

Passionate Marketing  
& Graphic Design

SAVOY  
BROWN

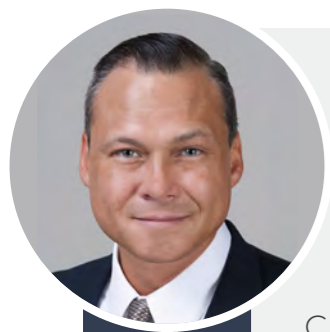
# PORTFOLIO

2ND EDITION

## Layout & Graphic Design



SAVVY DESIGN



# Hello. I'm Savoy Brown, Marketer & Graphic Designer.

Creative and results-driven Graphic Designer and Marketing Professional with over 30 years of experience delivering impactful visual communications, brand development, and project leadership. Skilled in executing comprehensive marketing strategies, producing compelling content, and elevating client visibility across print, digital, and event platforms. Adept at managing complex projects, meeting tight deadlines, and collaborating across departments. Known for innovation, attention to detail, and a strong commitment to quality and client success.

### AWARDS

- National Magnetic Field Laboratory, Employee of the Month.
- Tallahassee Democrat, perfect performance appraisal.

### CONTACT

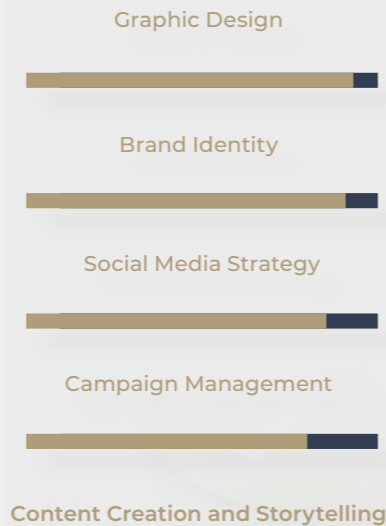
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### PROFICIENCIES



## TABLE OF CONTENTS

ABOUT

PROFILE .....	2
RESUME .....	4

## PORTFOLIO

PORTFOLIO

<b>HNTB .....</b>	<b>6</b>
FDOT Seaports Office .....	6
The Florida Rail Safety Coalition .....	8
Enhance Utility Work .....	9
Advanced Alternative Fuels .....	10
HNTB Banner Stands .....	11
Emerging Technology Trends .....	12
System Trends and Forecasting Office .....	14
<b>AMERICAN SAFETY INSTITUTE .....</b>	<b>16</b>
President Recommendation .....	16
Student & Instructor Course Collateral Rebuild .....	17
Supplemental Training Collateral .....	17
Car Wrap .....	18
Cascades User Guide .....	18
Website Redesign .....	19
<b>SAVVY DESKTOP PUBLISHING &amp; DESIGN, LLC .....</b>	<b>20</b>
<b>HD SUPPLY - CORE &amp; MAIN</b>	
HD Supply and Core & Main International Marketing .....	20
Core & Main - Initiative Flyers .....	20
Core & Main - Learn & Grow Course Catalog .....	22
HD Supply - Waterworks/Fire Protection Distribution Program .....	22
<b>DUPERON CORPORATION</b>	
Product Information Sheets .....	23
International Advertising .....	23
WEFTEC International Water Trade Show .....	24
<b>SENSOREX</b>	
Product Guides & Brochures .....	24
Trade Show Posters .....	25
<b>LF MANUFACTURING</b>	
Company Brochures & Banner Stands .....	25
<b>HOMES &amp; LAND</b>	
Page Layout and Templates .....	26
<b>TALLAHASSEE RIFLE &amp; PISTOL CLUB</b>	
Tri-fold Brochure and Map .....	26
<b>PRUITT, HUMPHRESS, POWERS &amp; MUNROE .....</b>	<b>27</b>
Ashbrook Simon Hartley .....	27
Duperon .....	27
HD Supply .....	27
<b>NATIONAL HIGH MAGNETIC FIELD LABORATORY .....</b>	<b>28</b>
Open House .....	28
Signs, Displays and Events .....	29
Lobby Wall Display .....	30
Lab Brochure & Tri-Fold .....	31
Annual Reports .....	32
Periodicals .....	33
Flux .....	35

	2024 - PRESENT	
	2018 - 2024	
	2015 - 2018	
	2011 - 2015	

WORK EXPERIENCE

Graphic Designer II | HNTB

Key Achievements:

- ▶ Design high-quality visual materials for proposals, presentations, and marketing collateral.
- ▶ Develop infographics, maps, charts, and branded visuals to support transportation-related pursuits.
- ▶ Create custom graphics that align with HNTB's brand standards and client expectations.
- ▶ Produce deliverables in Adobe Creative Cloud applications (InDesign, Illustrator, Photoshop, etc.).
- ▶ Design polished presentation materials using Microsoft PowerPoint and Word
- ▶ Adapt designs for various formats: print, digital, and large format (e.g., boards or banners).

Marketing Director | American Safety Institute

Key Achievements:

- ▶ Orchestrated impactful marketing strategies through visionary leadership, resulting in enhanced brand positioning and increased market share.
- ▶ Devised and executed highly successful daily social media marketing campaigns, optimizing brand exposure and driving engagement.
- ▶ Implemented content marketing initiatives meticulously aligned with prevailing SEO & SEM standards, driving heightened online visibility and maximizing organic reach.
- ▶ Created daily content using Hootsuite, Sprout Social, and WordPress to boost engagement.
- ▶ Conducted comprehensive competitor research, leveraging insights to inform data-driven marketing decisions and achieve a competitive edge.
- ▶ Demonstrated astute financial acumen in effectively managing marketing budgets, optimizing resource allocation for maximum ROI.
- ▶ Pioneered brand development efforts, establishing a strong brand identity and fostering enduring customer loyalty.

Ongoing Contributions:

- ▶ Continue to provide remote support, ensuring seamless marketing operations and contributing to the company's sustained growth.

Owner/Operator | Savvy Desktop Publishing & Design, LLC

Key Achievements:

- ▶ Successfully managed multiple contracts from a home office, delivering exceptional results through the creation of over 850 diverse projects.
- ▶ Catered to renowned clients such as HD Supply (now Core & Main), Duperon Corporation, and Homes & Land, ensuring their branding needs were met with utmost creativity and professionalism.
- ▶ Expertly crafted a wide range of marketing collateral, including magazine advertisements, brochures, flyers, e-mail campaigns, trade show displays, and web ads.
- ▶ Cultivated strong client relationships, fostering trust and satisfaction while tailoring customized marketing and design strategies to address their unique requirements.

Ongoing Contributions:

- ▶ Continue to provide remote support, ensuring seamless marketing operations and contributing to the company's sustained growth.

Project Manager of Marketing and Art Direction |  
Pruitt, Humphress, Powers & Munroe

Key Achievements:

- ▶ Worked with a prestigious client list, including multi-million level national industrial equipment manufacturers within the water industry.
- ▶ Utilized PHPM marketing procedures to achieve progress to revenue goals, significantly enhancing clients' annual revenue during recruitment campaigns.
- ▶ Spearheaded the design and execution of captivating trade show booths, magazine advertisements, brochures, flyers, and e-mail campaigns in multiple languages, catering to diverse markets with primary and ancillary materials.
- ▶ Expertly managed video and photography shoots, ensuring seamless production processes and top-notch deliverables.
- ▶ Played a pivotal role as the primary producer of interactive corporate presentations, engaging stakeholders and reinforcing the company's brand image.

	2007 - 2011	
	2005 - 2007	
	1997 - 2005	
	1993 - 1997	
	1990 - 1993	

WORK EXPERIENCE - continued

Senior Art Director | National High Magnetic Field Laboratory

Key Achievements:

- ▶ Tasked by the Public Affairs Group to spearhead the creation of a new publication, the Flux magazine, showcasing exceptional design and creative vision.
- ▶ Recognized for outstanding performance, nominated as the lead designer for the Public Affairs Group, and subsequently awarded the prestigious Employee of the Month Award.
- ▶ Elevated the design standards of Annual Reports, Mag Lab Reports, brochures, web design, event, and laboratory posters, and trade show-like displays, ensuring a cohesive and visually compelling brand image.
- ▶ Successfully developed a new brand identity, making a significant impact on the laboratory's overall image and reputation.
- ▶ Provided vital design and graphics support to the Biochemistry Laboratory, contributing to their communication efforts and enhancing their visual materials.

Senior Graphic Designer | Tallahassee Democrat

Key Achievements:

- ▶ Led the design efforts for the Special Sections department and standalone publications, including Style Magazine, Xtra, Active Living, Real Estate Weekly, Home & Design, Golden Review, and various others.
- ▶ Collaborated closely with sales executives and editors to translate visual concepts accurately and meet clients' specific requirements.
- ▶ Directed and organized professional photo shoots, ensuring the successful realization of pre-planned visual concepts, contributing to strong brand identification.
- ▶ Received a stellar performance review, with accolades such as, "...changed the flow of work in the department," reflecting the positive impact and innovative contributions made to the team.

Project Manager & Graphics/Writer Liaison | Harcourt

(in conjunction with The Mazer Corporation & Martini Graphics)

Key Achievements:

- ▶ Constructed various publications for esteemed clients, including Harcourt, McGraw Hill, Scott Foresman, Houghton Mifflin, Pearson, and Steck-Vaughn, meticulously adhering to provided specifications.
- ▶ Recognized for excellence and promoted to the position of Graphics-Writer Liaison, collaborating closely with executives, level editors, and graphical teams to ensure seamless project execution.
- ▶ Facilitated the acquisition of design studios that complemented textbooks, effectively diversifying the available styles and content options.
- ▶ Skillfully coordinated projects, effectively managing time deadlines and project budgets, ensuring successful and timely delivery of high-quality materials.

Shift Leader | Homes & Land

Key Achievements:

- ▶ Displayed unwavering commitment to learning and mastering all facets of image enhancement, page production, proofing, and pre-press operations, contributing to a comprehensive skill set.
- ▶ Recognized for outstanding performance and consecutively promoted to the positions of Team Leader and Shift Lead, demonstrating leadership acumen and dedication to excellence.
- ▶ Efficiently monitored and established production schedules, effectively delegating tasks to multiple team leads, ensuring streamlined workflow and optimal productivity.
- ▶ Successfully coordinated the workload of 75 employees, ensuring efficient distribution of tasks and fostering a collaborative work environment.
- ▶ Actively facilitated inter-departmental communication by leading daily meetings, ensuring smooth workload hand-off to the next shift and promoting effective teamwork.

EDUCATION

Digital Graphic Design

Florida State University

Associates of Arts

Tallahassee Community College



LEADING INFRASTRUCTURE CONSULTANT TO THE FDOT



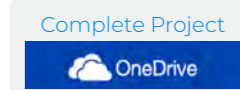
HNTB



## FDOT SEAPORTS OFFICE DESCRIPTION:

The FDOT is increasing their public awareness on all aspects of infrastructure improvement as it relates to Maritime shipping. This brand refresh also benefits stakeholders who require public involvement to further the departments growing demands to improve communication.

- FINAL SITE PUBLISHED: yes
- ROI: stakeholder collaboration
- BENEFIT: increased public awareness



# WELCOME TO THE FLORIDA RAIL SAFETY COALITION SUBGROUPS

**JOIN A FLORIDA RAIL SAFETY COALITION SUBGROUP!**

- Help protect your community and railways.
- Make a real difference in rail safety and save lives!

Subgroups work on action plan tasks, with leaders guiding progress, facilitating discussions, and providing updates at FRSC meetings. These leaders ensure momentum and alignment with strategic goals. **Participation is open to anyone passionate about rail safety**, including policy, outreach, law enforcement, technology, and mental health.

