Commuter Choice Certificate Program
Catalog of Courses

Note: Not all courses are offered every year. Check the schedule for the current calendar year.
Revised 1/23/2024

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Assessing Market Situation

Trends and Conditions Affecting Transportation Systems and Policies

Audience: This 2-session, 2-credit online live instruction course is designed for 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 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: Sara Hendricks, AICP, TDM-CP, Senior Research Associate, CUTR

Introduction to Transportation Planning

Audience: This 2-session, 2-credit online live instruction course is designed for individuals with limited familiarity with transportation planning in the U.S.

Description: This module provides an overview of the evolution of transportation planning and contemporary issues facing our communities. The contents of part 1 of this course were provided courtesy of the Florida MPOAC Institute.

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

- 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 major laws and themes that have shaped transportation policy and planning practice
- Understand changes in recent practice and issues of strategic importance to contemporary transportation planning

Instructors: Jeff Kramer, CUTR Program Director, Planning and Corridor Management, CUTR
Tia Boyd, Research Associate, CUTR

Establishing Program Goals and Objectives

Audience: This 2-session, 2-credit online live instruction course is for 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, Director, Transportation Demand Management Program, CUTR

Measuring Performance and Sharing Results

Audience: This 2-session, 2-credit online live instruction 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, Director, Transportation Demand Management Program, CUTR

Estimating TDM Societal Costs and Benefits - How to Use TRIMMS

Audience: This 2-session, 2-credit online live instruction course is designed for 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™

Instructors: Phil Winters, Director, Transportation Demand Management Program, CUTR

Sisinnio Concas, Ph.D., Program Director, Autonomous-Connected Mobility Evaluation, CUTR

Using Census' OnTheMap

Audience: This 2-session, 2-credit online live instruction course is for transportation professionals who are looking for a sketch planning method to identify commuting patterns for a given geography using the Census' Longitudinal Employer-Household Dynamics (LEHD) 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 for a selected study area, using the OnTheMap tool, a web-based mapping and reporting application, which shows where workers are employed and where they live.
- How to define own customized geography or import files of existing geography (e.g., TMA service area)

Instructor: Phil Winters, Director, Transportation Demand Management Program, CUTR

Travel Choices and Public Health

Audience: This 2-session, 2-credit online live instruction course is designed for individuals and organizations seeking to understand the connection between travel behavior and public health and use that information to design effective trip reduction and mobility programs.

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: Mahmooda Pasha, Ph.D., CUTR

Transportation Management Associations

Audience: This 1-session, 1-credit online live instruction course is designed for individuals and organizations seeking to engage the business community and other stakeholders in carrying out effective trip reduction and mobility enhancement programs.

Description: The focus of this module will be to identify variations and the strengths and weaknesses of Transportation Management Associations. 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.

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

- Describe the various types of institutional options for delivering commuter choice services, including TMAs
- Identify the range of roles and types of services offered by TMAs and that not all TMAs are the same

Instructor: Sara Hendricks, AICP, TDM-CP, Senior Research Associate, CUTR

Assessing Walkability for Employer Worksites and Communities

Audience: This 2-session, 2-credit online live instruction course is designed for anyone looking to improve walkability at workplaces.

Description: Transportation Demand Management (TDM) professionals promote commuter transportation options that almost always rely on walking. Employees 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 walkability at workplaces.

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

- Identify barriers and benefits to walking at workplaces
- Discuss the impacts of walkable workplaces
- Review workplace walkability tools

Instructor: Julie Bond, MPA, Senior Research Associate, CUTR

Understanding Multimodal Transportation Site Impact Assessments

Audience: This 2-session, 2-credit online live instruction course is for TDM professionals who work with transportation engineers and planners in evaluating the effect of proposed land development on the transportation system.

