City transit system when dealing with external agencies, consultants, system operators, ticket outlets, contractors, community groups, City businesses and the media;
- representing and supporting the transit function on various Council committees;
- assisting with additional divisional projects, as required; and
- performing other related duties, as required.

**Engages in planning activities by:**

- performing the full range of professional transit planning work involving the application of professional knowledge to various public transportation planning issues;
- providing input into land use development proposals to ensure consistency with Official Community Plan, Transit Future Plan, alignment with Active Transportation Plan, and other plans and strategies;
- assisting in the development of long and short term transit system goals;
- assisting in the development of transit planning and policy documents;
- analyzing the transit market and identifying, developing, coordinating and implementing marketing plans and initiatives in cooperation with BC Transit;
- conducting route analyses and making recommendations to optimize transit service and ridership;
- developing recommendations concerning revenue generation;
- managing and reconciling the inventory, ordering, tracking, sales and delivery of transit fare products in an efficient and timely manner;
- promoting ticket outlets and managing agreements with ticket outlets;
- reviewing and recommending, effective and equitable fare structure;
- working with BC Transit and transit contractors to gather ridership data and analyses this data to conduct audits and reviews;
- developing, reviewing and advising on the feasibility of new service concepts and opportunities;
- working with BC Transit to continuously improve various marketing tools of transit services in Prince George; and
- representing the City in various public transportation forums, advocacy, and strategic planning functions.

**QUALIFICATIONS:**

**Education:** Diploma in engineering technology, civil technology, transportation, urban planning and/or business administration.

**Experience:** Three years' related experience in the planning, administration and marketing of transportation services, with preference given to previous experience in public transit.

**Knowledge and Skills:** Considerable expertise in transit planning, operations and scheduling. Demonstrated ability in developing and assisting in the management of budgets. Knowledge of Prince George area streets and bus route familiarization. Considerable expertise in statistical analysis and data management, as well as business and management principles. Demonstrated expertise in developing and implementing a variety of marketing strategies. Demonstrates strong communication, facilitation and public relations skills. The ability to think critically and make sound decisions. Ability to display independent initiative, judgment, creativity and innovation. Strong negotiation skills. The ability to openly and respectfully communicate in a way that promotes understanding in both verbal and written form, and to organize and present information in a logical manner. Ability to work within, and contribute to, a proactive team environment. Strong public-speaking abilities, along with the ability to effectively create various presentations. Strong organizational and time management skills. The ability to handle multiple tasks and a demanding workload, and effectively meet deadlines. Strong customer service orientation. Strong computer abilities in a Windows-based environment. Knowledge of WorkSafe BC regulations, occupational hazards and safe work procedures as it relates to the position, including but not limited to: bullying and harassment, working alone and other significant hazards.

Valid BC Driver's license: Yes – Valid BC driver's license, class 5  
Vehicle Usage: Yes – City owned vehicles  
Criminal Record Check: N/A

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Date prepared: October 2015