**ACT NOW, BECOME A PART OF SOMETHING BIGGER, AND LET'S MAKE FLORIDA'S RAILWAYS SAFER TOGETHER!**

**HERE'S HOW YOU CAN GET INVOLVED AND HELP US BUILD A SAFER, SMARTER FLORIDA**

**POLICY SUBGROUP**  
Shape the laws that protect us!

**LAW ENFORCEMENT SUBGROUP**  
Help keep Florida's rails safe and secure!

**MENTAL HEALTH SUBGROUP**  
Your involvement can help save a life!

**STANDARDS, INNOVATION & ENGINEERING SUBGROUP**  
Revolutionize rail safety!

**OUTREACH SUBGROUP**  
Be the voice—spread the message and make an impact!

# WELCOME TO THE FLORIDA RAIL SAFETY COALITION

**WHAT TO EXPECT AS A NEW MEMBER**

**MEMBERSHIP BENEFITS**

- Work with industry experts and public agencies.
- Help shape safety standards and solutions.
- Engage in impactful rail safety projects.

**MEMBERSHIP EXPECTATIONS:**

- Attend at least three of four yearly meetings.
- Join at least one FRSC subgroup.
- Share your expertise, resources, and time.

**MEETINGS:**

- Three in-person meetings (February, June, November).
- One virtual meeting in August for Rail Safety Week planning.

**QUESTIONS?**

- For more information, visit our website [FDOT.GOV/FRSC](http://FDOT.GOV/FRSC) or email us at [RailSafety@fdot.com](mailto:RailSafety@fdot.com).

# Florida Department of Transportation (FDOT)

## Enhance Utility Work: Summary of FDOT's District Utility Interaction Survey

### Overview

To streamline utility relocations and the utility coordination process, the Florida Department of Transportation (FDOT) is evaluating existing statutes, rules, manuals, and procedures for areas of potential enhancement. By analyzing utility delay trends, strengthening schedule controls, and garnering input from utility agencies/owners, improved project efficiencies will be achieved.

FDOT conducted a survey to understand the level of interaction of various parties related to utility work, as part of the ongoing effort to gather insight into existing processes. The survey was provided to FDOT's district utility administrators, FDOT consultant support, design, and Construction Engineering and Inspection (CEI) staff, collectively referred to as "Respondents". Table 1 represents the survey responses received from various experts.

**Table 1: Survey Responses**

DISTRICT	FDOT STAFF	CONSULTANT	TOTAL
D1	25	19	44
D2	16	15	31
D3	8	12	20
D4	6	13	19
D6	11	26	37
D6	12	3	15
D7	7	9	16
FTE	7	4	11
Consultant	0	10	10
Anonymous	0	0	1
<b>TOTAL</b>	<b>92</b>	<b>111</b>	<b>203</b>

Note: About 12 consultants indicated that they represent more than one district.

### Questions and Responses

**Question 1: How often do you interact with utility companies?**

This question was intended to understand the level of interaction between utility companies and Respondents. Most Respondents (32%) indicated that they interact with utility companies weekly (32%). Other Respondents indicated that they interact with utility companies as needed, depending on projects, contractor schedules, or occasionally.

**Question 2: Which utility companies do you interact with frequently?**

This question was intended to understand the interaction with respect to different utility companies (private, public, or local). Most Respondents (50%) indicated that they interact with all utility companies (50%). Other responses include as needed and not frequently.

**Question 3: What type of interactions do you have with the utility companies?**

This question was intended to understand the interaction with respect to different project types (construction, design, permitting, and maintenance). Most of the Respondents (57%) indicated that they had more interaction during construction.

**Question 4: Which utility manuals do you utilize in your interaction with UAOs?**

This question was intended to understand the level of interaction with different utility manuals (Utility Accommodation Manual - UAM, Utility Procedures Manual - UPM, Construction Project Administration Manual - CPAM, and FDOT Design Manual - FDM). Most of the Respondents (32%) indicated that they had more interaction with UAM. Other responses include rail, FDOT standard specifications for road and bridge construction, BOE local agency manuals, and private and federal railroad agency manuals.

**“First of its kind in the nation, the Florida Rail Safety Coalition is leading the way to a safer transportation future. Actions being taken by this coalition make a real difference in rail safety and save lives.”**

*— Gov. Rick Scott, Governor of the State of Florida (January 2019)*

**“First of its kind in the nation, the Florida Rail Safety Coalition is leading the way to a safer transportation future. Actions being taken by this coalition make a real difference in rail safety and save lives.”**

*— Gov. Rick Scott, Governor of the State of Florida (January 2019)*

# FHWA/FRA JOINT WEBINAR SERIES: STATE COALITIONS

**Join the Florida Rail Safety Coalition as we present on rail safety initiatives and solutions!**

Please register no later than Friday, February 28th using QR code at the bottom right.

**WHY ATTEND?**

- Rail Safety is a National Issue** – A person or vehicle is hit by a train every three hours.
- Learn About the Florida Rail Safety Coalition (FRSC)** – A new initiative dedicated to eliminating rail-related fatalities and injuries.
- Understand Key Safety Challenges** – Including driver behavior, trespassing, blocked crossings, and infrastructure concerns.
- Discover New Safety Innovations & Policies** – From engineering solutions to enforcement and mental health strategies.
- Be Part of the Solution** – Learn how you can engage with FDOT's efforts to improve rail safety in Florida.

**LIVE WEBINAR**

### Questions and Responses

**Question 5: How often do you use these manuals?**

This question was intended to understand how frequently Respondents used utility manuals. Most respondents (28%) indicated they used utility manuals weekly. Other responses include as needed, annually, depending on utility-related issues, and when UAO needs clarification.

**Question 6: Have you been involved in construction claim resolution involving utilities?**

This question was intended to determine whether the Respondents were involved in the resolution of the construction claim. Most Respondents (57%) indicated they had been engaged in construction claim resolution involving utilities.

**Question 7: Have you been involved with utility relocation permits or construction?**

This question was intended to know if the Respondents have been involved in utility relocation permits or construction. Most Respondents (93%) indicated they had been involved with utility relocation permits or construction.

**Question 8: How often do you reference as-built documents for utilities?**

This question was intended to understand how often Respondents reference as-built documents for utilities. Most Respondents (38%) indicated they have occasionally referenced as-built documents. Other responses included: as needed, biweekly, case by case per project, the consultant usually reviews these, when applicable, never, when they are available for use, we ask for utility as-built but never get them on permits, when and if provided by UAO.

### Questions and Responses

**Question 9: How supportive would you be for a digital based as-built tool?**

This question was intended to understand how supportive Respondents are of the digital as-built tool. Most Respondents (79%) indicated they are very supportive of the digital as-built tool. Other responses include, as long as they are current and correct, consider using Bluebeam Revu or an equivalent program, very supportive if the data put in is verifiable, depends on the application, field - no, or office - yes, depends on the purpose of the tool.

### General Comments

- A digital as-built tool can help resolve unknown utility conflicts, and copying projects during the P&E phase, and be available for all agencies staff/contractors.
- A digital based as-built tool would be very effective if it is accurate, kept updated, and includes clear reference information.
- As-built data needs to be shared by UAOs.
- GIS based as-built data with an option to download.
- A digital as-built data entry should be the responsibility of the Utility Owner or Contractor.
- Recommend a focus on uniform statewide UAMS utilization.
- Include historical data available in the as-built tool.
- Define local public utilities against private utilities within the digital as-built tool.
- Accurate as-built data would assist with maintaining service to customers during utility replacement.
- Incorporate SUE information as part of the digital as-built tool.
- Developing a digital as-built tool will have up-front costs, but it would help reduce cost and time.
- Leveraging tools such as smartphones, Timestamp Camera, and MS Outlook applications to ensure as-built data is accurate.

### Conclusion

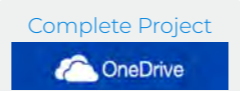
The sampling covered the breadth of utility interactions within FDOT. Most respondents worked somewhat frequently with utilities and expressed familiarity with FDOT's governing processes for utility interaction. Additionally, a majority were well-acquainted with utility delay claims and understood permitting and relocation construction practices.

Respondents emphasized a strong reliance on as-built data. Given the challenges in maintaining and accessing accurate records, the very strong support for a digital based as-built tool is understood. Implementation of digital as-built data, while requiring a robust initial effort to properly catalog data, will provide key benefits. Time and cost savings, coupled with reduced frustration of calling up existing utility information, will make the investment in this tool worthwhile across all users.

# THE FLORIDA RAIL SAFETY COALITION

**DESCRIPTION:**

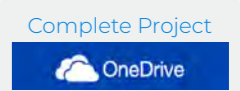
Developed branding and outreach materials for the Florida Rail Safety Coalition (FRSC), supporting initiatives to improve railway crossing safety across the state. Designed educational resources, event signage, and campaign graphics to engage law enforcement, community leaders, and the public, helping drive awareness and collaboration efforts.

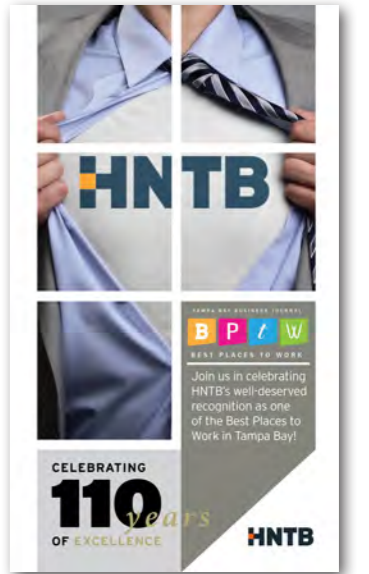
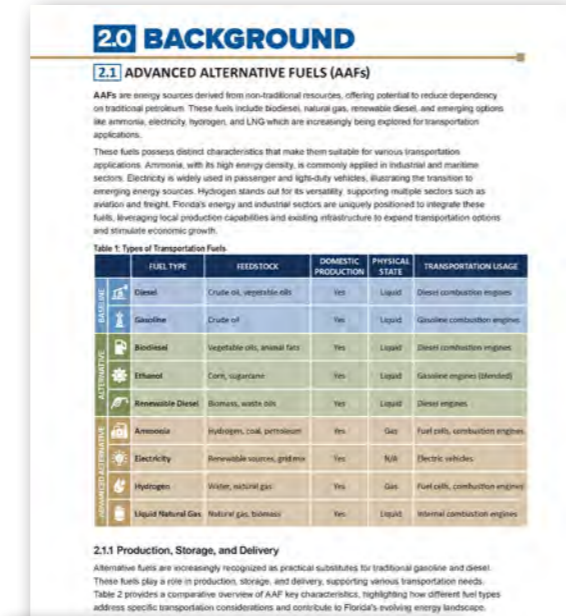


# ENHANCE UTILITY WORK

**DESCRIPTION:**

Produced communication tools and visual materials for utility coordination under the Florida Department of Transportation's Enhance Utility Work Program. Created informative graphics and clear messaging that streamlined complex utility processes for internal teams, contractors, and stakeholders, emphasizing efficiency and improved project delivery.

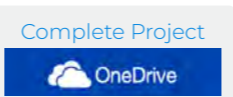




# ADVANCED ALTERNATIVE FUELS

## DESCRIPTION:

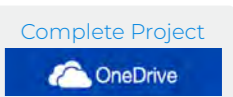
Designed educational materials highlighting the benefits of advanced alternative fuels, such as biodiesel, renewable diesel, ethanol, and hydrogen. Developed clear, visually compelling layouts to explain how integrating these fuels into freight, transit, and public infrastructure advances sustainability, improves air quality, and supports energy diversification.



# HNTB BANNER STANDS

## DESCRIPTION:

Created a series of high-impact banner stands for HNTB's public meetings, conferences, and marketing events. Balanced strong branding with clean, informative designs that effectively communicated key transportation initiatives, project milestones, and client success stories to diverse audiences.



# EMERGING TRENDS TECHNOLOGY

## ALTERNATIVE FUELS

Alternative fuels are rapidly transforming the transportation landscape by reducing dependence on traditional fossil fuels and lowering greenhouse gas emissions. These include biodiesel, renewable diesel, ethanol, natural gas, and emerging biofuels. By integrating alternative fuels into freight and transit operations, agencies and companies can improve air quality, diversify energy sources, and support sustainability goals.