Description: With increasing recognition by local government that a multimodal transportation system provides the most effective and efficient transportation service to the community, ongoing efforts by the transportation engineering profession have yielded updated principles and recommended practice for evaluating the multimodal site impact of land development upon the transportation system. This is a landmark departure from traditional traffic impact studies that primarily considered the speed and delay impacts of land development upon motor vehicle traffic. It seeks to fill a methodological gap by including public transit service in the transportation assessment. As more communities update their comprehensive plans for transportation system development to include public transit, there is an opportunity to incorporate TDM considerations and strategies into the assessment. Some communities are farther along in implementing multimodalism and assessing the impacts of proposed land development on the transportation system. This module is informed by the work products of the Transit Standing Committee of the Complete Streets Council and the Special Committee of the Transportation Planning Council of the Institute of Transportation Engineers.

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

- Understand the recommended practice and process for undertaking multimodal site impact assessments
- Identify the key elements of a multimodal site impacts assessment and the types of data used

- Gauge applicability and effectiveness of TDM to address site impacts, based upon existing studies, and the current limitations of gauging TDM effectiveness
- Identify the stages in the multimodal site impact assessment process where TDM strategies may be considered

Instructor: Sara Hendricks, AICP, TDM-CP, Senior Research Associate, CUTR

Designing Product Strategy

Carpool/Vanpool Options

Audience: This 2-session, 2-credit online live instruction course is designed for 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, Director, Transportation Demand Management Program, CUTR

Transit Service Options

Audience: This 2-session, 2-credit online course is designed for 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:

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: Jodi Godfrey, Senior Research Associate, CUTR

Introduction to Parking Management

Audience: This 2-session, 2-credit online live instruction course is great for 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, Director, Transportation Demand Management Program, CUTR

Bicycle and Pedestrian Programs

Audience: This 2-session, 2-credit online, live instruction course is designed for 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 will inform transportation professionals about 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, MPA, Senior Research Associate, CUTR

Shifting Narratives to Prevent Bicyclist & Pedestrian Deaths

Audience: This 2-session, 2-credit, self-paced online course is designed for media professionals and for transportation professionals who want to increase their understanding of the complex roles of the media in shaping perceptions of a vulnerable road user group, and identify effective means to change language in local media reporting for fatal crashes involving bicyclists.

Description: Participants at this workshop will learn about how language framing plays a role in media reporting of traffic crashes involving bicyclists and pedestrians and why it matters. Participants will engage in discussions and writing exercises based on real traffic incident reports and learn how vocabulary, sentence structure, fact choices, and narrative framing affect the perception of responsibility.

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

- Analyze language in news stories and other print media
- Define Critical Discourse Analysis (CDA)
- Evaluate language use and recognize biases in grammar and vocabulary
- Design sentences that are as factual and objective as possible
- Demonstrate insight into the impact of language on the material world

Instructors: Julie Bond, MPA, Senior Research Associate, CUTR and Erin Scheffels, Ph.D.

Sponsored by the National Safety Council

Changing Travel Behavior by Time and Place

Audience: This 2-session, 2-credit online live instruction course is designed for 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, AICP, TDM-CP, Senior Research Associate, CUTR

Access Management

Audience: This 2-session, 2-credit online live instruction course is designed for 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: Taylor Dinehart, Research Associate, CUTR

Employee Transportation Coordinators

Audience: This 1-session, 1-credit online live instruction course is designed for transportation professionals responsible for employer outreach and program implementation at a worksite.

Description: This module focuses on the key role employee transportation coordinators (ETC) play in creating and maintaining an effective TDM or transit effort at the workplace. This module will discuss research that matches the characteristics of successful ETCs under different program conditions. This information can help identify the right person for the role of ETC.

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

- Discuss the role of Employee Transportation Coordinators
- Match the characteristics of ETCs with the workplace needs

Instructor: Sara Hendricks, AICP, TDM-CP, Senior Research Associate, CUTR

Emergency Ride Home

Audience: This 1-session, 1-credit online live instruction course is designed for transportation professionals responsible for the planning and operation of emergency ride home or guaranteed ride home programs, including the use of transportation network companies.

