

**Florida Commuter Choice Summit: Commuter Options for Today**  
**University of South Florida**  
**April 12-13, 2012**  
**Tentative Agenda**

**Wednesday, April 11**

6:00 PM    7:30 PM    **Reception**  
 Join other Summit attendees for drinks at the Embassy Suites Mangroves Lounge (cash bar).

**Thursday, April 12**

8:00 AM    9:00 AM    **Registration**  
 Check in and pick up your registration materials.

9:00 AM    9:30 AM    **Welcome & Opening Remarks**  
 Michael Wright, CAP Program Manager, Florida Department of Transportation  
 Jason Bittner, Director, Center for Urban Transportation Research

9:30 AM    10:30 AM    **The Future of Transportation Demand Management in Florida (part I) – A Dialogue with FDOT District CAP Staff**  
 This panel of FDOT District Representatives will respond to moderator and audience questions. An audience response system will provide immediate feedback.  
  
 Moderators: Michael Wright and Liz Stutts, FDOT

10:30 AM    10:45 AM    B R E A K

10:45 AM    11:45 AM    **Recognition Programs for Employers - How to Get Employers and Politicians Excited About TDM**  
 Both Commuter Assistance Program (CAP) staff and the employers they assist want others to know that the work they do is important and that they are making a difference for their organization. CAPs partner with employers to find transportation solutions that will not only make their company more successful, but improve the economic vitality and quality of life for their community. Recognition programs can help meet these needs and in doing so, motivate everyone involved in the TDM process. During this innovative session, you will hear from a District recognizing and rewarding employers and from employers getting recognized for their efforts in return  
  
 Julie Bond, Project Manager, Best Workplace for Commuters  
 Christine Diaz, Commuter Services, District 1  
 Laura Everitt, Tindale-Oliver & Associate, Inc., Tampa

11:45 PM    1:00 PM    **Lunch: Federal Initiatives in Support of TDM**  
 Keynote Speaker: Eric Schreffler, ESTC  
 Demand management continues to evolve from responding to hot button topics of the day like energy crisis and expanding the focus beyond commuters to a more systematic integration of TDM in the way transportation agencies will operate in the future. Internationally recognized TDM expert, Eric Schreffler, will share his perspectives of where demand management is

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		headed in the U.S. and abroad.	
1:00 PM	2:00 PM	<p><b>Snap, Crackle, and TDM Pop Marketing</b>  Learn more about basic strategies to help invigorate your promotional marketing efforts, including an overview of FDOT-supported resources. This session will provide tools to help you re-imagine your approach to marketing with an emphasis on marketing aesthetics and visual branding.</p> <p>Jeff Horton, the Marketing Institute, FSU</p>	
2:00 PM	2:15 PM	B R E A K	
2:15 PM	3:15 PM	<p><b>The Future of TDM in Florida (part II) – A Dialogue With CAP Program Managers</b>  This panel of the CAP Representatives will respond to moderator and audience questions. An audience response system will provide immediate feedback.</p> <p>Moderators: Michael Wright and Liz Stutts, FDOT</p>	
3:15 PM	3:30 PM	B R E A K	
3:30 PM	4:30 PM	<p><b>Concurrent Session #1 Sustainability Efforts on the USF Campus Tour</b></p> <p>This guided walking tour will take participants to locations on campus that highlight some recently implemented alternative transportation improvements. These include the Borrow Our Bikes program, WeCar and the Bull Runner. Along the way, your guide will describe how the campus used to operate, the impetus for change, and the challenges yet to be overcome.</p> <p>Hosted by Sara Hendricks, CUTR</p>	<p><b>Concurrent Session #2 Roundtables with Table Topics</b></p> <p>Roundtables will provide the opportunity for conference attendees to participate in informal discussions with peers on a topic of mutual interest. The table topic facilitator will introduce the topic and facilitate discussions.</p> <ol style="list-style-type: none"> <li>1. Carsharing, John Shafer, WeCar by Enterprise</li> <li>2. Bikesharing, Julie Bond, CUTR</li> <li>3. Ridematching, Phil Winters, CUTR</li> <li>4. Marketing, Jeff Horton, the Marketing Institute, FSU</li> </ol>
6:00 PM	<b>Group Dinner Option – Meet in Lobby of Embassy Suites</b>		

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**Friday, April 13**

8:30 AM 9:30 AM

**Awards Breakfast**  
**2011 Florida Travel Choices Awards**  
**Florida Commuter Choice Certificate Graduates**

Presentation of Awards and Certificates by Michael Wright, FDOT

9:30 AM 10:30 AM

**Bus Rapid Transit and Managed Lanes**

Miami and Minneapolis have implemented managed toll lanes on their interstate highways through a USDOT funded program known as the Urban Partnership Agreement (UPA) Program. The Miami project is known as the I-95 Express Lanes, and the Minneapolis project is known as the I-35W MnPass Lanes. A portion of the UPA funds were set aside for enhanced bus service in the managed lanes. Brian Pessaro (CUTR) will present on what impacts these managed lanes have had on bus service.

Registered 3+ carpools, vanpools and hybrids are allowed to use the 95 Express lanes in Miami toll-free. Robyn Chiarelli (FDOT) will present on the toll-free usage of the lanes, and the marketing and outreach efforts that have been implemented to support the goal of reducing traffic congestion on I-95.

Brian Pessaro, National Bus Rapid Transit Institute, CUTR  
 Robyn Chiarelli, District 4, FDOT

10:30 AM 10:45 AM

B R E A K

10:45 AM 11:45 AM

**Show Me the Money - Show Me the Results: Evaluation & Funding**

This presentation will report on progress of the ongoing effort to estimate the aggregate effects and effectiveness of six of Florida's Commuter Assistance Programs. The focus will be on the chain of interactions from recruiting customers to matching them into carpools and vanpools; customer satisfaction; and on measures of performance (reductions in vehicle trips, emissions, and fuel use). However, there will also be suggestions for improving program effectiveness and simplifying future measurements of effectiveness.

Ed Hillsman, CUTR  
 Michael Wright, FDOT

11:45 AM 1:00 PM

**World Café and Wrap Up Session (box lunch)**

Join the World Café and Wrap Up Session to discuss your experience during the Summit: What had real meaning for you? What surprised you? What challenged you?

Moderator: Michael Wright, FDOT

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1:00 PM    2:30 PM

**BikeSmart**

This 90-minute interactive course (classroom only) will cover Florida bicycle laws, rules of the road, Florida fatality and injury statistics and road safety. Each participant will receive bike lights and other safety gear.

Instructors: Julie Bond, CUTR  
Jason Jackman, CUTR