



**Center for Urban Transportation Research (CUTR)
University of South Florida
Advisory Board Meeting**

Agenda

**Wednesday, October 4, 2017 3:30 pm
CUTR Board Room**

- **Call to Order**
- **Roll Call:**

Name	Title	Agency	Designee	Expected Y/N	Attended Y/N
Mike Dew	Secretary	FDOT	Ed Coven	Y – call in	Y – call in
Cissy Proctor	Secretary	FDEO	Scott Rogers	Y – call in	Y – call in
Noah Valenstein	Secretary	FDEP	Chris Stahl	Y – call in	Y – call in
Teresa Sarnoff	Member	FTC		Y	Y
Thornton J. Williams	Managing Partner – Advisory Chair	Williams Law Group, P.A.		Y	Y
Kimberlee DeBosier	Vice President – Advisory Vice Chair	JMT		Y	Y
Sonny Holtzman	Principal	The Holtzman Group		Y	Y
Ram Kancharla	V.P.of Planning & Development	Port Tampa Bay		N	N
Ysela Llort	Principal	Renaissance Planning		Y	Y
Jon Martz	Director of Government & Public Affairs	Enterprise Holdings Company		Y	Y
Bob O'Malley	RVP State Government & Community Affairs	CSX Transportation		Y – call in	Y – call in
Joseph Waggoner	Executive Director	THEA		Y	Y

- **Approval of Minutes from August 31, 2017**
- **Director's Report**
 - USF/COE and CUTR Updates
 - New Contracts/New Proposals
 - Upcoming Events
 - Volinski Valedictory Lecture
 - FAV Summit
- **Chair's Comments**
 - Bylaws
- **Board Member Discussion**
- **Board Member Updates**
- **Arrival of new Board member, Teresa Sarnoff, Florida Transportation Commission (FTC) and Maurice Ferré, FTC and 2017 CUTR Transportation Achievement Award and Florida Transportation Hall of Fame™ recipient**
- **Photo of Advisory Board**
- **Upcoming Board Meeting Dates**
 - January/ February 2018 meeting -- Doodle poll
- **Adjourn**

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University of South Florida
Center for Urban Transportation Research
Advisory Board Teleconference Minutes

August 31, 2017

Call to Order

Meeting called to order at 2:08 pm.

Roll Call

Attendees:

Advisory Board members and Designees:

In Person: Thornton Williams, Williams Law Group, P.A., Chair

Via telephone: Kimberlee DeBosier, JMT, Vice Chair
Ed Coven, Florida Department of Transportation, designee
Sonny Holtzman, The Holtzman Group
Ram Kancharla, Port Tampa Bay
Jon Martz, Enterprise Holdings Company
Bob O'Malley, CSX Transportation
Scott Rogers, Florida Department of Economic Opportunity, designee
Joseph Waggoner, Tampa-Hillsborough County Expressway Authority

Absent: Ysela Llort, Renaissance Planning Group
Noah Valenstein, Secretary/Chris Stahl, Florida Department of Environmental Protection, designee

Vacant: Florida Transportation Commission Position

USF's Center for Urban Transportation Research:

Robert L. Bertini, CUTR Director	Seckin Ozkul
Dennis Hinebaugh	Steve Polzin
Chanyoung Lee	Ken Short

Via telephone: Lisa Staes, Phil Winters, Kristine Williams

Approval of Minutes

Thornton requested a motion to approve the minutes of the June 1, 2017 CUTR Advisory Board meeting. A motion was made by Jon Martz, seconded by Bob O'Malley, and was unanimously approved by all.

Director's Report:

USF / COE and CUTR Updates

Dr. Bertini pointed out the lists of pending proposals and new projects that were distributed to all board members. Overall, things are going very well at CUTR, with lots of contract and grant activity. We are a "go to" resource for the Federal Transit Administration (FTA), for safety and innovation related grants. We are very grateful to have a very strong relationship with Florida Department of Transportation (FDOT), which has been long lasting, and always appreciated. They are partnering with us on our final year of our National Center for Transit Research (NCTR) grant, and funding some projects as match to the NCTR grant.

