



Robert G. Schiffer, AICP, FPC President
Principal Transportation Planner/Modeler

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PROFESSIONAL BACKGROUND

With more than 36 years of experience in transportation consulting, Mr. Schiffer is a proven leader in the transportation planning community. He is an acknowledged expert in transportation planning and travel demand modeling, with leadership roles and volunteer work for the Transportation Research Board, the Institute of Transportation Engineers, and the American Planning Association. His experience encompasses transportation planning studies in 26 states and commonwealths for national, statewide, regional, municipal, subarea, and rural clients. He has worked on over 30 MPO long-range transportation plans, 30 subarea transportation plans, and more than 50 travel demand model updates.

LONG-RANGE TRANSPORTATION PLANNING EXPERIENCE

Walton County Mobility Plan, DeFuniak Springs, FL – Mr. Schiffer is serving as subconsultant on a study to prepare a mobility plan and fee for fast growing Walton County in Northwest Florida. Mr. Schiffer is leading travel demand modeling and travel behavior analysis using big data on trip origin/destination (O/D) patterns along with the area's regional travel model.

Huntsville MPO Regional Commuter Study, Huntsville, AL – Mr. Schiffer is serving as Consultant Project Manager for a study focused on identifying regional commuting patterns in northern Alabama and southern Tennessee, using big data and O/D surveys with a special emphasis on 40,000 employees of the Redstone Arsenal. The Arsenal is a garrison for the US Army Materiel Command, Army's Aviation and Missile Command, the Missile Defense Agency of the Department of Defense, and NASA's Marshall Space Flight Center.

Eastern Shore MPO 2045 LRTP, Fairhope-Daphne-Spanish Fort, AL – Mr. Schiffer is serving as subconsultant on the Eastern Shore (AL) MPO's 2045 Long-Range Transportation Plan Update. His responsibilities include support on socioeconomic data development, leading validation of the Cube Voyager transportation planning model, applying the model for future conditions, recommending needed future transportation projects and evaluating project performance for funding in the cost feasible plan.

Huntsville MPO 2045 LRTP, Huntsville, AL – Mr. Schiffer recently served as modeling subconsultant on the Huntsville Area MPO's 2045 Update to their Long-Range Transportation Plan. His modeling responsibilities included updating the Cube Voyager model application; refinement and validation of the transportation planning model, technical support and troubleshooting with MPO staff on use of the model.

Altamonte Springs Mobility Plan and Mobility Fee, Altamonte Springs, FL – As part of an update to the existing Altamonte Springs Mobility Plan, Mr. Schiffer is conducting subarea model extractions of the FDOT District 5 Model to summarize vehicle-miles traveled and key demographic characteristics within the Altamonte Springs city limits (located north of Orlando) for multiple analysis years.

Madison County Transportation Master Plan, Huntsville, AL – Mr. Schiffer is supporting a subarea transportation study, focused on unincorporated areas on the periphery of Huntsville, AL. Using 2045 traffic forecasts, he identified missing roadway corridor segments that, if constructed, could reduce forecasted congestion in outlying areas. He ran the model for an alternative land use scenario and a scenario with the recommended future roadway connections and produced a variety of 2045 traffic metrics and visuals.

St. Augustine Mobility Plan and Mobility Fee, St. Augustine, FL – As part of the St. Augustine Mobility Plan, Mr. Schiffer is conducting subarea model extractions of the Northeast Florida Regional Planning (Activity-Based) Model to summarize vehicle-miles traveled and key demographic characteristics within the St. Augustine city limits and surrounding areas of St. Johns County for multiple analysis years.

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)

CERTIFICATIONS

- American Institute of Certified Planners, Since 1987, #040968

EXPERIENCE

- 35 years, transportation planning and travel demand modeling/forecasting
- ✓ One year at FuturePlan Consulting
- ✓ 34 years at other consulting firms
- ✓ Located in Tallahassee, Florida

SPECIALIZATIONS

- travel demand modeling, long-range transportation plans, travel behavior and origin-destination travel surveys, site impact traffic studies, forecasting corridor multi-modal travel demand

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Bradenton Mobility Plan and Mobility Fee, Bradenton, FL – Mr. Schiffer used the FDOT District One Regional Planning Model (D1RPM) to identify a polygon representing the City limits of Bradenton; prepare a spreadsheet for summarizing vehicle-miles traveled; extract subarea loaded networks from the D1RPM model based on the polygon areas; and summarize VMT for the years 2010 and 2040 for the study area.

