Livable Communities UTC - October 1, 2014–March 31, 2015

NCTR

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Program Progress Performance Report
for University Transportation Centers
National Center for Transit Research (NCTR)
University of South Florida
a Tier I Livability University Transportation Center

Grant Number DRTT13-G-UTC56
DUNS and EIN #: DUNS 06-968-7242, EIN 59-3102112 -F5 (Tampa Campus)

Submitted to: Amy Stearns, University Program Specialist
Office of Research, Development and Technology
Research and Innovative Technology Administration
U.S. Department of Transportation
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Submitted by: Joel Volinski, NCTR Program Director
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Center for Urban Transportation Research, USF
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(813) 974-9847, fax (813) 974-5168, volinski@cutr.usf.edu

Submitted on: May 18, 2015
Grant Period: September 30, 2013–September 30, 2017
Reporting Period: October 1, 2014 – March 31, 2015, Third 6-Month Progress Report

Signature of Submitting Official: Joel Volinski, NCTR Program Director
NCTR PROGRAM PROGRESS PERFORMANCE REPORT

REPORTING CATEGORIES

1. ACCOMPLISHMENTS: What was done? What was learned?

The information provided in this section allows assessment as to whether satisfactory progress has been made during the reporting period.

This PPPR for NCTR’s Livability UTC grant, covering the period from October 1, 2014 to March 31, 2015, represents the third six month report. It also represents the first report with more substantive information since the first two reports covered a period in which the Transit-Focused grant was still the source for almost all the work being accomplished by NCTR.

Accomplishments

1. What are the major goals and objectives of the program?
2. What was accomplished under these goals?
3. What opportunities for training and professional development has the program provided?
4. How have the results been disseminated? If so, in what way/s?
5. What do you plan to do during the next reporting period to accomplish the goals and objectives?

1. **What are the major goals of the program?**

NCTR proposes to conduct research leveraging the strengths of its members in all forms of public transportation and non-motorized transportation. Public transportation and transportation demand management (TDM) make livable communities possible; indeed, we regard them as prerequisites to communities being safe and livable. In terms of transportation and the development of community, people cannot truly experience their communities if they are always insulated from them while in their private vehicles.

The NCTR consortium has a large, stable, multidisciplinary team with extensive experience in transportation research and UTC participation, enabled by dedicated full-time research faculty. Our proposed research addresses USDOT’s goal of supporting Livable Communities as well as environmental sustainability and safety. Our research addresses many of the objectives of the USDOT Strategic Plan section on Livable Communities:

- To help improve the performance of, and passenger experience with, public transportation to help increase ridership and mode share.
- To reduce motorized trips by developing tools and policies to improve facilities for pedestrians and other non-motorized modes of travel.
- To improve access to transportation for people with disabilities, older adults, and low-income populations.
- To improve the relationship between land use and transportation and develop multimodal networks to serve communities.
- To promote market-based strategies and information technologies to manage
demand on congested roadways.

The research activities proposed by NCTR will be undertaken through collaboration among the four universities, with student research assistants involved in every project undertaken.

<table>
<thead>
<tr>
<th>Measure</th>
<th>Methods/Sources for Tracking</th>
</tr>
</thead>
<tbody>
<tr>
<td>NCTR papers and research reports published</td>
<td>All reports posted to NCTR website; papers monitored quarterly</td>
</tr>
<tr>
<td>Presentations of NCTR research results at professional academic and industry association conferences</td>
<td>Quarterly PI reports on presentations</td>
</tr>
<tr>
<td>NCTR reports downloaded from NCTR websites</td>
<td>Google analytics</td>
</tr>
<tr>
<td>Students participating in NCTR research projects</td>
<td>PIs required to maintain statistics</td>
</tr>
<tr>
<td>NCTR awards and distinctions received</td>
<td>Faculty reporting of awards/distinctions</td>
</tr>
<tr>
<td>Customer satisfaction surveys by NCTR research partners</td>
<td>All partners complete satisfaction surveys</td>
</tr>
<tr>
<td>NCTR citations in other professional papers/media</td>
<td>Google Scholar/Publish or Perish software</td>
</tr>
<tr>
<td>Number of patents issued based on NCTR research projects</td>
<td>U.S. Patent Ofc., USF Technology Transfer Ofc.</td>
</tr>
<tr>
<td>Policies/practices changed as a result of NCTR research</td>
<td>Responses to inquiries from NCTR website</td>
</tr>
</tbody>
</table>

NCTR will measure its leadership through the number of national professional committees that our consortium members lead, the number of significant roles our research faculty play in forums designed to identify transit research needs, the number of professional development workshops and conferences for which we develop programs, the number of presentations and papers published, and the research agendas prepared in consultation with FTA and state DOTs. Faculty members maintain documentation of these activities.

The most significant workforce development initiative funded through the grant will be to enhance the NCTR Graduate Assistant Research Program. NCTR will fund a targeted recruitment campaign aimed at attracting domestic students who are interested in pursuing a master’s degree in Civil and Environmental Engineering with a focus on public transportation, with particular effort paid to attracting minority and female candidates.

The grant will be used to create an interactive exhibit at Tampa’s Museum of Science and Industry (MOSI) near USF. This exhibit will be designed to interest primary and secondary school students in learning more about alternative forms of transportation and how they can make their communities more livable.

The goals for workforce development and education that were included in the NCTR application that was approved by OST-R include:

<table>
<thead>
<tr>
<th>Measure</th>
<th>Methods/Sources for Tracking</th>
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<tbody>
<tr>
<td>Number of students who graduate from transportation-related programs or worked on NCTR projects and placement in industry</td>
<td>Reports from respective universities sent to NCTR Director at completion of each semester</td>
</tr>
<tr>
<td>Number of students to serve as interns or technical assistants to transit agencies within proximity of consortium members</td>
<td>Reports from respective universities sent to NCTR Director at completion of each semester</td>
</tr>
</tbody>
</table>
In regards to technology transfer, the goals included in the grant application include:

- The continuation of support for a number of clearinghouse and information centers including the National TDM and Telework Clearinghouse, the National Transit Safety Research and Assistance Center, the GIS in Transit Clearinghouse, and the Alternative Fuels Clearinghouse.
- The continued publishing of the Journal of Public Transportation
- The development of patents and licenses for location aware software applications that help all users to better navigate their transportation system and services
- The management of numerous LISTSERVS that allow for the easy and free exchange of information among over 10,000 professionals and students in the nation and the world
- The sponsoring of bi-weekly webinars featuring the results of research from not only NCTR members, but other UTCs as well
- The development and management of a bi-annual GIS in Transit Conference co-sponsored by TRB to be held in Washington, DC

What was accomplished under these goals?