We are starting on a new City of Tampa project to develop a Smart Cities Alliance with other agencies. Also from Hillsborough County, a possible project is related to managing and archiving multimodal transportation data. Also with Hillsborough County, we have a new project related to planning for automated vehicles. We are also on a team to assist the Tampa Bay Area Regional Transit Authority (TBARTA) with a collaborative metropolitan planning organization study.

Our relationship with project managers at FDOT is very positive. We are working with FDOT to leverage federal funds that CUTR receives, to also benefit the State of Florida.

Dennis Hinebaugh is leading CUTR's effort to plan the Florida Automated Vehicle Summit, in coordination with the Tampa-Hillsborough County Expressway Authority (THEA), FDOT, Senator Jeff Brandes, and others. The summit will be held November 13—15, 2017. Joe Waggoner commented that Dennis and his team are doing a great job.

Related to the University Transportation Centers (UTC) program; there are three regional UTC's in competition, outside of our region. The new administration appears to be focusing on safety, congestion relief, innovation and regulatory reform.

Dennis Hinebaugh recently participated in a Transportation Research Board (TRB) Executive Committee meeting as a Group Chair. Sisinnio Concas is now a Program Director within CUTR, leading the Autonomous Connected Mobility Evaluation group, and just yesterday (August 30) he gave an excellent presentation to representatives of FTA, related to his work on transit data management.

Chanyoung Lee, Program Director of the Motorcycle Injury Prevention Institute, has been invited to participate in the USDOT Motorcycle Safety Advisory Committee, and he has added a new faculty member, Mouyid Islam into his program.

The College of Engineering's Civil and Environmental Engineering department recently added a new faculty member, Michael Maness, who received his Ph.D. in Civil Engineering from the University of Maryland, and has research interests in the methodology and application of behavioral modeling in urban and regional systems.

Jodi Godfrey is entering the Institute of Transportation Engineers (ITE) leadership program. Seckin Ozkul serves as an advisor for the USF Student Chapter of ITE. A student competition was held in June, in Naples, and our team was the champion for Florida. The national competition was in Toronto. We did well, but Cal Poly San Luis Obispo was the national champion.

Upcoming Events

On November 9, 2017 CUTR will be hosting a special valedictory lecture by Joel Volinski, outlining his vision of the future of public transportation. Joel will be retiring later this year. Ed Coven will be attending as our special guest and we hope all of you can attend. We will also release a special issue of the Journal of Public Transportation (JPT), and that will be followed up by webinars, yet to be scheduled.

CUTR Transportation Achievement Awards Event

Last year's awards event was very good, and we are looking forward to the upcoming event. This year's honoree, Maurice Ferré, is very excited to be receiving the award. We have many table sponsors set for this year, but if you have ideas for who may want to sponsor a table, please inform us. MDX is a new sponsor this year. CFX and JMT have tentatively committed to becoming sponsors. Sonny Holtzman indicated that he has spoken to Mr. Ferré, and they were both working on lists of possible sponsors. Kim DeBosier suggested that TEAM FL may have a contact list that would be useful. Jon Martz suggested that as we know what public officials will be attending, we share those names with our Advisory Board members, and they, in turn, may be able to use that information as a recruitment tool.

Dr. Bertini pointed out that the event this year will be held in the USF Marshall Student Center. There is more space in that venue, and we will be putting up signage to assist drivers. We will also have student volunteers to help guide our attendees. Thornton shared his excitement for the event, and the development of the Florida Transportation Hall of Fame™.

Chair's Comments

We should update the Advisory Board photo after every meeting, with a photo of the attendees of the most recent meeting.

Board Member Discussion

Action items related to the bylaws:

- The Advisory Board may make suggestions on projects, to the extent there is flexible state funding available. There is, at the present time, no funding outside of our client funded grants.
- Under Article 2, the CUTR Director can appoint members to the Advisory Board. Thornton feels it is too open ended and not specific enough. There was a discussion about this potential issue. Jon Martz made a motion to ask Thornton and Dr. Bertini to draft potential changes to the bylaws, and at the October 4, 2017 meeting, share the draft with the remainder of the Board. This motion was seconded by Joe Waggoner and passed unanimously.

