

CASEY C. ROSS, AICP

Transportation Project Management & Planning

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I am a passionate, equity-focused transportation planning professional with a strong project management background in transportation planning and design. My experience includes leading teams and coordinating between diverse public- and private-sector stakeholders through effective problem-solving and multi-disciplinary collaboration. I am looking for opportunities through which I can expand the scope of my project experience, take on diverse new challenges, and develop my technical skills as part of a dedicated and close-knit team of other motivated, high-achieving individuals.

PROFESSIONAL EXPERIENCE

Complete Streets District Manager, Office of Multimodal Planning

City of Philadelphia Office of Transportation, Infrastructure, and Sustainability (OTIS), Philadelphia PA

November 2022 to present (full time)

- Directly manage a team of three staff members, ensuring their professional development and project delivery success through horizontal communication and an open-door policy.
- Lead the planning and design of notable Complete Streets and Vision Zero projects, including the Walnut Street parking-separated bicycle facility project, the Franklin Square Pedestrian Access Improvement project phase two, the Washington Avenue Transportation Safety project post-installation study & analysis, the Cramp Elementary School neighborhood Slow Zone, three Great Streets PHL project corridors, and an upcoming 52nd Street transit analysis and improvement project.
- Plan, coordinate, and facilitate public outreach initiatives aimed at engaging diverse communities, using tools such as slide deck presentations, hands-on community design workshops, listening sessions, site visits, and public open house meetings.
- Regularly collaborate with diverse internal and external stakeholders such as the Streets Department, Commerce Department, Department of Parks and Recreation, Department of City Planning, SEPTA, and PennDOT.

Transportation Project Manager, Office of Complete Streets

City of Philadelphia Office of Transportation, Infrastructure, and Sustainability (OTIS), Philadelphia PA

July 2021 to November 2022 (full time)

- Let the planning and design of Complete Streets and Vision Zero projects, including the Chestnut Street parking-separated bicycle facility project, the Franklin Square Pedestrian Access Improvement project phase one, the Washington Avenue Transportation Safety project, and the Willard and Fairhill Neighborhood Slow Zone projects.
- Led and coordinated engineering consultant teams under City contracts, overseeing bicycle facility upgrades, pedestrian improvements, and Neighborhood Slow Zone traffic safety implementations.
- Ensured compliance and timely progress for federally funded projects by navigating complex PennDOT ECMS processes and collaborating with the Department of Streets and PennDOT District 6-0 teams.
- Managed and coordinated development reviews, supporting seamless partnerships for City projects and upcoming private developments throughout the city.

Transportation Planner, Office of Complete Streets

City of Philadelphia Office of Transportation, Infrastructure, and Sustainability (OTIS), Philadelphia PA

June 2017 to July 2021 (full time)

- Played a pivotal role in the planning, analysis, and implementation of Complete Streets and Vision Zero projects, including the Spruce & Pine Repaving and Safety Project, the Roosevelt Boulevard Route for Change project, Automated Red-Light Enforcement (ARLE) program evaluation, and the City's pedestrian plaza and parklet programs.
- Conducted extensive data collection and analysis to validate traffic engineering models, ensuring accurate outcomes and transparent community engagement.
- Assumed Project Management role for the Spruce & Pine Repaving and Safety Project during the previous Project Manager's parental leave, guiding the project through final design and construction.
- Collaborated with Project Managers to conduct research, undertake analysis, and develop context-specific text and graphics, contributing to the effective execution of project goals and objectives.
- Adhered to best practices in analysis and mapping, thoroughly documenting data sources and analysis workflows.
- Streamlined internal and external communications processes by consolidating the office's branding content and creating a comprehensive style guide aligned with City of Philadelphia guidelines.

PROFESSIONAL EXPERIENCE, CONT'D

GIS Course Instructor

University of Pennsylvania, Philadelphia PA

August 2021 to present (part time)

- Teach URBS 3300/5300: GIS Applications in Social Science to undergraduate and graduate students from the University of Pennsylvania, Haverford College, Bryn Mawr College, and Swarthmore College.
- Develop the course syllabus, assignments, & required readings to provide a structured approach to GIS mapping & analysis.
- Review & update course materials each year based on student feedback, emerging topics, & new technology.

Support Manager

Friends Seminary School, New York NY

December 2013 to June 2015 (full time)

- Implemented an advanced ticketing and help desk request tracking system, significantly improving response time and streamlining operational processes.
- Implemented improved ticketing & helpdesk request tracking system, improving response time & streamlining processes.
- Contributed to team growth and effectiveness by playing a key role in the selection and hiring process of new technology support specialists.
- Efficiently managed supply inventory and replenishment, ensuring seamless tracking of outside repairs through third-party vendors.
- Successfully communicated complex technical information to non-technical users, promoting understanding of technical issues and inclusive resolution.
- Established and fostered relationships of trust and support with faculty, staff, administration, and students.

