

Project: [Transportation Webcast Series](#)

Authors: Stephanie Lewis, M.Ed.

### Summary

Since 2010, the Center for Urban Transportation Research (CUTR) has hosted the biweekly CUTR Transportation Webcast Series and completed a total of 178 webinars. During the first five years, CUTR utilized Microsoft LiveMeeting to host the webinar series and, when the program reached an end, a license was purchased to broadcast all webinars using Adobe Connect.

The webinars were scheduled every other Thursday at 12pm (ET) to accommodate attendee participation from across the country and provide a standing appointment for when webinars occurred.

The goals of the series were to:

- Increase the knowledge of transportation professionals and policymakers in Florida, the U.S. and beyond by sharing the latest findings of transportation research
- Increase the reach of technology transfer, especially to those transportation professionals who are unable to travel to state and national conferences due to time and cost constraints
- Encourage discussion among participants and receive input on subjects requiring future research

Webinar series presenters included those from private industry; students, researchers, and faculty members from CUTR; and university faculty and staff from around the globe. While most of the presentations were based in the United States, CUTR did coordinate a presentation from Australia. The webinars provided the presenters an opportunity to share completed research and best practice strategies on topics in all areas of transportation. Additional topics were selected from completed National Center for Transit Research (NCTR) reports and Journal of Public Transportation (JPT) articles.

- Several topics included:
- Travel trends and transit ridership
- Automated vehicles
- Airport clean vehicles
- Vehicular weaponization
- Pedestrian safety
- Future of transportation
- Mobile fare payments
- Motorcycle safety
- Public transportation during states of emergency
- Alternative fuels
- Truck route signage
- Attracting and retaining women in transportation
- Paratransit eligibility
- Mobility as a Service (MaaS)

- Cybersecurity in public transportation
- Connected bicycle prototype

Several outreach methods were used to promote the series. All sessions were advertised on the dedicated CUTR Transportation Webcast dedicated webpage ([www.cutr.usf.edu/webcast/](http://www.cutr.usf.edu/webcast/)), updated as new webinars were scheduled. Additionally, the schedule was advertised on CUTR's Facebook, Twitter, and LinkedIn accounts. Facebook Event Posts were scheduled in advance while the individual post for each webinar was scheduled to publish 1 hour in advance. Each advertisement included the title of the webinar, the headshot of the presenter, elements of the webinar series banner, and date and time. Lastly, a snapshot of upcoming webinars was highlighted at the beginning of each webinar presentation with a full advertisement for the next scheduled webinar in the closing slides.

The following items were collected for each session:

- Session title and description
- Short biography for each presenter
- Headshot for each presenter
- 3 or 4 ready-to-ask questions for the moderator to draw from while waiting for attendees to pose questions
- Final PowerPoint

One of the greatest benefits of utilizing webinars as a technology transfer tool is the ability to reach an audience in either a live or recorded session. During 2018 to 2020 series, 40 webinars were completed with a total of at least 1,700 people attending the live event.

The total budget for this project was \$54,771, which makes the cost of each webinar to be \$32.22 per attendee and \$1,369 per webinar with most of the costs related to labor and university indirect. If the 3,733 attendees who viewed the recordings of webinar presentations are included in this total, the cost for each webinar was \$10.01 per attendee.

**VIEW FULL REPORT: [scholarcommons.usf.edu/cutr\\_nctr/14](https://scholarcommons.usf.edu/cutr_nctr/14)**