Upcoming Board Meeting Dates

Dr. Bertini indicated that we will adjust the agenda for the October 4, 2017 meeting so that there should be a 30-minute break between when the Advisory Board meeting will end, and the CUTR Award Event reception will begin.

Adjournment

Meeting was adjourned at 2:54 pm.

University of South Florida, Center for Urban Transportation Research New Projects opened 08/18/2017 - 09/19/2017

Project: Transit System Safety Audit Presentation
Sponsor: Gulf Regional Planning Commission
PI(s): Berry
Value: \$1,472
Description CUTR Bus System Safety and Security Reviewer, Kent Smith, will provide a safety audit presentation and subsequent discussion during the Safety, Accessibility, and Connectivity (SAC) Conference in partnership with the Mississippi Gulf Coast Metropolitan Planning Organization Membership.

Project: Safety Research Demonstration Program Project and Program Evaluation
Sponsor: U.S. DOT / Federal Transit Administration
PI(s): Concas / Staes
Value: \$750,000
Description The primary objectives of this project are to evaluate the FTA TRI demonstration projects, assess the contribution of these projects towards advancing FTA Safety Research Demonstration (SRD) programmatic goals of improved collision avoidance and increased workers safety, and estimate the broader national-level impact of SRD projects. The project level evaluation will be conducted in coordination with the self-developed performance measures established by SRD award recipients. Coordination will extend to define a data collection plan to assess each project impact on target performance measures and to assess impacts at the programmatic level.

Project:	Assisting New Transit Riders, including those with Disabilities, via an App
Sponsor:	U.S. DOT / UTC Program / University of Texas Arlington / Center for Transportation Equity, Decisions, and Dollars
PI(s):	Barbeau
Value:	\$97,500
Description	<p>This project will enable the large-scale deployment of technology originally created to help new transit riders, riders using a new route, and riders with intellectual disabilities by embedding it in a popular mainstream open-source real-time information transit app OneBusAway. OneBusAway currently has over 300,000 existing users in seven cities, and, because it is open-source, new features can be added by the universities, transit agencies, and developers that participate in the project. This project will address the most difficult skills for new transit riders to master – the real-time navigation process of recognizing an upcoming stop, requesting a stop, and exiting the bus. Integrating the feature into OneBusAway avoids traditional sustainability pitfalls associated with products designed only for users with disabilities by making it relevant for all transit riders, including those with disabilities. By leveraging an existing app with a sustainable model and support of an open-source community, transit riders with disabilities will finally have access to a key technology that enhances their quality of life and independence.</p>

Project:	Improving Transportation Performance Measurement via Open “Big Data” Systems
Sponsor:	U.S. DOT / UTC Program / University of Texas Arlington / Center for Transportation Equity, Decisions, and Dollars
PI(s):	Barbeau
Value:	\$97,500
Description	<p>This project’s goal is to lay the foundation for a “big data” centralized repository supporting the dynamic, ongoing archival of real-time multimodal information to assist practitioners, researchers, and students in better understanding the transportation network across multiple regional geographic areas. Phase 1 will focus on archiving real-time public transportation data. An open-source software tool supporting an ongoing archival of arrival predictions, real-time vehicle locations, real-time service alerts, and real-time occupancy (when available) will be developed. This database will serve as the data source for an online portal providing archived tracking data to researchers, students, and practitioners in a common format based on the General Transit Feed Specification (GTFS)-realtime de facto standard for many transit agencies over extended time periods. Several technical hurdles will need to be examined as part of this project, including the best way to develop a tool that can be parallelized to support the archival of a large number of feeds in parallel, the exact technique(s) for calculating on-time performance, as well as how this data would be efficiently stored and served. Having readily available tracking data that researchers could acquire with very little effort or pre-processing required would significantly advance the state of the art in transit performance measurement, and as a result, advance transit operations. Future phases will focus on integration points of the transit data with other multimodal information, including highways, toll roads, sidewalks, and bike lanes.</p>

