May 4, 2015

PROGRAM HIGHLIGHTS

Transportation Demand Management (TDM) Program at CUTR

“Forty-two!” yelled Loonquawl. "Is that all you've got to show for seven and a half million years' work?"

"I checked it very thoroughly," said the computer,"and that quite definitely is the answer. I think the problem, to be quite honest with you, is that you've never actually known what the question is."


Forty-two may not be the answer but the question is “what is the meaning of transportation demand management (TDM)”? TDM is any action or set of actions intended to influence the intensity, timing and spatial distribution of vehicle demand for the purpose of reducing the impact of traffic, managing parking needs, reducing greenhouse gasses, and enhancing mobility options. That definition may be too academic for some. Think of demand management as a fitness program for a community’s transportation system with similar goals of operating better and lasting longer. Just as medicine alone won’t improve your health, supply based transportation remedies won’t cure all the transportation ills facing communities. Behavioral changes are needed, too. These behaviors include shifting when a trip is made, substituting working from home for a commute trip, or providing more travel choices than driving alone. TDM’s focus is the tipping point – often the couple of hours a day when traffic is at its worst. Small behavior changes, at the right time and right place, can yield big improvements in traffic flow, travel times and quality of life and often at a fraction of the time and cost of capital-intensive approaches.

CUTR’s TDM program is organized to facilitate changes of behavior at the individual, employer level and community levels through research, outreach, and workforce development. Applying theories of behavior change, our research has resulted in patented mobile software like TRAC-IT and travel assistance device (TAD). These tools were developed to help commuters raise their awareness about their travel habits and begin to contemplate making a behavior change. Tracking multimodal use via cellphones using TRAC-IT
increases the awareness of their travel habits and outcomes. Personalized feedback delivered by those tools helps shape attitudes. The feedback also builds confidence in their ability to begin making small changes. For example, audio prompts in TAD are triggered based on the location of the individual on the bus to let the cognitively disabled user know when to signal to the bus driver of their approaching bus stop.

Besides the focus on the individual traveler, we look to change behaviors of employers and communities. Best Workplaces for Commuters and National TDM and Telework Clearinghouse, for example, exist because changes in commuting behavior often depend on employer policies and programs. Employers set work schedules that affect whether transit schedules and carpool partners are compatible. They allocate parking spaces and set parking prices, if any, that provide an incentive or disincentive for driving alone. Employers also determine who may work at home. They set the amount of transit and vanpool subsidies employees can receive tax free. Employers are looking to make changes to reduce parking problems, increase productivity, and receive recognition through BWC for their sustainability efforts. In addition, we produce tools to support employers and TDM professionals such as a 30+ page guide for employers on commuter benefits, a peer-to-peer listserv that reaches over 2,400 TDM professionals and several models to predict changes in behavior based on program offerings. Research portfolio also includes recommending how to integrate TDM into statewide transportation planning processes for Washington State DOT and into local governments land development codes.

The team’s WalkWise, TampaBayCycle, and Safe Routes to School efforts recognize that relying nearly exclusively on improving the built environment to increase walking and bicycling safety and use may not change behavior as much as desired. For example, research is finding that attitudes may be as or more important in increasing use of these modes. Changing attitudes requires more than a snappy slogan.

Alma Mater Days
SHOW YOUR ALMA MATER PRIDE: Wear your favorite college t-shirt, sweatshirt, and the like (must display the College’s logo or name) the first Friday of every month. Friendly banter on performance of affiliated sports teams or alumni news is also highly encouraged. If you want to add a banner or anything to your door, that’s great too. Dress code restrictions on sleeveless shirts, shorts or sandals will remain enforced. Jeans can, of course, be worn (with a reminder that a contribution ($1) is appreciated).

GO BULLS!!!
Alma Mater Days:
- June 5
- July 2
- August 7
- September 4
- October 2
- November 6
- December 4
Applying community-based social marketing processes, CUTR is combining qualitative and quantitative methods to assess barriers among segmented populations and market-tested messaging targeted to help change attitudes and behavior.

Florida Department of Transportation-sponsored Commuter Choice Certificate and the Social Marketing in Transportation Certificate are the only TDM-related certificates in the country designed with the TDM professional in mind. The certificates help provide a structure to a comprehensive topic.

Finally, New North Transportation Alliance provides a real-life laboratory and connections to the university area community and transportation agencies. For example, the carsharing program used on campus today and expanded to the St. Petersburg campus was directly due to a federal TDM research project on variably priced carsharing.

So maybe the question should be “Where else should we be applying demand management?”

More information: Contact Phil Winters, Director, TDM Program at winters@cutr.usf.edu or 813-974-9811.

**UPCOMING EVENTS**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>May 6</td>
<td>National Bike to School Day</td>
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<tr>
<td>May 7</td>
<td>CUTR Managers’ Meeting, CUT207, 10:00 AM</td>
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<tr>
<td>May 10</td>
<td>Mother’s Day</td>
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<tr>
<td>May 11-15</td>
<td>Bus System Safety, CUT102</td>
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<tr>
<td>May 12</td>
<td>CUTR Advisory Board Meeting, Boardroom, 1:30 PM</td>
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<td>May 20</td>
<td>CUTR Staff Meeting, CUT102, 9:00 AM</td>
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<td>May 25</td>
<td>USF Memorial Day Holiday</td>
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**CONGRATULATIONS**

_Congratulations, Sean and Carlene Barbeau_

on the birth of your son, _Wesley Williams_

born on _April 6th_ at 8:09 am,

8 lbs 4 oz, 21 1/4 inches long.

