

OREN HIRSCH

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SUMMARY

Transportation planner with experience in existing conditions evaluation, service planning, operations analysis, scheduling (vehicle blocking, operator run cuts, and rostering), public outreach, and implementation phases in the United States and Israel. Expert in managing and analyzing large datasets using Geographic Information Systems (GIS), Microsoft Excel, and Microsoft Access.

SKILLS

Transit Service Planning: Assessed existing conditions, developed and costed service proposals, conducted operational analysis and wrote mock schedules to find service efficiencies, determine impacts (including potential Title VI issues) of proposed changes and develop mitigation strategies, created efficient vehicle blocking and operator run cuts using optimization software

Data Collection & Analysis: Built, updated, and maintained databases to track ridership by route, stop, and trip, bus stop attributes, public feedback and operator feedback, processed and analyzed data from databases to support planning process and develop public reports, wrote and administered survey to understand parents' needs for school bus service

Illustrate Complex Data & Concepts: Created GIS maps to assist subcontractors with wayfinding installations and other tasks, supervised creation of updated system maps, created isochrones to show expected travel times under various service planning scenarios, developed dashboards in Tableau to visualize and facilitate analysis of GTFS and other data

Public Outreach: Developed written and visual guides to service changes including collateral targeted for school students and materials to assist "transit ambassadors", identified locations for targeted outreach, staffed public meetings and "pop-up" events

Technical Writing: Authored and co-authored reports for various phases of transit planning process including transit development plans, existing conditions reports, service plan proposals, public outreach reports, guides for agency staff, and presentations and brochures for external stakeholders, contributor to TCRP Synthesis 140: Comprehensive Bus Network Redesigns (June 2019), wrote end-to-end instructions for cloud based scheduling software to enable users to achieve improved KPIs

School Student Transportation Planning: Developed methodology to evaluate existing and proposed supplemental school service for Baltimore City Public Schools, conducted accessibility analysis for District of Columbia Public Schools, evaluated and proposed updated school bus routes for an independent school in Washington, DC

Project Management: Served as task lead for multiple phases of project work responsible for QA/QC reviews and on time delivery to clients and/or supervisors, served as liaison between project managers, clients, subcontractors, and colleagues to create and maintain good lines of communication throughout project scope

WORK EXPERIENCE

Solutions Engineer, Optibus

February 2021 - Present

Optibus is an end-to-end software platform for transit planning, scheduling, and operations that creates more equitable, sustainable, and efficient transportation services for agencies, operators, cities, drivers and passengers. As a solutions engineer on the customer success team, duties include

- Leading client onboarding, configuring client data, and providing general assistance and troubleshooting on the planning, scheduling, and rostering modules within the Optibus platform for clients
- Using my transportation planning and operations background to enable clients to get the most out of Optibus
- Serving as a liaison between our clients and colleagues to improve Optibus for the benefit of both our present and future clients
- Completing vehicle blocking, operator run cuts, and rosters for "scheduling as a service" projects

Independent Consultant

September 2014 - Present

- Work with the MILTON Gottesman Jewish Day School of the Nation's Capital (Washington, DC) to advise school administration on how to improve the school's bus transportation options

Transportation Planner, Foursquare Integrated Transportation Planning, Rockville, MD

February 2016 - July 2020

Foursquare Integrated Transportation Planning is a small, privately owned transportation planning firm that specializes regional planning, transit planning, and bikeshare planning.

Clients included:

- Maryland Transit Administration (MDOT MTA)
- Montgomery County, MD Department of Transportation
- Washington Metropolitan Area Transit Authority (WMATA)
- District Department of Transportation (DDOT)
- Minnesota Department of Transportation (MnDOT)
- Massachusetts Bay Transportation Authority (MBTA)

GIS Analyst, Jerusalem Transportation Management Team, Israel

November 2010 - March 2014

The Jerusalem Transportation Management Team (JTMT) is the organization that is responsible for overseeing public transportation planning in Jerusalem and the surrounding area. JTMT is responsible for long range and short term planning for a variety of projects, including highway construction, the Jerusalem light rail, and bus rapid transit corridors.

EDUCATION

University of Maryland, School of Architecture, Planning and Preservation, College Park, MD *Class of 2017*

Masters of Community Planning

Courses in Planning History & Theory, Planning Process, Urban Economics, Research Design & Application, Research Methods, Land Use Planning, and Social Planning

- Community Planning Studio: Frederick, MD Sustainability Plan (Summer 2015)

Cornell University, College of Architecture, Art, & Planning, Ithaca, NY

Class of 2009

B.S. with Honors in Urban & Regional Studies

Senior honors thesis: *“Road Pricing: Is it Along America’s Road to the Future?”*

- Studied abroad in Rome, Italy on “Cornell in Rome” Program (Spring 2008)

ACCOMPLISHMENTS & EXTRACURRICULARS

Jerusalem Bus Map (www.jerusalembusmap.com): Creator and webmaster of an unofficial interactive Jerusalem, Israel bus map for free download on Google Earth and Google Maps with over 6,000 Facebook fans (2009 - present)

Oren’s Transit Page (www.orenstransitpage.com): Creator and webmaster of site featuring photos and general information about trains, subways, and buses in the U.S. and abroad with over 25,000 views annually (2000 - present)

Jewish Council for the Aging Transportation Committee Member, Rockville, MD (July 2019 - present)

QUALIFICATIONS

Technical Competencies: ArcGIS Pro, ArcMap, MapInfo, Microsoft Excel, Microsoft Access, PowerPoint, Optibus Planning/Scheduling/Rostering, Tableau, Wordpress, GSuite, HTML/CSS/PHP, website design

Languages: Hebrew (fluent), Spanish (basic), Italian (basic)