This Livability grant was received from OST-R on September 30, 2013. As noted earlier, it overlaps a very active UTC grant that is still being utilized, but much more activity associated with the Livability grant was started during this reporting period. Most projects on the federal side of the budget have been established for both USF and Texas A&M as noted in the next table:
NCTR strongly believes in the value of establishing clearinghouses and technical assistance centers as part of its mission. These centers allow practicing professionals to exchange information to help solve transportation issues in communities across the country. They also help to organize information so that it is readily available to people who are looking for information on a variety of issues dealing with transit and alternative forms of transportation. While the following description of activities for the TDM and Telework Clearinghouse is quite lengthy, it will provide a clear picture of just how active it is and how well used it is in the transportation industry throughout the United States. It is acknowledged as “the place to go” for all professionals dealing with methods to help reduce traffic congestion, vehicles miles traveled, and air pollution from vehicle traffic. The information gathered and shared by TDM program managers make them highly sought after speakers at transportation conferences. Research projects are certainly important, but the following description of the activities of this clearinghouse will demonstrate that far more people benefit from what it engages in than benefit from the typical research project:

Under the National TDM and Telework Clearinghouse and the Florida TDM Clearinghouse (matching project funded by FDOT), NCTR provides technical assistance using a range of methods from fostering self-service to short-term on-site support as described below.

**Listservs.** NCTR manages the TRANS-P-TDM listserv to allow commuter assistance programs, state departments of transportation, transportation management associations (TMAs), and the Clearinghouse to email their peers across the world to help answer questions and solve problems. The listserv membership stands at 2,425 active members through April 7, 2015. Over the past six months, 175 new subscribers joined the Listserv and 73 members unsubscribed (e.g., retired, changed jobs, etc.). The number of messages successfully delivered over the past six months is approximately 429,000. Other listservs hosted under this project with the most value to the Commuter Assistance Programs include telework (419 members), Best Workplaces for Commuters (184), Best
Workplaces for Commuters Champions (131), parking management (426), and sustainable transport indicators (481).

**Online TDM knowledge base.** In the past six months, the Clearinghouse’s online TDM knowledge base (KB) had 1,134 searches and 32,594 answers viewed. The online TDM knowledge base (KB) provides an intelligent self-service option by providing information on hundreds of frequently asked questions as well as case studies and examples. This approach provides a means to reduce the total number of basic inquiries or repeat requests that require personal attention. It also allows staff to quickly respond to inquiries drawing on the information in the KB. The objective is to be more cost-effective as the Clearinghouse seeks to handle more interactions by providing lower cost transactions with the KB’s self-service feature. Here are the 10 questions/answers that received the most hits over the past quarter:

1. Is there a rough dollar figure for parking space costs?
2. Do you have job descriptions available for either a Marketing Manager or Outreach Coordinator?
3. Ridematching liability waivers
4. How do typical carpoolers pay for a ride?
5. Case study: Bluewater (UK) shopping centre
6. Do most programs allow overnight parking at Park and Ride lots or do they have automatic gates that close the lot after all buses run?
7. Golf cart in streets - privilege or right?
8. What is transportation in a commuter highway vehicle?
9. Do you have a general job description for an Employee Transportation Coordinator?
10. What does my employer need to do to allow me to use my pre-tax dollars to pay for my transit or vanpool fare?

**On-demand short-term technical support and limited on-site technical assistance.** Activities this quarter included, but were not limited to:

- Provided farebox recovery data for Westshore Alliance
- Provided information for St. Lucie County on TDM impacts, particularly telework, for possible inclusion in next Long Range Transportation Plan
- Planned retreat for the Ft. Lauderdale TMA
- Provided travel pattern information to South Florida Commuter Services for the Keys
- Provided information on Roadeo judging videos for HART
- Participated in New North Tampa Association Board meetings
- Participated in the Association for Commuter Transportation (ACT) Public Policy Council conference calls
- Participated in ACT Sustainable Real Estate Development Council conference calls
- At the request of reThink, looked for sources of data on the City of Orlando to see how other carshare programs are doing in regards to membership numbers and utilization rates
- Began the analysis of Transportation Management Association Survey to assist Metroplan (Orlando area) and others
- Participated in ACT TMA Council conference meetings
• Questions/topics received on listserv (excludes 3 RFPs, 17 event announcements and 18 job openings)
  • [transp-tdm] Mobility Lab videos ready for your help distributing
  • AASHTO Completes Series of Reports Tracking Commuter Trends and Behavior
  • Any TDM Program Focused on Reducing Auto Ownership?
  • Best Survey Incentive
  • Best Workplaces for Commuters' 2014 Race to Excellence Virtual Ceremony Recording is Available
  • Bike space dimensions for elevators/rail vehicles
  • Cities with significant mode shifts? What have they done?
  • CMAQ funds for bikesharing or carsharing memberships?
  • Commuter Incentives and Performance Measures
  • Corporate Rail and Bus Pass Information
  • Electric Car Charging Stations at the Workplace
  • Electric Vehicle Infrastructure planning
  • Electric Vehicle Infrastructure planning [RESPONSES]
  • Employer Engagement strategies for Bike/Walk Campaigns
  • Fares and Passes Questions
  • How do you prioritize cycling, pedestrian and trail projects?
  • In search of transit study samples
  • Information for Retail TDM Initiatives
  • Interesting and Unknown Phenomenon for Vehicle-Bicycle and Vehicle-Pedestrian Accidents
  • IRF adds award category for Urban Planning and Mobility: focus on using not building roads.
  • Looking for Great TDM Websites
  • Lyft or Uber for GRH program
  • Most effective Commuter Challenge promotion techniques?
  • Most Effective Commuter Challenge Strategies: a summary
  • New Study Estimates the Costs of Sprawl and Benefits of Smart Growth
  • On-Campus Public Transit Center?
  • Parklets or parking day?
  • Project NZ: Accelerating Smart Transport in New Zealand
  • Request for FY 2015 Synthesis Topics for the Transit Cooperative Research Program - Response requested by March 16, 2015
  • Request to help distribute new Mobility Lab videos
  • Responses on transit study samples
  • Sample marketing letters/materials
• Secretary Foxx Unveils “Beyond Traffic: Trends and Choices,” a 30-Year Outlook on the Future of Our Nation’s Infrastructure
• Sharing my results- privately funded TMAs
• Shuttle Service RFP
• Sponsorship Opportunities + Public Walking Tours
• Strategic Planning Metrics
• TDM Agency Bylaws Examples
• TDM measures for businesses, SME’s vs. large
• TDM raising awareness flyer
• TDM technologies
• TNC Regulations Summary
• Tools to incentivize employers to stop subsidizing parking
• Transit Districts
• Updating our Public Involvement Policy
• Vanpool Metrics
• Venue Traffic Management
• Volume 18.1 of the Journal of Public Transportation is now available online
• Winter Commuting Comics
• Info needed on TDM engagement with Shared-Use Mobility or Technology for TRB panel
• Christchurch NZ successfully crowd-funds $50K bike-share assets
• Best Practices for ETCs
• Use of Uber or similar to support ERH/GRH programs?
• Seeking examples of privately funded TMAs
• Municipal TDM policies for new development
• Carma carpool app
• Hospital TDM
• Bikeshare Student Discounts?
• Ideal TDM policy?
• RideShareNation Announces Newest Product- The VanPool Works
• Examples of cities with unbundled parking
• Southeast Alternative Fuels Conference TDM Panel Video
• What's your favorite transportation quote or saying? (bike, bus, carpool, vanpool, telework, walking)
• ACT Leadership Academy Accepting Applications
• New Census Bureau Statistics Show How Young Adults Today Compare With Previous Generations in Neighborhoods Nationwide
• Formula for determining sidewalk width
• Road Decongestion Lab
• Private, on-demand employment shuttles can be part of public transit strategy
• Commuter passes for employees?
Netconferences managed by the TDM and Telework Clearinghouse
On October 9, 2014, the Clearinghouse’s Best Workplaces for Commuters (BWC) and the Association for Commuter Transportation (ACT) co-sponsored the Travel Behavior Change and New Social Justice Issues netconference. This event discussed how community-based marketing and outreach initiatives can be effectively used to grow support for behavior change...
in favor of active transportation choices in diverse communities. Unfortunately, not everyone participates equally in the positive outcomes of these efforts and the damage done is not easily erased. Two speakers helped to shed light on these social justice issues and approaches used in their communities. Dan Kaempff, Principal Transportation Planner at Metro, discussed how Portland led the way for many in developing an active transportation focused region and found the need to correct unintended social injustice, gentrification, and outright neglect that occurred in the process. Emma Pachuta, program manager of St. Paul Smart Trips Neighborhoods, explained how they overcame language barriers, infrastructure inadequacies, community safety concerns and income inequalities in fostering increased walking, biking, and transit use.

**Websites**

[www.commuterservices.com](http://www.commuterservices.com) - Clearinghouse staff use Google Analytics reports to track activity, usage, etc. of this website of the Florida TDM Clearinghouse. The website had 2,150 unique visitors. The number of page views for the same period was 4,820.

[www.bestworkplaces.org](http://www.bestworkplaces.org) (Best Workplaces for Commuters website) Google Analytics reports were used to track activity, usage, etc. The website had 5,580 unique visitors and 13,624 page views.

**Best Workplaces for Commuters**

The Virtual Awards Ceremony was held on January 29, 2015 for the Best Workplaces for Commuters’ Race to Excellence awards. The Race to Excellence is an annual challenge that encourages, recognizes, and highlights dedicated professionals who promote commuter benefits, transportation options, and the Best Workplaces for Commuters (BWC) designation in their workplaces and throughout their local communities. The organizations who successfully complete the Race take exemplary steps to offer their employees viable alternatives to driving alone, thereby reducing air pollution, traffic congestion, and fuel consumption.

Race to Excellence Award Participation Categories include:

- Employer
- University
- Supporting Agency (i.e., TMA, TMO, Rideshare Agency)
- Site – commercial and retail developers, shopping malls, business campuses and other multi-employer developments

Three Florida employers received Gold designations. USF received the only Gold University designation in Florida. Commuter Services of Southwest Florida (FDOT D1) received the only Gold designation in Florida for a supporting agency.

**“Best Of” the Race to Excellence**

- Virginia Tech, Blacksburg, VA
- Club Ride Commuter Services, Las Vegas, NV
- Yale-New Haven Hospital, New Haven, CT

**Gold Site**

- Hacienda, Pleasanton, CA
- Towers Crescent, Vienna, VA
Gold Employer
- Booz Allen Hamilton, McLean, VA
- City of North Port, FL
- Compuware Corporation, Detroit, MI
- GVF, King of Prussia, PA
- LEGOLAND, Winter Haven, FL
- The MITRE Corporation, McLean, VA
- Mayo Clinic, Rochester, MN
- Polk County, Bartow, FL
- State of Arizona, Phoenix, AZ (Capital Rideshare)
- Tindale Oliver, Tampa and Orlando, FL
- Yale-New Haven Hospital, New Haven, CT

Gold University
- Stanford University, Stanford, CA
- University of California, Davis
- University of California, Irvine
- University of California, Los Angeles
- University of California, San Francisco
- University of North Carolina at Greensboro
- University of South Florida, Tampa
- Virginia Tech, Blacksburg, VA

Gold Supporting Agency
- Club Ride Commuter Services, Las Vegas, NV
- Commuter Services, Bartow, FL
- GVF, King of Prussia, PA
- Suburban Transit Network, Inc., Blue Bell, PA
- Triangle J Council of Governments, Durham, NC

Florida Commuter Choice Summit
The 2015 Florida Commuter Choice Summit was held at the Embassy Suites Orlando – Downtown on March 26-27, 2015. Overall, 74 percent of attendees rated the Summit as “Excellent”. Another 24 percent rated it as “Very Good”.

The Summit brought together transportation demand management (TDM) professionals from across Florida and the country. This year, the Summit reflected on changes in commuting habits and technology as well as how the TDM industry is responding. There were 67 registrants, which included 12 out-of-state attendees. The agenda is attached.

