Oppotunities for Public Transit and Mobility

Southeast Michigan has not fully realized the quality of life and economic development opportunities made possible by expanded public transit and mobility. The building blocks are present, but they have not been synthesized into an implementable, effective vision for transit and mobility that benefits Oakland county residents, businesses, and institutions, as well as southeast Michigan.

Some foundational elements of a future vision include:

- SMART - Southeast Michigan’s only regional public transportation provider
- Numerous locally provided transportation services that address the needs of senior and disabled residents
- A very strong corporate and institutional presence
- Regional commuting patterns that run both north-south and east-west
- There are 760,000 jobs in Oakland County:
  - Nearly 340,000 of them are filled by Oakland County residents,
  - The remaining 420,000 are filled by workers who live outside Oakland County,
  - More than 250,000 Oakland County residents commute to jobs in other counties, primarily in Wayne (150,000) and Macomb (119,000) counties
- Internal county commuting patterns between outer township and county job centers
- Walkable urban neighborhoods
- Numerous traditional downtowns and commercial districts
- Strong connections on Woodward and Grand River Avenues to Detroit
- The expansion of MoGo bike sharing to the southeast portion of the County
- 138 miles of primary trails and pathways (total trail vision is nearly 400 miles)
- The emerging use of technology in routing and ridesharing and improving mobility for all users
Oakland County seeks to contract with an individual or firm to function as a strategic advisory and planner to the County Executive’s office on public transit and mobility. The advisor must possess knowledge in the fundamentals of the following aspects of public transit and mobility. Specifically, they must be versed in the interrelationship of these aspects as it relates to providing public transit and mobility services to Oakland County residents, institutions and businesses, and their employees.

The contracted individual must be able to demonstrate considerable knowledge of:

- Federal and state laws that regulate public transit in Michigan.
- Revenue models used to fund transit and the policy and financial implications of their use.
- How other metropolitan areas fund, administer and operate their transit services.
- Determining the use cases for various modes including micro transit, bus, paratransit and various types of rail.
- The differences between local transit and regional transit.
- The application of emerging technology to supplement and improve upon more traditional transit options.
- The interface between transit systems and road projects, zoning and development priorities.
- The role and authority that local, state and federal agencies have in the planning, construction and operation of a transit systems.
- Costs of planning, building and operating a transit system.
- Industry baseline estimates when scoping capital projects and operating commitments.
- What makes a transit service successful and the characteristics that draw ridership and those that push riders away.
- Who are the prime users for different modes of transit.
- The successful staffing and management of transit systems.
- How both a locality and region can benefit from a transit system.
- How residents, businesses and visitors make use of transit service on an everyday basis.
- How to message and communicate the value proposition to taxpayers who may not use transit service.

Duties

- Participate in meetings and discussion with the County Executive’s staff, county commissioners, transit providers and other stakeholders as required.
- Gather and analyze data on funding, costs, and ridership.
- Prepare and provide written and oral reports outlining transit options and the cost-benefit to the citizens, businesses and institutions of Oakland County.
- Provide strategic advice on how to best collect constituent input and communicate the County position of public transit.
- Provide recommendations on the most applicable and effective modes of transit to support the needs of for Oakland County.

Please provide an electronic proposal by Friday, December 6, 2019.
Submit to: April M. Lynch, Deputy County Executive, lynchap@oakgov.com.

Questions regarding the position directed to Hilarie Chambers, Chief Deputy County Executive at chambershi@oakgov.com or (248) 858-2090.