Project:	Moving Communities Forward: Social Marketing and Social Change
Sponsor:	U.S. DOT / UTC Program / University of Texas Arlington / Center for Transportation Equity, Decisions, and Dollars
PI(s):	Bond / Lester
Value:	\$75,000
Description	<p>Many of the transportation-related challenges facing society today could be addressed by seemingly simple changes in behavior. For example, vehicle trips would be reduced if more people chose to take transit, bicycle, walk, or telework instead of drive. This project provides a mobile workshop targeted to transportation professionals who are seeking to change travelers' behaviors for efficient and cost-effective use of the existing transportation system using social marketing. Social marketing is an approach used to develop activities aimed at changing or maintaining people's behavior for the benefit of individuals and society as a whole. Social marketing seeks to develop and integrate marketing concepts with other approaches to influence behaviors that benefit individuals and communities for the greater social good. Behavior change requires an action to be effective, not simply the recall of message. This action-oriented workshop is designed to improve participants' knowledge and application of established behavior change theories. Participants learn skills such as creating journey maps, segmenting the market, and pretesting materials. These behaviors could include encouraging adoption of a new behavior such as riding transit to work or rejecting a potentially undesirable behavior such as riding a bicycle on the wrong side of the road. Other efforts might seek to modify a current behavior such as driving outside the peak periods or abandoning an old undesirable behavior such as texting while driving. Participants will develop a people-centered social marketing plan that relies on insight and understanding, as much as on data for the creativity, design, and management of programs that strive for changes for good. This course combines on-line learning and in-person training at locations nationally.</p>

Total Value: \$1,021,472

University of South Florida, Center for Urban Transportation Research Pending Proposals; submitted 08/18/2017 - 09/19/2017

Project: Administration and Management of FDOT District One Section 5310 Grant Program for Enhanced Mobility of Seniors and Individuals with Disabilities
Sponsor: Florida Department of Transportation - District One
PI(s): Joslin/Gregg
Value: \$101,321

Description: The purpose of this Task Work Order is to serve as an extension of FDOT District One staff to support the fulfillment of the Department's responsibilities associated with the state and federal administration, and compliance requirements of the Section 5310 program.

Project: Commercial Heavy Vehicle Impacts on Signalized Arterial Corridor Performance
Sponsor: Florida Department of Transportation - Research Office
PI(s): Ozkul
Value: \$231,678

Description: The objective of this research is to identify improvements that can be made to the Highway Capacity Manual (HCM) urban streets analysis method that will better account for the impacts of commercial vehicles on arterial corridor operations.

Project: Multimodal Data Inventory Evaluation to Improve FDOT's Roadway Classification Inventory
Sponsor: Florida Department of Transportation - Research Office
PI(s): Hendricks/Catala/Spicer
Value: \$125,000

Description: The Florida Department of Transportation (FDOT) is developing a multimodal transportation system that goes beyond the provision of highways for motor vehicles. This project will evaluate the data collection, analysis, management, storage, and sharing needs of the FDOT District offices, against its existing Roadway Classification Inventory, investigate other data inventory systems used by other DOTs nationwide, and provide recommendations for a methodology of inventory, beginning with the SUN Trail assets, and identify an efficient data management design for hardware and software investments.

Project: Understanding Ridership Trends in Transit
Sponsor: Florida Department of Transportation - Research Office
PI(s): Polzin
Value: \$199,990

Description: Understanding Ridership Trends in Transit

Project: Community Traffic Safety Program Support
Sponsor: Florida Department of Transportation - Safety Office
PI(s): Lin/Jackman
Value: \$275,000
Description: CUTR at USF will purchase and distribute public information and educational materials to the various traffic safety programs in the State of Florida. These materials will be geared towards proposing safe driving, walking, and biking practices within our communities. The goal of this project is to provide materials to local law enforcement agencies, safety organizations, and community traffic safety teams to utilize in their locally developed traffic safety campaigns. The project will assist the FDOT Safety Office to contract and manage highway safety contracts.

Project: Florida's Bicycle/Pedestrian Focused Initiative: Communications
Sponsor: Florida Department of Transportation - Safety Office
PI(s): Lin/Kourtellis
Value: \$400,000
Description: The University of South Florida will conduct aggressive awareness campaign(s) that target high priority counties to promote awareness of pedestrian laws to both motorists and pedestrians. The PSA campaigns can include television, billboard advertisements, and printed material distribution. CUTR will also conduct a post campaign survey through public opinion and behavioral observation in the two priority areas. The goal of this project is to increase awareness of pedestrian laws by motorists and pedestrians by 5% in the target areas. The post survey conducted in this grant cycle will be analyzed and compared with the baseline survey conducted in the previous grant cycle to evaluate the effectiveness of the pedestrian safety paid media campaign on awareness of pedestrian laws to both motorists and pedestrians.

