



2012 Florida Commuter Choice Summit

PROGRAM

Wednesday, April 11

6:00 pm - 7:30 pm

Welcome Reception

Join other Summit attendees at the Mangroves Lounge located at the Embassy Suites.

Thursday, April 12

8:00 am - 9:00 am

Registration & Check-In

All sessions & workshops will convene in the USF Marshall Center's Oak Room, located on the third floor.

9:00 am - 9:30 am

Welcome & Opening Remarks

Mike Wright, Statewide CAP & Florida RTAP Manager, *Florida Department of Transportation*
Jason Bittner, Director, *Center for Urban Transportation Research (CUTR), University of South Florida*

9:30 am - 10:30 am

The Future of Transportation Demand Management in Florida (Part 1) 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: Mike Wright and Liz Stutts, *FDOT*

10:30 am - 10:45 am

Break

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 the District 1 CAP about recognizing and rewarding employers and from the employers getting recognized for their efforts.

Presenters: Julie Bond, Project Manager, *Best Workplaces for Commuters*
Christine Diaz-Pagan, *Commuter Services, District 1*
Laura Everitt, *Tindale-Oliver & Associates, Inc., Tampa*
Erin Bryce, *Community Outreach Manager, City of North Port (FL)*

11:45 am - 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 crises 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 headed in the U.S. and abroad.

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Thursday, April 12 (cont.)

1:00 pm - 2:00 pm

“Snap, Crackle, and tdmPOP”

Learn more about basic strategies to invigorate your promotional marketing efforts, including an overview of FDOT-supported resources. This session will provide tools to help you re-imagine your approach with an emphasis on marketing aesthetics and visual branding.

Presenter: Jeff Horton, Director, *the Marketing Institute, Florida State University*

2:00 pm - 3:15 pm

“The Future of Transportation Demand Management in Florida” (Part 2) A Dialogue with CAP Program Managers

This panel of CAP representatives will respond to moderator and audience questions. An audience response system will provide immediate feedback.

Moderators: Mike Wright and Liz Stutts, *FDOT*

3:15 pm - 3:30 pm

Break

Concurrent Sessions

3:30 pm - 4:30 pm

TOUR: Sustainability Efforts on the USF Campus

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. If participating in this tour, be sure to wear comfortable shoes.

Host: Sara Hendricks,

Roundtable Discussions

Roundtables will provide the opportunity for conference attendees to participate in informal discussions with peers on a topic of mutual interest. A facilitator will introduce each table topic and facilitate discussions.

Carsharing - John Shafer, *WeCar by Enterprise*

Bikesharing - Julie Bond, *CUTR*

Ridematching - Phil Winters, *CUTR*

Marketing - Jeff Horton, *the Marketing Institute, FSU*

6:00 pm

Group Dinner Option -- Meet in Embassy Suites Lobby

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Friday, April 13

8:30 am - 9:30 am

AWARDS BREAKFAST

2012 Florida Travel Choice Awards & Florida Commuter Choice Certificate Graduates Presentation of Awards and Certificates by Mike 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. CUTR's Brian Pessaro will present on what impacts these managed lanes have had on bus service. Registered 3+ carpools, vanpools and hybrids are allowed to use the I-95 Express lanes in Miami toll-free. FDOT's Robyn Chiarelli will present on the toll-free usage of these lanes, and the marketing and outreach efforts that have been implemented to support the goal of reducing traffic congestion on I-95.

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

10:30 am - 10:45 am

Break

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 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.

Presenters: Ed Hillsman, *CUTR*
Mike Wright, *FDOT*

11:45 am - 1:00 pm

World Cafe & Wrap-Up Luncheon

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*

1:15 pm - 3:00 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*

**2012 Florida Commuter Choice Summit
"Commuting Options for Today"
April 12 - 13, 2012
University of South Florida**

sponsored by



THE FLORIDA STATE UNIVERSITY
COLLEGE OF BUSINESS
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