

MINUTES

Transportation Planning for Small and Medium Sized Communities Conference Subcommittee ADA30(1)

Sunday, January 22, 20056, 8:00 AM to 3:00 PM
Washington, DC

ATTENDEES

Libby Rushley, Subcommittee Chair	Ohio DOT
Jerry Schutz, Committee Chair	BTC, WA
Stacey Bricka, Secretary	NuStats, TX
Michael Anderson	University of Alabama
Janet Bell	Jefferson County, CO
Arun Chatterjee	University of Tennessee
Tim Chelius	South Jersey Transportation Planning Organization
Jerry Everett	University of Tennessee
Jerry Faris	Transportation Support Group, FL
Jon Fricker	Purdue University, IN
Vicky McLane	North Front Range MPO, CO
Jeff Moore	Kentucky Transportation Cabinet
Elaine Murakami	Federal Highway Administration
Jo Penrose	City of Destin, FL
Ron Poole	North Carolina DOT (retired)
Thomas Schwetz	Lane Council of Governments, OR
Barbara Singleton	Community Transportation Association of America, WA
A. T. Stoddard	LSC Transportation Consulting, CO
Montie Wade	Texas Transportation Institute
Lynn Zanto	Montana DOT

AGENDA: Attachment 1

(Minutes are not necessarily in the sequence in which items were considered)

1. Introductions

Libby Rushley opened the meeting and attendees introduced themselves.

2. Colorado Springs Conference –Wrap-Up

Stacey Bricka reported that the conference proceedings were mailed in September 2005. She recognized the assistance of **Ed Christopher** (FHWA) and **Nanda Srinivasan** (Cambridge Systematics) for going above the call of duty in developing a user-friendly interface for the CD-ROM. (The committee recognized this assistance at the full committee meeting.)

3. Nashville Conference – September 13-15, 2006 – Logistics

- a. **Hotel.** The Nashville Downtown Sheraton is under contract. Meeting space is reserved for the same times/sessions as scheduled in Colorado Springs. Hotel rooms will be at the Federal Room rate (as of 2/24/06, the Federal Room rate for Nashville was \$96, excluding taxes). When people call to register, they need to reference “Transportation Research Board” to obtain the conference rate.

b. **Budget.** (Attachment 2).

- **Meals.** Meal details will be finalized this summer. The costs assume average/mid-range priced meals. Budget assumes 250 attendees (but final #s can be adjusted based on early registration and prior to final food commitments - %s are provided here to help with adjustments at that time). As a reference point, Colorado Springs had 211 total attendees, including committee members.
 - *Weds morning workshops* – no food was budgeted, although feedback from Colorado Springs suggests that attendees were expecting at least coffee/break food. **Elaine** suggested that we secure a sponsor for this.
 - *Weds afternoon break* – assuming 80% of attendees, so food for about 200.
 - *Weds evening reception* – after some discussion, 60% was the agreed upon target (so ~ 150 people). Space for this event is in the revolving restaurant, which has a fixed capacity of 200. The committee agreed that this event will include a cash bar but the committee would provide the soft drinks.
 - *Thursday* – there is a package price for all the food that day. This includes a lunch buffet. Target was to assume 90% attendance (~ 225 people).
 - *Thursday evening* – Country Music Hall of Fame (0.6 miles away so plan is to have attendees walk there but with transportation provided for those who have difficulty walking and bad weather contingencies). Cost per person is \$69 – this reflects many fixed costs – rental @ \$2,000, \$400 in OT charges for staff, tour of \$12 per person, and food costs. There will be a cash bar here. Spouses/Guest tickets can be purchased for \$50 each.
- ➔ **Jerry E.** will check about the cost for children’s tickets for this event, assuming that attendees will bring families with them to the conference.
- ➔ The Wednesday morning workshops and Thursday evening event were targeted specifically for sponsorship to supply the food/coffee (Weds am) and to help bring down the costs (Thurs evening).
 - *Friday* – estimating food for 80% or 200 people.
- ➔ The registration form should ask attendees to indicate what days they will be at the conference to help confirm these numbers/estimated %s. **Jerry F.** will send **Jerry E.** the registration form for the Planning Applications conference, which requests this information.
 - **AV Equipment and Services.** UTK has projectors and laptops. This budget assumes that knowledgeable and competent students will serve as projectionists (either from UTK or Vanderbilt). However, the budget does include some funds for projectors as a contingency. The committee discussed purchasing equipment (given the cost of renting vs. purchasing). However, since the rooms will be large enough for about 100 people each, the concern was the quality of the smaller projectors with large screens. Screens will be rented. The room needs for the keynote speaker will depend on who that person will be.
 - **Honorarium.** Name and social security numbers will be required. **Mike** will ensure that the speaker agreements/contracts are signed and that authors fulfill conditions for receiving honorarium. The committee agreed that an average of 36 was correct.

