



Florida Commuter Choice Certificate Program

Effective 2004

**Center for Urban Transportation Research
University of South Florida
Tampa, Florida**

www.cutr.usf.edu/tdm/certificateprogram.htm

Florida Commuter Choice Certificate Program

The Florida Commuter Choice Certificate Program (FCCCP) is offered by CUTR through Professional and Workforce Development, a unit of the University of South Florida's Continuing Education division. FCCCP is sponsored by the Florida Department of Transportation. The program covers six cluster areas: Commuter Choice Tools, Commuter Choice Techniques, Commuter Choice Planning, Commuter Choice Applied Marketing, Commuter Choice Program Management, and Commuter Choice Public Policy. Each cluster is taught by experts on the topic. A noncredit certificate is awarded to participants who complete 48 hours of Core modules and 32 hours of elective modules. A total of 80 hours is required for certification. Participation does not require a college degree. **Non-certificate participants are welcome and may enroll in individual modules of interest or modules that meet the Continuing Education Units (CEUs) or Professional Development (PD) requirements of their professional society.**

Who Should Enroll?

- Commuter assistance program staff, Transportation Management Association staff, TMA board members, and consultants.
- Transportation officials from transit agencies, FDOT, MPOs and other transportation organizations.
- Other practitioners in related fields such as human resource, planning, architecture, engineering, law, accounting, etc.

Certificate Programs at USF

USF's noncredit certificate programs are designed to help you develop in-depth knowledge and skills in a professional field in relatively short time. You will:

- Earn a certificate indicating completion of a comprehensive course of study that may be used as a professional credential.
- Learn from experienced instructors who bring extensive professional expertise and practical job knowledge to the classroom.
- Acquire skills and knowledge in a flexible schedule and format designed for adult learners.
- Explore important issues and network with other professionals.
- Learn interactively and discover opportunities in the profession.

USF's noncredit programs for professional development reflect USF Continuing Education's mission to connect community and university resources in promoting lifelong learning.

Commuter Choice Training Program and Certificate Requirements

You can track your course to a Commuter Choice Certificate from the schedule table below. While the minimum requirements for a certificate is 80 hours, there are several possible combinations you may select.

- General Core Requirements
 - All modules of Commuter Choice Tools cluster (24 hours)
 - All modules of Commuter Choice Techniques cluster (24 hours)
- General Cluster Electives
 - A minimum of 32 elective hours from any cluster (200, 300, 400 & 500)

Electives may be distributed across all clusters, some select clusters, or within one cluster

Commuter Choice Training Program & Certificate Clusters

Cluster Title Cluster Ref.# Cluster Hours	Tools 100 24	Techniques 200-500* 24	Planning 200 24	Marketing 300 40	Management 400 52	Policy 500 14	Total 178
1 Minimum Certificate Requirements	All (24)	All (24)					48
2 Elective Hours			up to 24	up to 32	up to 32	up to 14	32
3 Total Hours completed	24	24					80

* select modules

Assessment Goals and The Process for FCCCP Certification

Goals

- The Florida Commuter Choices **training program** aims at equipping participants with skills and awareness of tools and institutional breadth for solving transportation problems through application of commuter choice strategies.
- Completion of the Florida Commuter Choices **certification process** is a validation or verification of a participant's competence (level of skills and awareness of tools and institutional breadth) for solving transportation problems through application of commuter choice strategies.
- A graduate from the Florida Commuter Choices program is expected at the minimum to have **competence** for serving in a management or coordinator position such as:
 - ï Designing and managing a starter TDM related program for an organization (business, community or governmental unit)
 - ï Managing a functional TDM related specialty area such as Planning, Marketing, Management or Policy.
 - ï Coordinating a TDM related project within a transportation agency such as a transit agency, department of transportation, rideshare organization or a related local government position.
 - ï Designing, managing or coordinating similar other non-profit oriented organizations.

The Process

Since certification is an individual choice, a rigorous process for obtaining certification includes the core requirements and electives outlined in the brochure. However, the assessment process is embedded in the introduction and capstone modules as outlined below.

