



JOB DESCRIPTIONS FOR BIKE SHARE EQUITY POSITIONS

Community Planner

DUTIES AND RESPONSIBILITIES

- Lead community education and outreach efforts in coordination with grassroots community-based organizations, transit advocates, and bicycle coalitions with a focus on diverse stakeholders including transit-dependent populations, affordable housing residents, and small business owners.
- With direction on content, produce drafts of a wide variety of written materials (e.g., emails, blog posts, action alerts, newsletter articles, web pages, Facebook posts, and tweets). Copy-edit a range of written materials prior to release.
- Work with partners to ensure marketing and outreach materials are effective and culturally-sensitive.
- Help design and administer participant surveys. Analyze survey data and support the project manager in writing reports on findings.
- Represent TransForm's position in a variety of contexts: one-on-one with decision-makers and partner groups, with media, and in public meetings. Provide support in the creation of a regional Shared Mobility Equity Fund.
- Help identify ways for more community groups and partners to participate in programs.
- Maintain systems of tracking outreach and follow-up, both in a database and files.



**BETTER
BIKE
SHARE**