FDOT gave out three Florida Travel Choices Awards. The Innovation Award is given to a Florida public transportation system, commuter assistance program, transportation management organization or other Florida entity that has designed and implemented specific public transportation-related programs that demonstrate innovative concepts or effective
problem-solving techniques. The program should be of proven value and adaptable for use by others. The Marketing Excellence Award recognizes excellence in Florida public transportation-related marketing including: Advertising campaigns, Electronic media, Print media, and Special events. The Leadership Award honors a Florida individual who has made outstanding contributions to the public transportation industry. This award may be conferred upon a public transportation policy maker or private citizen who has made outstanding contributions at the local or state level to public transportation.

**Florida Travel Choices Awards**

- **Innovative Program Award Nominees and Winner**
  - **Commuter Services District One** – Arthrex
  - **Florida Department of Transportation (FDOT)** – Cyclovia Downtown Tampa
  - **Jacksonville Transportation Authority (JTA)** – JTA’s Route Optimization Initiative (ROI)
  - **Winner**: reThink – Workplace Connector Program

- **Marketing Excellence Award Nominees and Winner**
  - **Winner**: Commuter National Bike Month and National Bike to Work Day
  - **reThink**: 3rd Annual reThink Your Commute Day - #OnTheBus

- **Leadership Award Nominees and Winner**
  - **Courtney Miller**, reThink Commuter Services Program
  - **Winner**: Lars Houmann, President & CEO of Florida Hospital – Support for SunRail
  - **Nathaniel P. Ford Sr.**, CEO of the Jacksonville Transportation Authority (JTA)
  - **Noranne Downs**, FDOT District 5 Secretary
  - **Tom Locke**, Former General Manager of the University Mall and Vice Chair of the New North Transportation Alliance (NNTA)

**2014 Commuter Choice Summit Agenda**

**Wednesday, March 25**

<table>
<thead>
<tr>
<th>1:00 PM</th>
<th>5:00 PM</th>
<th><strong>How to Sell Free Things: A Workshop for TDM Professionals</strong></th>
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<tr>
<td></td>
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<td>Sales are a significant component of marketing TDM services. From employer buy-in to influencing commuter behavior, a solid sales strategy can markedly improve the performance of TDM programs. This workshop will provide participants with a comprehensive overview of sales techniques utilized successfully by companies around the world. The workshop is interactive and you will experience first-hand how you can be more effective by utilizing practices from the private sector and other industries for proven success. <strong>Instructor:</strong> Willy Bolander, PhD, Professor of Marketing, Florida State University College of Business <strong>Location:</strong> Embassy Suites Orlando, Eola Ballroom</td>
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Receive 4 credits under the Commuter Choice Certificate program.

**Thursday, March 26**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
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| 9:00 AM | **Opening Session & Welcome Remarks**  
**Michael Wright**, Statewide CAP Program Manager, Florida Department of Transportation  
**Harold W. Barley**, Executive Director, MetroPlan Orlando                                                                                       |
| 9:30 AM | **reThink Your Commute -- What’s New in FDOT District 5**  
2014 was a big year for District 5. From SunRail to LYNX to bikeshare, central Florida commuters now have even more options available. Courtney Reynolds, reThink Program Manager, and Brenda Young, M.S., P.E., FDOT District 5 Modal Development Manager, will provide an update on what’s happening in District 5 and where all the interest in mass transit could lead.  
**Presenters:** Courtney Reynolds, reThink Commuter Services and Brenda Young, M.S., P.E., Florida Department of Transportation District 5 |
| 10:15 AM| **BREAK**                                                                                                                                                                                                       |
| 10:30 AM| **Listen to Your Customer – A Community-Based Social Marketing Approach to the Campus Carshare Market**  
Hear about how a community-based social marketing framework is being used to increase membership and usage of the existing USF Tampa campus carshare program with the ultimate goal of decreasing the number of vehicles on campus. Focus groups were conducted with students to better understand their perceptions, wants, needs, and motivators for participating in a carsharing program on campus. Major themes and implementation strategies will be highlighted.  
**Presenter:** Julie Bond, MPA, Center for Urban Transportation Research (CUTR) and Amy Lester, PhD, Center for Urban Transportation Research (CUTR) |
| 11:00 AM| **From Transportation Network Companies to Autonomous Vehicles: How Emerging Technologies and Business Models Will Influence TDM**  
Wireless communications and other emerging technologies are changing the transportation options available to the public and enabling concepts such as bikeshare, rideshare, transportation network companies, and connected or autonomous vehicles. These changes are rapidly impacting travel choices and business models for delivering mobility options. This session will provide a forum for discussing and assessing how the TDM community may be impacted.  
**Presenter:** Steve Polzin, PhD, Center for Urban Transportation Research (CUTR) |
| 12:00 PM| **Lunch & Keynote Speaker**  
Enjoy lunch while listening to one of reThink’s top employer commuter programs. Employers play a big role in their employees’ commute choices. Florida Hospital Orlando has provided discounted LYNX bus passes for |
years, making it easier for their staff to take the bus to work. Recently, they added a 25% subsidy for SunRail passes and set up a pre-tax benefit program. Mr. Barry will share insights on promoting commute options from an employer’s point of view.

Presenter: Jody Barry, Strategic Property Development, Florida Hospital - Orlando

<table>
<thead>
<tr>
<th>1:15 PM</th>
<th>2:15 PM</th>
<th>Spin the Wheel: Bikesharing, Cyclovias, and Bicycle Friendly Businesses</th>
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<tbody>
<tr>
<td></td>
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<td>The number of Americans who bike to work jumped by about 60% from 2000 - 2012 according to the U.S. Census Bureau. However, bicycle commuters still account for less than 1 percent of all commuters. What is happening locally? During this session, you will learn about new bikeshare programs in Tampa and Orlando, successful Cyclovias, and an innovative bicycle-friendly business program set to launch in downtown Tampa.</td>
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<td>Presenter: Eric Trull, Coast BikeShare; Karen Kress, Tampa Downtown Partnership; and Stephen Benson, Florida Department of Transportation, District 7</td>
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<tr>
<th>2:15 PM</th>
<th>3:30 PM</th>
<th>TDM BIG IDEAS!! 20x20</th>
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<tr>
<td></td>
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<td>Bring your big ideas to the Summit! During this session, Pecha Kucha style presentations by fellow attendees will uncover TDM Big Ideas. Each presenter will share their Big Idea in Pecha Kucha style – 20 slides x 20 seconds each. This unique format may bring surprises, fresh ideas and new thinking.</td>
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<td></td>
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<td>Presenters: Julie Bond, MPA, Center for Urban Transportation Research (CUTR)</td>
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<tr>
<th>3:30 PM</th>
<th>3:45 PM</th>
<th>BREAK</th>
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<tr>
<th>3:45 PM</th>
<th>5:00 PM</th>
<th>Off-Site Walking and Transit Tour</th>
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<td>Guided by the reThink team, explore Downtown Orlando’s Bus Rapid Transit (BRT) system, carshare program, bikeshare program, Gertrude’s Walk, and LYNX Central Station.</td>
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<th>6:00 PM</th>
<th>Group Dinner*</th>
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<td>Meet in the hotel lobby and ride with fellow attendees via SunRail to Winter Park for a variety of dinner options.</td>
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<td>*Dinner is not included in registration.</td>
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Friday, March 27