**WIRELESS POWER TRANSFER / IN-PAVEMENT CHARGING (Electric Road Systems)**  
Electric roads wirelessly charge EVs while driving, reducing range anxiety and boosting efficiency for freight and transit fleets.

**HYDROGEN**  
Hydrogen fuel powers zero-emission vehicles, especially for heavy-duty use, and is expanding in transit and port infrastructure.

**SHORE POWER**  
Docked ships plug into electrical grids to cut engine idling, reducing emissions and noise in port communities.

**ELECTRIFICATION OF EQUIPMENT**  
Docked ships plug into electrical grids to cut engine idling, reducing emissions and noise in port communities.

**ZERO-EMISSION TRANSIT & FLEET ELECTRIFICATION**  
Agencies are adopting electric and hydrogen vehicles to modernize fleets, cut fuel costs, and reduce environmental impact.

**ELECTRIFIED MICROMOBILITY INFRASTRUCTURE (E.g., E-SCOOTER DOCKS, CURB MANAGEMENT)**  
Charging hubs for e-scooters, bikes, and smart curb systems support clean, flexible, and low-emission urban travel.

**ALTERNATIVE FUELS**  
Alternative fuels are rapidly transforming the transportation landscape by reducing dependence on traditional fossil fuels and lowering greenhouse gas emissions. These include biodiesel, renewable diesel, ethanol, natural gas, and emerging biofuels. By integrating alternative fuels into freight and transit operations, agencies and companies can improve air quality, diversify energy sources, and support sustainability goals.

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Web: [www.floridatransportationplan.com](http://www.floridatransportationplan.com)

# EMERGING TECHNOLOGY TRENDS FLYERS

## DESCRIPTION:

Designed a set of flyers spotlighting emerging transportation technologies, including electric road systems, hydrogen fuel adoption, and shore power solutions. Presented technical information in a visually engaging and easily digestible format to support public outreach, stakeholder engagement, and internal education efforts.

Complete Project

OneDrive

# FUEL FREEDOM

Alternative fuels are rapidly transforming the transportation landscape by reducing dependence on traditional fossil fuels and lowering greenhouse gas emissions. These include biodiesel, renewable diesel, ethanol, natural gas, and other emerging biofuels. By integrating alternative fuels into freight and transit operations, agencies and companies can improve air quality, diversify energy sources, and support sustainability goals.

**Wireless Power Transfer / In-Pavement Charging (Electric Road Systems)**  
Electric roads wirelessly charge EVs while driving, reducing range anxiety and boosting efficiency for freight and transit fleets.

**Hydrogen**  
Hydrogen fuel powers zero-emission vehicles, especially for heavy-duty use, and is expanding in transit and port infrastructure.

**Shore Power for Vessels**  
Docked ships plug into electrical grids to cut engine idling, reducing emissions and noise in port communities.

**Electrification of Equipment**  
Docked ships plug into electrical grids to cut engine idling, reducing emissions and noise in port communities.

**Zero-Emission Transit & Fleet Electrification**  
Agencies are adopting electric and hydrogen vehicles to modernize fleets, cut fuel costs, and reduce environmental impact.

**Electrified Micromobility Infrastructure**  
Charging hubs for e-scooters, bikes, and smart curb systems support clean, flexible, and low-emission urban travel.

605 Suwannee Street, Mail Station 28  
Tallahassee, Florida 32399-0450  
Email: [planning@dot.state.fl.us](mailto:planning@dot.state.fl.us)  
Web: [www.floridatransportationplan.com](http://www.floridatransportationplan.com)

# 01

## Wireless Power Transfer / In-Pavement Charging (Electric Road Systems)

Electric road systems offer a forward-looking solution for dynamic charging of electric vehicles (EVs) while in motion. Using wireless power transfer embedded in roadways, this technology reduces range anxiety and decreases the need for frequent stationary charging. Ideal for freight corridors and transit routes, in-pavement charging supports continuous EV operation and streamlines fleet logistics.

# 02

## Hydrogen

Hydrogen fuel is gaining traction as a clean, high-efficiency energy source, particularly for heavy-duty and long-haul applications. Fuel cell electric vehicles (FCEVs) powered by hydrogen produce zero tailpipe emissions, emitting only water vapor. Hydrogen infrastructure is expanding to meet growing demand in transit, trucking, and port operations, making it a key component of decarbonization strategies.

# 03

## Shore Power for Vessels

Shore power enables docked vessels to plug into local electrical grids instead of idling engines, significantly cutting emissions of nitrogen oxides (NOx), particulate matter, and carbon dioxide. This solution enhances air quality in port communities and reduces noise pollution while supporting state and federal clean air initiatives. Shore power is particularly impactful for cruise ships, cargo vessels, and ferries.

# FDOT

## Office of Policy Planning

## Technologies & Emerging Trends

As technology continues to evolve it changes the way we interact with one another, work, do business, travel and even how we buy groceries. New and emerging technologies offer the potential for a safer, more efficient transportation system that, more than ever, connects people globally and locally. However, increased reliance on technology brings other challenges to the forefront like a dependence on broadband and electric infrastructure, cybersecurity, and data privacy.

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Web: [www.floridatransportationplan.com](http://www.floridatransportationplan.com)

# EMERGING TRENDS TECHNOLOGY

# FDOT

## Alternative Fuels

Rapidly transforming the transportation landscape.

Biodiesel | Renewable Diesel | Ethanol | Natural Gas

### DIVERSIFICATION OF ENERGY SOURCES

ALTERNATIVE FUELS REDUCE RELIANCE ON FOSSIL FUELS

### EMISSIONS REDUCTION

USING ALTERNATIVE FUELS SIGNIFICANTLY CUTS GREENHOUSE GASES

### SUPPORT FOR CLEAN TRANSPORTATION INFRASTRUCTURE

INTEGRATION SUPPORTS THE TRANSITION TO A CLEANER TRANSPORTATION NETWORK

## Reducing fossil fuels lowers greenhouse gas.

Companies can improve air quality, diversify energy sources, and support sustainability goals.

Alternative fuels are rapidly transforming the transportation landscape by reducing dependence on traditional fossil fuels and lowering greenhouse gas emissions. These include biodiesel, renewable diesel, ethanol, natural gas, and other emerging biofuels. By integrating alternative fuels into freight and transit operations, agencies and companies can improve air quality, diversify energy sources, and support sustainability goals.

# 04

## Electrification of Equipment

Replacing diesel-powered cargo handling and construction equipment with electric alternatives improves operational efficiency and reduces harmful emissions in high-traffic areas. Electrified forklifts, cranes, excavators, and loaders contribute to cleaner work environments and align with broader electrification and climate action plans.

# 05

## Zero-Emission Public Transit & Fleet Electrification

Fleet electrification is a cornerstone of sustainable urban mobility. Transit agencies are transitioning to zero-emission buses and utility fleets, cutting fuel costs and minimizing environmental impact. With federal and state incentives driving adoption, public and private fleets are embracing battery electric and hydrogen fuel cell vehicles to modernize transportation systems.

# 06

## Electrified Micromobility Infrastructure (e.g., e-scooter docks, curb management)

Electrified micromobility systems, including e-scooters, e-bikes, and shared mobility hubs, are reshaping last-mile transportation. Investments in charging docks, curbside infrastructure, and smart mobility platforms enhance urban mobility, reduce congestion, and support multimodal travel. These systems cater to short trips while promoting low-emission commuting alternatives.

# CONGESTION

**T**raffic congestion represents the level of traffic density and the degree to which flow is hindered due to high vehicle volumes, incidents, road conditions, or other factors. This is typically measured through metrics like traffic volume, speed reductions, and delay times. High congestion levels can lead to inefficiencies in the transportation network, increasing crash rates, travel times, and wear on roadways. Congestion data is vital for transportation planners, engineers, and managers, allowing them to develop targeted strategies to manage and reduce congestion, thereby enhancing network efficiency. Successful visualization of congested roadway segments using maps, animations, and graphics allows planners, engineers, and decision makers to identify existing and forecasted deficiencies in the transportation system and can lead to proposed transportation projects that improve the movement of people and freight.

## CHOROPLETH MAPS

**Choropleth Maps** are thematic maps that represent data values through varying color shades across predefined geographic regions. These maps are especially useful for visualizing data that illustrate congestion because the symbology used to create these maps is **easily understood with minimal explanation**. These maps work well in the context of congestion at both **regional and local levels**. Analysis with choropleth maps at a regional level can facilitate identification of **regional transportation improvement projects** or **regional public transit routes** that may reduce traffic volumes. Choropleth maps are also useful in **public meeting settings** because they transform quantitative data which may be difficult to understand into a story that the viewer can quickly and easily understand.

**Forecasted 2045 Employment by 30-mile Analysis Zone (TAZ)**  
This map illustrates where peak employment growth is projected to occur by 2045. Congestion levels will likely be highest in areas with the highest employment growth.

Source: San Diego Regional Transportation Authority, 2009

## HEAT MAPS

**Heat Maps** visually represent data density or intensity by using color gradients. These maps are an especially useful option for visualizing roadway network characteristics. Heat maps are **easily differentiated based on color schemes**. Identification of congested roadway segments can lead to potential **ITS, TSMIS, or safety improvement projects** that may reduce congestion levels. Like choropleth maps, heat maps are commonly used, so interpretation by the audience in meeting settings is **intuitive** and requires minimal background information. These maps are useful in **regional and local contexts**.

**Crash Rate Hotspots, 2016: Crash Rates vs Average Crash Rates**  
This map illustrates where crash rates are highest relative to average crash rates by roadway segment. High crash rates are indicated by red colors, while lower crash rates are indicated by blue colors.

Source: San Diego Regional Transportation Authority, 2017

# CONGESTION

## LAPH

**LAPH** (Los Angeles Freeway Performance) is a tool that tracks changes in **travel demand over time**. These graphs are useful tools for congestion management because they identify patterns over **time periods**. Time series graphs can be effectively used to identify **daily peak hour congestion**, or seasonal travel patterns.

Analysis of travel demand based on time period can help planners and engineers identify possible short-term solutions, such as adjustment of **signal timing and phasing**, or long-term solutions such as construction of additional capacity or the addition of a new bus route.

**Peak Season Weekday Average Daily Traffic (PSWADT)**

This bar chart shows the average daily traffic (ADT) for various freeway segments during the peak season (March to May). The chart shows that the ADT is highest for the 15N segment, followed by the 10N segment.

Source: San Diego Regional Transportation Authority, 2017

Source: San Diego Regional Transportation Authority, 2017

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## MAPS

Visualizations that represent the movement and distribution of data over time using animated sequences. The value of animated flow maps is that they can represent **spatial data and temporal visualization**. Animation based visualizations are exceptional tools for **scenario-based analysis**, offering the ability to visualize congestion based on potential roadway improvement projects, public transit routes, or operational changes. Animated flow maps also identify trends that **may be missed in static visualizations**. Due to the realistic nature of animations, these are extremely useful tools in **public meeting settings**.

**Simulation of Active Traffic Management Video**

This video illustrates the impact of active traffic management (ATM) on traffic flow. The video shows that ATM can reduce travel time and increase capacity on congested roadways.

Source: San Diego Regional Transportation Authority, 2017

Source: San Diego Regional Transportation Authority, 2017

Source: San Diego Regional Transportation Authority, 2017

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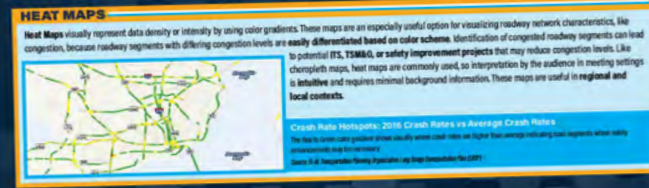
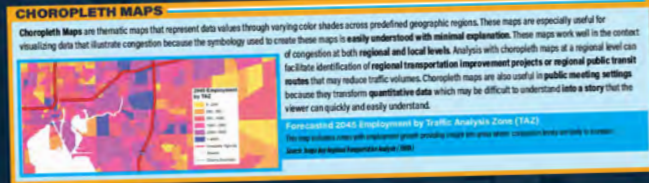
Source: San Diego Regional Transportation Authority, 2017

Source: San Diego Regional Transportation Authority, 2017

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CONGESTION

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Systems Forecasting & Trends Office CONGESTION

# CONGESTION

**IAPH**

graphs that track changes in **travel demand over time**. These graphs are useful tools for congestion management because they identify **patterns over time periods**. Time series graphs can be effectively used to identify **daily peak hour congestion**, or seasonal travel patterns.