Genius Bar Technician

Apple Inc., Multiple Locations (US)

July 2010 to December 2013 (full time)

- Effectively communicated highly technical computer hardware and software concepts to non-technical end-users.
- Established trust with users by communicating concepts clearly and empowering them to address issues independently if they arose in the future.
- Followed best practices performing troubleshooting and root cause analysis, avoiding template matching in favor of evaluating each issue independently to identify causes and appropriate solutions.
- Facilitated training and certification exams for Apple employees across the New York region, significantly enhancing the professional development of the team.
- Coordinated with teams at Apple Inc.'s headquarters in Cupertino to configure new hardware calibration tools for pilot implementation at select Genius Bar locations.
- Selected for a three-month placement in Apple's Cupertino-based Macintosh Portables Failure Analysis Engineering (FAE) lab, showcasing exceptional technical aptitude and commitment to excellence.

EDUCATION

Master of City Planning, May 2017

University of Pennsylvania Weitzman School of Design

Specializations: Sustainable Transportation Infrastructure & Community and Economic Development.

Recipient of the Anne Louise Strong Award for Demonstrated Leadership (2017).

Bachelor of Arts in History, May 2010

Haverford College

Specializations: Latin American History, History of Science, & Modern US History.

Departmental Honors in History (2010).

TECHNICAL PROFICIENCIES

Advanced: ArcGIS Pro, Microsoft Excel, Microsoft PowerPoint, Adobe Illustrator, Adobe InDesign

Proficient: R, R Studio, Rhino3D, Adobe Photoshop, Google Suite, Microsoft Online, Microsoft Project, Remix

Beginner: AutoCAD, Synchro, SimTraffic

CORE COMPETENCIES

- **Project Management:** Demonstrated ability to plan, execute, and oversee projects from initiation to completion, ensuring on-time and budget-compliant delivery.
- **Problem Solving:** Proven expertise in identifying and addressing complex challenges, employing critical thinking and analytical skills to find innovative solutions.
- **Communication:** Strong verbal and written communication skills, with the ability to convey technical information clearly to both technical and non-technical audiences
- **Collaboration:** Proven experience in collaborating with cross-functional teams and external stakeholders to achieve project goals and objectives.
- **Strategic Thinking:** Demonstrated strategic thinking in planning and executing projects, aligning them with organizational goals and objectives.
- **Adaptability:** Flexibility to navigate dynamic work environments, adapt to changing priorities, and thrive in fast-paced settings.

PROFESSIONAL PRESENTATIONS & CONFERENCES

"Protecting the Bikeway: Designing Separated Bike Lanes"

MASITE Annual Meeting, September 2023

Co-presenter Katy Sawyer, PE (Toole Design group). Detailed the design and engineering challenges related to developing typical materials and specifications for concrete-separated bicycle facilities in Philadelphia, on both local and State-operated roadways. Highlighted the innovative thinking required to integrate national best practices into design while accounting for local procurement and maintenance constraints.

"Safe Spaces for Cyclists: Improving Philadelphia Bicycle Facilities with Federal Grant Funds."

MASITE Annual Meeting, September 2021

Co-presenter Jeannette Quirus, PE (McCormick Taylor Inc). Detailed complex outreach, design, and engineering tasks undertaken for the City's Safe Spaces for Cyclists project, funded by a 2016 Federal TAP Grant. Emphasized the unique project management and engineering challenges of coordinating three separate engineering groups preparing designs for multiple corridors in several neighborhoods across the city.

"Multi-Modal Desing & Engineering Decisions in a time of Pandemic: Reimagining the Public Process."

MASITE Virtual technical Workshop, August 2020

Co-presenters Lily Reynolds, AICP (City of Philadelphia) and John Federico, PE, AICP (WSP Inc). Emphasized the revised public outreach and feedback-gathering process adopted by the City of Philadelphia for the Washington Avenue Repaving and Improvement project following the onset of the COVID-19 pandemic, specifically the ways in which that the project team reimagined our public outreach process.

"Vision Zero & neighborhood Slow Zones."

ASCE ERYMC Annual Meeting, January 2020

Co-presenter Kelley Yemen, AICP (City of Philadelphia). Provided an overview of Philadelphia's Vision Zero program and initiatives, emphasizing the need to engineer streets for safety using updated design principles intended to reduce crash severity. Included an overview of Philadelphia's Neighborhood Slow Zone program, which invites communities to apply for traffic calming measures on their local roads to calm traffic and increase roadway safety.