

# resume

## Contact Information

### **Robert G. Schiffer, AICP**

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## Background

### **Background**

With more than 34 years of experience in transportation consulting, Mr. Schiffer is a proven leader in the transportation planning community. From his experience at consulting, engineering, and software firms, to his leadership roles and volunteer work in national organizations like the Transportation Research Board, the Institute of Transportation Engineers, and the American Planning Association, he is an acknowledged expert in transportation planning and travel demand modeling. Mr. Schiffer is an experienced staff mentor, project manager, and marketing leader with a diverse background in all areas of transportation planning and an author of publications that stand the test of time. His experience encompasses planning studies and travel demand models for national, statewide, regional, municipal, subarea, and rural jurisdictions. He is guided by the tenets of honesty, integrity, discipline, responsiveness, and fiscal responsibility.

## Expertise

### **Expertise**

He possesses a wide range of expertise in all areas of transportation planning with a special emphasis on:

- developing, validating, and calibrating statewide, urban, and regional travel demand models;
- researching best practices for studies on national, statewide, long-distance & rural travel;
- preparing comprehensive, multimodal long-range transportation plans;
- forecasting travel demand for highway and transit projects;
- conducting travel behavior and origin-destination travel surveys of all transportation modes;
- authoring and delivering training workshops/courses in travel demand modeling;
- studying site impacts (e.g., developments of regional impact and concurrency management);
- assessing the feasibility of expressways, bridges, managed lanes, and interchanges;
- compiling and analyzing socioeconomic/demographic data for travel demand models; and
- providing leadership on national and regional transportation planning conferences.

## Education

### **Education**

M.S., Urban and Regional Planning, Transportation Specialization Florida State University, 1984

B.A., Geography and Urban Studies, Memphis State University, 1982 (now University of Memphis)

## Work History

### **Work History**

#### ***FuturePlan Consulting, LLC***

1256 Walden Road

Tallahassee, Florida 32317

February 2018-present

Position Held: President and Founder

#### [Overview of FuturePlan Responsibilities:](#)

Mr. Schiffer recently founded FuturePlan Consulting, LLC. The focus of the firm is consulting on transportation planning studies, planning for our future transportation needs while reflecting on the past and present. FuturePlan Consulting provides support to other consulting firms and teams, filling niche roles, providing advice, adding depth, and providing supplemental resources in transportation planning, travel demand modeling, research, and analysis of big data. Mr. Schiffer is presently supporting the Transportation Research Board as Technical Chair for the 16th TRB Tools of the Trade Conference and contributor to the TRB Travel Forecasting Resource WIKI on statewide models. His work for the Tools of the Trade Conference, scheduled for August 2018 in Kansas City, MO, includes leading assessment of abstracts, assigning responsibilities to other committee members, and developing the conference technical program.

## Work History (continued)

### ***Stantec Consulting Inc.***

3606 Maclay Boulevard, Suite 200  
Tallahassee, Florida 32312  
July 2015-February 2018

Position Held: Discipline Leader, Modeling, Southeast/Gulf Regions

#### Overview of Stantec Responsibilities:

Mr. Schiffer served as Modeling Discipline Leader for Stantec's Gulf and Southeast Regions in the U.S., out of the firm's Tallahassee office, as part of the firm's Transportation Planning and Toll Roads Group, headquartered in New York City. In this role, he focused on overseeing, guiding, and expanding Stantec's travel demand modeling practice throughout seven states. While at Stantec, he led modeling in support of subarea transportation plans, scenario planning efforts, and complex transportation corridor studies, as well as the analysis of data on origin-destination (O/D) travel patterns. These projects required active participation in agency coordination, presentations, documentation, and public outreach, along with technical challenges such as integrating statewide and MPO models, subarea extraction of large regional models, and evaluating alternative sources of passive O/D data.

#### Select Recent Stantec Projects:

Polk County TPO Evaluation of Alternative Origin-Destination Survey Approaches (Lakeland, Florida)  
FDOT D4/Western Sunrise Area-Wide Transportation Needs Assessment Study (Sunrise, Florida)  
Mt. Juliet Long-Range Multimodal Transportation Plan (Suburban Nashville, Tennessee)  
NEPA I-69 Corridor from Henderson, KY to I-69 in Evansville, IN (Evansville, Indiana)  
TxDOT US 69/US 96 Corridor Studies, Beaumont/Port Arthur, Tyler and Denison, Texas  
Wisconsin DOT Feasibility of State-Sponsored Interstate Tolling in Wisconsin

### ***Citilabs, Inc.***

612 S. Copeland Street  
Tallahassee, Florida 32304  
March 2014-May 2015

Position Held: Director of Professional Services

#### Overview of Citilabs Responsibilities:

Mr. Schiffer led Citilabs' practice in consulting, focused on clients and locations where Cube travel demand modeling software is used. Citilabs provides consulting services to assist with implementing and applying software products such as Cube Voyager, Analyst, Avenue, Cargo, and Land. During Rob's time at Citilabs, consulting projects focused on enhancing and adding new features to Cube products or implementing software products that a client might not be familiar with. Mr. Schiffer also headed up Citilabs' Cube training program, including Citilabs' self-sponsored training workshops and those contracted with transportation planning agencies. Success of the training program requires extensive outreach, logistics planning, preparing training materials, and delivering lectures and training exercises.

