

**TBAG is  
Partnering with**



**&**



*Advancing Women in Transportation  
Tampa Bay Chapter*

**to bring you this  
issue!**

## Upcoming TBAG Activities

**Meeting:  
October 23, 2008  
See Page 4 for the  
List of Speakers**

**Banquet:  
December 8, 2008**

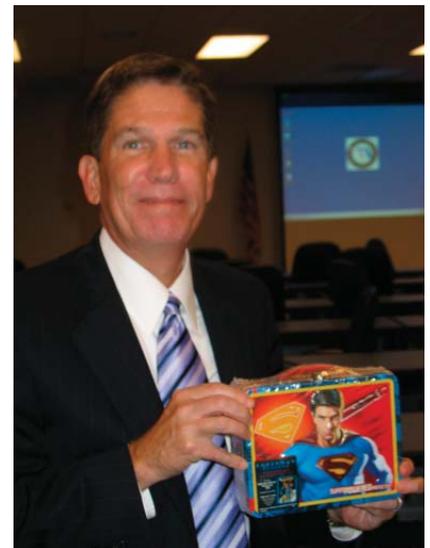
## “FROM THE CHAIR”

*By: Michael Dorweiler, AICP  
2008 Chairman for the Tampa Bay Applications Group*

The Tampa Bay Applications Group held a meeting on August 21, 2008 and the changing transportation landscape was the topic. Highlights of the meeting presentations are provided below. TBAG would like to thank our three speakers for an excellent meeting!

**Tom Rossi** (Cambridge Systematics, Inc.) started the meeting with an overview of the changing transportation landscape. The past few years have seen some significant changes in travel behavior. While rapid increases in gasoline prices have “fueled” some of these changes, there have been other factors at work as well. This presentation addressed research topics that are underway or need to be explored more fully and how they might impact local transportation planning. Tom’s presentation was insightful and very interesting.

**Ronnie Duncan** is a highly-respected Pinellas County Commissioner who advocates improving transportation connectivity within Pinellas County and the Tampa Bay Area. Locally, Commissioner Duncan has been a strong supporter of the development of the Pinellas County Livable Communities Comprehensive Plan (June 2007). The Plan promotes livable communities by providing transit, bicycling and walking options through land development design that could be implemented as credit toward transportation impact fee payments or by complying with local concurrency management system requirements. Commissioner Duncan also plays a very important role in developing a regional vision by serving as Vice-Chair of the Tampa Bay Area



*A super hero for a super guy. Thank you Pinellas County Commissioner Ronnie Duncan for your presentation.*

*CHAIR – continued on 3*

### **In This Issue:**

- The Story of BACS and TDM in the Bay Area . . . . . 2
- TBAG Meeting Topics and Speakers . . . . . 4
- 2008 Commuter Choices Week . . . . . 5

# The Story of BACS and TDM in the Bay Area

By: Sandi Moody, Executive Director Bay Area Commuter Services, Inc.



Back in the late-1980's, several agencies such as the Florida Department of Transportation, the Center for Urban Transportation Research at USF, and businesses coordinated on the idea to create an agency that could address options to the traffic congestion

problem that was building on the highways. Bay Area Commuter Services, Inc. (BACS for short) was organized. BACS began work in November of 1992 within the original *four* counties of FDOT's District Seven: Hernando, Pasco, Pinellas and Hillsborough. Citrus County was added about a year or so later.

BACS was created to show commuters and businesses ways to commute to work other than driving alone. BACS was also charged with promoting the benefits of commuting such as improving air quality, saving money, reducing stress, reducing the use of fossil fuels, and reducing congestion. The trouble was, in those days, the "green" message was not really getting across to people, even when our air quality was in jeopardy. Gas was selling for around a \$1.00, so gas prices weren't really an issue. New residents from other states said, "What congestion? There's no congestion here!" Consequently, getting the attention of commuters and businesses alike was extremely difficult in an environment with no real sense of urgency towards change and planning for a future "when gas prices might exceed \$3.00 a gallon."

Although the community was not ready to embrace the commuting idea, BACS took its mission seriously and continued to work towards getting the general public, the news media, and businesses to foster the concept of transportation demand management (TDM) within District Seven. The Westshore Alliance and the Tampa Downtown Partnership had created Transportation Management Organizations (TMOs) to promote employee commuting options. These agencies, however, worked for the good of their respective member companies. BACS was required to support the Westshore Alliance and Tampa Downtown Partnership through ride-matching services for carpooling (vanpooling came along in 1996), bike/pedestrian options, education on telecommuting (now known as telework), and compressing the work week into four days. The work wasn't easy; it was an up-hill battle to promote commuting when workers were not ready to give up their cars!

Over time, Tampa Bay continued to grow and congestion became a more widespread problem. As more and more residents chose to live in the 'burbs' and work in other locations, congestion became a real factor in the peak periods. Central business districts began to expand and two new TMOs were formed to handle the special needs of businesses: the St. Petersburg Downtown Partnership and the New North Transportation Alliance (formally called the University North Transportation Initiative. Gas prices (fluctuating from \$3.50 to over \$4.00 in July/August 2008) also increased, greatly impacting the demand for commuting assistance.