- **Printing/Mailing.** All mailings scheduled to date have been completed. About 100 people on the mailing list have had their information returned twice. The budget estimates for the various mailings was discussed. The registration packet mailing costs should be reviewed (since there is more material in that packet than the others). The conference “gift” is a 3-ring portfolio and the cost includes the conference emblem.
- ➔ **Jerry E.** will send out to the committee the list of people whose mail has been returned twice to get help in updating those contacts (or confirming they should be deleted).
- ➔ **Tom and Vicky** will develop a publicity strategy for the conference. This might include getting our conference on the list of upcoming meeting announcements, and the AMPO and NARC newsletters.
- ➔ **Libby** will coordinate with Kim Fisher to confirm that the conference is part of all TRB conference/key date listings.
- ➔ **Elaine** confirmed that FHWA would again support us with copying and mailing the CDs. So the budget should be revised to delete the mailing envelopes and CD’s. However, **Jerry** will need to provide mailing labels.
- **FHWA/FTA funds.** The FHWA contract has been set up. FTA has committed to providing \$10,000 through Volpe. At this point, **Jerry** is working with UTK to set up the procurement between Volpe and UTK. As part of these funds, FHWA will be provided meeting space to hold two half-day training sessions prior to the conference. They also receive two conference registrations and exhibit space in the vendor area. FTA will be provided the option of organizing one conference session and one conference registration.
- **Income.** Secured FHWA funds, TDOT is matching those. UT is providing in-kind services.
- **Vendors.** Vendors are assumed to provide at least \$1500 in income. The committee discussed pursuing vendor sponsorships for events or food. In addition, it was recognized that hotel space includes vendor space, which we can fit between 5 and 10 booths. Sponsorships or booth commitments should include registrations commensurate with contribution.
- **Registration Fees.** \$175 was considered to be too low, based on conference costs and other conference registration fees.

Per committee vote, it was agreed to set the registration fee at \$195 early bird and \$250 on-site registration.

- ➔ **AT** will confirm the exact number of early bird vs. on-site registrations for **Jerry E** so that he can update that portion of the budget.

c. **Presentations.** The topic of whether to include Power Point presentations on the conference CD was discussed at some length. In addition to asking speakers to bring copies of their presentation to the sessions as handouts (in which case we need to determine how many to ask them to bring), do we require them to provide an electronic copy and if so, when? Do they convert the presentations to PDF or does someone on the committee? If the focus of the conference is to have papers published, why do we need the powerpoints? What if we pilot test it this year, using speakers that are not submitting papers? If we provide presentations on the CD, what about the professional courtesy to the speaker – will we be taking away that interaction between the speaker and the attendee who wants a copy of the presentation?

→ This topic will be on the agenda at the summer meeting.

d. **Registration.** Attendees will be asked to make their checks out to UTK. Visa and MasterCard can be accepted, but not over the web – just mail-in or call-in). Purchase orders cannot be accepted and the registration form will indicate this. **Early bird registration will end one month prior to the start of the conference (August 11th.)** This is the same date for the room rate guarantee as well.

