



Regional Safe Routes to School Coordinator (Transportation Planner I) Job Description

Department: Economic and Community Development
Reports to: MPO Director

General Statement

Performs technical and specialized transportation and community planning duties for a region-wide Safe Routes to School Task Force.

Distinguishing Features of the Class

The Regional Safe Routes to School Coordinator leads Land of Sky Regional Council's Safe Routes to School Program by working directly with schools, families, and communities to make it safer and easier for children to walk, bicycle, and roll to school. Through education, outreach, encouragement, and strong partnerships, the Coordinator helps students build lifelong transportation safety skills while supporting schools in creating safer arrival and dismissal practices.

Duties and Responsibilities

Essential Duties and Tasks

School Partnerships

- Develop and maintain strong working relationships with school districts, principals, assistant principals, PE teachers, transportation directors, and PTAs.
- Visit schools regularly and serve as Land of Sky's primary Safe Routes contact.
- Recruit new schools into the program.

Student Safety Education

- Deliver bicycle and pedestrian safety education.
- Coordinate bicycle rodeos, walking school buses, bike clubs, safety demonstrations, and other events that provide education and encouragement for the student population.
- Develop educational materials and classroom presentations for students, parents, staff, and community members.

Community Engagement

- Organize Walk & Roll to School Day, Bike Month activities, and family safety events.
- Coordinate volunteers and community partners.
- Promote active transportation through outreach and public education.
- Assist local governments interested in Safety City, Traffic Garden, or other opportunities to provide more educational support infrastructure.

School Transportation Support

- Assist schools in identifying traffic safety concerns around campuses.
- Coordinate walk audits and school-area safety observations.
- Work with local governments and transportation agencies to communicate identified issues.
- Support schools pursuing Safe Routes grants or infrastructure improvements.
- Develop, coordinate, and manage bicycle education programming and supporting equipment, including bicycle fleets, trailers, helmets, and safety education materials as programs expand.

Communications

- Prepare newsletters, social media, graphics, presentations, webpages, and outreach materials.
- Represent Land of Sky before elected officials, community organizations, schools, and professional groups.

Grants & Administration

- Assist with grant writing and grant administration.
- Track program performance and prepare required reports.
- Process invoices and maintain program documentation.

Desired Outcomes

- Growing participation among schools throughout the region.
- Maintaining strong working relationships with school administrators and district staff.
- Delivering high-quality bicycle and pedestrian education programs.

- Increasing participation in Safe Routes events.
- Producing professional educational and promotional materials.
- Building a sustainable regional Safe Routes network.

Additional Job Duties

Additional responsibilities will be added as needed

Recruitment and Selection Guidelines

Knowledge, Skills, and Abilities

- Familiarity with the national Safe Routes to School model, and/or benefits of active transportation
- Strong cultural sensitivity and competency abilities, including experience working with both urban and rural communities.
- Independence, motivation, and resourcefulness
- Experience creating brochures, flyers, newsletter articles, and other documents for the public
- Ability to clearly and concisely communicate complex issues, verbally and in writing
- Ability to plan events and coordinate volunteers

Organization Conformance Standards for all positions:

- Perform quality work within deadlines with or without direct supervision.
- Interact professionally and courteously with other employees, customers and partners.
- Work effectively as a team contributor on all assignments.
- Understand the necessity to efficiently and effectively interact, communicate and coordinate work efforts with other employees and organizations in an effective manner to accomplish common task.
- Function in highly stressful circumstances.
- Maintain a high level of professionalism and to conduct business in an ethical manner at all times.
- Maintain regular and punctual attendance.

Physical Requirements

- Must be able to perform the basic life operational skills of talking, walking, lifting, reaching, standing, fingering, feeling, hearing and repetitive motions.
- Must be able to perform light work exerting up to 20 pounds of force occasionally and or 10 pounds of force frequently to lift, carry, push, pull or otherwise move objects.
- Must possess the visual acuity to examine and work with maps, charts, and detailed materials, operate a computer, go and inspect sites regarding planning issues, use measuring devices, do figure computations, and do extensive reading.

Desirable Education and Experience

- Three years of relevant work experience and high school degree required; at least bachelor's education desired but not required. However, any combination of education and experience that provides the applicant with the knowledge, skills, and abilities required to perform the job duties listed may be substituted.
- Experience working with schools, youth programs, education, transportation planning, parks and recreation, public health, or community engagement.
- Strong interpersonal skills and ability to develop lasting partnerships.
- Excellent written, verbal, and presentation skills.
- Experience organizing events and coordinating volunteers.
- Experience with Canva, Adobe Creative Suite, ArcGIS, Microsoft Office, or similar communication tools.
- Ability to work independently while managing multiple projects.

Special Requirements

- Driver's License is usually required and specialized certifications may also be required of individual positions.