Analysis of travel demand based on time period can help planners and engineers identify possible short-term solutions, such as adjustment of **signal timing and phasing**, or long-term solutions such as construction of additional **capacity** or the addition of a new bus route.

**Peak Weekday Average Daily Traffic (PWAADT)**

Figure 4 demonstrates how peak weekday traffic volume varies with traffic volume in the peak period. Displaying this data in a bar chart allows for easy comparison of traffic volume over time.

**Source: IAPH 2010 Report: Traffic Management and Congestion**

**MAPS**

visualizations that represent the movement and distribution of data over time using animated sequences. The value of animated flow maps is **visualization of spatial data and temporal visualization**. Animation based visualizations are exceptional tools for **scenario-based analysis**, offering the ability to visualize congestion based on potential roadway improvement projects, public transit routes, or operational changes. Animated flow maps also identify **trends that may be missed in static visualizations**. Due to the realistic nature of animations, these are extremely useful tools in **public meeting settings**.

**Simulation of Active Traffic: Management Video**

This visualization of an animated active traffic management video shows the impact of a proposed traffic management project on a highway. The video shows the impact of a proposed traffic management project on a highway. The video shows the impact of a proposed traffic management project on a highway.

**Source: IAPH 2010 Report: Traffic Management and Congestion**

**ION (OD) MATRICES**

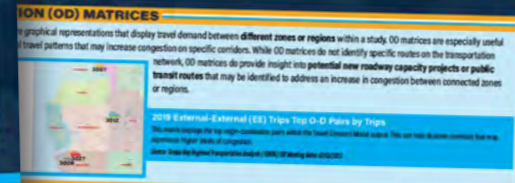
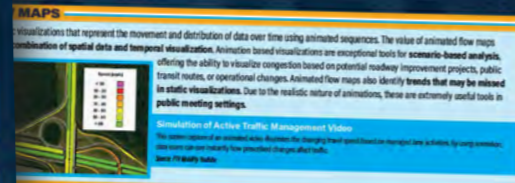
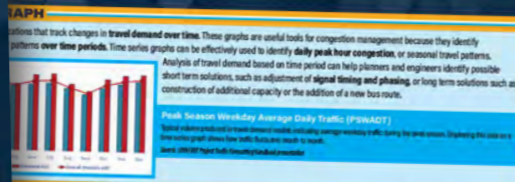
graphs of representations that display travel demand between **different zones or regions** within a study. OD matrices are especially useful in identifying travel patterns that may increase congestion on specific corridors. While OD matrices do not identify specific routes on the transportation network, OD matrices do provide insight into **potential new roadway capacity projects or public transit routes** that may be identified to address an increase in congestion between connected zones or regions.

**2010 External-External (EE) Trips Top O-D Pairs by Trips**

This matrix shows the top 10 O-D pairs by trips for the year 2010. The matrix shows the top 10 O-D pairs by trips for the year 2010.

**Source: IAPH 2010 Report: Traffic Management and Congestion**

**CONGESTION**



CONGESTION

# CURRENT CONDITIONS & FUTURE PROJECTIONS

Current conditions and future projections refer to the analysis and forecast of traffic conditions both at present and over a specified future time. Current data analysis provides a snapshot of existing traffic conditions, allowing for real-time traffic flow optimization, incident management, and driver notifications. Future projections are created based on a combination of historic traffic patterns, demographic data, existing and committed transportation projects, economic growth forecasts, and future land use considerations. These projections are fundamental inputs in the long-range transportation planning process and provide a framework for future scenarios used to identify transportation network needs. The use of heat maps, graphs, and Gantt charts to analyze and visualize current conditions and future projections support identification of policies and short- and long-term transportation improvement projects that influence transportation network travel patterns.

## COMPARATIVE SCENARIO MAPS

Comparative Scenario maps are powerful tools for visualizing current conditions alongside future traffic projections, allowing side-by-side comparisons to guide planning decisions. These maps can highlight how projected traffic patterns may shift due to factors like demographic changes or infrastructure projects. For example, they can compare travel patterns during and after construction of a major interchange, helping planners anticipate impacts and adjust strategies to manage increased demand by visualizing different scenarios. Transportation professionals can optimize current conditions and plan effectively for future infrastructure needs.

**Total Population Forecast: Year 2018**

75,000+
60,000+
45,000+
30,000+
15,000+
Less than 15,000

**Total Population Forecast: Year 2048**

90,000+
75,000+
60,000+
45,000+
30,000+
15,000+
Less than 15,000

**Population Forecast: 2015-2045**

This heatmap map displays the change in population between 2015 and 2045 in the Dallas area. The color scale ranges from green (low increase) to red (high increase). High population growth is concentrated in the central and eastern parts of the metroplex, particularly around the I-75 corridor and the northern suburbs. Low population growth is seen in the western part of the metroplex.

## HEAT MAPS

Heat Maps (or hot spot maps) are particularly effective for visualizing current conditions and future traffic projections for small- and large-scale geographic areas. For example, a heat map depicting forecasted traffic volumes on a corridor allows planners to identify capacity or intelligent transportation systems (ITS) projects in advance of changes in demand. Because future projections are an integral component of transportation planning, heat maps are critical components of long-range transportation planning studies. These maps also provide accessible data to planners, engineers, and elected officials, facilitating efficient allocation of transportation project funding.

**Track & Parking Utilization**

This heatmap illustrates the density of track and parking utilization across the Dallas area. The color scale ranges from blue (low utilization) to red (high utilization). High utilization is concentrated in the central business district (CBD) and surrounding urban core, particularly around the downtown area. Lower utilization is seen in the suburban and rural areas.

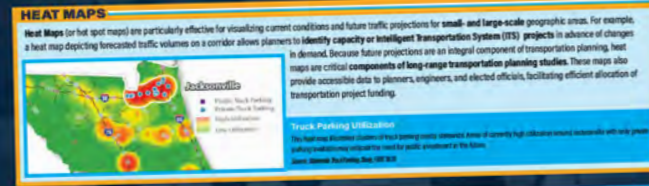
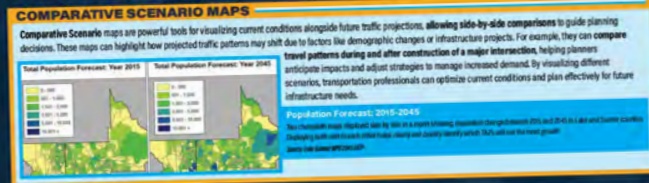
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**CURRENT AND FUTURE PROJECTIONS**

CSF/TFO

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Systems Forecasting & Trends Office CURRENT AND FUTURE PROJECTIONS

# CURRENT CONDITIONS & FUTURE PROJECTIONS

## TAPH

enable planners to track temporal trends and anticipate future needs. In the context of future projections, these graphs reveal forecasted performance, showing how travel demands will change over time.

As a component of a **traffic impact study** on a corridor where a new elementary school is planned, in this context, time series graphs allow planners and policymakers to detect periods of peak projected travel demand, which can influence school bus routes and school start and end times. Displaying this information graphically allows **visualization over time** in an easily understood format that is accessible to the public and stakeholders that may not be regular participants in the transportation planning process.

**Estimated projections for Florida Container Volume by Scenario, TEUs**  
On the bottom graph, bottom panel, planners can compare future growth in container volume for Florida freight scenarios. Current Florida Export/Import container volume, 2018/2019.

## Visualization of Current and Future Traffic Conditions

and comparison of current traffic conditions and future traffic projections in a study area, considering a variety of potential independent variables, are key for visualizing both **current traffic conditions** and **future traffic projections**. Due to their versatility and effectiveness, bar graphs are common elements in a variety of transportation plans and studies, including **corridor studies** and **long-range transportation plans**. These graphs can be used to visualize current and future projections based on a range of variables, from potential transportation projects that increase capacity on parallel corridors to shifts in the socioeconomic characteristics of a region's population. As comparison tools, bar graphs are well suited for **visualizing and comparing multiple future projection scenarios**.

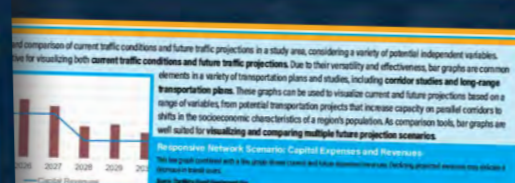
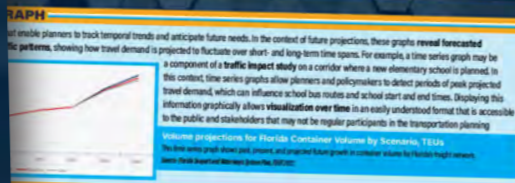
**Responsive Network Scenario: Capital Expenses and Revenue**  
The bar graph combines with a line graph above current and future development trends. Predicting potential revenue can indicate a transportation facility's viability.

## Timeline and Project Phases

the steps and timeline needed to implement changes based on current and future traffic projections. For transportation planning projects, **project development phases**, such as data collection, model calibration, infrastructure planning, and policy implementation, showing **dependencies and timelines for each phase of development**. This allows transportation professionals to monitor the progress of tasks and ensure timely completion, by providing a clear view of the **project schedule and critical milestones**. Gantt charts support efficient project oversight, enabling the management of resources and timelines for successful implementation of transportation improvement projects based on future traffic projections.

**Citrus County TDP Project Schedule**  
A Gantt chart can assist transportation professionals in visualizing the project development timeline (TDP) for a specific project, showing the major categories of the work and the sequence of the work.

## CURRENT AND FUTURE PROJECTIONS



### CURRENT AND FUTURE PROJECTIONS

# MODE SELECTION

Mode selection is a critical input into the traditional trip-based travel demand modeling process. The concept of mode selection models how people and goods move through a transportation network. Data describing mode selection captures the distribution and frequency of different transportation options used by individuals, such as public transportation, walking, cycling, and personal vehicles. This data provides valuable insights into travelers' preferences and behaviors, highlighting which modes are used most frequently and how mode selection varies across regions or times. Visualizing mode selection through maps, graphs, and charts enables transportation professionals to make informed decisions to enhance mobility options and identify infrastructure improvement projects for various modes, supporting an efficient multimodal transportation system that addresses all modes.

## CHOROPLETH MAPS

Using **Choropleth Maps** to visualize and analyze mode selection data can guide policies that increase mobility options for transportation network users. In areas where mode selection analysis identifies high frequency of public transit use, transportation professionals can utilize choropleth maps to **identify targeted investments to increase transit service**, such as new transit routes or transfer points. In areas where choropleth maps identify a high prevalence of walking and bicycling, **signalized pedestrian crossings, lighting, and other safety improvement projects** may be proposed. However, choropleth maps are easy to interpret, visualizations with choropleth maps enable policymakers to **justify transportation policy decisions to the public**.

**Transit Trips**  
Choropleth map showing transit trips per person per day. Legend: 0-10, 11-20, 21-30, 31-40, 41-50, 51-60, 61-70, 71-80, 81-90, 91-100.

**Commute by Transit**  
Choropleth map showing commute by transit. Legend: 0-10, 11-20, 21-30, 31-40, 41-50, 51-60, 61-70, 71-80, 81-90, 91-100.

Source: Census Bureau, Census of the United States, 2000

## TIME SERIES GRAPH

Time Series Graphs depict changes in mode selection over time, providing insights into how **preferences for different travel modes fluctuate across periods**, such as different times of day or day of the week. When used in a corridor study, a time series graph might display the mode choice for commuters traveling to an employment center, such as a factory over a 24-hour period. The graph shows mode choice throughout the day and will reflect commuters' mode choice when public transit routes are in service and when public transit is not available. By analyzing mode selection trends over time, planners can **identify demand for each mode** and understand variations throughout the day, allowing for **service adjustments and resource allocation** for new services to meet fluctuating demands.