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<th>8:30 AM</th>
<th>9:00 AM</th>
<th>State of the Florida CAP System</th>
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<td></td>
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<td>Presenter: Mike Wright, Florida Department of Transportation</td>
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<tr>
<th>9:00 AM</th>
<th>10:15 AM</th>
<th>TDM Market Research Strategies</th>
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<td></td>
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<td>If you build it, will they come? Not always. Understanding what commuters want or need before developing or launching a new product or service is the foundation of any successful TDM marketing strategy. This session will examine the core elements of effective market research and how to transform data and opinions into success. Presenters: Jeff Horton, Institute for Applied Business Research, Florida State University and Luke Hopkins, DBA, Professor of Marketing, FSU College of Business</td>
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<tr>
<td>10:15</td>
<td>10:30 AM <strong>BREAK</strong></td>
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<tr>
<td>10:30</td>
<td>11:00 AM <strong>The Latest Florida TDM News and Research</strong></td>
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<td></td>
<td>Learn about new research relevant to the TDM community including a</td>
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<td>community-based social marketing initiative in progress; exciting</td>
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<td>news about Best Workplaces for Commuters; and updates on the 2015</td>
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<td>Social Marketing in Transportation Certificate program.</td>
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<td><strong>Presenter:</strong> Amy Lester, PhD, Center for Urban Transportation</td>
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<td></td>
<td>Research, University of South Florida and Julie Bond, MPA, Center for</td>
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<td>Urban Transportation Research, University of South Florida</td>
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<tr>
<td>11:00</td>
<td>11:45 AM <strong>Developing Effective Express Bus Service in South Florida</strong></td>
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<td>How do the State and local transit agencies know what routes would be</td>
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<td>the most effective when developing express bus routes? This</td>
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<td>presentation will show how FDOT Districts 4 and 6 along with South</td>
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<td>Florida Commuter Services have developed a partnership with Broward</td>
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<td>County Transit and Miami-Dade Transit to create a successful</td>
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<td>express bus network in south Florida.</td>
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<td><strong>Presenters:</strong> Jim Udvardy, South Florida Commuter Services and</td>
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<td></td>
<td>Jordan Rockwell, Florida Department of Transportation District 4</td>
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<tr>
<td>11:45</td>
<td>1:00 PM <strong>Awards Luncheon</strong></td>
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<td></td>
<td>• Florida Travel Choice Awards</td>
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<td></td>
<td>• Commuter Choice Certificate Graduates</td>
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<td>• Best Workplaces for Commuters Awards</td>
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<td></td>
<td><strong>Presenters:</strong> Mike Wright, Florida Department of Transportation</td>
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<td></td>
<td>and Julie Bond, MPA, Center for Urban Transportation Research,</td>
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<td>University of South Florida</td>
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<td>1:00</td>
<td>1:30 PM <strong>Summit Wrap-Up</strong></td>
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<td>Join the World Cafe and Wrap-Up Session to discuss your experience</td>
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<td>during the Summit. What had real meaning for you? What surprised</td>
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<td>you? What challenged you?</td>
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**Professional Development and Organizational Learning**
Clearinghouse staff participated in conference calls with the Association for Commuter Transportation on issues of public policy, sustainability, vanpooling, and telework. Proposals for presentations were submitted to ACT, including two for professional development workshops on Sunday before the conference.

**Special Projects**
The analysis of the TMA Survey has been completed. A webinar featuring the results of the survey is in discussion with the Association for Commuter Transportation’s TMA Council for late spring or early summer.

To help draw traffic to BWC, the latest commuting data was compiled from the 2013 American Community Survey released in mid-September by Census Bureau. The mode split and average commute time information was extracted for 373 metropolitan statistical areas (MSAs). We produced a summary showing the 2013 estimates and comparing changes between 2013 vs. 2012, 2013 vs. 2011, 2013 vs. 2010 and 2013 vs. 2009; noting whether the change between

Under the National Transit Safety Research and Technical Assistance Center, the following activities were accomplished:

Project managers continue to actively search for and post transit safety-related notices and informational pieces from FTA, NTSB, TRB, and other organizations. In the area of transit safety-related research, the following documents were posting during the reporting period:

- § Evaluation of Automated Vehicle Technology for Transit – National Center for Transit Research
- § Fatigue Evaluation of the Increased Weight Limit on Transit Railway Bridges – Mineta Transportation Institute (MTI)
- § TCRP Report 175: Guidebook on Pedestrian Crossings of Public Transit Rail Services – Transportation Research Board (TRB)
- § An Approach for Actions to Prevent Suicides on Commuter Rail and Metro Stations in the United States – MTI
- § Transit IDEA Program: Improving Bus On-Time Performance Through the Use of AVL Data – Transportation Research Board (TRB)
- § TCRP Report 174: Improving Safety Culture in Public Transportation – TRB
- § TCRP Synthesis 117: Better On-Street Bus Stops – TRB

Utilization statistics for the Safety Center’s website are provided below, showing good utilization for a relatively new website between October 1, 2014 and March 31, 2015:

A total of 1,951 page views.
The most popular page with 108 page views addressed transit responses to Epidemics and Pandemics. The second most popular page is the Research page with 87 page views. The third most popular page is State Safety Laws and Regulations page with 59 page views.