101: Introduction to Commuter Choice Program. *This is a required introductory module to provide relevant information for participants. It covers program objectives and will include the context and setting up of the project journal.*

501: Commuter Choice Capstone. *This is a required **on-line** module designed to help with the assessment of the program's impact on the participant's productivity, professional development and skills competence. These will be captured through the development of a certification project, a reflective paper and a skills test.*

- Certification Project
 - ï The goal is to highlight **impact on productivity**
 - ï Participants are required to keep a journal of ideas from the workshops they have applied towards projects they have worked on throughout the training period and any specific outcomes that may be attributable to participation in the workshops
 - ï The journal may also be used for the participant's employer evaluation purposes
- Reflective Paper
 - ï The goal is to highlight **personal growth/professional development**
 - ï Participants will write a reflective paper using selective examples to detail their professional development based on participation in the program and may use the journal for reference
 - ï The information will be posted and shared with other graduating online participants for discussion and exchange of ideas
- Skills Test
 - ï The goal is to highlight **technical competence**
 - ï Participants will take an online "pass/no pass" skills test based on key tools and strategies covered in the program's core modules

Commuter Choice Coursework

Ref#	Title and Descriptions	Hours
COMMUTER CHOICE TOOLBOX (PRODUCTS AND SERVICES)		24*
101	Introduction to Commuter Choice Program. Review objectives of the CC program and discuss key elements of the modules. Discuss requirements for completing the certificate program including the assessment process and setting up a journal for the long-term project.	2
102	Rideshare Options (carpool/vanpool/carshare). Explore carpool and vanpool programs, their applications, and the process and tools of pool formation. Discuss the nature of effectiveness of these programs, including travel impacts and cost-effectiveness. Identify the implementation issues regarding this alternative mode and the "car-sharing" concept.	2
103	Transit Service Options. Examine the nature of buses, shuttles, bus rapid transit, fixed-guide way and other modes. Explore service design and operational considerations. Compare in-vehicle travel and out-of-vehicle travel time improvements and discuss their interrelationships and their impact on travel decisions. Review types of special events and opportunities for mitigating traffic congestion, and review the service planning process.	4
104	Parking Management. Identify the concepts and principles of parking management. Discuss conventional approaches to enhancing access. Identify parking management strategies at the community and employer levels. Provide guidance on implementing parking management strategies.	2
105	Bike and Pedestrian Programs. Examine key issues of bicycle and pedestrian programs. You will be introduced to the benefits of supporting bicycling and walking, bicycle and pedestrian facilities, and safety concerns. Bicycle and transit integration, traffic laws, crash data analysis, traffic calming techniques, and impending legislation will also be discussed.	2
106	Telework and Compressed Work Week. Identify opportunities and challenges for developing a telecommuting program, discuss trends and forecasts for telecommuting, estimate the transportation impacts of telecommuting, and discuss different public sector roles for fostering telecommuting. Explore types of alternative work hour strategies, such as flextime, compressed workweek and staggered work hours and how to select appropriate alternate work hour strategies to meet specific business needs. Examine the transportation impacts of work hour programs.	4
107	Traffic Management & ITS. Learn about Intelligent Transportation Systems (ITS) and how ITS is used to monitor transportation system performance and enhance the effectiveness of TDM and Commuter Choice strategies. Identify implementation considerations in areas of advanced traveler information systems and value or congestion pricing.	2
108	Access Management. Learn Access Management principles and their benefits, and explore strategies you can use (driveway spacing, medians, median opening spacing, service roads, joint and cross access, traffic signal spacing, etc.) to facilitate traffic flow on major roads.	2
109	Commuter Choice Tax Benefits. Review available commuter tax benefits and to whom they apply. Discuss the benefits to employers and commuters.	2
110	Commuter Choice Support & Smart Commute Strategies. You will review the nature of Commuter Choice support programs with specific discussions of the Guaranteed Ride Home Program, review the role of Employee Transportation Coordinators, and explore concepts of location oriented mortgages and proximate commute strategies.	2
199	Special Topics. Explore special topics related to CC program tools.	
COMMUTER CHOICE TECHNIQUES (Critical modules from each cluster 200-500)		24*
201	Transportation Planning Process – 4 Step. This module provides an overview of the traditional 4-steps for transportation planning on which transportation planning models are usually based, i.e., trip generation, trip distribution, modal split and traffic assignment.	4
202	Establishing Program Goals and Objectives. Learn how to define the needs of key market segments and develop program objectives, discuss why goals and objectives are set after establishing a baseline, review the importance of determining a baseline in the evaluation of Commuter Choice programs, assess the market factors that influence the program objectives, and identify preliminary lists of products and services. This course also offers ideas about how to apply creative thinking to the marketing of Commuter Choice products and services.	4
203	Measuring Results and Performance. Explore the reasons why and how Commuter Choice programs are measured and evaluated with reference to the Commuter Assistance Program (CAP) Manual. An evaluation of a commuter assistance program will be used as a case study to highlight how the results of an evaluation can be applied to improve program services.	4

