CUTR Advisory Board Meeting

Meeting Minutes

June 6, 2012

Center for Urban Transportation Research, Boardroom
3808 Alumni Drive, Tampa, FL 33620

Attendees:

Advisory Board Members and Designees:
Kimberlee DeBosier, Chair, Bayside Engineering
Senator James Hargrett, Jr., Bay Area Concessions, Inc.
Katherine Frazier, FTC Commission
Sonny Holtzman, The Holtzman Group
Ysela Llort, Miami-Dade Transit (call in)
David Lee, Florida Department of Transportation (call in)
Thornton Williams, McMillian Williams, PA (call in)
Jeanette Hallock-Solomon, Florida Department of Community Affairs (call-in)

Center for Urban Transportation Research, USF:
Jason Bittner
Michael Audino
Stephen Reich
Pei-Sung Lin
Steve Polzin
Ken Short
Lisa Staes
Kristine Williams
Joel Volinski

Chairman Kimberlee DeBosier called the meeting to order at 1:50 p.m. She welcomed new CUTR Advisory Board members: Katherine Frazier, Hill Ward Henderson's Real Estate Development and Finance Group who represents the Florida Transportation Commission and Sonny Holtzman, owner of the The Holtzman Group. Also, special guest, Michael Audino will discuss the strategic plan. The attendees and guests introduced themselves.

Approval of Meeting Minutes

Following a request by Kimberlee DeBosier to approve the April 4, 2012 meeting minutes, Katherine Frazier approved the motion and it was seconded by Thornton Williams, they were unanimously approved.

Jason Bittner provided his Director's Report:

Dean's Renewal and COE Outlook:

Dean Wiencek's contract has been renewed for another 5 years. There is no confirmation on COE budget, which affects CUTR. Positives from COE, we are #72 in 2012 in the US News and World Report Rankings; we were #79 in 2010. COE research expenditures reached $28 million in 2011 of which CUTR brought in $11 million. Since the USF Polytech campus in Lakeland has been disbanded, the faculty from there will be moved over to USF. There is the possibility that the COE and CUTR may inherit one or two faculty as that campus was promised positions with USF.

Staffing and FY2013 Budget Updates – Significant Cuts

The Communications position was moved to a different role so it has been left vacant. Damien Drayton, Human Resources administrator was laid off due to the $500,000 budget cut. Resources are available in COE to help us with this vacancy. Performance evaluations have been completed; we are an aggressive high performing organization. Jason has discussed with the faculty how we can meet our goals.

Financial overview – for 2009-2010 fiscal year, we received only $152,000 through indirect returns, which was split with individual programs. We usually receive closer to $260,000. Sixteen percent was returned to COE; $8.7 million were contract expenditures. Some budget opportunities include moving people to projects; allocating costs to specific projects; trimming education services slightly (thesis advising, teaching responsibilities). Approximately $200,000 in savings have been identified with a shortfall of $300,000-$400,000. We are looking at new business service models where we can sell our services.

Project Highlights in First Quarter:

- For 2012 there were 35 new contracts totaling $6.744 M with $4.2M federal.
- The FPTA/FDOT/CUTR professional workshop was highly successful; there were over 200 attendees.
- The students have been successful attaining Pi Alpha Alpha, Chi Epsilon and one student will be participating in an internship with FTA.
- Dr. Lin's team has been working on the pedestrian/bicycle safety coalition and motorcycle safety grants.
- Latest initiative is to have some type of multi-campus Florida research symposium with other research programs in the state.
- There are 12 new proposals pending $1.2m.
- There were 5 for-credit courses taught in the Spring semester.
- There were over 5,000 professional development contact hours for the first quarter of the year.

- There has been a great deal of success with our CUTR Webinars that Phil Winters oversees and coordinates with Jennifer Iley.

CUTR Transportation Achievement Award

Jason asked the Board for input in regards to where we should hold the dinner: USF Marshall Center or USF Embassy Suites. We cannot have it at the Marshall Center on 10/24/12 because the students will be using the ballroom for their Homecoming week activities. We can have it on 11/1/12 at the Marshall Center. Discussion ensued on the date, location, cost comparison, and keynote speaker.

Federal Authorization Update

Both Houses of Congress passed a transportation bill and it is now going to a Conference Committee. Florida is represented well by Senator Nelson, Representative Mica, Representative Brown, and Representative Southerland.

Strategic Planning Updates

Michael Audino gave an overview of what the nine members of the strategic planning committee have been working on. Their role is to design the process and plan itself and most importantly to implement the plan. The first meeting was held in April and the next one will be tomorrow where they will be reviewing CUTR's vision, mission, and values. Toward the latter part of June, they will reconvene to utilize the survey and go over the strategic initiatives and SMART goals. A survey was sent out to the Advisory Board, external customers, and CUTR employees in regards to basic strengths, weaknesses, and opportunities and also to identify threats and trends. CUTR employees (32) and external stakeholders (32) responded to the survey. Mr. Audino will also interview 10-12 USF stakeholders that Jason identified. The results will be presented to the Dean in July and to the Board at the next Advisory Board teleconference meeting in August. Kim DeBosier brought up that the strategic initiatives should be run by the Advisory Board first so they will be comfortable with the strategic plan before providing to the Dean. Jason agreed that the Advisory Board should be able to give their input.

New Business

CUTR's 25th Anniversary is next year. Jason Bittner would like to do a larger initiative to promote CUTR by retaining a public relations expert to roll out the strategic plan through printing, mailings, and outreach efforts including participation in Florida events with exhibit booths and similar initiatives. Also, he would like to remodel and rehabilitate the building since it is showing its age. He proposed to develop a video and a CUTR alumni book to include all former faculty and students. A packet will be put together with the book and promotional items. This effort could cost $50,000-$75,000. Jason was looking for the Advisory Board's input. Kim DeBosier considers this endeavor to be a great idea and a great investment. Sonny Holtzman suggested to make an announcement at the CUTR Transportation Achievement Award event to use for an opportunity for sponsorship. Kim DeBosier suggested it be done with a 5 minute slide show presentation.

An administrative Service Center Model will allocate all costs into a separate unit (internal indirect). It will be allocable, allowable, and consistent. The University charges 6% for this service (on top of direct costs). This creates need for approximately 3.8% upcharge on projects across the board. Jason Bittner discussed the advantages and disadvantages of this model. It will reduce the annual budget challenges

and there is opportunity to build cost and will prevent us to go back for a budget but on the other hand it will increase costs for the client and will be dependent on salary and expense structures. We will continue to explore input from Board.

Presentations

Dr. Pei-Sung Lin – Florida Motorcycle Safety Coalition

Jay Goodwill and Amber Reep – Improving Bus Transit Safety Through Rewards and Disciplines

Adjournment - The meeting was adjourned at 3:55 p.m.