There were a total of 805 sessions on the website, meaning a group of interactions. Here is a graph of sessions, demonstrating the international reach of the website:
In addition to managing the NCTR Transit Safety Center website, the program manager, as a member of TRB’s Task Force for Transit Safety and Security, was assigned the responsibility of establishing a website for the Task Force. Labor and expenses associated with this activity are attributed to the Transit Safety Center program. The TRBTSS is active and is being maintained and updated by project staff. The link for the website is: [www.trbtss.org](http://www.trbtss.org). A screen shot of the header of the main page is shown below.
Under the GIS in Transit Clearinghouse, the following activities were accomplished:
The Clearinghouse continued its preparations and planning for the 9th National Transit GIS Conference to be held in Washington, DC on September 1-3, 2015. The Clearinghouse assembled a conference planning committee to guide the program and evaluate conference presentation proposals. A total of 70 abstracts were submitted for consideration, with more expected. The planning committee started ranking all of the proposals for consideration. Once the presentation proposals are selected the committee will categorize the presentations and develop the conference program. To promote the hands on/ applied nature of the conference the committee is producing three pre-conference workshops. The planning committee
members have confirmed a general session presentation by a representative from the software company WAZE. WAZE, a mobile crowd-sourced traveler information application, will present on developments in crowd sourcing for public transportation. Conference registration will be opened in the next reporting period for participants to register.

Under the Advanced Transportation Energy Portal (ATEP), the following activities were accomplished:

- Made presentation about ATEP to the NCTR Advisory Board – October 23, 2014
- Made presentation to US DOE representatives visiting CUTR – November 17, 2014
- Completed and tested data collection page of the website
- Identified a list of major agencies with alternative fuels (from different regions of US) and compiled contact information of maintenance managers to solicit data
- Requested help from American Bus Benchmarking Group in data collection effort
- Continued updating the site with latest news stories (18 new posts were posted on the website)
- Performed regular site maintenance activities

Publishing of the Journal of Public Transportation has been continued from prior grants as another successful knowledge sharing project. Funds from this Livability grant were used to support the activities associated with two editions of the Journal of Public Transportation which is produced on a quarterly basis. Eighteen peer-reviewed and professionally edited papers were included in these two editions. In addition, discussions were completed with the University of South Florida to have the Journal produced only in digital form, with the first such edition published in this format in March, 2015.

Work on the research project entitled “Evaluation of Automated Vehicle Technology for Transit” was created. This project is being supplemented with funds made available by FTA through the National Bus Rapid Transit Institute at USF. The purpose of this project is to conduct a synthesis of available AV technologies that could be installed today on transit vehicles. In May 2014, FDOT hosted the first meeting of the Florida Automated Vehicles Stakeholder Working Groups. There are three working groups, each of which has a different focus (policy, modal applications, and technology). Each working group was tasked with identifying the challenges and opportunities of their particular focus area as it relates to automated vehicles. The findings were presented at the 2nd Florida Automated Vehicles Summit in Orlando in December 2014.

The Florida Transit Operator Trainer Training Program was fully supported by the Livability Grant during this reporting period as a matching project funded by the Florida Department of Transportation. Again, the description of activities is lengthy, but serves to demonstrate how engaged the program is with operating transit agencies and employees, particularly in the area of workforce development. The following activities were conducted during the reporting period:
Task- Administration
- General program administration, management, oversight, and monitoring.

Task- Program Marketing
- Updated (delete and add) Florida’s public transportation professional’s contact information
- Updated Program’s website regularly to include news and upcoming training courses

Task- Monitor Training Audience
- Received, processed and filed participant registration forms
- Mailed registration confirmations, including training logistics information

Task- Develop Training Strategy
- Utilized information collected through the Training Needs Assessment Survey, FDOT, and transit agency requests to expand training calendar

Task- Development/Implementation
- Continued to keep an open line of communication with both the FDOT Program Manager and the transit agency personnel
- Continued to keep an open line of communication with USDOT Transportation Safety Institute and the National Transit Institute (email/telephone)
- Identified training locations, negotiated costs with independent trainers for training courses issuing purchase orders, and approving final invoices.
- Created full record course file folders for each training which includes a copy of the registration flier, registration forms, attendee list, purchase order, invoice, general correspondence, course evaluations and additional correspondence

Task- Produce Training Materials
- Provided copies of training materials and handouts to participants

Task- Training Delivery
- Hosted the following trainings for the Florida Transit Operator Trainer Training Program (FTOTT) from October 1, 2014 - March 31, 2015:
  o TSI’s Instructors’ Course in Bus Operator Training (January 26-29, 2015) Course delivered at CUTR with 18 participants representing 720 contact hours.
  o Transit Dispatch and Supervisor Training (March 3-4, 2015). Course delivered at Palm Tran with 13 participants representing 208 contact hours.
  o TSI’s Supervisor Certification Course (March 23-27, 2015). Course delivered at CUTR with 21 participants representing 840 contact hours.
- Processed and paid training related expenses/invoices

- Coordinated and provided training facilities
  - Set up training facilities
  - Processed registrations
  - Marketed training courses
  - Provided training technical support to trainers and participants
  - Produced training materials
  - Distributed and reviewed course evaluations

- Development of “Florida Administrative Code (14-90) Review for You - A Course for Transit Operators,” an e-Learning training course. Course has been completed and is now being designed to allow for utilization through the LMS.

**Task- Target Results**

- Disseminated electronic evaluations to both participants and the instructors
- These evaluations were reviewed by the project managers and kept on file. Evaluation feedback forms were provided to instructors on an as needed basis

**Task- Onsite Technical Support**

- Provided audio visual equipment for training courses
- Provided technical support and set up for onsite instructor(s)

**Task- Learning Management System**

- Managed, coordinated, and administered LMS

**Task- Travel Coordination**

- Coordinated travel for upcoming training course including, but not limited to processing travel authorizations, reserving hotel rooms, rental cars, etc.

**Task- Travel Reimbursement**

- Provided travel reimbursement for program participants to attend training.

The Florida Statewide Transit Technical Assistance and Training Program, a matching project funded by FDOT, was also active as part of the Livability grant with the following:

**Task- Administration**

- **General program administration**
- Regular program meetings of FDOT/CUTR team management to set program priorities, monitor progress/schedules, and ensure quality and responsiveness of CUTR efforts.