*required

Ref#	Title and Descriptions	Hours
301	Introduction to Basic Marketing. Review the basic marketing principles based on the traditional 4 Ps (product, price, place and promotion) and developing a marketing program. The module will draw examples from projects including the development, marketing, operation and assessment of a taxi shuttle service.	2
305	Creative Thinking for Transportation Professionals. Learn proven creative thinking techniques that are simple, practical, and powerful. This highly interactive session will provide opportunities for participants to apply the techniques to their problems. Participants will also learn how the creative thinking step fits into an overall method for separating out the different aspects of thinking, resulting in more productive meetings.	6
401	Institutional Arrangements. Learn about various institutional options for delivering Commuter choice services. Review key features of Commuter Assistance Programs, transit stores, ad hoc task forces, and ETC networks, with an emphasis on Transportation Management Associations. Discuss the relationships, challenges, and coordination opportunities among local Commuter Choice entities. Explore the expanding role of TMAs, as indicated by the 2003 TMA Survey results, as well as new opportunities for TMAs in Smart Growth initiatives.	2
501	Commuter Choice Capstone. This is a required on-line module designed to help with the assessment of the program's impact on your productivity, professional development and skills competence. These will be captured through the completion of a certification project, a reflective paper and a skills test.	2
200	COMMUTER CHOICE PLANNING & EVALUATION ELECTIVES	24
204	Public Involvement & Government Coordination. Explore the need and opportunities for public involvement, identify avenues for working with government officials and staff, and discuss the role of the MPO in the planning process.	4
205	Planning and Market Segmentation. Review concepts and procedures for market segmentation. Discuss the nature of market segmentation and available tools. Review example applications of marketing segmentation. Provide a framework for developing a marketing plan.	4
206	Modeling Commuter Choice Impacts. Learn how to use the EPA's COMMUTER Model to forecast the impacts of TDM strategies on mode share, vehicle trips, vehicle miles and emissions, and how to use the model output to forecast TDM impacts, develop Commuter Choice strategies for communities and employers, and support and define long-range transportation planning objectives.	16
299	Special Topics. Explore special topics related to CC program planning.	
300	COMMUTER CHOICE APPLIED MARKETING ELECTIVES	40
302	Managing Customer Relationship. Identify dimensions of service quality. Identify the value of and strategies for customer retention and loyalty. Outline the steps to use complaints to improve service.	2
303	Marketing Campaigns & Strategies. Using the case study approach, you will explore various aspects of marketing campaigns and strategies for implementing them.	2
304	Publications and Design. Review the basic elements of publication planning and print design, including publication pricing and scheduling, the design and production process, key design principles, selecting and communicating with a designer and/or printer, sources and file formats for graphics.	4
306	Social Marketing. Review the essentials of social marketing. Key features, including the difference between social and commercial marketing, qualitative data collection and analysis, and market segmentation, will be examined. Participate in an anthropological simulation designed to emphasize the theoretical foundations of social marketing.	4
307	GIS Applications. Review basic GIS principles and theory, including defining GIS and identifying the building blocks of a GIS, and explore opportunities for using GIS with Commuter Choice programs. Information regarding implementation strategies, software considerations and specific examples will be provided to help illustrate the benefits of GIS applications for Commuter Choice programs.	4
308	Special Event Planning. Offered through the USF Educational Outreach Program: Learn how to make your event "special". This module will cover the A-to-Zs of event planning from concept to development, through site selections, contract negotiation, marketing, on-site management and follow up. This hands-on program is packed with useful tips and tools as well as print and video case examples. Working in small groups, class participants will design their own events, which will be presented in the final session of the day.	8
310	Business to Business Sales and Promotions. Develop an understanding of marketing's role in Commuter Choice programs; assess the role of marketing partnerships and how partners can be identified; and learn the basis for targeting Business to Business markets and how to identify and measure the payoff of such partnerships. Explore the role of branding and other consumer driven marketing strategies and consider how they can be adapted to Commuter Choice programs.	16