#### Select Citilabs Projects:

Florida Department of Transportation Cube Technical Support & Training (Florida Statewide)  
Ohio Department of Transportation Implementation of Network Calculators (Ohio Statewide)  
San Joaquin Valley Model Improvement Program II (Bakersfield, Fresno, Stockton, CA)  
South Jersey Transportation Planning Organization Travel Demand Model Refinement (Atlantic City, NJ)  
University of Connecticut Transportation Impact Study (Storrs, CT)  
California Department of Transportation Cube Cloud Implementation (California Statewide)

## Work History (continued)

### ***Cambridge Systematics, Inc.***

1566 Village Square Boulevard, Suite 2  
Tallahassee, Florida 32309  
March 2002-February 2014

Positions Held: Principal and Southeast Regional Manager, Travel Demand Forecasting (TDF)  
Senior Associate and Southeast Regional Manager, TDF

#### Overview of Cambridge Systematics Responsibilities:

Mr. Schiffer led Cambridge Systematics' TDF practice for the states of Florida, Georgia, Tennessee, Alabama, Mississippi, South Carolina, Arkansas, Kentucky, and Louisiana, as well as the Commonwealth of Puerto Rico. His role included managing staff in three different offices and leading business development for the TDF practice in the Southeast U.S. He also helped lead the company's efforts in marketing and producing research into areas such as statewide models, national models, transferable model parameters, rural trip making, and long-distance travel. Mr. Schiffer also led select household travel surveys, transit onboard surveys, roadside origin-destination surveys, bicycle-pedestrian surveys, and freight/truck surveys.

#### Select Cambridge Systematics Projects:

FDOT D4/SE Florida Freight Disaggregation Tool Development (Miami-Ft. Lauderdale MSA)  
Memphis MPO Travel Surveys and Model Update/Calibration (Memphis, TN/MS/AR MSA)  
NCHRP 735: Long-Distance and Rural Travel Transferable Parameters (National Study)  
NW Atlanta Alternatives Analysis, Environmental Assessment ridership forecasts (Atlanta, GA)  
GDOT 2040 Statewide Plan statewide/MPO travel demand forecasting (Georgia statewide)  
San Juan Light Rail Feasibility, Environmental Assessment, & Preliminary Engineering (Puerto Rico)

### ***Post, Buckley, Schuh & Jernigan, Inc. (now Atkins)***

Tallahassee, Florida  
April 1986-March 2002

Positions Held: Manager, Special Projects, Transportation Planning; Transportation Planning Program Manager, No. Florida; Manager, Systems Planning Support; Sr. Transportation Planner

#### Overview of PBS&J Responsibilities:

Mr. Schiffer was responsible for coordinating PBS&J's business development and production efforts in travel demand modeling and long-range transportation plans throughout Florida and Puerto Rico. He also served as quality control coordinator, project director, project manager, or task manager on key systems planning projects all over Florida. Mr. Schiffer was also a corporate resource to other PBS&J offices throughout the U.S. in marketing and directing travel demand modeling assignments. While serving as Transportation Planning Program Manager, he led PBS&J's transportation planning operations and business development efforts throughout North Florida, an area stretching from Jacksonville to Pensacola. As Systems Planning Manager and Senior Planner, Mr. Schiffer supervised PBS&J's core staff of transportation planners and modelers in the firm's Tallahassee office.

#### Select PBS&J Projects:

Jacksonville 2025 Long-Range Transportation Plan Update (Jacksonville, FL)  
Broward County 2025 Long-Range Transportation Plan Update (Ft. Lauderdale, FL)  
Ponce-Penuelas 2025 Long-Range Transportation Plan Update (Ponce, Puerto Rico)  
University of Florida Campus Master Plan Update, Transportation Element (Gainesville, FL)  
South Wood Development of Regional Impact, Transportation Element (Tallahassee, FL)  
Florida Department of Transportation Statewide Planning Modeling Consultant (Florida)

## Work History (continued)

### ***Barr, Dunlop & Associates (now Kimley Horn)***

Tallahassee, Florida  
December 1983-April 1986  
Position Held: Transportation Planner

#### Overview of Barr-Dunlop Responsibilities:

As Transportation Planner, Mr. Schiffer served as project planner, project manager, and task manager on a variety of transportation planning projects including travel demand model validation, model research, traffic forecasting, and traffic impact studies.

