

Commuter Choice Certificate Program

Note: Not all of these courses are offered every year. Check the schedule for the current calendar year.

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Assessing Market Situation

Trends and Conditions Affecting Transportation Systems and Policies

Audience: This 4-credit required course is targeted to transportation professionals seeking a better understanding of the socio-demographic changes, changes in travel habits and patterns, changes in supply and demand, and other factors that will affect transportation system performance and planning.

Description: This new module provides an overview of transportation trends and discusses the implications of these trends on the transportation system.

Objectives:

After this module, participants should be able to:

- Describe the theory of travel behavior
- Identify the major trends contributing to transportation and mobility problems
- Identify opportunities for TDM and transit agencies to adjust to exploit those trends

Instructor: Steve Polzin, CUTR

Establishing Program Goals and Objectives

Audience: This 4-credit required course is targeted to transportation demand management and other transportation professionals who could benefit from planning an effective program.

Description: The needs for a commuter choice program must be clearly identified and appropriate performance measures selected to be truly effective. This module provides the foundation for developing a strategic plan for implementing an effective program to serve the traveling public.

Objectives:

After this module, participants should be able to begin the preparation of a work plan to:

- Describe the benefits of the strategic planning process
- Identify the needs of key market segments and performance measures

- Develop SMART program objectives based on those performance measures
- Assess the market factors that influence the program objectives and when to use different market research approaches versus assumptions

Instructor: Phil Winters, CUTR

Measuring Results and Performance

Audience: This 4-credit required course is targeted to transportation professionals and funding agencies seeking to enhance their performance through focus on dual, results-oriented goals: (1) delivery of ever-improving value to customers, resulting in greater use of alternatives to the single occupant vehicle by commuters and (2) improvement of overall operational performance (e.g., lower cost per person served).

Description: This module explores the reasons why and how Commuter Choice programs are measured and evaluated with particular attention to the Florida Commuter Assistance Program (CAP) evaluation requirements. A case study will be presented to highlight how the results of an evaluation can be applied to improve program services.

Objectives:

After this module, participants should be able to:

- Learn why evaluation is an important part of any organization's work plan
- Learn how evaluations are conducted
- Obtain tips on data collection
- Identify guerrilla approaches to evaluation
- Examine how to communicate the results of an evaluation

Instructor: Phil Winters, CUTR

Estimating TDM Societal Costs and Benefits - How to Use TRIMMS

Audience: This 2-credit required course is targeted to transportation professionals who are looking for a sketch planning method of estimating the net social benefits of various transportation demand management strategies.

Description: This course summarizes a study detailing the development of a series of enhancements to the Trip Reduction Impacts of Mobility Management Strategies (TRIMMS) model. TRIMMS™ allows quantifying the net social benefits of a wide range of transportation demand management (TDM) initiatives in terms of emission reductions, accident reductions, congestion reductions, excess fuel consumption and adverse global climate change impacts. The model also includes a sensitivity analysis module that provides program cost-effectiveness assessment

Objectives: After this module, participants should be able to:

- Identify the principles and concepts of cost benefit analyses approaches in transportation demand management
- Apply the guidance on using TRIMMS™ by selecting the appropriate cost parameters, identifying referenced sources where such parameters can be obtained, and incorporating data already at their disposal to run TRIMMS™

Instructor: Philip L. Winters and Sisinnio Concas, CUTR

Overview of OntheMap

Audience: This 2-credit elective course is targeted to transportation professionals who are looking for a sketch planning method of identify commuting patterns for a given geography using the Census' Longitudinal Employer-Household Dynamics data via their OnTheMap tool.

Description: States agree to share Unemployment Insurance earnings data and the Quarterly Census of Employment and Wages (QCEW) data with the Census Bureau. The LEHD program combines these administrative data, additional administrative data and data from censuses and surveys. From these data, the program creates statistics on employment, earnings, and job flows at detailed levels of geography and industry and for different demographic groups. In addition, the LEHD program uses these data to create partially synthetic data on workers' residential patterns. This information can be used for purposes such as identifying pockets of employees for carpool or vanpool formation.

Objectives: After this module, participants should be able to:

- Run an analysis using the OnTheMap tool, a web-based mapping and reporting

application, that shows where workers are employed and where they live for a community of their choosing.

- How to define own customized geography or import files of existing geography (e.g., TMA service area)

Instructor: Philip L. Winters, CUTR

Travel Choices and Public Health

Description: This module will provide a general overview of the interaction between the built environment, travel choices and public health. Topics covered will include active living and transportation, healthy community design, and the health impacts of travel behavior.