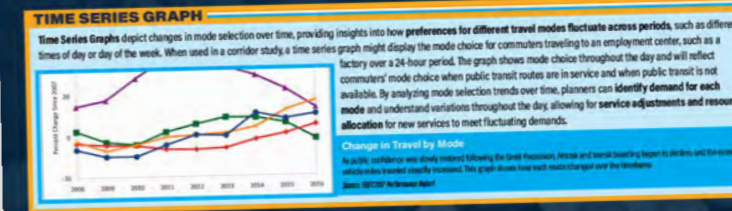
**Changes in Transit by Mode**  
Line graph showing percentage of transit trips by mode from 2000 to 2010. Legend: Bicycling, Walking, Transit, Other. Y-axis: Percent Change (2000-2010). X-axis: Year (2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010).

Source: Census Bureau, Census of the United States, 2000

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MODE SELECTION

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# PREDICTED TRAFFIC VOLUMES

**P**redicted traffic volumes are defined as the projected number of vehicles forecasted on a roadway segment or in an area during a specified period. Traffic volume projections are based on several inputs, including historic traffic count data, demographic trends, and future land use. The importance of predicted traffic volumes in transportation planning cannot be understated. Predicted traffic volumes are a major component of transportation planning at all scales, from Project Development & Environment (PD&E) studies for intersection improvement projects to statewide transportation plans. Effective visualization of this data through maps, graphs, charts, and plots allows planners and engineers to transform quantitative data such as Annual Average Daily Traffic (AADT) or level of service into a visual qualitative format that is intuitively understood by the public and policymakers.

## ANIMATED FLOW MAPS

**Animated Flow Maps** are dynamic illustrations that integrate both spatial and temporal data for visualizing predicted traffic volumes. Dynamic visualization enables stakeholders to observe how forecasted traffic volumes may evolve across a network over time. Consider a PD&E study of a proposed intersection improvement project. Using animated flow maps to visualize the performance of proposed design alternatives based on predicted traffic flow transforms quantitative metrics, such as level of service, into animations. Realistic visualizations of predicted traffic volumes as a component of design alternatives analysis enables planners and engineers to clearly communicate performance-based data to the public and policymakers.

**Animated Traffic Simulation**  
Simulation of a corridor under existing traffic conditions of a particular intersection highlighting predicted future capacity constraints.  
Source: Colorado Department of Transportation (CDOT) Roadway Design Department (RDD) 2018

## COMPARATIVE SCENARIO MAPS

**Comparative Scenario Maps** provide a side-by-side view of different scenarios over the same geographic area, which makes these maps effective tools for comparison of multiple potential alternatives. Comparative scenario maps can illustrate current versus projected traffic volumes under various infrastructure or policy scenarios. For instance, transportation professionals may use comparative scenario maps to visualize the impact of a new transit line on current and forecasted travel volumes on a roadway corridor. By visually contrasting these different scenarios, it is easy to compare and understand the potential effects of proposed roadway projects on future traffic volumes.

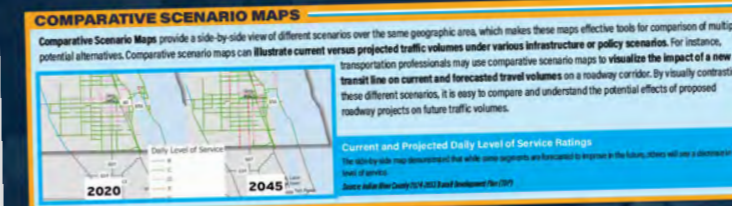
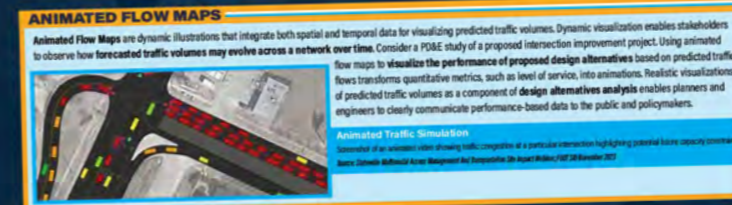
**Current and Projected Daily Level of Service Ratings**  
The 100-ft-by-100-ft map demonstrates that while some segments are forecasted to improve in the future, others will see a deterioration in level of service.  
Source: Idaho Department of Transportation (IDOT) Road Development Plan (RDP)

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PREDICTED TRAFFIC VOLUME

ESTY

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Systems Forecasting & Trends Office PREDICTED TRAFFIC VOLUME

# MODE SELECTION

effective method to track mode selection trends over a defined period, making them useful for **identifying general patterns and fluctuations in mode selection**, line graphs can be used to **illustrate seasonal variations in the number of cyclists and pedestrians using nonmotorized facilities to travel to work during am and pm commuting times**. In this context, an understanding of seasonal variation in mode selection using line graphs can identify potential projects that improve **level of comfort for commuters that use nonmotorized facilities for work-based trips**.

**GoLine Ridership: 2001-2022**  
 depicting combined increase in transit users by sector from County's GO line. The line graph is useful for showing broader trends over a longer time horizon (20 years).  
 Source: [GoLine Ridership 2021-2022 Board Presentation](#) (Go 2021)

ward comparison of mode selection across different regions or categories. The power of bar graphs lies in their **simplicity**. The frequency of use is analyzed and compared to other modes, **highlighting the most and least used travel modes** in specific areas. This visualization **simplifies comparison**, allowing transportation professionals to identify areas with high mode diversity or predominant use of a particular mode, **guiding resource allocation to improve mode choice and mobility**.

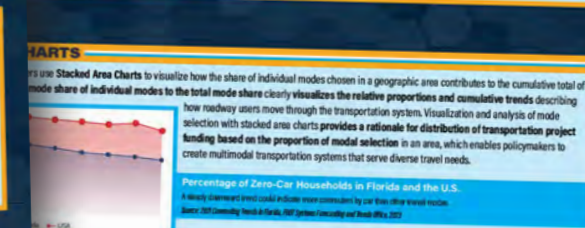
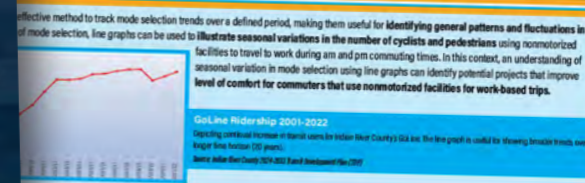
**GoLine Ridership: 2017-2022**  
 depicting combined increase in transit users by sector from County's GO line. The bar graph is useful for providing more detail for a more immediate time horizon (5 years).  
 Source: [GoLine Ridership 2021-2022 Board Presentation](#) (Go 2021)

## CHARTS

PTs use **Stacked Area Charts** to visualize how the share of individual modes chosen in a geographic area contributes to the cumulative total of mode share of individual modes to the **total mode share**. clearly visualizes the **relative proportions and cumulative trends** describing how roadway users in a given area chooses the transportation system. Visualization and analysis of mode selection with stacked area charts provides a **rationale for distribution of transportation project funding based on the proportion of modal selection** in an area, which enables policymakers to create multimodal transportation systems that serve diverse travel needs.

**Percentage of Zero-Car Households in Florida and the U.S.**  
 A stacked area chart illustrating the percentage of zero-car households in Florida and the U.S. from 2000 to 2020. The chart shows a steady increase in the percentage of zero-car households over time, with Florida consistently higher than the U.S. average.  
 Source: [2021 Census Bureau](#) (2021), [2021 Census Bureau](#) (2021)

# MODE SELECTION

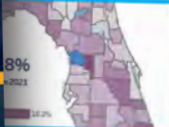


MODE SELECTION

## MAPS

Used for visualizing predicted traffic volumes across a variety of geographic scales. Potential uses of choropleth maps to visualize forecasted traffic include:

- Visualizing the effects of proposed land use changes on projected traffic volumes as a component of a comprehensive plan update, to projecting
- Vehicle Miles Traveled (VMT) as a component of an MPD's performance measures analysis. Early identification of areas with forecasted changes in traffic volumes allows transportation professionals
- proactively identify innovative solutions to manage anticipated volume changes through Transportation Demand Management (TDM) policies and programs that go beyond simply increasing roadway capacity.

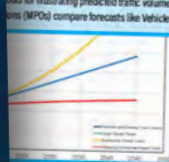


**Peak Hour Vehicle's per Lane Mile**

The most commonly used mobility performance measure, vehicle miles traveled (VMT) is a key indicator of transportation demand. It is a measure of the total number of vehicle miles traveled on a road network.

**GRAPHS**

Graphs for illustrating predicted traffic volumes, each offering unique benefits for planning. Line graphs excel in tracking temporal trends, helping regional (MPOs) compare forecasts like Vehicle Miles Traveled (VMT) across regions, aiding coordination on regional TDM policies. Bar graphs, on the other hand, are ideal for comparing volumes across road types or modes. Other graphs, such as the Transit Development Plans (TDPs) to support investment in transit infrastructure where future demand is expected. Both graph types effectively communicate in planning documents and public meetings due to their clarity and ease of interpretation.




**Truck Traffic Trend Analysis**

This chart compares two scenarios: showing truck volume and line segment with a projected growth in truck volume. The chart shows a steady increase in truck volume over time, with the projected growth line showing a steeper upward trend.

**CHARTS**

Relative totals of multiple data series over time, making them effective tools for communicating predicted traffic volumes. In this context, stacked area charts to visualize the proportion of individual vehicle classifications to total predicted traffic volumes on a roadway corridor. The contribution of an individual vehicle classification, for instance five axle vehicles, to the total predicted traffic volume on a corridor can facilitate identification of potential projects that may enhance efficiency of freight movement on the corridor. By illustrating how each vehicle type affects total predicted traffic volume, stacked area charts enable planners to understand the proportions and trends of various contributors to total forecasted traffic volume, supporting data driven policy decisions.




**Total Tonnage projected through Port Manteau**

This chart shows projected increase of total tonnage to be transported through Port Manteau. The additional freight volume will bring a positive impact on the surrounding corridor.

**3D**

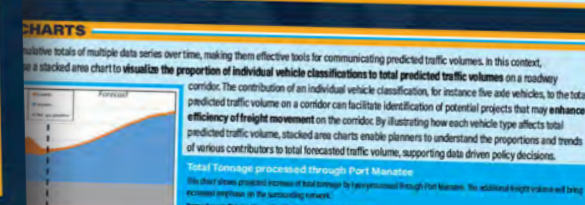
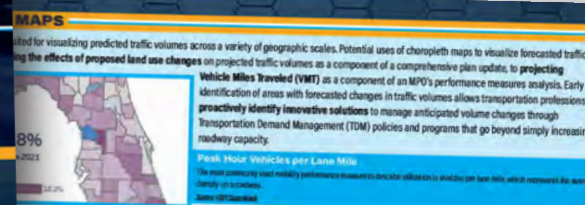
Use a three-dimensional surface over a transportation network, where peaks indicate high predicted traffic volumes and valleys indicate low relative visualization of spatial variations in forecasted volumes. For instance, a 3D surface plot as a component of a subarea study may depict a roadway segment in a residential area where proposed traffic volumes are projected to exceed roadway capacity due to anticipated increased residential development. Early identification of roadway segments where predicted traffic volumes are projected to exceed capacity enables transportation professionals to consider strategies to mitigate the expected impacts of higher projected traffic volumes.



**Employment Growth by TAZ**

Workforce Growth by TAZ by projecting Traffic Analysis Zones (TAZ) projected growth, a large increase in employment in the future City indicates there may be an increase in traffic volume over time.

**PREDICTED TRAFFIC VOLUMES**



As a three-dimensional surface over a transportation network, where peaks indicate high predicted traffic volumes and valleys indicate low relative visualization of spatial variations in forecasted volumes. For instance, a 3D surface plot as a **component of a subarea study** may depict a roadway segment in a residential area where proposed traffic volumes are projected to exceed roadway capacity due to anticipated increased residential development. Early identification of roadway segments where predicted traffic volumes are projected to exceed capacity enables transportation professionals to consider strategies to **mitigate the expected impacts of higher projected traffic volumes**.