Description: This module focuses on the considerations in developing an emergency ride home program for commuters who typically use an option other than driving alone. ERH programs offer commuters a peace of mind that they will not be stranded in the event of an emergency such as picking up a child at daycare or a carpool driver who needs to unexpectedly stay late.

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

- Identify the fundamental elements of a Guaranteed Ride Home (GRH) or Emergency Ride Home (ERH) program
- Discuss the various trade-offs in program design (e.g., voucher vs reimbursable)

Instructor: Phil Winters, Director, Transportation Demand Management Program, CUTR

Incorporating TDM in Land Development

Audience: This 2-session, 2-credit online live instruction course is designed for 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, AICP, TDM-CP, Senior Research Associate, CUTR

Trip Reduction Ordinances and Transit Benefit Ordinances

Audience: This 1-session, 1-credit online live instruction course is designed to provide an overview for transit and TDM professionals and local government leaders and planners contemplating a regulatory approach to trip reduction.

Description: According to the Bureau of Labor Statistics, almost one in ten workers have access to subsidized commuting benefits such as transit discounts provided by their employer. The focus of this module will be on the types and evolution of trip reduction ordinances to engage employer participation in commuter assistance programs. This session will provide an overview of Internal Revenue Code's qualified transportation fringe benefits (QTFB) where employers can offer nontaxable transit, vanpool and parking benefits and/or employees can pay for the benefits tax-free using a salary reduction plan. The session also will introduce transit benefit ordinances that are being used in more metropolitan areas to spur adoption of QTFB by employers to help increase ridership and reduce congestion. Particular attention will be paid to the requirements on employers/developers and effectiveness.

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

- Define a trip reduction ordinance and a transit benefits ordinance
- Describe the impetus for trip reduction ordinances
- List the merits and drawbacks of an ordinance approach
- Identify the elements of effective trip reduction ordinances and transit benefits ordinances
- List the steps for enacting a transit benefits ordinance

Instructor: Sara Hendricks, AICP, TDM-CP, Senior Research Associate, CUTR

Introduction to Shared Mobility

Audience: This 2-session, 2-credit online live instruction course is designed for 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 that 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 business models for shared mobility
- Understand where transportation network providers, carsharing and bicycle sharing programs fit within the broader spectrum of transportation services
- Understand various considerations to plan and launch shared mobility programs

Instructors: Jennifer Flynn, Senior Research Associate, Transit Research Program, CUTR

Alexander Kolpakov, Senior Research Associate, Transit Research Program, CUTR

Designing Pricing Strategy

Commuter Tax Benefits

Audience: This 2-session, 2-credit online live instruction course is designed for 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, Director, Transportation Demand Management Program, CUTR

Financial Incentives and Disincentives of TDM

Audience: This 2-session, 2-credit online live instruction course is for 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 introduces the concept of “mode choice” in transportation and explains some new approaches to influence mode choices. We will discuss a pilot program in Florida

that proved that an incentive based on a VMT-saving approach has great potential to grow to achieve several of the desired outcomes of TDM. Two different incentive schemes in the pilot were tested and produced interesting insights to expand the approach. Additional case studies highlight different incentives and nudges including Atlanta's short-term cash for commuters and Austin's accruing administrative leave for alternate mode use.

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: TBD, CUTR

Designing Marketing Strategy

Introduction to Social Marketing and Transportation

Audience: This 2-session, 2-credit online live instruction course is designed for 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: Mahmooda Khaliq Pasha, Ph.D., MHS, CPH

Phil Winters, Director, Transportation Demand Management Program, CUTR

Creative Thinking for Transportation Professionals

Audience: This 2-session, 2-credit online live instruction course is for 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 of 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, Director, Transportation Demand Management Program, CUTR

Social Media Strategies and Analytics

Audience: This 2-session, 2-credit online live instruction course is designed for transportation professionals seeking to learn the basics of social media, including analytics and campaign strategies.