RELEVANT TRAVEL DEMAND MODELING/TRAVEL BEHAVIOR EXPERIENCE

St. Cloud Area Planning Organization Travel Demand Model Improvements, St. Cloud, MN – Mr. Schiffer is Consultant Project Manager on an update of the St. Cloud travel demand forecasting model. Tasks include updating traffic analysis zones; external trips; highway networks; trip generation, distribution, and assignment; post-processing; and model validation. External trips are being revised to reflect big data on O/D patterns. Trip generation models are being modified from an ITE vehicle trip approach to person trips from NHTS 2017, with the addition of new socioeconomic attributes and a new auto occupancy step.

Iowa Statewide Planning Model Update, Iowa Statewide – Mr. Schiffer is serving as Consultant Project Manager on an update of the Iowa Statewide Travel Model, known as iTRAM. The first phase of this project was leading an assessment of the model's strengths, weaknesses, opportunities and threats (SWOT). As part of this effort, Mr. Schiffer led a SWOT workshop with representatives from the Iowa Department of Transportation. He is presently using the SWOT assessment to scope out, recommend, budget, and schedule all components of the model for updating as part of a two-year contract.

Olympus Sports & Entertainment Traffic Impact Study, Clermont, FL – Mr. Schiffer provided travel demand modeling services for a traffic impact study of the proposed Olympus Sports and Entertainment development, to be located along US 27 in Lake County, south of Clermont, Florida. Resulting traffic forecasts were used to identify impacts on existing and proposed future roadway corridors. The project required refinement of the Central Florida Regional Planning Model (CFRPM) and coordination with multiple government agencies and representatives of adjacent properties also planned for future development.

Avalon Park Traffic Impact Study, Daytona Beach, FL – Mr. Schiffer reviewed the Avalon Park due diligence work previously prepared by the prime consultant to determine if any issues were overlooked based on model results for internal capture. Specifically he reviewed socioeconomic data inputs for the specific zones associated with this development, evaluated the internal road network coding (focusing on the centroid connector coding that could affect network access times internal to the project), and evaluated the resulting trip table to confirm what the CFRPM projected for internal capture.

Southern Alleghenies Planning & Development Commission (SAP&DC) Corridor N Completion Analysis & Impact Study, Meyersdale, PA – Mr. Schiffer supported use of the Pennsylvania Statewide Travel Forecasting Model to evaluate impacts of four-laning the last remaining segments of US 219 in southern Pennsylvania and northern Maryland. He recoded the no-build roadway network to properly reflect existing conditions and added the proposed new corridor to represent build conditions and then followed this with a screenline summary of traffic forecasts for the two scenarios.

Fayetteville-Raleigh Passenger Rail Feasibility Study, Raleigh, NC – Mr. Schiffer provided guidance on use of the Capital Area MPO model in conjunction with a direct demand model to forecast transit ridership for a proposed future intercity rail corridor connecting two MPO areas in North Carolina.

FHWA/TRB Joint Expert Meeting: Emerging Trends, Role of Changing Consumer Preference in Mobility – Mr. Schiffer recently served as a panelist for a symposium held at TRB's offices in Washington, DC. The areas of new mobility discussed included vehicles with connectivity, on-demand ride services, shared mobility, and vehicle automation, along with their impacts on travel behavior and patterns.

I-70 Rocheport Bridge, Missouri DOT – In support of a grant application to finance replacement of the I-70 Rocheport Bridge, Mr. Schiffer used the multi-state Institute for Trade and Transportation Studies (ITTS) Southern Highway Interactive Freight Traffic Model (SHIFT) to estimate vehicle-miles traveled (VMT) with and without this bridge under varying conditions for three different scenarios and two analysis years.