**Employment Growth by TAZ.**

Workforce Growth by TAZ. Repeating the Traffic Analysis Census (TAC) by projected growth, a large increase in employment in this Census City indicates there may be an increase in traffic volume over time.

Source: Salt County Regional Growth Study, Report No. 1770-200-007

**DESCRIPTION:**  
Developed a collection of flyers for the System Trends and Forecasting Office, visualizing critical transportation data through charts, maps, and infographics. These materials helped simplify complex forecasting models, identify travel demand patterns, and communicate strategic planning insights to policymakers, agencies, and the public.



# AMERICAN SAFETY INSTITUTE

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850-656-0109

9009 MAHAN DRIVE, SUITE 501  
TALLAHASSEE, FL 32309

To whom it may concern,

This letter is intended as a professional recommendation for Savoy Brown. Savoy was highly recommended by the hiring service we used to find quality talent. Due to his apparent value, shortly after starting with our company it was decided to hire him as a regular employee. It was agreed that his employment with ASI would be for a period of one year. This met his salary requirements and our company could benefit from his advanced marketing knowledge and graphical abilities.

During the past year, Savoy has boosted our presence on-line through all the major social media platforms, targeted mass marketing emails and print advertising. He also was instrumental in the rebrand of our company. To add, he single-handedly generated all new Instructor and Student handbooks for all our in-class driving schools. We've seen a marked increase in lead generation and sales since Savoy's efforts.

We are happy to continue to work with Savoy on a job-by-job basis, but nevertheless are sad to see him move on. He is a pleasure to work with, always professional, highly organized, has a rare work ethic that will do whatever it takes to get the job done. I believe any company would benefit from Savoy's addition.

Sincerely,

Bart W. Cassidy  
Owner/President



## STUDENT & INSTRUCTOR COURSE COLLATERAL REBUILD

### DESCRIPTION:

Using experience in technical writing and advanced editing techniques, rewrote all 20 Instructor Manuals and Student Handbooks for three states. With the Adobe Creative Suite, redesigned and built all new collateral for online use and in-class instruction.

Complete Project

OneDrive

BOOKS PUBLISHED: 20 | ROI: book orders soared | BENEFIT: affiliate high demand



## SUPPLEMENTAL TRAINING COLLATERAL

### DESCRIPTION:

Researched current laws and regulations to create these newly branded supplemental sources of education for in class students. Distributed to affiliates using SendGrid email campaign software. Used in blog posts and social media.

Complete Project

OneDrive

SUPPLEMENTS DISTRIBUTED: 96 | ROI: high demand after roll out | BENEFIT: new affiliate graphic requests



## CAR WRAP

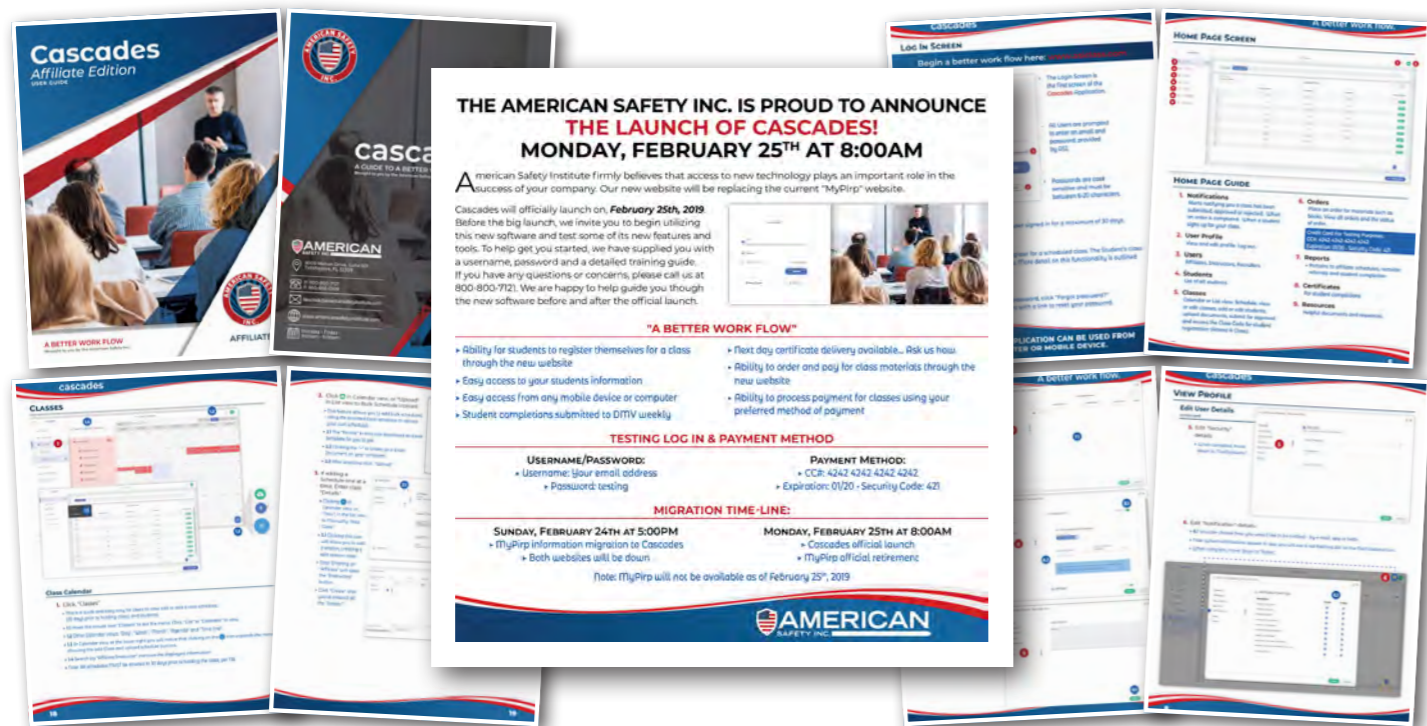
### DESCRIPTION:

Updated the old car wrap design to conform with the new branding put in place upon my hire. Digitally created and supplied files, collected pricing quotes and managed the delivery and ensured integrity of work.

Old Car Design



**SUPPLEMENTS DISTRIBUTED: 2** | **ROI: increased lesson scheduling** | **BENEFIT: visibility and brand awareness**



## CASCADES USER GUIDES

### DESCRIPTION:

In an effort to train affiliates, instructors, managers and recruiters, created separate guides for each user using the Adobe Creative Suite. Was instrumental in the testing and giving feedback to the UI team building and coding for the new site.

Complete Project



**SUPPLEMENTS DISTRIBUTED: 96** | **ROI: high demand after roll out** | **BENEFIT: increased affiliate graphic requests**



## WEBSITE REDESIGN

### DESCRIPTION:

As a beginning template for the final published site, created this mock site to begin the editing process. This redesign helped increase brand awareness and drive new website traffic.

**FINAL SITE PUBLISHED: yes**

**ROI: reduced vendor cost**

**BENEFIT: in house design**



# SAVVY DESKTOP PUBLISHING & DESIGN, LLC

SAVVY DESIGN

MARKETING WITH PURPOSE  
DESIGN WITH MEANING

## PASSIONATE MARKETING & GRAPHIC DESIGN

For the past 25 years, I have helped businesses create their brand presence and achieve their goals. My process is designed to empower your brand and outfit your business with the marketing tools and graphical support needed to succeed. Let's talk today about how I can support your growth and put you on a solid track to success.

## MISSION

To provide clients with an excellent product that would help represent them in a positive, creative and thought provoking way. Develop a reputation of excellence and commitment to providing creative and thought provoking projects. Designs with meaning and purpose is what is always striven for in each and every project.



## HD SUPPLY AND CORE & MAIN - INTERNATIONAL MARKETING

### DESCRIPTION:

Under annual renewing contracts, and with collaboration with the Director of Marketing, generated hundreds of differing types of collateral and advertisements for the U.S. and Caribbean markets. Was instrumental in rebranding efforts from HD Supply to Core & Main.

[Complete Project](#)  
[OneDrive](#)

**COLLATERAL PIECES DISTRIBUTED:** hundreds | **ROI:** sales from exposure | **BENEFIT:** my on demand customer service



## CORE & MAIN - INITIATIVE FLYERS

### DESCRIPTION:

Designed from top to bottom, dozens of Initiative Flyers to hundreds of locations within the U.S. and Caribbean Islands. Side-by-side comparisons of my designs and a well-known advertising agency showed my work to be on par with current marketing trends.

[Complete Project](#)  
[OneDrive](#)

**USE:** handouts and e-mail | **ROI:** sales from exposure | **BENEFIT:** standardized all marketing collateral

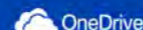


## CORE & MAIN - LEARN & GROW COURSE CATALOG

### DESCRIPTION:

After the successful Distribution Trainee Program, I was once again solicited by the Human Resources department design a new type of catalog called, Talent Factory. As before, designed a layout with graphical support and guidance on content structure.

[Complete Project](#)



USE: course program | ROI: training | BENEFIT: reliable source for graphical support

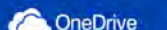


## DUPERON - PRODUCT INFORMATION SHEETS

### DESCRIPTION:

Used by sales reps during their presentations to municipals. Collaborating with the Marketing Director, I created these Product Information Sheets detailing every aspect of Duperon's lineup of manufactured equipment.

[Complete Project](#)



PRODUCT INFORMATION SHEETS PRODUCED: 25 | ROI: assisted in sales | BENEFIT: high demand prints

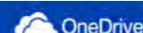


## HD SUPPLY - WATERWORKS/FIRE PROTECTION DISTRIBUTION PROGRAM

### DESCRIPTION:

The Distribution Trainee Program provides participants broad exposure to all roles. I was solicited by the Human Resources department to rush deliver a layout with graphical support and guidance on content structure.

[Complete Project](#)



USE: trainee program | ROI: recruitment | BENEFIT: rush job completion



## DUPERON - INTERNATIONAL ADVERTISING

### DESCRIPTION:

Under annual renewing contracts, and with collaboration with the Director of Marketing, generated advertising advertisements, per advertiser's specifications, through varying magazines domestically and internationally. These were tailored with corresponding E-blasts.

[Complete Project](#)



ADVERTISING PIECES DISTRIBUTED: hundreds | ROI: sales from exposure | BENEFIT: my on demand customer service



## DUPERON - WEFTEC INTERNATIONAL TRADE SHOW

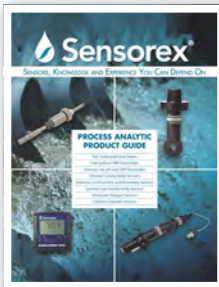
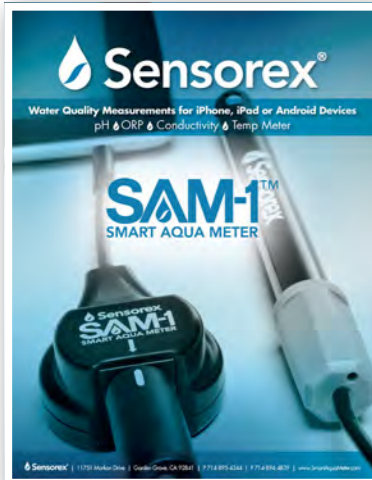
### DESCRIPTION:

WEFTEC is the largest annual international water trade show. Between my previous employer PHPM, and my LLC, we have prepared concepts, planned complete booth layouts, provided graphics and attended each show since 2011.

[Complete Project](#)

[OneDrive](#)

**TRADE SHOW LOGISTICS:** yes | **ROI:** successful show consecutively | **BENEFIT:** exposure on an international scale



## SENSOREX - PRODUCT GUIDES & BROCHURES

### DESCRIPTION:

Sensorex makes real-time water quality measurement equipment. They required someone skilled in taking mass amounts of information and merging it with product imagery. These widely distributed product guides and brochures were the result.

