



# TRANSPORTATION DEMAND MANAGEMENT INTERN

## PARKING & TRANSPORTATION SERVICES

### PART-TIME POSITION

#### JOB DESCRIPTION

The Transportation Demand Management (TDM) Intern will assist the College in servicing its customers and working with its providers to meet the demands of our riders, cyclists, pedestrians, and drivers. The intern will learn the basic principles of TDM, core offerings of the WATA Transportation Support Agreement, the Strategic Plan of the W&M Bike Alliance and work to assist customers that utilize those core offerings. The intern will also work with the partners the College retains to provide those services.

#### QUALIFICATIONS

The ideal candidate will have excellent communication and organizational skills, as well as proactive problem solving and follow-up skills. They will be highly computer literate with experience working with GIS mapping software, proficiency in MS Word, MS Excel, MS Outlook, and Google Chrome, and possess strong organizational skills, pay attention to detail, and the ability to multi-task. Finally, this candidate must be able to work both independently and collaboratively in a team environment is also required.

#### RESPONSIBILITIES

- Become proficient and knowledgeable in William and Mary's core transit service offerings: WATA Green Line, Red Line, Blue Line & Trolley
- Assists with transit planning and operations analysis, system/route performance and operational assessment, transit market research, public/stakeholder outreach, and transit accessible design.
- Assists with GIS mapping tasks, data collection, and site/infrastructure assessments.
- Assist with the College's other service areas by supporting research and technical analysis on multimodal planning (carpool, rideshare systems), safety, ADA paratransit support analysis and design.
- Participates in the development of short and long range campus mobility planning strategy for the College; development of multi-modal transportation facilities including, sustainable lockers and covered racks, trails, and bicycle lanes.
- Collaborate with a variety of university affiliated departments and local, city, regional and statewide partners to assist with development of an electric vehicle charging program.
- Assists with writing and preparation of technical reports and presentation materials.

#### HOW TO APPLY

Submit applications to:  
Bill Horacio | wxhora@wm.edu  
Steve Gregory Rsgregory@wm.edu