#### Select Barr-Dunlop Projects:

West Palm Beach City Center Transportation Study (West Palm Beach, FL)  
FDOT Data Update Phase I (FL statewide)  
Sandestin DRI and Travel Survey (Destin, FL)  
Tampa/Pinellas Model Validation Studies (Tampa/St. Petersburg, FL)  
St. Lucie Travel Demand Model Development (Fort Pierce/Port St. Lucie, FL)  
Lely DRI (Naples, FL)

## Academic Career

### ***Florida State University (FSU) Department of Urban and Regional Planning (DURP)***

Tallahassee, Florida  
Various Semesters between August 1998 and April 2016  
Positions Held: Part-Time Adjunct Faculty and Volunteer Student Advisor

#### FSU Paid and Volunteer Activities:

While employed at Stantec and PBS&J, Mr. Schiffer served as paid Adjunct FSU DURP Faculty, teaching a graduate-level course in travel demand modeling during the Spring 2016 and Fall 1998 semesters. During his time at Cambridge Systematics, he also led four volunteer student advisory projects. The first of these was a directed individual study on advanced travel demand modeling techniques. This was followed by service on a student advisory committee for a graduate level capstone project on transit ridership forecasting and alternative land use scenario testing. As part of a place-making project sponsored by the Knight Creative Communities Institute, Mr. Schiffer led students in conducting data collection and demographic analysis. His volunteer work at FSU also included assembling a group of students to assist with collecting multi-modal trip generation data for the *ITE Trip Generation Handbook, 3<sup>rd</sup> Edition*.

#### FSU-Related Projects: (all using Tallahassee, FL as a case study)

KCCI Southside Sense of Place Study Community Catalyst and Student Advisor  
Transit ridership forecasting and alternative land use scenario Capstone Project  
Directed Individual Study on advanced travel demand modeling  
*ITE Trip Generation Handbook* multi-modal data collection activity  
Adjunct Faculty, Graduate course on travel demand modeling

#### ***Internships while attending college***

Tallahassee, Florida (1982-1983): PBS&J; Florida DOT; Governors Intern Program  
Memphis, Tennessee (1980-1982): Memphis-Shelby County Office of Planning & Development

## Certifications

### **Certifications**

American Institute of Certified Planners

## Professional Affiliations

### Professional Affiliations

#### Transportation Research Board

Committee on Transportation Planning for Small & Medium-Sized Communities (ADA30), Member since 2014;

Committee on Transportation Planning Applications (ADB50), Member for 9 years;  
Statewide Travel Forecasting Joint Subcommittee of ADA10/ADB40, Charter Member  
Friend on 6 additional TRB committees and subcommittees

#### Institute of Transportation Engineers (ITE),

Fellow

ITE Transportation Planners Council

Florida Section ITE

Big Bend Florida Chapter ITE

#### American Planning Association

American Institute of Certified Planners

APA Transportation Planning Division

APA Florida

#### APA Capital Area Chapter

## Appointments, Awards, and Honors

### Appointments, Awards, and Honors

- Technical Chair, 16<sup>th</sup> TRB Tools of the Trade Conference, scheduled for August 2018 (Kansas City, MO)
- Conference Chair, 13<sup>th</sup> TRB National Transportation Planning Applications Conference (2011 – Reno, NV)
- Technical Chair, 12<sup>th</sup> TRB National Transportation Planning Applications Conference (2009 – Houston)
- Proposal Reviewer/Panel Member for US DOT funding of University Transportation Centers (Summer 2016)
- *ITE Trip Transportation Planning Handbook* – author of sections on travel behavior surveys and use of data in travel demand models (Summer 2015)
- Knight Creative Communities Institute, Community Catalyst, Tallahassee (2010-2011)
- *ITE Trip Generation Handbook Third Edition* – led trip generation data collection efforts at three local sites (2012-2013)
- 1997 Transportation Professional of the Year, Big Bend Florida Chapter of ITE
- Numerous PBS&J Project Excellence Awards

## Recent Conference Publications and Presentations

### Recent Publications and Presentations at National Meetings and Conferences

*“Alternate Methodologies for Origin-Destination Data Collection,”* TRB 16<sup>th</sup> National Transportation Planning Applications Conference (Raleigh, North Carolina), May 2017 and TRB 15<sup>th</sup> Tools of the Trade Conference (Charleston, South Carolina), September 2016.

*“Workshop on Long-Distance & Rural Travel: Transferable Parameters for Statewide Models,”* 2014 14<sup>th</sup> TRB Tools of the Trade Conference (Burlington, Vermont), July 2014.

*“NCHRP 8-84/Report 735: Long-Distance and Rural Transferable Parameters for Statewide Travel Forecasting Models,”* TRB 14<sup>th</sup> National Transportation Planning Applications Conference (Columbus, Ohio), May 2013.

*“Travel Data Users Forum: Long-Distance Travel Data,”* Transportation Research Board 92<sup>nd</sup> Annual Meeting (Washington, DC), January 2013.

*“Validation and Sensitivity Considerations for Statewide Models: NCHRP 836-B Task 91,”* Transportation Research Board 90<sup>th</sup> Annual Meeting (Washington, DC), January 2011 and TRB 13<sup>th</sup> National Transportation Planning Applications Conference (Reno, Nevada), May 2011.

## References

References furnished upon request, tailored to specific job requirements.