[Complete Project](#)

[OneDrive](#)

**USE:** distribution to potential customers | **ROI:** assisted in sales | **BENEFIT:** high demand digitals assets & prints



## SENSOREX - TRADE SHOW POSTERS

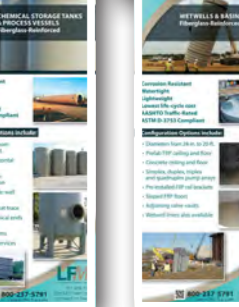
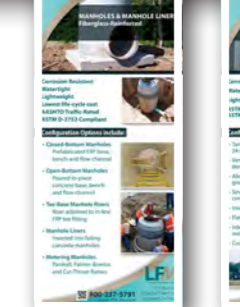
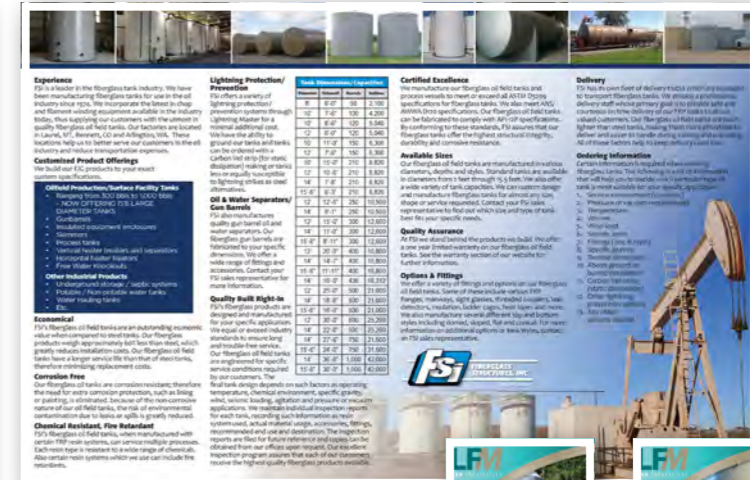
### DESCRIPTION:

After visiting Duperon's WEFTEC trade show booth, Sensorex asked that I generate posters for their small booth at the same show. Worked with their photographer to ensure that I received the best possible imagery for maximum visual impact.

[Complete Project](#)

[OneDrive](#)

**RESOLUTION & PIXEL UNDERSTANDING:** yes | **ROI:** sales from exposure | **BENEFIT:** my experience of trade shows



## FSI & LFM - COMPANY BROCHURES & BANNER STANDS

### DESCRIPTION:

FSI & FSM are sister companies selling fiberglass structures in the oil industry. I was asked to update their old collateral for both companies. I also generated banner stands for use in their offices and trade shows.

[Complete Project](#)

[OneDrive](#)

**NEED:** fresh look from old | **ROI:** assisted in sales | **BENEFIT:** high demand digitals & prints



## HOMES & LAND - PAGE LAYOUT & TEMPLATES

### DESCRIPTION:

Working for Homes & Land as a Shift Leader was my first work experience in the graphics industry. 27 years later, I continue to lead their layout work. I design luxury layouts for the premium sections and provide templates for other designers to follow.

Complete Project

OneDrive

TRADE SHOW LOGISTICS: yes | ROI: successful show consecutively | BENEFIT: exposure on an international scale



## TALLAHASSEE RIFLE & PISTOL CLUB - TRI-FOLD BROCHURE & MAP

### DESCRIPTION:

Asked by the vice-president of TRPC for a fun brochure - I designed, produced and managed the printing of the above displayed tri-fold for their shooting range. He is an extremely pleased client and insisted that his brochure be included as part of my portfolio.

Complete Project

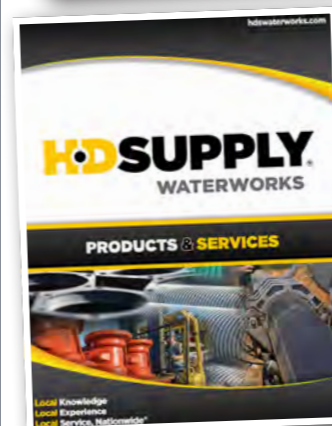
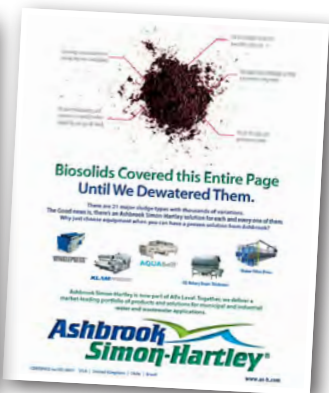
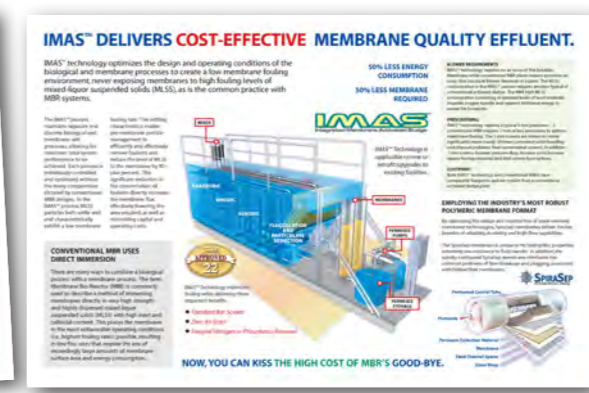
OneDrive

USE: distribution to public | ROI: exposure | BENEFIT TO ME: I became an honorary member



WATER & WASTEWATER MARKETING

## PRUITT, HUMPHRESS, POWERS AND MUNROE



## PRUITT, HUMPHRESS, POWERS AND MUNROE

### DESCRIPTION:

Savvy Design was entrusted to continue the legacy work of my late mentor, Mike Pruitt, founder and owner of Pruitt, Humphress, Powers & Munroe. As the Art Director, I was in complete control of all design aspects and roll outs to various clients and vendors.

Complete Project

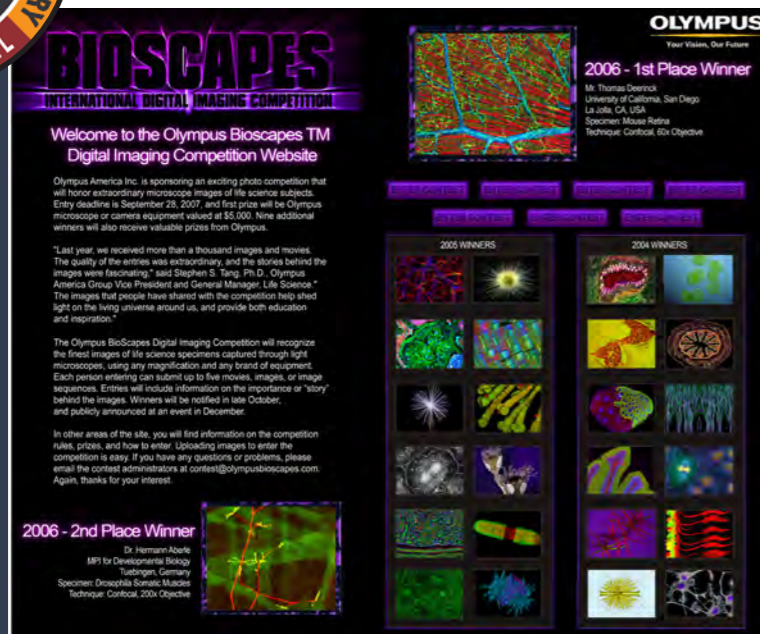
OneDrive

PRODUCT INFORMATION SHEETS PRODUCED: 25 | ROI: assisted in sales | BENEFIT: high demand prints



# NATIONAL HIGH MAGNETIC FIELD LABORATORY

HIGH MAGNETIC FIELD RESEARCH FACILITY



## MAG LAB - MICROSCOPY LAB

### DESCRIPTION:

In the beginning of my employment with the NHMFL, (Mag Lab), I began work in the Microscopy Lab, where I designed websites for the Lab and also for the Office of Research. As my design skill was recognized, my responsibilities increased.

Complete Project

OneDrive

PROJECT: website design | ROI: national exposure | BENEFIT: understanding of Lab's work



## MAG LAB - OPEN HOUSE

### DESCRIPTION:

Public Affairs holds an Open House every year. This was the largest annual public event for the Lab and all working for the Lab participated. I gave Public Affairs the ability to reach the public in a welcoming way for this prestigious event.

Complete Project

OneDrive

USE: public understanding | ROI: public support | BENEFIT: public exposure

## MAGNET MYSTERY HOUR PRESENTS: SCOTT HANNAHS AND THE MUSTACHE OF TRUTH



## MAG LAB - SIGNS, DISPLAYS AND EVENTS

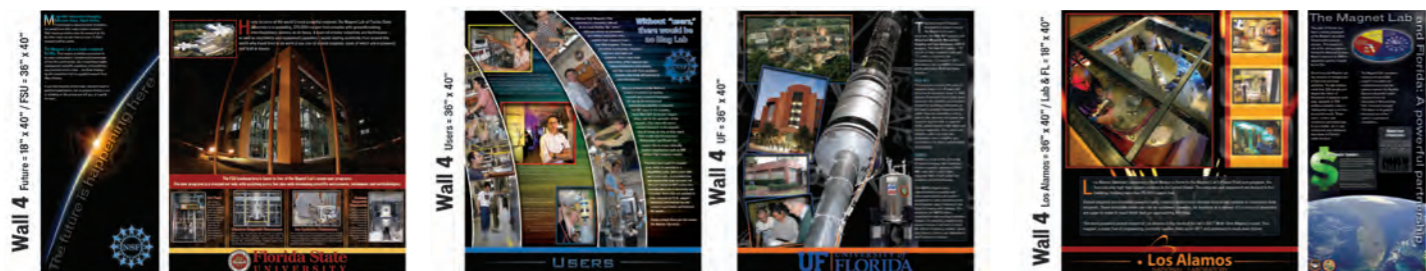
### DESCRIPTION:

Working with 3D artists and scientists, I was tasked to create all public facing advertisements, as well as redesigning all displays, signs, banners, brochures, pamphlets and anything design related to the physical appearance of the Lab.

Complete Project

OneDrive

USE: distribution to public | ROI: exposure | BENEFIT: design capability

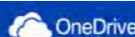


## MAG LAB - LOBBY WALL DISPLAY

### DESCRIPTION:

As part of the Mag's makeover, the main wall in the Lobby of the Mag Lab, was given to me to display the Lab's history and research. I gathered the necessary information and artwork after meeting with scientists. With the Lab's poster printers, I created this display.