Mom and baby are healthy and doing well!

**CONGRATULATIONS TO OUR CUTR STUDENTS**

_Qiong Shan Chen_, BS, major in Biology and minor in Public Health and she will continue to work at CUTR;

_Katrina Cochran_, BS in Social Sciences (Economics/Public Administration) and will be pursuing a MS in Urban and Regional Planning at USF while working at CUTR;

_Joseph Michalsky_, BS in Civil Engineering and will be pursuing his MS in Environmental Engineering at CU Boulder;

_Jodi Godfrey_, MS in Civil Engineering with a focus in Transportation Engineering, accepted a faculty position at CUTR;

_Rui Guo_, PhD in Civil Engineering;

_Frank Parra Rengel_, MS in Environmental Engineering;

_Ram Kanteti_, MS in Engineering Management.
Welcome, **Jodi Godfrey** as a visiting faculty! She just graduated from USF with her MS in Civil Engineering with a focus in Transportation Engineering. As a CUTR visiting faculty member, Jodi will continue to work with Dr. Polzin on the Mobility and Policy Team focusing on several Trends and Conditions Reports for FDOT, in addition to some transportation safety work with the Southeastern Transportation Center. Jodi will also be assisting the Transit Safety and Workforce Development Program under Lisa Staes focusing on several transit safety projects. She is excited to put her education and experience to use and eager to continue learning from all the CUTR faculty and staff. **Welcome, Jodi!**

Welcome, **Sara Osman** as an IT technician, who will assisting Donny Hayward. She graduated from USF 2 years ago with a Bachelors Degree in Computer Science. She will work with Donny on a myriad of tasks all the way from troubleshooting technical issues to installations. In addition to working at CUTR, she also works part-time as a music teacher in Westchase; her main instrument is cello, but she also teaches violin and piano. She will be working part-time and is looking forward to meeting everyone. **Welcome, Sara!**

**KUDOS**

**Julie Bond** was appointed to be a Friend, Transportation Demand Management Subcommittee, TRB and the Smart Commutes Expert, Union of Concerned Scientists.

**Diana Byrnes** was appointed as a Commissioner for the National Substance Abuse Program Administrators Certification Commission (SAPACC)

**Seckin Ozkul** was appointed as Member, Freight Transportation Economics and Regulation Committee (TRB); Member, Intermodal and Logistics Committee (ASCE-TD&I); Reviewer, Transportation in Developing Economies (TRG)

**Lisa Staes** was appointed to the Task Force on Transit Safety and Security (TRB).


**Stephanie Lewis** and **Tameika Fraser** have moved 75+ CUTR Webcast recordings to the CUTR YouTube channel: [https://www.youtube.com/user/NCTRCUTR](https://www.youtube.com/user/NCTRCUTR) and the full 78 video playlist can be found at: [https://www.youtube.com/playlist?list=PLD9B44DA087CA569E](https://www.youtube.com/playlist?list=PLD9B44DA087CA569E)

**WalkWise Florida** is expanding to Lee, Polk, and Duval counties. WalkWise is a concept originally developed by FDOT District 7 to promote pedestrian safety, and WalkWise Tampa Bay successfully used this concept to spread safety knowledge to more than 20,000 people over the past five years. It is managed by CUTR and funded by FDOT.
The Faculty and Staff Campaign
Oscars Spring Challenge Event

Jason Jackman celebrated Earth Day at the Lowry Park Zoo re: WalkWise Tampa Bay.

Thanks to all who contributed to the campaign!

Engineers’ Ring Ceremony
May 1, 2015

Congratulations to Ram Kanteti, Jodi Godfrey, and Frank Parra Rengel on their initiation as Engineers and receiving their Engineer’s Ring.
A Go Hillsborough public forum is being hosted at the USF Tampa Campus. Sponsored by the New North Transportation Alliance through CUTR support, it is being held at the Engineering II Bldg. Hall of Flags on Tuesday, May 12, 8-9:30 a.m. This free interactive workshop is not only for the NNTA membership, but also has been opened up to USF students, staff, and faculty, and the public at large.

Hillsborough County is facing some tough choices related to transportation. There are significant shortfalls in funding as the population expands and congestion increases. At Tuesday’s Go Hillsborough forum, County engineers and planners, and staff from HART (Hillsborough Area Regional Transit) will be there to collect input. Help from the public is needed to create a Community Transportation Plan.

