



resume

Contact Information

Robert G. Schiffer, AICP

1256 Walden Road Tallahassee, Florida 32317 Land: 850.877.1995 Cell: 850.570.8958

Email: rob.schiffer@futureplan.us

Background

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With more than 37 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:

- preparing comprehensive, multimodal long-range transportation plans (LRTPs);
- developing, validating, and calibrating statewide, urban, and regional travel demand models;
- researching best practices for studies on national, statewide, long-distance & rural travel;
- forecasting travel demand for highway and transit projects;
- conducting travel behavior and origin-destination analyses 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; and
- compiling and analyzing socioeconomic/demographic data for travel demand models.

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

Position Held: President and Founder

1256 Walden Road

Tallahassee, Florida 32317

February 2018-present

Metro Analytics, PLLC

Position Held: Travel Demand Forecasting Practice Leader

Overview of FuturePlan Responsibilities:

Mr. Schiffer founded FuturePlan Consulting, LLC to consult on transportation planning studies, focused on planning for our future transportation needs while reflecting on the past and present. FuturePlan Consulting provides support to other consulting firms and clients, filling niche roles, providing advice, adding depth, and providing supplemental resources in transportation planning, travel demand modeling, research, and analysis of big data. He also serves as an affiliate of Metro Analytics, a supporter of independent consultants.

Select Recent FuturePlan Projects:

FHWA/TRB Joint Expert Meeting: Emerging Trends, Role of Changing Consumer Preference in Mobility (DC)
Walton County Mobility Plan (DeFuniak Springs, Florida)

Olympus Sports & Entertainment Traffic Impact Study (Clermont, Florida)

Huntsville MPO 2045 Long-Range Transportation Plan Update (Huntsville, Alabama)

Eastern Shore MPO 2045 Long-Range Transportation Plan Update (Fairhope, Alabama)

Montgomery MPO 2045 Long-Range Transportation Plan Update (Montgomery, Alabama)

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)

Loudoun County Scenario Planning (Loudoun County, Virginia)

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 and LRTP 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 and LRTPs 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:

GDOT 2040 Statewide Plan statewide/MPO travel demand forecasting (Georgia statewide)
NCHRP 735: Long-Distance and Rural Travel Transferable Parameters (National Study)
SE Florida 2040 Regional Transportation Plan Model Coordination (Miami-Ft. Lauderdale MSA)
Memphis MPO Travel Surveys and Model Update/Calibration (Memphis, TN/MS/AR MSA)
NW Atlanta Alternatives Analysis, Environmental Assessment ridership forecasts (Atlanta, GA)
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 long-range transportation plans and travel demand modeling 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 LRTPs and 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, 3rd 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

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American Institute of Certified Planners

Professional Affiliations

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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, 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

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- Panelist, FHWA/TRB Joint Expert Meeting: Emerging Trends, Role of Changing Consumer Preference and Mobility (2018 – Washington, DC)
- Technical Chair, 16th TRB Tools of the Trade Conference (2018 – Kansas City, MO)
- Conference Chair, 13th TRB National Transportation Planning Applications Conference (2011 – Reno, NV)
- Technical Chair, 12th 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

"Use of Statewide Models for Interstate Corridor Planning," Transportation Research Board 98th Annual Meeting (Washington, DC), January 2019.

"Tools for Validating External Trips in Small Urban Area Models," 2018 16th TRB Tools of the Trade Conference (Kansas City, MO), August 2018.

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

"Workshop on Long-Distance & Rural Travel: Transferable Parameters for Statewide Models," 2014 14th 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 14th National Transportation Planning Applications Conference (Columbus, Ohio), May 2013.

"Travel Data Users Forum: Long-Distance Travel Data," Transportation Research Board 92nd Annual Meeting (Washington, DC), January 2013.

"Validation and Sensitivity Considerations for Statewide Models: NCHRP 836-B Task 91," Transportation Research Board 90th Annual Meeting (Washington, DC), January 2011.

References

References furnished upon request, tailored to specific job requirements.