Description: As technologies and networks move to a digital space, it is becoming increasingly more important to have an online presence for your commuter assistance program/transit agency, product, service, or event. The course will cover the basics of digital spaces and explore four platforms: Facebook, Instagram, LinkedIn, and Twitter. After defining these platforms, we will look into the basics of analytics, audience, and growth.

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

- Define social media
- Plan an organic campaign

- Identify the benefits of social media

Instructor: Christina Van Allen, CUTR

Improving Communications Messages and Materials Using Neuromarketing

Audience: This 2-session, 2-credit online live instruction course is intended for TDM professionals to illustrate what contributes to effective advertising and how neuromarketing can be an important tool to improve communications.

Description: Marketing by commuter assistance programs (CAP) has primarily focused on how to get the word out about services and where to place those advertisements to reach the largest audience. Less attention is paid to what goes where on the advertising page to increase the likelihood the commuter will act on the message. Neuromarketing is the study of how the brain responds to marketing and advertising to improve the delivery of the messages and likelihood of follow through on the calls to action. It combines neuroscience techniques, such as eye tracking and identification of areas of interest, with market research to understand consumer behavior and decision-making. This case study-based short course will illustrate how neuromarketing can be applied as an effective tool in improving the perceived effectiveness of transportation demand management (TDM) marketing materials. A set of guidelines will be shared to facilitate the review of existing CAP promotional materials by participants. The source material and insights for this module were the result of a partnership USF's Center for Urban Transportation Research (CUTR), USF College of Public Health, and USF Muma College of Business' Center for Marketing and Sales Innovation.

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

- Define neuromarketing as it applies to commuter assistance
- Describe how neuromarketing is combined with market research to improve messaging
- Know what elements may increase the effectiveness of promotional materials

Instructor: Mahmooda Khaliq Pasha, Ph.D., MHS, CPH/CUTR

Designing the Distribution Strategy

How to Incorporate Best Workplaces for Commuters into your TDM Program

Audience: This 2-session, 2-credit online live instruction course is designed for transportation professionals seeking to learn more about the role of Best Workplaces for Commuters in a TDM program, how to increase program participation, and how to sell a product or service in a short time.

Description: Do you want to learn how to communicate the most important aspects about your business or services within that short amount of time you have with your customers? During this course, participants will learn about customer prioritization, role play difficult situations they may encounter during client meetings and write and deliver a 30-second elevator pitch.

Objectives: After completing this course, participants will be able to:

- Describe the role of Best Workplaces for Commuters in a TDM program
- Differentiate between types of customers and summarize the importance of prioritization
- Write and deliver a 30-second elevator pitch
- Identify TDM programs beneficial to different customer segments

Instructor: Julie Bond, MPA, Senior Research Associate, CUTR

Quantifying Business Benefits of TDM

Audience: This 2-session, 2-credit online live instruction course is designed for transportation professionals who conduct outreach to employers to increase participation in TDM and transit programs.

Description: This module provides an overview of the types of costs borne by businesses related to congestion and the benefits that TDM could provide to businesses. Methods of estimating some of these costs will be discussed.

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

Instructor: Phil Winters, Director, Transportation Demand Management Program, CUTR

Understanding Your Market via Formative Research, including Journey Mapping

Audience: This 2-session, 2-credit online live instruction course is specifically for transportation professionals who want to learn more about applying formative research methods to better understand their customers. This course also is available as a self-paced online course through the Learning Management System.

Description: Formative research is an important precursor to the development of campaign communications and strategies. It is conducted to help understand problems from the consumer perspective, identify segments to prioritize, identify barriers and benefits, and develop tailored strategies to influence behavior change. Journey mapping is a qualitative formative research method that puts the researcher in the "shoes of the customer" to perform a behavior, while documenting the steps, opportunities for change, and emotional touchpoints.

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

- Understand the role of formative research
- Select appropriate data collection techniques
- Learn a technique for journey mapping

Instructor: Mahmooda Khaliq Pasha, Ph.D., MHS, CPH/CUTR