Objectives: After this module, participants should be able to:

- Define built environments
- Describe how built environment features interact with travel choices and public health
- Understand the health impacts of travel behavior and community design

Instructor: Amy Lester, PhD, CUTR

Institutional Arrangements

Audience: This 4-credit required course is targeted to individuals and organizations seeking to identify institutional options for reaching out to the business community and other stakeholders to carry out effective trip reduction and mobility enhancement programs.

Description: This module introduces the various institutional options for delivering Commuter Choice programs and services. The focus of this module will be to identify the strengths and weaknesses of Commuter Assistance Programs, transit stores, ad hoc task forces, and Employee Transportation Coordinator networks, with an emphasis on Transportation Management Associations. Participants will discuss the relationships, challenges, and coordination opportunities among local entities. Particular attention will be paid to the expanding role of TMAs, as indicated by the TMA Survey results, as well as new opportunities for TMAs in Smart Growth initiatives.

Objectives:

After this module, participants should be able to:

- provide an overview of institutional options for delivering commuter choice services
- describe the relationships, challenges, and coordination opportunities for each of this options
- identify the key features of Commuter Assistance Programs, transit stores, ad hoc task forces, and ETC networks, with an emphasis on Transportation Management Associations.

Instructor: Sara Hendricks, CUTR

Designing Product Strategy

Carpool/Vanpool Options

Audience: This 2-credit required course is targeted to transportation professionals who are responsible for the planning, operation and/or evaluation of carpool and vanpool programs.

Description:

This module provides an overview of carpool and vanpool programs, from their formation to their support and effectiveness. Learn strategies to attract and retain customers as well as minimize liability of rideshare programs.

Objectives:

After this module, participants should be able to:

- identify why the focus on commute trips
- describe carpool and vanpool markets, programs and their applications
- discuss the nature of effectiveness of these programs including travel impacts and cost-effectiveness
- identify the implementation issues regarding this alternative mode

Instructor: Phil Winters, CUTR

Transit Service Options

Audience: This 4-credit required course is targeted to transportation professionals who seek a basic introduction into understanding transit planning and operations.

Description: This module provides an overview of public transit definitions, goals, markets and services.

Objectives:

Description: This module provides an overview of public transit definitions, goals, markets and services.

Objectives: After this module, participants should be able to:

- identify general characteristics of a transit trip
- understand markets for transit
- describe types of public transportation
- identify service design components
- provide overview of performance measures used by transit systems

Instructor: Steve Polzin, PhD, CUTR

Introduction to Parking Management

Audience: This 2-credit required course is targeted to transportation professionals who are looking for an introduction to a wide range of parking management solutions to transportation problems.

Description:

This course offers a wealth of case studies which will illustrate how various parking management strategies, either alone or in combination with other TDM strategies, dramatically affect mode choice.

Objectives:

After this module, participants should be able to:

- identify the concepts and principles of parking management
- discuss conventional approaches to enhancing access

- identify parking management strategies at the community and employer levels
- provide guidance on implementing parking management strategies

Instructor: Phil Winters, CUTR

Bicycle and Pedestrian Programs

Audience: This 4-credit required course is targeted to transportation professionals who want to increase their knowledge of bicycle and pedestrian issues, such as the benefits of promoting bicycling and walking, program planning, and safety research.

Description: This workshop is designed to inform transportation professionals to the variety of challenges and opportunities related to bicycling and walking. With a better understanding of the societal benefits, safety concerns and countermeasures, planning issues, and facility improvement opportunities related to bicycling and walking, transportation professionals can more effectively identify the needs and advocate for investments in bicycle and walking programs by local governments, private-sector employers, and land developers.

Objectives:

After this module, participants should be able to:

- identify the benefits of bicycling and walking
- discuss basic bicycle and pedestrian facility treatments
- identify key planning elements, such as bicycle parking, traffic calming and transit integration
- understand basic bicycle and pedestrian laws and safety issues
- advocate for investments in bicycle and walking programs

Instructors: Julie Bond and Jason Jackman, CUTR

Changing Travel Behavior by Time and Place

Audience: This 4-credit required course is targeted to individuals and organizations seeking to introduce telework and/or compressed workweek programs into their organizations or other organizations.

Description: With technological advances and organizational self-interest in increasing productivity while helping balance work-life responsibilities of their employees, more organizations are realizing that “work is what you do, not where you go”. This module introduces teleworking and provides information to help introduce telework into the workplace.