**Task-Technical Assistance Requests Completed**
• Concept paper regarding emergency management policies and procedures and provided staff support and coordination for the FPTA Annual Conference session entitled “Are We Ready for the Next Big One?”
• Reviewed draft Florida Department of Transportation Compliance Consultant RFP and updated with edits/refinements.
• Conducted preparation activities for Phase II of the Compliance Consultant selection and post selection tasks.
• Analysis of public transit connectivity to major Florida ports to determine if or where service gaps exist and identify opportunities to promote the use of public transit for access to port-related jobs.
• Performed other technical assistance activities as directed by the FDOT project manager

Task-Technical Assistance Requests Underway and Continuing into Next Reporting Quarter
• Provided financial management assistance to the Community Transportation Coordinator in Apalachicola, Florida to ensure continued eligibility for FTA Section 5311 grant funds.
• Provided grant management assistance to Okaloosa County Transit to ensure that grant and grant requirements are in sound order.
• FDOT/FDDC Transportation Voucher Pilot RFP development and selection support.
• FDOT/FDDC Transportation Voucher Pilot Project administration, monitoring, and technical assistance to selected pilot project locations on behalf of and under the direction of the FDOT project manager.
• FDOT Compliance Consultant selection process – as directed by FDOT project manager.

Task- Program Marketing
• Monitored and maintained e-mail requests for training and technical assistance
• Coordinated, developed and distribution the monthly “Florida Transit Training” eblast
• Update (delete and add) Florida’s public transportation professional’s contact information
• Monitored and updated training offerings to CUTR, Florida Rural Transit Assistance Program, Florida Operator Trainer Training Program, Florida Transit Safety Network, and other relevant websites.

Task- Monitor Training Audience
• Received, processed and filed participant registration forms
• Mailed registration confirmations including training logistics information (start time, end time, directions/maps, parking passes, parking instructions, hotel recommendations, etc.).

Task- Development/Implementation
• Continued to keep an open line of communication with both the FDOT Program Manager and the transit agency personnel
• Continued to keep an open line of communication with USDOT Transportation Safety Institute and the National Transit Institute (email/telephone)
Identified training location, negotiated costs with independent trainers for training courses issuing purchase orders, and approving final invoices.  
Created full record course file folders for each training which includes a copy of the registration flier, registration forms, attendee list, purchase order, invoice, general correspondence, course evaluations and additional correspondence.

**Task - Produce Training Materials**
- Provided copies of training materials and handouts to participants.

**Task - Training Delivery**
- Processed and paid training related invoices
- Coordinated and provided training facilities
  - Set up training facilities
  - Hosted the training courses (processed registrations and marketing courses)
  - Provided training technical support to trainers and participants
  - Produced training materials
  - Distributed and reviewed course evaluations
- Course offered during the reporting period:
  - Transit Dispatch and Supervisor Training (October 21-22, 2014 – hosted by Sarasota County Area Transit). Course delivered by CUTR with 17 participants representing 272 contact hours.
  - Transit Dispatch and Supervisor Training (December 9 – 10, 2014 – hosted by LYNX). Course delivered by CUTR with 12 participants representing 192 contact hours.

**Task - Target Results**
- Disseminated electronic evaluations to both participants and the instructors. These evaluations were reviewed by the project managers and kept on file. Evaluation feedback forms were provided to instructors on an as needed basis.

**Task - Onsite Technical Support**
- Provided audio visual equipment for training courses
- Provided technical support and set up for onsite instructor(s)

**Task - Learning Management System (LMS)**
- Managed LMS
- Continued to coordinate with other FDOT training program managers to incorporate courses into the LMS.

The Director of NCTR, Joel Volinski, made plans to meet with vendors of the transit industry at the APTA Bus and Paratransit conference in Ft. Worth to solicit donations for the exhibit at the Museum of Science and Industry which will introduce youngsters to riding a bus. He also discussed receiving assistance from the Hillsborough Area Regional Transit Authority to assemble the simulated bus once parts arrive.
In addition to the establishment of these projects at USF, TTI established the following project to be funded through federal UTC funds and matching funds: “Exploring Transit’s Contribution to Livability in Rural Communities: Guidebook and Exercises.” TTI researchers will assist transit agencies to conduct rider surveys to create a baseline of information about the characteristics of riders and services, and factors related to livability and existing rural transit services (i.e., type, ridership characteristics, cost, funding resources) will be evaluated to determine how livability goals of each community relate to rural transit service. TTI researchers will assist local stakeholders to conduct public opinion surveys about livability, transit, and willingness to pay. TTI will develop a guidebook and exercise materials that will be of immediate benefit to transit agencies, rural communities, and policy makers in their efforts to engage in local dialogues. TTI researchers will document best practices via a recorded webinar question-and-answer session. TTI will present research findings at national professional meetings and through NCTR’s webcast series. The scope for the project was completed, and the literature review and case study selection is expected to be completed by the next reporting period.

2. How have the results been disseminated?

As noted earlier, the TDM Knowledge Base provided 1,134 answers to questions asked by members of the TDM Listserv, while over 400,000 messages were shared among members. Two editions of the Journal of Public Transportation were published containing 18 papers. Notification of the availability of the two new editions was sent via the Listservs maintained by NCTR/CUTR. Articles from those two editions have been downloaded over 1,000 times.

3. What do you plan to do during the next reporting period to accomplish the goals?

The Editor of the Journal is planning on reconstituting the Editorial Board of the Journal in the next reporting period to receive guidance on a number of subjects, including clarifying the audience the Journal is trying to reach, which may change the mix of papers that are included in future journals. We plan to continue implementing the activities that are funded through the federal side of the grant, most particularly the clearinghouses and the Journal of Public Transportation. Additional webinars will be conducted featuring the results of NCTR research. Projects associated with the technical assistance and training programs will continue. In addition, more matching projects will be established through the Florida Department of Transportation and USF will identify additional projects to be undertaken with the federal side of the grant, as will the University of Illinois at Chicago and Florida International University. TTI will begin the project entitled “Exploring Transit’s Contribution to Livability in Rural Communities: Guidebook and Exercises” and complete the following tasks of Phase 1, Task 1.1.:

(1) Literature Review
(2) Case Study Selection

Work on creating the transit exhibit at the Museum of Science and Industry will continue with more contact established with vendor who can provide necessary components, parts, and
technology. Final preparations for the bi-annual GIS in Transit conference will be finished. Two new NCTR Scholars will be selected to begin their Master’s projects in August.