Go Hillsborough is an initiative of the Transportation for Economic Development Policy Leadership Group, which includes all seven Hillsborough County Commissioners; the mayors of Plant City, Tampa and Temple Terrace; and the chair of the HART board. For more information, GoHillsborough can be found at gohillsborough.org and can be followed on Facebook, on Twitter @GoHillsborough, or by calling the Comment Line at 813 274-6922. For more information, contact Sara Hendricks at 813-974-9801 or Hendricks@cutr.usf.edu.
<table>
<thead>
<tr>
<th>Project</th>
<th>Sponsor</th>
<th>PI(s)</th>
<th>Value</th>
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<tbody>
<tr>
<td>Demonstration to Promote Motorcycle Helmet Use</td>
<td>Florida Department of Transportation</td>
<td>Lee/Larsson</td>
<td>$750,000</td>
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<tr>
<td>Naturalistic Bicycling Behavior Pilot Study</td>
<td>Florida Department of Transportation</td>
<td>Lin/Kourtellis</td>
<td>$219,993</td>
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<td>Pedestrian Bicyclist, Driver Safety Education- State funds</td>
<td>Florida Department of Transportation</td>
<td>Bond</td>
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<tr>
<td>Motorcycle Program Evaluation &amp; Data Collection</td>
<td>Florida Department of Transportation</td>
<td>Lee/Lin/Larsson</td>
<td>$65,000</td>
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<tr>
<td>Pedestrian Program Evaluation &amp; Data Collection 14-15</td>
<td>Florida Department of Transportation</td>
<td>Kourtellis/Lin</td>
<td>$122,500</td>
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<td>Improving Knowledge of Safe Pedestrian Behavior. through Walk Wise</td>
<td>Florida Department of Transportation</td>
<td>Bond/Lin/Mosher</td>
<td>$50,000</td>
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CUTR AWARDS/CONTRACTS—CONTINUED

**Project**: Trends & Conditions Research 2015  
**Sponsor**: Florida Department of Transportation  
**PI(s)**: Polzin  
**Value**: $200,000

**Project**: Assessment of Mobile Fare Payment Technology for Future Depl  
**Sponsor**: Florida Department of Transportation  
**PI(s)**: Georggi  
**Value**: $82,819

**Project**: FY15 Commuter Assistance Program Evaluation  
**Sponsor**: Florida Department of Transportation  
**PI(s)**: Winters  
**Value**: $77,923

**Project**: Development & Design of Web Based Work Program Project Viewer  
**Sponsor**: Florida Department of Transportation  
**PI(s)**: Catala  
**Value**: $50,000

CUTR PROPOSALS

**Project**: Perceived Environmental Characteristics Associated with Bicycling and Walking Intentions and Behaviors in Low-income Neighborhoods  
**Sponsor**:  
**PI(s)**: Bond/Lester  
**Value**: $121,237

**Project**: Development and Design of Web Based Work Program Project Viewer  
**Sponsor**: FDOT District 7  
**PI(s)**: Catala  
**Value**: $49,999
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<th>Project</th>
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<th>PI(s)</th>
<th>Value</th>
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<tr>
<td>A Closer Look into Teleworking Trends and Impacts</td>
<td>Portland State University</td>
<td>Georggi/Polzin/Hendricks</td>
<td>$119,160</td>
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<td>Polk County Transit Coordination and Consolidation Technical Assistance</td>
<td>Fla Dept of Transportation</td>
<td>Gregg/Joslin</td>
<td>$59,347</td>
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<td>Impacts of Bus Rapid Transit (BRT) on Surrounding Residential Property Values</td>
<td>Portland State University</td>
<td>Perk</td>
<td>$122,452</td>
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<td>NITC Student Scholars</td>
<td>Portland State University</td>
<td>Williams</td>
<td>$30,000</td>
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<td>NITC Student Group and Visiting Scholar Support</td>
<td></td>
<td>Williams</td>
<td>$30,000</td>
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<tr>
<td>Evaluating the Distributional Effects of Regional Transportation Plans</td>
<td>Portland State University</td>
<td>Williams</td>
<td>$99,547</td>
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CUTR PROPOSALS—CONTINUED

**Project:** Integrating Land-use Travel Efficiency Strategies Into The Transit Planning Process to Support Environmental Sustainability  
**Sponsor:** Portland State University  
**PI(s):** Winters/Concas  
**Value:** $140,262  

**Project:** New North Transportation Alliance 2015 County Funding  
**Sponsor:** Hillsborough County  
**PI(s):** Hendricks/Bond  
**Value:** $12,500

INFORMATION

Have a question, check out the wiki site to find your answer: https://sites.google.com/site/cutrwikisite/  
Hiring a new employee? The wiki site is the place to find the form and submit it electronically: https://sites.google.com/site/cutrwikisite/admin-group-page/ken-short/hr-tasks/hiring-new-people

The CUTR collage for 2014 events can be found in the lobby and on our Facebook account: https://www.facebook.com/pages/Center-for-Urban-Transportation-Research/318839614894743  
If you are not a friend of CUTR on FB, Like Us, and keep up with what is going on at CUTR.

Another option of seeing the collage on-line is at the collage.com website: https://collage.com/v/18671543

NEED TO SUBMIT TO CUTR CONNECTIONS?

If you have information that you would like to share and include in the monthly issue of the CUTRConnections—CUTR Employee Newsletter, please send an email with the information to **Grace Hunt** at hunt@cutr.usf.edu.