Objectives:

After this module, participants should be able to:

- Differentiate between telework, telecommuting and work at home
- Discuss trends and forecasts
- Describe the characteristics of an average teleworker and work at home worker
- Identify reasons for employer support and concerns for teleworking
- Estimate the transportation impacts of teleworking
- Discuss different public sector roles for fostering teleworking
- Explore types of alternative work hour strategies, such as flextime, compressed work week and staggered work hours and how to select appropriate alternate work hour strategies to meet specific business needs
- Examine the transportation impacts of work hour programs.

Instructor: Sara Hendricks, CUTR

Access Management

Audience: This 2-credit required course is targeted to transportation professionals who are looking for an introduction to access management and how access management techniques can improve the transportation system and support alternative modes of transportation.

Description: This course addresses access management principles and describes a range of land development and access management techniques that can be used to reduce crashes and congestion on major roads, while improving local mobility through unified circulation systems and connected street networks.

Objectives:

After this module, participants should be able to:

- identify the principles and concepts of access management
- understand the importance of access management to achieving a broad range of transportation and land use objectives
- provide guidance on implementing access management

Instructor: Kristine Williams, CUTR

Commuter Choice Support & Smart Commute Strategies

Audience: This 2-credit required course is target to transportation professionals responsible for the planning and operation of commuter assistance programs, including employer outreach.

Description: This module focuses more on the supporting elements of an effective demand management program in the short term and long term. A summary of innovative demand management approaches will be provided.

Objectives:

After this module, participants should be able to:

- Describe the fundamental elements of a Guaranteed Ride Home (GRH) or Emergency Ride Home (ERH) program
- Discuss the role of Employee Transportation Coordinators

Instructor: Phil Winters, CUTR

Incorporating TDM in Land Development

Audience: This 2-credit required course is targeted to transportation professionals who are or could be working to incorporate TDM into local land development processes.

Description: This module identifies ways in which transportation demand management (TDM) strategies can be supported and/or implemented through the land development process. Participants will gain a better understanding of the motivating factors behind how local governments set priorities in their negotiations with land developers, so that transportation professionals can enlist local governments and developers to champion TDM strategies throughout the land development process.

Objectives:

Upon completion of this module, participants will be able to:

- outline the land development process as it corresponds to opportunities to implement TDM strategies.
- describe the contributions of TDM toward achieving or maintaining adequate transportation level of service.
- identify the motivations of stakeholders that influence the outcome of decisions regarding how transportation service will be provided.
- identify how TDM implementation may continue through the process of property management.

Instructor: Sara Hendricks, CUTR

Introduction to Shared Mobility

Audience: This 2-credit required course is targeted to individuals and organizations looking to make our communities more sustainable and livable by introducing alternatives to car ownership so more people use transit, carpool, bike or walk without giving up the mobility provided by the auto.

Description: This module provides an overview of carsharing, bikesharing and transportation network providers which are becoming quite popular in cities nationwide as an alternative to car ownership. Learn how they work, what the benefits and issues are, and what you can do to start one in your service area.

Objectives:

After this module, participants should be able to:

- describe the carsharing, bikesharing and transportation network providers
- identify the implementation issues regarding these options
- understand bicycle sharing business models
- understand where a bicycle sharing program fits within the broader spectrum of transportation services
- understand various considerations considering planning and launching bicycle sharing programs

Instructors: Julie Bond, CUTR and Phil Winters, CUTR

Bus Rapid Transit

Audience: This 2-credit elective course is targeted to transportation professionals and policymakers who are looking for an introduction and balanced overview of bus rapid transit.

Description: More communities are investigating bus rapid transit (BRT) as either an alternative to light rail transit (LRT) or a perceived stepping stone to LRT. The BRT approach uses tactics that seek to improve the efficiency of transit such as signal priority at intersections. Often BRT systems use “rail-like” vehicles, operate on reserved bus lanes on highways or streets, and display real-time traveler information displays. This module examines why various communities are opting for BRT. The module will compare BRT’s strengths and weaknesses with those of light rail. It will use examples from around the world to illustrate the wide range of BRT options that exist.

Objectives:

Upon completion of this module, participants will be able to:

- describe what distinguishes bus rapid transit from other public transit options
- identify how communities are tailoring BRT to fit specific market needs
- describe the benefits and limitations of BRT systems, including its implementation timetable and cost effectiveness
- summarize the current state of BRT in Florida

Instructor: Cheryl Thole, CUTR

Designing Pricing Strategy

Commuter Tax Benefits

Audience: This 4-credit required course is target to transportation professionals responsible for reaching out to employers to increase the adoption and use of qualified transportation fringe benefit programs.

