



# Program





# 2013 Florida Commuter Choice Summit & Southeast TDM Symposium

## PROGRAM

### Welcome to Tampa and the 2013 Florida Commuter Choice Summit and Southeast TDM Symposium!

This joint event between the Florida Department of Transportation and the Southeast Chapter of the Association for Commuter Transportation (SEACT) will prove to be a valuable learning experience for you and your organization. This year's program reflects the diversity that is transportation demand management, and the speakers and topics were carefully selected to provide insight into a range of experiences and knowledge that can make our industry stronger.

We hope you enjoy your time at the University of South Florida and are able to take advantage of all the things the Tampa Bay area has to offer.

### Wednesday, April 10

*(Unless otherwise noted, all sessions will take place in the Oak Room of the Marshall Student Center.)*

1:00 pm - 5:00 pm

#### Creative Thinking for TDM Professionals

Creativity is not solely a function of artistic skills. It is the deliberate and systematic generation of new products, services, and approaches. Participants will learn proven creative thinking techniques that are simple, practical, and powerful. This highly interactive session will provide opportunities for participants to apply the techniques to their problems. Participants also will learn how the creative thinking step fits into an overall method for separating out the different aspects of thinking, resulting in more productive meetings. Receive 4 credits toward the Commuter Choice Certificate

**Instructor:** Philip Winters, Center for Urban Transportation Research, USF

**Location:** CUTR, Room 102

1:00 pm - 5:00 pm

#### EZRide Training Workshop

Users of the FDOT-funded EZRide ridematching software are encouraged to attend this training workshop to discuss system improvements, planned modifications to the software, and general user issues.

**Facilitator:** Bill Mustard, Marketing Institute, Florida State University College of Business

**Location:** CUTR Boardroom

6:00 pm - 7:30 pm

#### Welcome Reception Embassy Suites Poolside

sponsored by SEACT

Join other Summit attendees for great conversation and delicious appetizers while relaxing poolside. Don't miss this opportunity to mingle with familiar friends and meet new colleagues.



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### Thursday, April 11

8:00 am - 9:00 am

#### Registration

Pick up your registration materials.

Unless otherwise noted, all Summit sessions will convene in the USF Marshall Student Center's Oak Room located on the third floor.

9:00 am - 9:30 am

#### Welcome & Opening Remarks

**Michael Wright**, *Statewide CAP Program Manager, Florida Department of Transportation*  
**Diane Thorne**, *Regional Transportation Director, The TMA Group (Franklin, TN) and President, Southeast Association for Commuter Transportation (SEACT)*  
**Jason Bittner**, *Director, Center for Urban Transportation Research (CUTR)*

9:30 am - 10:45 am

#### The State of Transportation Demand Management in Florida and Regionally – A Dialogue with DOT Staff in Florida and North Carolina

What is the state of TDM in Florida and across the SEACT Region? During this interactive session, learn about new programs and initiatives. This panel of DOT Representatives will respond to moderator and audience questions. An audience response system will provide immediate feedback.

**Moderator:** Michael Wright, *FDOT Central Office (Tallahassee)*

**Panel:** Richard Shine, *FDOT District 1 (Bartow)*  
Robyn Chiarelli, *FDOT District 4 (Ft. Lauderdale)*  
Diane Poitras, *FDOT District 5 (Orlando)*  
Tamra Shaw, *North Carolina DOT (Raleigh)*

11:00 am - 11:30 am

#### TECHNOLOGY QUICK CHECK

Technology is rapidly changing along with the daily commute. During this session, learn about the new TRACIT app developed and patented by CUTR and hear about the Open Trip Planner.

**Presenter:** Dr. Sean Barbeau, CUTR

11:30 am - 12:30 pm

#### LUNCH -- Federal Legislative News and Updates

Enjoy lunch and hear the most up to date news from Washington, DC. Jason Pavluchuk, ACT's federal liaison will talk about legislative and regulatory information that impacts our industry. A Q and A session will follow Mr. Pavluchuk's presentation.

**Speaker:** Jason Pavluchuk, Pavluchuk & Associates



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### Thursday, April 11 (cont.)

12: 45 pm - 1:15 pm

#### Paying Commuters to Carpool

In 2009, FDOT District Six, in partnership with the Miami-Dade Expressway Authority (MDX), began a reconstruction project of the S.R. 826 (Palmetto Expressway) and S.R. 836 (Dolphin Expressway) Interchange. In an effort to assist impacted commuters, South Florida Commuter Services (SFCS) created an incentive program to reward and motivate commuters to use alternative modes of transportation and developed a carsharing program to support alternative mode users. This session will provide an overview of this innovative program.

**Presenter:** Jim Udvardy, *Project Manager, South Florida Commuter Services*

1:15 pm - 1:45 pm

#### The Effectiveness of Financial Incentives

Dr. Lee will explain the preliminary results of an on-going project that aims to find a better way to use financial incentives in TDM. Providing financial incentives to commuters to use alternative modes is preferred over other negative enforcements such as parking fees, which are politically difficult to implement. Incentives can make alternate modes much more attractive to commuters, but the form, amount, and structure can vary and have different impacts both on the cost of an incentive program to change travel behavior and on the effectiveness of the incentive program in bringing about these changes.

**Presenter:** Dr. Chanyoung Lee, *Senior Research Associate, CUTR*

2:00 pm - 3:30 pm

#### Advanced Marketing Techniques -- Evaluating the Basics of TDM Marketing

Despite what many of us have grown to believe and practice, marketing is much more than glossy brochures, clever radio ads, and billboards. This interactive session will ask you to rethink your strategic marketing efforts by critically examining TDM within the context of product development, pricing strategies, product delivery, promotion, and ultimately, consumer demand.