→ **Libby, AT, and Jerry S.** will send **Jerry E.** the appendices from the committee manual regarding conference logistics.

→ **Tom and Jerry E.** will discuss the details for Lane Council of Governments to host an on-line registration site that accepts credit cards.

e. **Key Note Speaker.** The goal is a good speaker with an interesting topic related to small and medium-sized communities. Ideas included someone who could talk on:

- SAFETEA-LU planning or something more timely/broader.
- Someone from a small metropolitan area with a dynamic transit system (and speaker).
- Cal Marselle (Transit)
- TRB's Critical Issues, Transportation 2025, or Strategic Direction
- Strategic Issues (not necessarily TRB-related)
- Someone with name recognition
- Evacuation
- Planning for demographic shifts (baby boomers)

→ **Everyone** needs to get ideas to **Jerry E.** ASAP.

f. **Schedule.** **Jerry Everett** reviewed the conference schedule ([Attachment 3](#)).

4. Nashville Conference –Technical - Mike

Using the on-line review system, each abstract received at least 3 reviews (250 reviews total were submitted). The main task for the committee at this meeting was to review the abstracts and select enough to fill 3 longer sessions on Wednesday afternoon, 6 sessions on Thursday morning, 3 sessions on Thursday afternoon (not including the caucuses), and 6 sessions on Friday morning. Within these 18 slots, FTA and FHWA would be offered sessions, as well as Tennessee DOT. The selection process was based on initial reviews. Abstracts were grouped into three categories (strong, weak, and in-between).

- ➔ Future abstract reviews should perhaps be yes or no answers, rather than a scale. Also, consideration should be given to weighting results in terms of importance of criteria.
- ➔ **Jerry F.** will moderate an “invited” technology session that focuses on modeling software. PTV America, QRS, Caliper, and Citilabs will be invited to each provide 20-minute presentation that covers a preset list of topics (such as GIS connectivity, cost, data requirements, key issues in land-use, transportation, and transit). The presentation should use a case study of an area with a population of less than 250,000 (using the same city). And focused on technology, not a sales pitch - attendees can visit the vendor booths for more details and the sales information. If amenable, the four firms would need to commit to vendor participation as well. This session will be scheduled for Wednesday afternoon.

a. Moderators and Session Topics:

Tim Chelius – Finance
 Jerry Schutz – Small Urban
 Janet Bell - Livable Communities
 Barbara Singleton – Transit (short one paper)
 Lynn Zanto – Technology Sharing I
 Mohan Venigalla – Technology Sharing II
 Arun Chatterjee – Technology Sharing III
 Leta Huntsinger - Public Involvement (short one paper)
 Elaine Murakami – Travel Surveys
 Montie Wade – Project Prioritization I
 Jon Fricker – Project Prioritization II
 Ron Poole – Environment (short one paper)
 Stacey Bricka – Safety
 Jo Penrose – Access Management
 Jeff Moore - State Caucus
 Tom Schwetz - MPO Caucus
 AT Stoddard – Transit Caucus
 Jerry Faris – Software Demonstration Session
 Effie Stallsmith – FTA Session
 Judy McCullough – FHWA Session
 Libby Rushley – on reserve

Session 21 is to be determined. It is being offered to Tennessee DOT first (as a strong sponsor of the conference. In the event that T-DOT does not want a session, other committees have approached **Jerry S.** about possible sessions.

- ➔ Anyone with recommendations for those sessions that are short papers is to provide ideas to **Mike**. Do not commit the space to a speaker – Mike has that responsibility and will be coordinating with the session moderators.

5. Conference Website (Tom Schwetz)

The website is live (<http://www.trbtoolsofthetrade.org/>). Registration cut-off for early bird will be August 11th (rooms are through August 13th, but we’ll use the 11th as the date for both). We will post the preliminary program there once available, and add links to the Country Music Hall of Fame and information about visiting Nashville.