Description: Learn exactly what qualified transportation fringe benefits are under 26 U.S. Code Section 132 and how to calculate costs, tax savings, and the value created by them.

Objectives:

After this module, participants should be able to:

- Review available commuter tax benefits and to whom they apply
- Discuss the benefits and costs to employers and commuters.

Instructor: Phil Winters, CUTR

Financial Incentives of TDM

Audience: This 2-credit elective course is targeted to transportation professionals seeking to learn more about methods of providing financial incentives to commuters to use alternative modes or reduce vehicle miles of travel.

Description: This course summarizes various projects such as Cash for Commuters and pilot program in Florida that proved that an incentive based on VMT saving approach is very effective and has great potential to grow to achieve several of the desired outcomes of TDM. Two different incentive schemes in the pilot test were tested and produced valuable insights to expand the approach.

Objectives: After this module, participants should be able to:

- Identify how the different ways of providing financial incentives affect commuter mode choice and vehicle miles of travel
- Describe the various incentive schemes that have been tested.
- Describe the relationship between the value of incentive and change in “drive-alone” rate

- Identify inherent problems of some types of financial incentives
- Identify the factors that can vary and have different impacts both on the cost of an incentive program and its ability to change travel behavior

Instructor: Chanyoung Lee, PhD

Introduction to the MPO and the Metropolitan Transportation Planning Process

Audience: This 2-credit elective course is targeted to transportation demand management professionals who could benefit from increasing participation in the metropolitan transportation planning process.

Description: This module provides a general introduction and overview of the metropolitan transportation planning process. It covers the basic concepts, products, and participants in the process. The training module identifies procedural aspects of the metropolitan transportation planning process as well as federal requirements that provide opportunities for the TDM Community.

Objectives:

After this module, participants should be able:

- explain why the metropolitan transportation planning process exists and why it is important
- list the requirements of the metropolitan transportation planning process and describe the products
- identify the players in the process and describe their roles and responsibilities
- recognize the components of the "transportation plan" and the transportation improvement program (TIP)
- explain relationships between planning and project development

Instructor: TBD

Design Marketing Strategy

Introduction to Social Marketing

Audience: This 4-credit elective course is targeted to transportation professionals, with or without marketing experience, who want to learn more about applying innovative social marketing theories and methods.

Description: Social marketing is the application of commercial marketing concepts and techniques to target populations to achieve the goal of positive social change. While commercial marketing often aims at a relatively simple exchange –a product purchase, social marketing goals can be far more subtle and complex. Social marketing in transportation focuses on goals more difficult than selling a product. Transportation professionals seek to make potentially difficult and long-term travel behavioral changes in target populations. As a result, it is important for transportation professionals to understand the guiding principles, steps, and methods of developing social marketing campaigns.

Objectives:

After this module, participants should be able to:

- define social marketing
- identify the steps of behavior change
- learn a technique for journey mapping
- discuss the determinants that influence behavior
- outline the elements in a social marketing plan

Instructors: Amy Lester, PhD and Julie Bond, CUTR

Introduction to Basic Marketing Strategy and Campaigns

Audience: This 4-credit course is targeted to transportation professionals with little experience in marketing who must prepare and/or review and approve marketing plans.

Description: This course will introduce the basic marketing principles based on the 4 Ps (product, price, place and promotion) and describe the elements of a marketing plan. Participants will apply a case study methodology to understand the principles.

Objectives:

After this module, participants should be able to:

- identify the key components of strategic marketing campaigns
- review a marketing campaign to identify gaps and opportunities

Instructor: Julie Bond, CUTR

Creative Thinking for Transportation Professionals

Audience: This 4-credit required course is targeted to anyone looking for easy-to-apply creative thinking techniques to develop new ideas or approaches because things may have changed, new information has become available, the original concept is no longer effective, or the future may be considerably different.

Description: Creativity is not solely a function your 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.

Objectives:

After this module, participants should be able to:

- describe why we need to be creative and how we think
- demonstrate how to apply simple creative thinking techniques to identify new products or overcome challenges

Instructor: Phil Winters, CUTR

Developing a Successful Pedestrian Campaign in Your Community

Audience: This 2-credit elective course is targeted to anyone looking to develop a successful pedestrian safety campaign in your community.