Complete Project



USE: huge display | ROI: public exposure | BENEFIT: display to welcome the public



## MAG LAB - LAB BROCHURE & TRI-FOLD

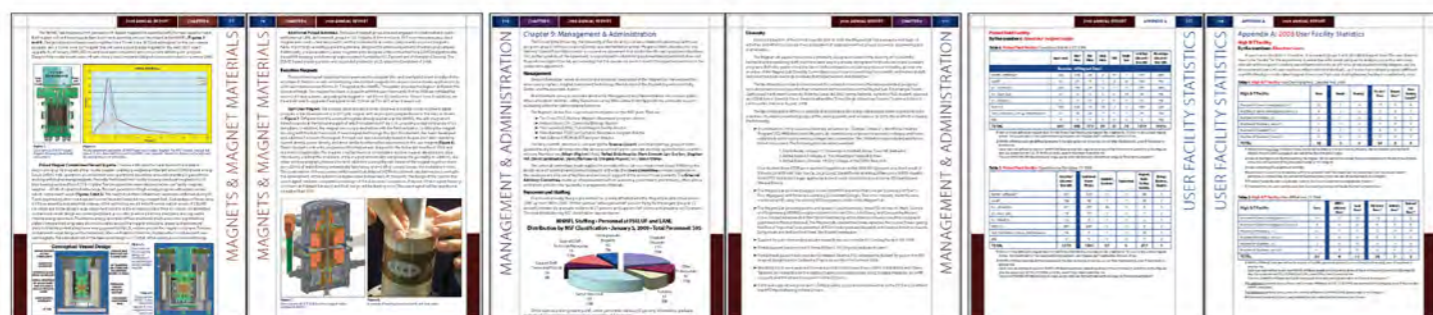
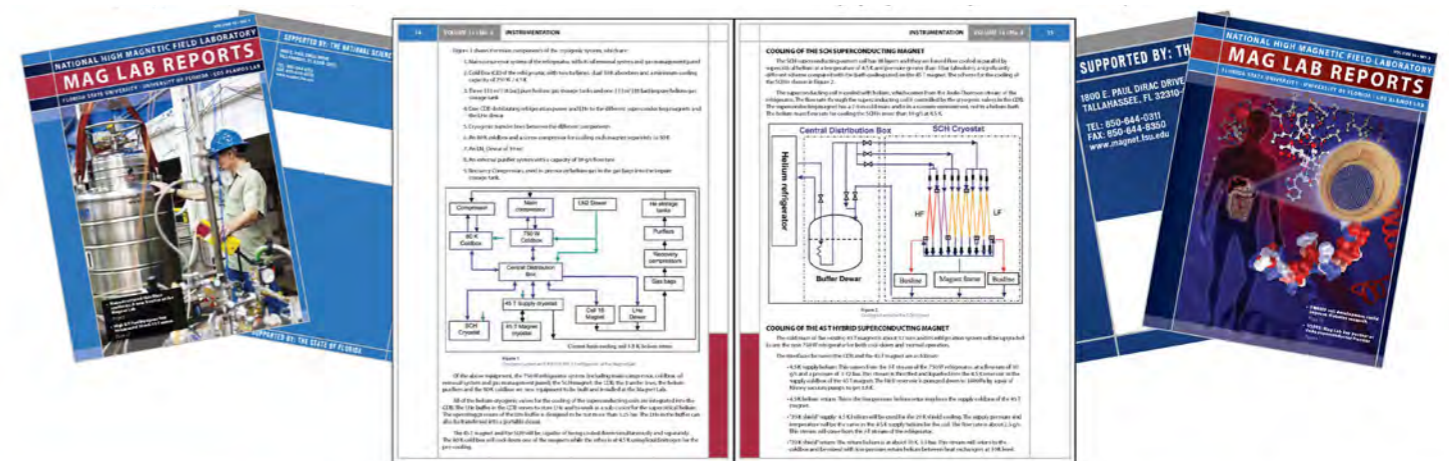
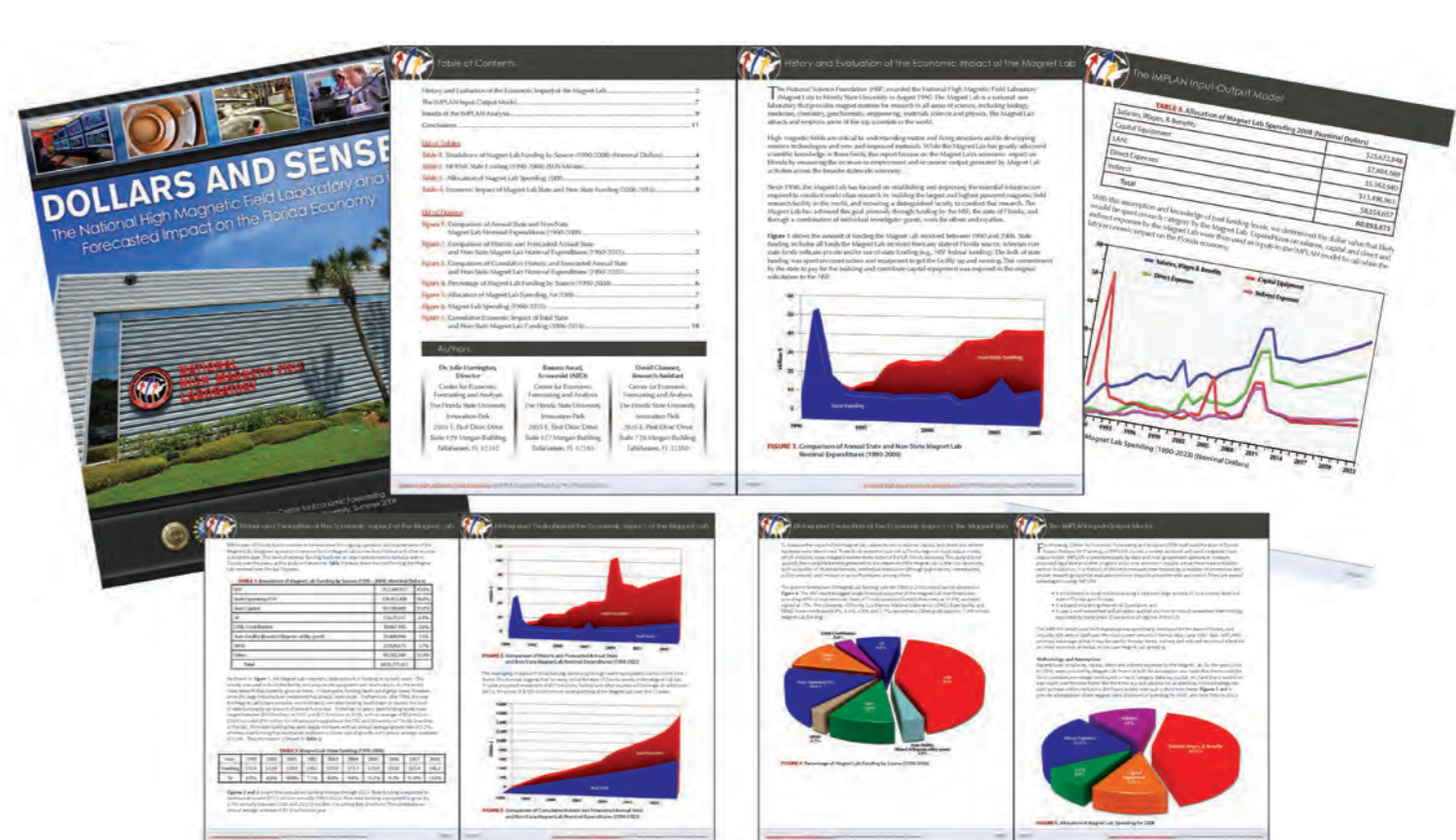
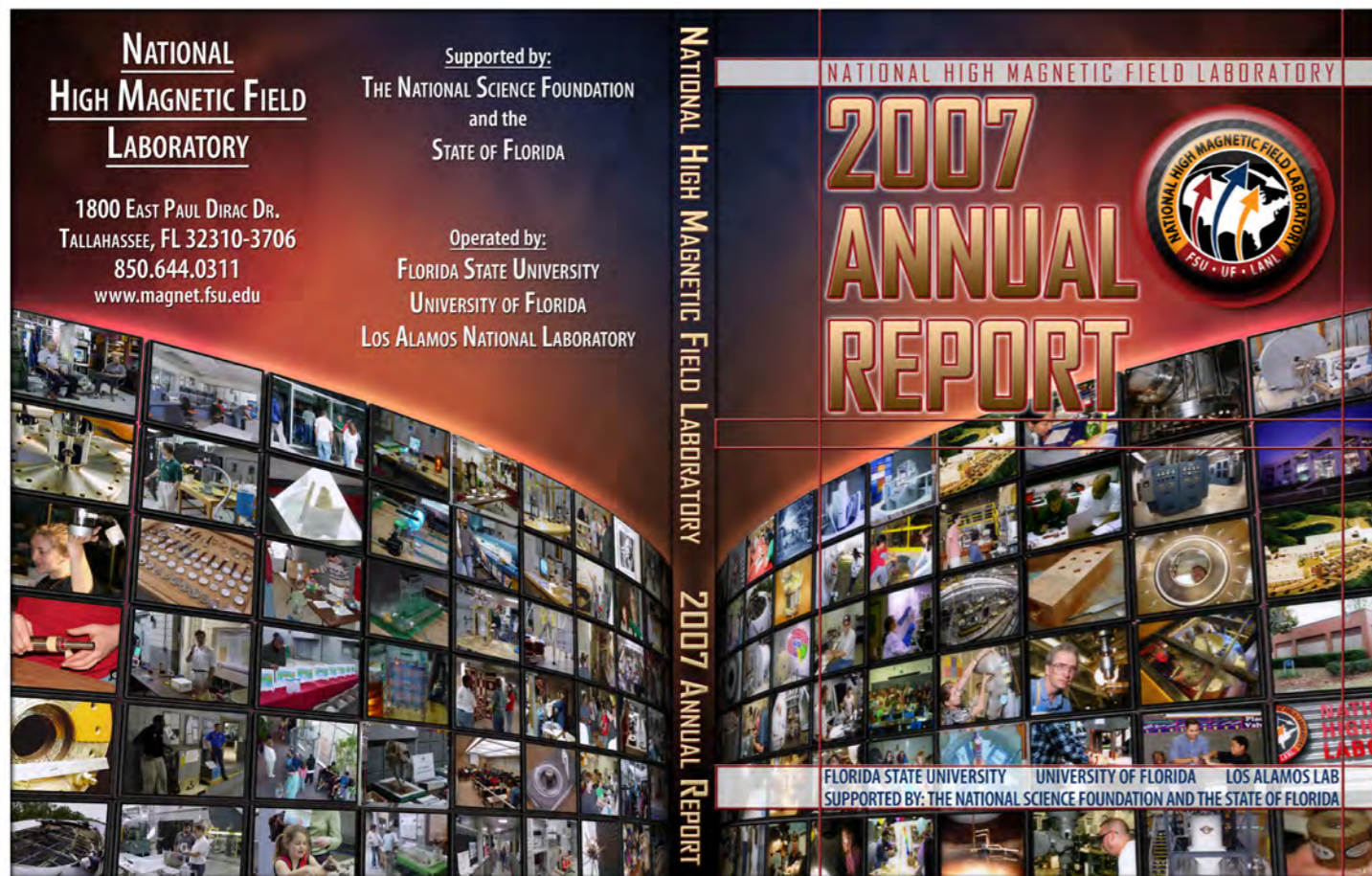
### DESCRIPTION:

As part of the total package in welcoming the public and sharing the Lab's research, I was asked to redesign the welcome packet given to visitor's of the Lab. Public Affairs scheduled group appointments for a guided tour. These pieces were the main parts of that packet.

Complete Project



USE: welcome packet | ROI: lab exposure | BENEFIT: educational

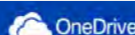


## MAG LAB - ANNUAL REPORTS

### DESCRIPTION:

With the success of my previous projects, I was given more research-centered work. The Annual reports took an entire quarter to prepare and was given to various groups to keep ongoing funding and solicit further support for the Lab's research.

Complete Project



USE: lab's yearly progress | ROI: continued funding | BENEFIT: design on par with the lab's research

## MAG LAB - PERIODICALS

### DESCRIPTION:

These smaller and monthly periodicals were for wide distribution to the scientific community. I was given complete freedom to revamp the look and flow of these publications to create more interest in the lab's research.

Complete Project



USE: wide public distribution | ROI: exposure | BENEFIT: further interest in lab

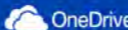


## MAG LAB - FLUX

### DESCRIPTION:

With the success of my previous projects, Public Affairs wanted my assistance in developing this new publication, Flux. This was printed and edited digitally and was intended to put the lab's research in more layman's terms for easier public consumption.

Complete Project



USE: distribution to public | ROI: exposure | BENEFIT: experienced designer for new publication

## MAG LAB - FLUX

### DESCRIPTION:

I interviewed scientists and researchers for content, worked with 3D artists to accurately convey research data and design concepts, did complete layout and followed the process through to completion by supplying files to printers and webmasters.

CONTINUED PUBLICATION: yes | ROI: successful release | BENEFIT: well received by the public

Marketing campaigns,  
email marketing, social  
media and display and  
search advertising.



# SAVOY BROWN PORTFOLIO

2020 EDITION

## Layout & Graphic Design



SAVVY DESIGN