- ➔ Summer Agenda item: process for updating information on the website.

6. 2008 Conference – Oregon (Tom Schwetz)

a. ODOT Commitment. ODOT is on-board and supportive of the conference. They have requested information about the responsibilities of the host agency.

→ **Libby** will provide **Tom** the information for ODOT.

b. Potential Sites. Portland is the best location from a cost standpoint. Eugene has reasonable air service (about a \$50 to \$100 difference in ticket costs and about a 2 hour drive from Portland). Hotel costs are the same.

→ **Tom** to provide a sampling of air costs and approximate hotel costs for both Eugene and Portland at the summer meeting.

c. Committee Chairs. **Tom** will serve as logistical chair and **Stacey** will be technical chair for this committee.

7. Summer Agenda items:

→ Do we include PowerPoint presentations on the conference proceedings CD-ROM?

→ What is the process for updating information on the website?

→ **Tom** to provide a sampling of air costs and approximate hotel costs for both Eugene and Portland at the summer meeting.

→ The committee needs to vote on whether to cover the Nashville conference registration fee for committee members.

TRB Committee ADA30(1)
Committee on Transportation Planning for Small and Medium-Sized Areas
Subcommittee on Conference Planning
Sunday, January 22, 2005
8:00 AM – 3:30 PM, Hilton, Grant

AGENDA

- | | | |
|------------------------------------|---|---|
| 8:00-8:10 AM | Introduction | BREAKFAST AVAILABLE AT 7:30 AM
MEETING WILL BEGAIN PROMPTLY AT 8:00 AM |
| 8:10-8:30 AM | Colorado | |
| 8:30-10:00 AM | 2006 Nashville Conference September 13-15, 2006 Logistics (Jerry Everett)
Hotel – sleeping rooms, committee meeting rooms, session rooms
Budget
Meals
AV equipment and services
Honorarium
Printing/Mailing
FHWA/FTA funds
Registration Fee – action item
Other Meetings
Thursday Evening
Keynote Speaker & Opening Session ideas
Schedule – next mailings,
Handling Agent for Registration
Vendors | |
| 10:00-10:15 AM | Break | |
| 10:15 -11:30 AM | 2006 Nashville Conference Technical (Mike Anderson)
Abstracts Review & Selection – action item
Session Moderators
Initial Session Map – action item
Review of Draft Brochure
Updates to Mailing List
Member organized workshops | |
| 11:30 AM-1:00 PM Lunch | | |
| 1:00-3:00 PM Technical – continued | | |
| 3:00-3:15 PM | Website (Tom Schwetz)
Logo Change
Initial Conference Announcement | |
| 3:15-3:30 PM | 2008 Oregon Conference (Tom Schwetz)
Oregon DOT Commitments
Potential Sites | |