Ref#	Title and Descriptions	Hours
399	Special Topics. <i>Explore special topics related to CC program marketing.</i>	
400	COMMUTER CHOICE PROGRAM MANAGEMENT ELECTIVES	52
402	Presentations & Public Speaking. <i>Learn effective presentation techniques. Review basic principles of public speaking including establishment of credibility and understanding of the audience. Discuss key components of message preparation.</i>	4
403	Grant Writing Basics. <i>Learn how to write a grant, identify grant-funding opportunities and review the process of applying for grants from public and private sectors. Learn how to relate the principles learned in class to the development of your own grant draft. Those with a specific grant are encouraged to bring with them relevant materials and information to class for use in outlining the first draft.</i>	8
404	Florida Commuter Choice Summit. <i>Learn about the status and directions of FDOT priorities, FDOT district reports on Commuter Choice programs around the state and successful Commuter Choice activities from the Florida Travel Choices Award winners.</i>	12
405	Management Issues & Board Effectiveness. <i>Discuss the roles of boards and staff and determine how to recruit and motivate board members and other types of volunteers. Identify the importance of establishing clear lines of authority and strategies for working with volunteer Board of Directors. Discuss other roles such as agenda setting, letters of introduction, financial reporting, etc. Examine the question of risk management and liability in regards to government, agency, and business participation in Commuter Choice programs.</i>	16
406	Public Relations & Advertising Commuter Choice. <i>Identify the basic elements of public relations, understand the role of public relations within the broader context of Commuter Choice marketing, and recognize the relationships between the CC business mission and CC PR initiatives. Determine employee roles in implementing effective CC public relations, understand the value and applicability of various public relations tools, the key elements of a public relations plan, and identify ways to measure the effectiveness of public relations.</i>	8
407	Professional Round Table and Teleconference. <i>Participate in an open forum to discuss issues related to Commuter Choice policies, programs and profession.</i>	2
408	Florida Commuter Choice Funding & Reporting Requirements. <i>Learn about the status and directions of FDOT funded Commuter Choice projects.</i>	2
499	Special Topics. <i>Explore special topics related to CC program management</i>	
500	COMMUTER CHOICE AND PUBLIC POLICY ELECTIVES	14
502	Economic Considerations. <i>Discuss the economics of efficiency in transportation (supply & demand), cost analysis, and the concept of sustainable transportation. Review select market determined concepts such as emission trading and related regulatory requirements.</i>	2
504	Land Use Design and Transit Oriented Development. <i>Explore principles of land development and learn how the right elements can reduce reliance on the automobile and foster transit and other modes. Discuss impacts on Commuter Choice and challenges posed by poor land use planning. Examine the nature of transit oriented development, the potential for the future success of TOD and conditions that improve the chances for TOD to be successful. Discuss the role of Commuter Choice professionals in promoting TOD.</i>	2
505	High Occupancy Facilities. <i>Learn about Bus Rapid Transit, HOV Treatments & High Occupancy Toll (HOT) lanes. Identify the types of HOV facilities and HOT lane issues. Discuss various marketing and enforcement strategies for HOV facilities and the role they play in the effectiveness of HOV treatment.</i>	2
506	Trip Reduction Ordinances (TROs). <i>Discuss the use of trip reduction ordinances for advancing Commuter Choice goals. Examine the theory and design of these types of ordinances. Discuss the effectiveness of TROs in meeting local transportation goals.</i>	2
507	Job Access and Reverse Commute. <i>Discuss challenges and opportunities of bridging the transportation gap between available jobs and persons with limited transportation options. Review the federal job access program and related programs. Survey the transportation needs and resources of low-income households.</i>	2
508	Transportation and Society. <i>Review elements in the transportation field (for people and freight), identify the role of Commuter Choice programs in the context of transportation and other societal goals and review the economic, social, and political basis for providing public services.</i>	2
509	Net-conference. <i>Participate in a net-conference forum to discuss issues related to Commuter Choice policies, programs and profession.</i>	2
599	Special Topics. <i>Explore special topics about CC program related policies.</i>	