So . . . what's happening now in the world of BACS and its TDM partners? Currently BACS has approximately 7,000 participants in its database. These participants are

- 1) looking for rideshare partners,
- 2) currently in a rideshare arrangement, or
- 3) using other commute options and are registered with BACS for the Emergency Ride Home (ERH) program. BACS has been actively working with a host

*BACS – continued on 3*



*BACS – continued from 2*

of businesses to provide solutions to high gas prices, such as ridesharing, telework, compressed work schedules and more.

BACS works in support of its partners: the Westshore Alliance, the Tampa Downtown Partnership, the St. Petersburg Downtown Partnership and the New North Transportation Alliance. Other partners include HART, PSTA, Pasco County Public Transportation, The Bus in Hernando County and the commuter assistance services for Citrus County (an on-demand service). BACS participates on the technical committees for each of the four Metropolitan Planning Organizations (MPOs), and is part of the regional transportation planning effort of the Tampa Bay Area Regional Transportation Authority (TBARTA), as a member (and chair) of the Transit Management Committee.



BACS sponsors Bay Area Vanpool (BAV), the regional vanpool effort, in coordination with VPSI, Inc. and HART (who currently provides 34 of the van vehicles in the commuter vanpool fleet). Recently, BAV delivered its 50th van, and at this writing is up to 52 commuter vanpools in service.

So with gas hovering between \$3.70 and \$4.00+ per gallon, many are looking for options

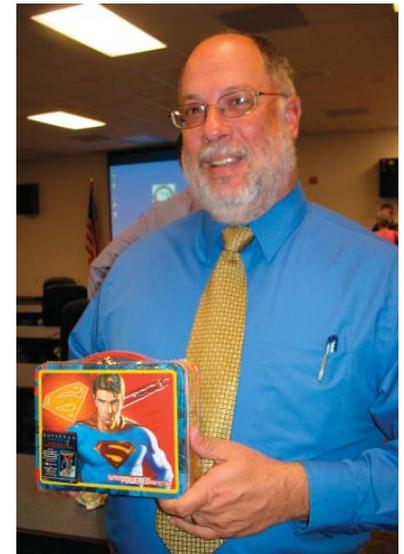
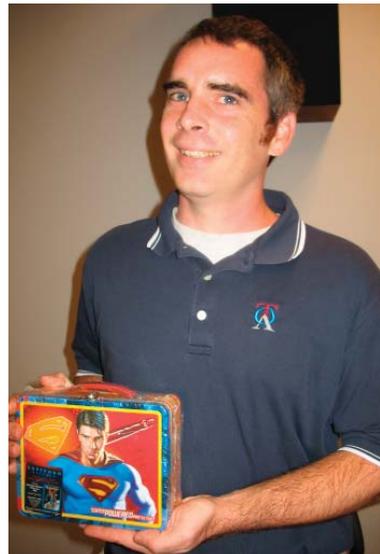
to save money, save stress, save fuel and get rid of congested commutes. BACS stands ready to help any and all with finding today's **Way To Go!**

For more information on BACS Commute Options programs, contact BACS at 800-998-RIDE or via the website at [www.TampaBayRideshare.org](http://www.TampaBayRideshare.org). ☺

*CHAIR – continued from 1*

Regional Transportation Authority (TBARTA). Commissioner Duncan addressed how he balances his role as local transportation advocate for Pinellas County while also providing leadership in creating a regional master plan for the Tampa Bay area.

**Demian Miller** (Tindale-Oliver and Associates) presented on the Tampa TCEA Update: Building a Livable City Through Transportation Policy. In 1998, The City of Tampa adopted a Transportation Concurrency Exception Area (TCEA) that includes the entire City south of Fletcher Avenue. As part of the ongoing TCEA Update, the City has drafted policies which align the transportation study and mitigation process more closely to the “Livable City” vision at the core of the Comprehensive Plan. This presentation provided an overview of the technical approach used to develop the data and analysis necessary to support the City’s TCEA Update. TBAG would like to thank Jean Dorzback, City of Tampa, for the time spent in developing this excellent presentation with Demian.



*Demian asks Tom, “Can I trade you my peanut butter and jelly for your baloney and cheese on white?”*

Our next TBAG meeting is October 23, 3008 and the topic is freight connectivity in the Tampa Bay area. We have a fantastic line-up of speakers from the Port of Tampa, the Tampa International Airport and CSX. All are welcome.