Description: Transportation Demand Management (TDM) professionals promote commuter transportation options that almost always rely on a pedestrian trip. Our customers walk to and from their bus stop, to catch a carpool or to begin and end a bicycle trip. During this course, attendees will learn the importance of pedestrian friendly communities and worksites and strategies to develop an effective pedestrian campaign.

Objectives:

After this module, participants should be able to:

- Define “pedestrian” and the various components of the built environment
- Identify priority groups for the campaign
- Learn strategies to develop an effective campaign

Instructor: Julie Bond, CUTR

Social Media

Audience: This 2-credit elective course is targeted to transportation professionals seeking to learn how to use social effectively to gain high returns with little expense.

Description: Social media is not just a shift in the way we communicate; it is creating new and empowered businesses and consumers.

Objectives: After this module, participants should be able to:

- define social media
- understand why their agency needs it
- identify the benefits of social media

Instructors: Julie Bond and Phil Winters, CUTR

Designing the Distribution Strategy

Engaging Employers/Developers in TDM through LEED, Best SITES and other recognition programs

Audience: This 2-credit elective course is targeted to transportation professionals seeking to learn more about providing transportation options for seniors.

Description: This course discuss how programs such as LEED, Best Workplaces for Commuters' Best SITES, and AASHE STARS for universities can help motivate employers and developers to adopt and enhance transportation demand management offerings.

Objectives: After this module, participants should be able to:

- Understand the benefits to employers and developers for meeting the various requirements of LEED, Best SITES and STARS
- Identify the linkage between employee survey responses to LEED/AASHE scoring and methods for increasing response rates to those surveys
- How to enter your services in TDMI's Green Building Resource so developers and employers pursuing LEED designation

Instructors: Justin Schor, Wells & Associates, Peggy Schwartz, Transportation Action Partnership, Inc., Phil Winters, CUTR and Julie Bond, CUTR

Quantifying the Business Benefits of TDM and Transit

Audience: This 2-credit elective course is targeted to transportation professionals who conduct outreach to employers to increase participation in TDM and transit programs.

Objectives: After this module, participants should be able to:

- identify the costs of congestion to business
- identify how TDM and transit strategies benefit businesses
- identify the factors contributing to business profitability and opportunities for TDM and transit agencies
- discuss approaches for quantifying business benefits
- apply the Business Benefits Calculator

Instructor: Phil Winters, CUTR

Employer Case Studies

Audience: This 2-credit elective course is targeted to transportation professionals seeking to learn more about what successful employer-based TDM programs are doing today.

Description: This course will feature employers with effective TDM programs as case studies. Attendees will hear presentations from employer representatives.

Objectives: After this module, participants should be able to:

- identify common factors among successful employer programs
- describe the requirements for qualifying for a best workplaces for commuters™ designation

Instructor: Julie Bond, CUTR

Safe Routes to School

Audience: This 2-credit elective course is targeted to transportation professionals seeking to understand how to initiate community and neighborhood walking school buses and bicycle trains.

Description: The purpose of the Safe Routes to School program is to encourage walking and biking as a healthy and safe transportation mode, and to relieve concerns parents and schools may have with students walking and bicycling to school. Some key issues for why parents won't let their children in Florida and other parts of the country walk or bicycle to school include: distance, infrastructure, safety, crime, weather, time, etc. Since 2008 the Safe Routes to School Tampa Bay program has offered a pilot program service to Public Schools in Hillsborough County as an effort to encourage parents to form "walking school buses," in which groups of children and adult leaders walk or bike to school together. To deliver results, Safe Routes to School Tampa Bay has developed a comprehensive strategy to bring bicycle and safety awareness to communities as well as encouraging parents and families to get more involved in walking and bicycling to school. This Commuter Choice Certificate elective offers tips and guidelines for initiating community and neighborhood transportation programs.

Objectives: After this module, participants should be able to:

- understand the characteristics of walking school buses and bicycle trains
- use the program to create a walking school bus program in their communities
- give examples on how schools and communities have implemented and supported the

safe routes to school program.

- define barriers of the program and steps to overcome these obstacles.
- encourage anyone and everyone to get involved with the safe routes to school program in their neighborhood.

Instructor: TBD

Senior Ridesharing

Audience: This 2-credit elective course is targeted to transportation professionals seeking to learn more about providing transportation options for seniors.

Description: The senior ridesharing course addresses planning for the specific needs of the senior population in terms of transportation and mobility.

Objectives: After this module, participants should be able to:

- understand the scope of the problem
- know how a senior ridesharing program operates
- understand where a senior ridesharing program fits within the broader spectrum of transportation services

Instructor: Sara Hendricks, CUTR