About the TDM Program at the Center for Urban Transportation Research

The Center for Urban Transportation Research (CUTR) provides transportation demand management (TDM) assistance to those planning, operating and/or evaluating TDM programs, including TDM and telework listservs. Among other activities, the program provides TDM professional development workshops, operates the Florida TDM Clearinghouse, manages a local Transportation Management Initiative (TMI) and conducts research in transportation issues to enhance TDM strategies.

Florida TDM Clearinghouse

The Clearinghouse is under contract to Florida Department of Transportation (FDOT) to provide **FREE** technical assistance to Florida TDM organizations.

The program is managed by CUTR and provides long- and short-term technical assistance for TDM professionals in the state. Assistance provided includes research on specific Commuter Choice topics as needed and covers activities within five task areas:

- 1) providing technical assistance ranging from data inquiries to assisting in the formation of transportation management groups;
- 2) hosting a TDM Resource Center including a listserv, a TDM research library, a website, and netconferences;
- 3) distributing *TDM Review*, a publication on TDM topics and TDM experiences around the world;
- 4) facilitating education outreach through workshops and the annual Florida Commuter Choice Summit; and
- 5) conducting research in special projects such as extraction and summary of Census data and development of case studies.

New North Transportation Alliance

The New North Transportation Alliance is a public-private partnership that provides a forum to address the transportation needs of the New North Area of Tampa, FL. The New North is the name given to a major destination area in Hillsborough County. It contains a high concentration of education facilities, employment, and commercial activity. Since 1994, the NNTA has been uniting government, universities, businesses, and the community in an effort to: 1) reduce traffic congestion, 2) improve air quality, and 3) promote commute options, such as carpooling, vanpooling, transit, bicycling, walking, telecommuting, and compressed work schedules. The NNTA offers free services that can help employers, property managers, and individual commuters save money, enhance benefits and improve their situations through simple solutions for employers and commuters. For more information, see <http://www.newnorthalliance.org>.

TDM Related Research

The primary goal of this program is to conduct research on transportation issues to enhance TDM strategies. Current and past research projects can be found at <http://www.cutr.usf.edu/tdm>. These include case studies, the national TMA handbook, the national TMA survey, census synthesis and several other collections.

Other Links

Go to <http://cutrlist.eng.usf.edu/read/> to learn about all the **listservs** available on the CUTR server. A listserv is an automatic e-mail distribution system—anyone may send an e-mail message to the “Listserv” and it will be automatically distributed via e-mail to everyone who is subscribed. This can be an excellent tool for quickly identifying current practices and procedures used by other systems, announcing events or simply comparing notes.

Florida Commuter Services.com—The purpose of Florida’s commuter assistance program is to provide travel choices to ensure mobility, sustain the quality of the environment, preserve community values and reduce energy consumption. The goal of this site (<http://www.commuterservices.com>) is to provide easy access to the **FREE** services offered by various commuter assistance programs in Florida.

The **Promotional Materials Clearinghouse** at <http://nctr.cob.fsu.edu/pmchome.htm> is a project of the Marketing Institute at Florida State University’s College of Business and is funded by the Florida Department of Transportation. The Clearinghouse is an online archive of transit and TDM marketing materials and other resources that facilitate sharing of ideas among public transportation professionals throughout the U.S. and Canada.