Project: Florida's Comprehensive Motorcycle Safety Program
Sponsor: Florida Department of Transportation - Safety Office
PI(s): Lee/Jang
Value: \$515,000
Description: To provide a safe transportation system for motorcyclists and the motoring public. To focus resources where opportunities for motorcycle safety improvements are greatest. To improve motorcycle safety in Florida by achieving a reduction in the number of motorcycle fatalities, serious injuries, and crashes beginning in 2009. CUTR, in conjunction with FDOT and Florida's Motorcycle Safety Coalition, will work to continue implementation of Florida's Motorcycle Strategic Safety Plan and the recommendations from the Motorcycle Program Assessment that was conducted in February 2008. USF will also facilitate the activities of Florida's Motorcycle Safety Coalition as well as develop new partners to assist in the plan's implementation. The Comprehensive Motorcycle Safety Program will seek to improve efforts to increase motorcycle safety.

Project: Florida's Comprehensive Pedestrian and Bicycle Safety Program

Sponsor: Florida Department of Transportation - Safety Office

PI(s): Lin/Kourtellis/Jackman

Value: \$650,000

Description: For this grant cycle, the University of South Florida (USF), in conjunction with FDOT, will continue to focus on implementing the Florida Pedestrian and Bicycle Strategic Safety Plan (PBSSP), USF will provide full technical and administrative support to the Florida Pedestrian and Bicycle Safety Coalition to implement the PBSSP Business Plan, develop and coordinate public outreach, educational and paid media campaigns to promote pedestrian and bicycle safety in Florida, and establish methods to effectively evaluate the comprehensive pedestrian and bicycle safety program.

Project: Impaired Driving Campaign Development

Sponsor: Florida Department of Transportation - Safety Office

PI(s): Lin/Jackman

Value: \$50,000

Description: To provide the support for media vendors and contractors to conduct effective paid media impaired driving educational activities and campaigns, a comprehensive DUI media package is needed. The media package should include advertisements such as: television, radio, internet radio, magazine, events, internet, billboards, posters, brochures, social media, gas stations, etc. The ads can be developed to target Florida citizens and visitors to encourage them to drive sober.

Project: Occupant Protection and Child Passenger Safety Campaign Development

Sponsor: Florida Department of Transportation - Safety Office

PI(s): Lin/Jackman

Value: \$25,000

Description: Occupant Protection and Child Passenger Safety Campaign Development

Project: Pedestrian Program Evaluation and Data Collection

Sponsor: Florida Department of Transportation - Safety Office

PI(s): Kourtellis/Lin

Value: \$250,000

Description: The University of South Florida, in cooperation with FDOT, will conduct an educational paid media campaign that targets the top 20 high priority counties in Florida to promote awareness of pedestrian laws to both motorists and pedestrians. The methods of PSA campaigns will include television PSAs, billboard advertisement, and printed material distribution. To evaluate the effectiveness of this campaign, surveys are conducted to collect the public's awareness of the campaign, and compare with previous years.

Project: WalkWise Statewide Educational Campaigns on Pedestrian Safety

Sponsor: Florida Department of Transportation - Safety Office

PI(s): Lin/Jackman

Value: \$100,000

Description: The WalkWise presentation, a grassroots educational outreach developed by FDOT District 7 that has been proven effective in the Tampa Bay area for over five years, was introduced to three of the top fifteen priority counties in 2014/2015: Duval, Lee, and Polk counties. It will be very beneficial for the WalkWise program to continue building on its gains in Duval and Lee counties as well as be expanded to other top 15 priority counties, specifically Broward and Miami-Dade counties in the forthcoming grant cycle. FDOT staff from both counties' district offices, Districts Four and Six, have expressed a great deal of interest in establishing WalkWise in their respective locations. Polk County's program will continue to be managed by CUTR due to its nearby proximity to the CUTR office.

Total Value: \$2,922,989