### 2. PRODUCTS: What has the program produced?

**Publications** are the characteristic product of research projects funded by the UTC Program. OST-R may evaluate what the publications demonstrate about the excellence and significance of the research and the efficacy with which the results are being communicated to colleagues, potential users, and the public, not the number of publications. Many research projects (though not all) develop significant products other than publications. OST-R may assess and report both publications and other products to Congress, communities of interest, and the public.

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**Instruction - Products**

While a number of projects were established during this six month reporting period, only the Journal of Public Transportation has products to report.

*Publications, conference papers, and presentations*

As noted above, funds from the Journal of Public Transportation account were utilized to help pay for two editions of the Journal featuring 18 papers submitted from researchers all over the world.

1. **Website(s) or other Internet site(s)**

NCTR’s website was still being managed through funds available from the transit focused grant. Hence there is nothing to report that was supported by this livability grant, but funds from the Livability grant will be used starting with the next reporting period.

2. **Technologies or techniques**

Nothing to report. The transit focused grant supported research that resulted in another patent being issued to USF dealing with location-aware cellphone software.

3. **Inventions, patent applications, and/or licenses**

Nothing to report

4. **Other products**
3. PARTICIPANTS & COLLABORATING ORGANIZATIONS: Who has been involved?

RITA needs to know who has worked on the project to gauge and report performance in promoting partnerships and collaborations.

Instructions-Participants & Collaborating Organizations

1. **What organizations have been involved as partners?**

As noted earlier, the Texas Transportation Institute has started its research project during this six month reporting period. USF’s other two partners (Florida International University and the University of Illinois at Chicago) were still working on a number of projects from the Transit-focused grant. Consequently, the subcontracts with these two universities were not established, but project ideas have been submitted by both universities.

The Museum of Science and Industry in Tampa has affirmed its desire and interest to serve as host of the educational exhibit to introduce children to public transit. This exhibit will feature the first 10 feet of an actual bus which will be equipped with a variety of technology elements including cameras, fareboxes, mobile data terminals, and automated passenger counters. The Hillsborough Area Regional Transit Authority will also contribute to the development of this exhibit. It is expected that a number of private vendors that supply the industry will also donate equipment that can be installed.

2. **Have other collaborators or contacts been involved?**

The Transportation Research Board, the American Public Transportation Association, and private GIS vendors continue to participate in the planning and will co-sponsor the GIS in Transit bi-annual conference to be held in September 2015 in Washington, DC.

4. **IMPACT:** What is the impact of the program? How has it contributed to transportation education, research and technology transfer?

Over the years, this base of knowledge, techniques, people, and infrastructure is drawn upon again and again for application to commercial technology and the economy, to health and safety, to cost-efficient environmental protection, to the solution of social problems, to numerous other aspects of the public welfare, and to other fields of endeavor.

DOT uses this information to assess how the research and education programs:

- increase the body of knowledge and techniques;
• enlarge the pool of people trained to develop that knowledge and techniques or put it to use; and,
• improve the physical, institutional, and information resources that enable those people to get their training and perform their functions.

Impact

This component should describe ways in which the work, findings, and specific products of the program have had an impact during this reporting period. Describe distinctive contributions, major accomplishments, innovations, successes, or any change in practice or behavior that has come about as a result of the program relative to:

1. The development of the principal discipline(s) of the project;
2. Other disciplines;
3. The development of human resources;
4. Physical, institutional, and information resources at the university and/or other partner institution;
5. Technology transfer (include transfer of results to entities in government or industry, adoption of new practices, or instances where research has led to the initiation of a start-up company); or

1. What is the impact on the development of the principal discipline(s) of the program?
Nothing to report

2. What is the impact on other disciplines?
Nothing to report

3. What is the impact on the development of transportation workforce development?
The training provided by the TDM and Telework Clearinghouse and the Transit Safety Research and Technical Assistance program has been previously described. Over 67 commuter assistance program professionals attended the TDM Summit. The transit training programs assisted 212 transit agency employees, including supervisors, trainers, managers, and mechanics with 2,628 contact hours of training.

4. What is the impact on physical, institutional, and information resources at the university or other partner institutions?
The University of South Florida has agreed to help publish the Journal of Public Transportation through its Scholar Commons program. This will help NCTR staff keep better track of usage and downloads.

5. What is the impact on technology transfer?
The publishing of two editions of the Journal of Public Transportation was supported with funds from this Livability grant. Papers included in these editions were downloaded over 1,000 times. It is difficult to know the true impact of the information that is shared through NCTR's
Clearinghouses since the members of Listservs communicate without the need for an intervener such as a researcher. However, the sheer volume of over 400,000 messages indicates a healthy exchange of information among practicing professionals.

6. What is the impact on society beyond science and technology?

Nothing to report

5. Changes/Problems

The grantee is required to obtain prior written approval from the OST-R grants official whenever there are significant changes in the project or its direction. See agency specific instructions for submission of these requests. If not previously reported in writing, provide the following additional information, if applicable:

- Changes in approach and reasons for change
- Actual or anticipated problems or delays and actions or plans to resolve them.
- Changes that have a significant impact on expenditures.
- Significant changes in use or care of animals, human subjects, and/or biohazards

Changes/Problems

If not previously reported in writing to OST-R through other mechanisms, provide the following additional information or state, "Nothing to Report, if applicable:

1. Changes in approach and reasons for change

Nothing to report, no changes to this point

2. Actual or anticipated problems or delays and actions or plans to resolve them

There was a delay in beginning certain projects, but only because the transit-focused grant, which was approved two years earlier, is still very much open and is funding the activities being undertaken at USF and its partners. However, there are no problems.

3. Changes that have a significant impact on expenditures

Nothing to report

4. Significant changes in use or care of human subjects, vertebrate animals, and/or biohazards

Nothing to report, and no anticipation of the need to report in the future since no projects will be dealing with these subjects.

5. Change of primary performance site location from that originally proposed
Nothing to report, and no anticipation of the need for any change to the primary performance site(s) identified in the proposal.

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<th>Additional information regarding Products and Impacts</th>
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<tr>
<td>UTCs are encouraged to consider identifying program results by outputs, outcomes or impacts as suggested by the examples below. Impacts should be linked to National goals expressed in the Secretary's Strategic Goals.</td>
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Nothing to report at this early date.

6. SPECIAL REPORTING REQUIREMENTS

Respond to any special reporting requirements specified in the award terms and conditions, as well as any award specific reporting requirements.

Nothing to report