2016 Research Internship Summer Program
Research, Development, and Technology Transfer Program

**POSITION 02: ECONOMIC DEVELOPMENT AND PARTNERING WITH BUSINESS IMPROVEMENT DISTRICTS**

**Description**
DDOT partners with the District’s ten Business Improvement Districts (BIDs) on both strategic policy initiatives and operations maintenance and placemaking projects to enhance economic development across the city. This summer intern would be placed in the Office of Director working on one or two of the following projects:

- **Economic Impacts of Streetscape Projects.** DDOT has implemented a number of streetscape projects with the intent, among others, to strengthen local businesses. This project will develop a framework for assessing those impacts and pilot the approach on one or two previously implemented streetscape projects.

- **Wayfinding Program.** Those who live and work in DC, as well as the millions of people who visit DC every year, benefit from clear and accurate wayfinding signage. There is a long history of wayfinding signage in the District. Several BIDs have expressed interest in revising existing signage, creating new signage schemes, and investigating innovative approaches to providing residents and visitors with valuable directional information. At the same time, areas of the city are undergoing significant redevelopment and are seeking enhanced wayfinding. DDOT would benefit from a comprehensive and thoughtful approach to wayfinding that could be shared with BIDs and other economic development partners. The intern would meet with DDOT staff to review plans, policies, and procedures affecting signage and public space regulations. The intern would also meet with BID staff to discuss their plans and interests for wayfinding. This project would result in a program proposal.

- **Signal Cabinet Art Program.** Signal cabinet art programs have been started in cities, small towns, and national parks across the U.S. and Canada. Both paint and vinyl wraps can be used as part of a streetscape beautification program, which also builds relationships with established artists, non-traditional artists, BIDs, and community groups. DDOT has had internal conversations with operations and planning staff and is installing an art installation on one signal cabinet as a pilot project in spring 2016. There is a need for an intern to build on work that has been started, to continue coordination within DDOT and with partner agencies, and to develop a permitting and application process, based on the model of DDOT’s successful parklet program. This project would result in a program proposal.
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- Operations Coordination with BIDs. DDOT may identify related projects where an intern could use GIS mapping and Excel spreadsheets to develop tools to assist DDOT and BIDs in facilitating information sharing for service requests, project reporting, and permitting.

Intern Skills:
- Most appropriate for a graduate student in urban planning or a related field;
- Strong written and oral communication skills to engage with DDOT staff and external partners;
- Microsoft Office skills;
- Graphic design skills (Adobe Creative Suite) and GIS skills desirable;
- Enthusiasm and creativity for the role that business improvement districts, placemaking initiatives, and public art programs play in supporting vibrant economic development in cities.