**Presenters:** Jeff Horton, *the Marketing Institute, Florida State University College of Business*  
Cynthia Saturnino, *PhD Candidate in Marketing, Florida State University*

3:30 pm - 4:30pm

#### Interactive Roundtables with Topics

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.

**Technology** -- Sean Barbeau, *CUTR*

**TDM Marketing** -- Jeff Horton, *Marketing Institute, FSU College of Business*

**Employer Outreach** -- Kathy Molin, *City of Raleigh, NC*

**Bicycle & Pedestrian Programs** -- Lou Gomes, *TBARTA*

**Telework** -- Sara Hendricks, *CUTR*

**Vanpooling** -- Rico Fleshman, *vRide*

6:00 pm

#### GROUP DINNER OPTION

Continue today's conversations over dinner with fellow attendees at the famous Skipper's Smokehouse, featured on the Travel Channel. Meet in the Embassy Suites lobby at 5:45 pm.



# 2013 Florida Commuter Choice Summit & Southeast TDM Symposium

## PROGRAM

Friday, April 12

8:30 am - 9:30 am

### AWARDS BREAKFAST

- 2012 Florida Travel Choice Awards
- Florida Commuter Choice Certificate Graduates
- SEACT Recognitions



9:30 am - 10:30 am

### Sealing the Deal through Employer Recognition and Rewards

TDM agencies partner with employers to find transportation solutions that improve the economic vitality and quality of life for their entire community. These employers are leaders implementing TDM benefits that include improvements to facilities, incentives, promotions, policies and more. During this innovative session, learn about methods getting employers recognized for their efforts on a local and national level. Also, learn about the Best Workplaces for Commuters (BWC) "BEST SITES" a new designation that recognizes the Best.

**Moderator/Presenter:** Julie Bond, *Senior Research Associate, CUTR*

**Presenters:** Christine Diaz-Pagan, *Program Director, Commuter Services (Bartow, FL)*  
Courtney Miller, *Program Manager, reThink (Orlando, FL)*  
James Lim, *Director, @rtp Programs (Research Triangle Park, NC)*

10:45 am - 11:45 am

### Performance Measurement and Florida Commuter Assistance Programs

Two types of surveys were conducted for six of seven CAPs in Florida to assess the impacts of ridematching services on behavior and estimate the outcomes such as reduction of vehicle miles of travel (VMT). The general population survey measures advertising and promotion efforts of the CAPs overall and commute habits. The customer survey estimates the effects that the CAPs have had on commuting behavior. This session will review the results and open the discussion on opportunities for improvement.

**Presenters:** Michael Wright, *FDOT*  
Phil Winters, *CUTR*

11:45 am - 12:45 pm

### LUNCHEON -- "Transportation: Make the Healthy Choice the Easy Choice"

Healthy Savannah, an all-volunteer organization, works collaboratively and successfully with all Savannah, Georgia community sectors including local and state government, education, business, non-profit, and public health to bring healthier policies and choices to the entire community. Hear about achievements and future plans while gaining additional insights on how to do the same in your community. A copy of Richard J. Jackson's book "Designing Healthy Communities" will be given away to one attendee during the lunch!

**Speaker:** Paula Kreissler, *President / CEO, Wound Care Clinic – ESU, Inc.*



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### Friday, April 12 (cont.)

1:00 pm - 2:15 pm

#### University TDM Initiatives

Universities and colleges continue to be incubators for some of the more challenging and innovative TDM practices across the country. From car sharing to valet parking, this session explores the programs universities have implemented to balance the needs of both students and employers.

**Moderator:** Daniel Deanda, *RideOn Commuter Services, Pensacola/Panama City, FL*

**Presenters:** Michael Ousdahl, *Transportation Planner, North Carolina State University*  
Jeff Horton, *Florida State University/Commuter Services of North Florida*  
Ron Fuller, *Transportation and Parking Services, University of Florida*  
Rick Fallin, *Parking and Transportation Services, University of South Florida*

2:15 pm - 3:15 pm

#### Ridematching: “Do They Have an App for That?”

Ridematching is the common denominator among most commuter assistance programs, but in today’s world of on-demand information, bedroom programmers, and app developers, has traditional ridematch software met a new challenger or are such programs doing exactly what they can and should be doing? This session will examine the variety of software packages available and how they continue to function as a tool for rideshare agencies nationally.

**Moderator:** Gina G. Javier, *Peninsula Traffic Congestion Relief Alliance, CA*

**Panelists:** Sandi Moody, *Tampa Bay Regional Transportation Authority (TBARTA) (Tampa)*  
Elizabeth DeJesus, *North Florida TPO (Jacksonville)*  
MJ Montgomery, *Commuter Services/Tindale-Oliver & Associates, Inc. (Bartow)*

3:15 pm - 3:30 pm

#### Summit Wrap-Up

Join the World Cafe and Wrap-Up Session to discuss your experiences during the Summit. What had real meaning for you? What surprised you? What challenged you?

**Moderators:** Mike Wright, *FDOT*  
Diane Thorne, *SEACT*

3:30 pm

#### ADJOURN





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April 10-12, 2013  
University of South Florida**

*sponsored by*



THE FLORIDA STATE UNIVERSITY  
COLLEGE OF BUSINESS  
the Marketing Institute