Attachment 2

Item	Details	2006 Estimated Expenses
Conference Meals		
Wednesday		
Committee Breakfast	25 @ \$18.76	\$469
Committee Lunch	25 @ \$26.62	\$666
Afternoon Break	225 @ \$9.88	\$2,223
Reception	150 @ \$28.68	\$4,302
Thursday		
Continental Breakfast	250 @ \$45.92	\$11,480
Morning Break	Included in the above price	\$0
Lunch	Included in the above price	\$0
Afternoon Break	Included in the above price	\$0
Banquet/Dinner	Country Music Hall of Fame 175 @ \$69	\$12,060
Friday		
Continental Breakfast	225 @ 13.62	\$3,065
Morning Break	225 @ 9.20	\$2,070
Committee Lunch	25 @ 26.62	\$666
	Subtotal	\$37,001
Audio-Visual Equipment		
Flipcharts	Pads and Markers only	\$135
Microphone w/ podium		\$200
LCD Display Projector	purchase 3 @ \$1000	\$3,000
Notebook Computers	1	\$1,200
Overhead		\$0
Slide Projector		\$0
wireless mouse, VCR, mixer, etc.		\$0
Screens	3 @ \$175 for 3 days	\$525
Projectionists	Local assistance ?	\$0
	Sub total	\$5,060
Keynote Speaker		
		\$1,500
Honorariums		
	36 @ \$400	\$14,400
Publicity		
Printing		
Call for Abstracts		\$390
Brochure		\$950
Preliminary Program		\$2,000
Registration Packet		\$2,225
Confirmations		\$50
Mailing Labels		\$400
Mailing		
Abstracts		\$1,120
Brochure		\$1,120
Preliminary Program		\$3,250
Registration Packet		\$750
Confirmations		\$0
Proceedings		\$0
	Subtotal	\$11,730
Agenda/Program		
Staff Time		\$0
Attendee Notebook		\$0
Attendee Attache	3-ring portfolio 250 @ \$11.75	\$2,938
Printing Agenda, Abstracts		\$2,192
Proceedings		
CDs and mailers	250	\$1,525
Paper Copies		\$0
Name Tags	250	\$128
Ribbons	36 +25	\$175
Posters and Signs w/foamcore	5	\$150
	Subtotal	\$7,108
Contingency Funds		
		\$3,700
Total Expenditures		
		\$80,499

Estimated 2006 Conference Income		
Source	Value	Amount
FHWA		\$20,000
FTA		\$10,000
Committee Registrations 25	\$175	
Committee only meals	\$1,801	
TDOT		\$20,000
UT direct in-kind supplies		\$1,500
Vendors		\$1,500
Registrations		
	160	\$175
	40	\$225
		\$0
Total Estimated Income		\$90,000

Gray Cells are those where funds have been secured.

Attachment 3

Schedule 10 th National Conference September 13-15, 2006 Nashville, TN		
Scheduled Date	Tasks	Completed
Sep-04	Technical Chair Appointed	Yes
Dec-04	Preliminary Call for Abstracts on TRB Website	Posted Jan 2005
Jan-05	TRB Annual Meeting	
	Confirm Hotel Accommodations	Contract signed Aug. 2005
	Preliminary Call for Abstracts at TRB	Distributed Jan 2005
	Funding Requests for FHWA, FTA	Approved by FHWA July 05
	Preliminary Budget	Presented Jan. 2005
Apr-05	Update Mailing List	On-going
May-05	Call for Abstracts sent	Mailed June 2005
	Information posted on website	Approximately July 2005
Jul-05	TRB Summer Meeting	
	Schedule for Abstract Review	
	Initial Outline of Sessions	
	Draft Brochure	
	Mailing List Updated	On-going
1-Oct-05	Abstracts due	
Nov-05	First Brochure or card mailed	Early Dec 2005
Nov-05	Abstracts reviewed by Committee	
Jan-06	TRB Annual Meeting	
	Announcements for TRB Hotels	
	Sessions and Moderators determined	
	Authors selected	
Feb-06	Presenters confirmed	
	Second Brochure mailed	What should contents include?
	Moderator Packets Mailed	What should contents include and who develops and mails them?
1-Apr-06	Contracts due to Moderators	Who has them and who sends them?
15-Apr-06	Contracts due to Technical Chair	
May-06	Preliminary program	Who Develops printed version?
Jun-06	Registration Packets with preliminary program mailed	What is included and who do they go to?
Jul-06	TRB Summer Meeting	
	Registration Packets available	
	Draft Papers due to Moderators	
Aug-06	Advance Registration Deadline	
	Final Hotel arrangements	
	Presentations/Slides due to Moderators	
	Assemble materials for notebooks	
	Final Abstracts from Technical Chair	
Sep-06	Conference	
6-Oct-06	Final papers and abstracts due to Technical Chair	
Nov-06	Prepare Proceedings for publishing	
	Mail Honoraria	
	Mail Proceedings	