# ATTENTION

## Tampa Bay Applications Group Brown Bag Meeting

Partnering with TBITE and WTS



**October 23, 2008**

*FDOT District Seven Office from 12:00 p.m. to 2:00 p.m.  
(Auditorium Opens at 11:30 a.m.)*

## Freight Connections in the Tampa Bay Area

**Louis Miller, Executive Director of the Tampa International Airport**  
*Freight Movement and Future Cargo Facility Plans*

The Tampa International Airport is designing a new cargo building to prepare for future growth at the airport. A new cargo road is also under construction to meet future demand. A majority of the freight traffic at the Tampa International Airport is belly cargo (airlines) and the primary commodities tend to be time critical, such as tropical fish, or of high value, such as computer equipment. The expense to ship by air is greater when compared to ships and trains, but the commodities usually need to be delivered quickly and to specific destinations that may not be served by other means of transport. The presentation will address current use of the airport for freight movement and future plans for growth including a video simulation of the new cargo road under construction.

**Ram Kancharla, Senior Director of Planning and Development, Tampa Port Authority**  
*Opportunities and Challenges as Addressed in the Port's Master Plan Update*

This presentation will focus on the Tampa Port Authority's operations, including types of cargo/freight handled at the Port and current shipping activities. Strategic issues critical to ensure the continued success of the port in the next decade, such as major infrastructure needs and competition in the shipping industry, will be discussed. Opportunities and challenges as addressed in the Port's Master Plan Update will be highlighted.

**Eddie Pollock, CSX Industrial Development Manager – General Rail Operations**

**Jeff Brown, CSX Intermodal Manager – Intermodal Operations**

**Bob O'Malley, Resident Vice-President for Florida – Future Plans for an Intermodal Logistics Center**

CSX plays a significant role in freight operations for the State of Florida and the nation. Rail connectivity to the port facilities, rail transfer facilities, and other industries such as trucking is critical to freight movement. There are many extraordinary facilities in this region including Rockport for the transfer of phosphate to ships, the Intermodal Yard for transfer of truck containers and piggybacking onto rail cars, the Car Yard and its transfer of new cars to trucks. One important issue is the proposed Intermodal Logistics Center (ILC) in Polk County which could significantly change both rail activity and truck movements in West Central Florida. This presentation will address current rail operations in West Central Florida, the types of commodities shipped by rail and how rail operations are evolving.



# “Go Greener” with the 12th Annual Commuter Choices ~~Week~~ MONTH

By: Sandi Moody, Executive Director Bay Area Commuter Services, Inc.

“I Support Greener Transportation” is the “Go Greener” mantra of the 12th Annual Commuter Choices Week (CCW). Bay Area Commuter Services (BACS) is encouraging commuters in the Tampa Bay region to use options other than driving alone as many times as possible during the **entire month of October 2008!**

CCW is the only event of its kind in Tampa Bay with the goal of enlightening the public about commuting options in an educational, yet fun way.

Outdoor CCW events are planned for downtown Tampa, Westshore, USF, downtown St. Petersburg and Clearwater. This year, New Port Richey and Brooksville have joined the fun too! CCW participants can learn more about commuting choices and obtain information about the Tampa Bay Area Regional Transportation Authority (TBARTA), the Florida Department Transportation and local transit agencies. Randstad Work Solutions is the Premier Event sponsor for the second year in a row, and the grand prize is a 3-day, 2-night stay at the **Renaissance Vinoy!**

Register on-line! This year, participants are asked to register their commitment online at [www.TampaBayRideshare.org](http://www.TampaBayRideshare.org); there are no paper forms, no delivery of materials to businesses, nothing to mail. All forms are available at the Commuter Choices Week link on BACS’ website. For those not having internet access, BACS staff will be happy to submit data electronically by calling **1-800-998-RIDE**.

Log your progress on-line! Participants can log their commitment and verify completion on-line. Complete the “GoLog” survey and be eligible for special prize drawings, just for those who “go the extra mile.” This is a way for BACS to quantify the effectiveness of this annual event and to get data on how many vehicle trips (and vehicle miles!) were reduced.



Last year, more than **1,500** working commuters pledged to change their driving habits. This event exceeded its goal of increasing participation by 10% over 2006 (1,200 participants), with a total increase of 369 participants (30.75%). Save fuel, save money, and help the environment! You too can Support Greener Transportation by contacting Bay Area Commuter Services via [www.TampaBayRideshare.org](http://www.TampaBayRideshare.org) or call 1-800-998-RIDE (7433).



The Tampa Bay Applications Group Newsletter is published under contract to the FDOT District Seven Planning Office in Tampa. FSUTMS users and TBAG members contribute all information and material contained in the newsletter. Please contact the editors to submit articles for future issues or to get on the mailing list.

Co-editor: Michael Dorweiler PBS&J 5300 West Cypress Street • Suite 300 Tampa, FL 33607 (813) 282-7275 mjdorweiler@pbsj.com	Co-editor: Kasey Cursey Gannett Fleming, Inc. 9119 Corporate Lake Drive • Suite 150 Tampa, FL 33634 (813) 882-4366 • Fax (813) 884-4609 kcursey@aol.com	FDOT - District Seven Modal Planning & Development 11201 North McKinley Drive Tampa, FL 33612
--	--	--