



# TRANSPLEX 2011 Attracts 800+ Transportation Professionals

*Attendees Embrace Interactive Virtual Conference*

**TRANSPLEX 2011**, Florida's **Transportation Planning Exchange**, hosted during the month of October 2011 attracted 843 attendees, 54 from 22 other states and Puerto Rico. The audience was very active during the 21 different Transplex Sessions.

TRANSPLEX is a forum for individuals in the transportation planning community to share ideas, best practices, challenges and solutions. The goal of the Exchange is to build relationships and strengthen communication among Florida's transportation professionals.

Attendees were very interested in the diverse range of topics covered, learning from the 60 speakers and support staff. People from 140 different organizations and 11 DOTs registered to attend at least one Transplex session. 96% agreed that the virtual format met or exceeded their expectations. The virtual conference increased the total number of participants who attended Transplex by more than 50% from the last physical conference in 2007.

"We continue our commitment to providing a forum to exchange information about transportation planning. The 2011 conference demonstrated that a virtual conference could successfully deliver information and engage participants through a diverse range of events." Dave Lee, Transplex Coordinator.

Due to travel restrictions and economic considerations, Transplex was not held in 2009. We estimate that over \$130,000 was saved by no travel and per diem expenses. The success of the 2011 virtual conference is leading us to consider how Transplex can be used to continue the exchange of information in an ongoing dialogue of different topics.

"Our virtual events provide transportation professionals critical information while overcoming the barriers of time and travel. Our main mission is to make our content available to anyone when and where they need it," continues Lee.

## Transplex Conference Program

"Partnerships: Making Connections" is the 2011 theme. The schedule for TRANSPLEX 2011 included the following features:

- Kickoff Session – A live event with everything you need to know about Transplex
- Live Sessions -- Go-to-Webinar presentations on a wide variety of topics
- Brainstorming Forums – Interactive discussions using mind-mapping technology
- Poster Sessions – A visual presentation on your personal schedule
- Lunchbox Cafés – Topics of interest presented during your lunch hour
- On Demand Sessions – Pre-recorded sessions you can watch at your convenience
- Networking Lounges - Smaller, informal discussions on topics of interest



- Resource Center - All recordings and materials
- Information Desk - Keeping you up-to-date on all Transplex activities

The Transplex Sessions were well attended by 843 attendees during the entire month of October. The first Lunchbox Café by the new FDOT Secretary, Ananth Prasad was most popular. Live sessions on Transportation Needs for an Aging Population, Managed Lanes and Federal Update were very popular. Everyone is invited to view all the recorded sessions at [Transplex.org](http://Transplex.org). The Lunchbox Café and Live Sessions received an overall rating of 4.4 out of 5.

The Poster Sessions and Brainstorming Forums provided an opportunity for interactive discussions. The Brainstorming Forums used mind-maps to engage participants and record the conversation. Each Poster provided the opportunity to discuss the issue with the author in a social media dialogue.

### **What Attendees Say:**

*“Great method to bring a consistent message to our community.” – Timothy Brock, FDOT*

*“Great job. I really like the format for the Lunchbox Cafe. I am able to participate and it complements the daily work schedule. Thank you for this format.” – Kasey Cursey Gannett Flemming Inc.*

*“This session had a lot of really good information in it and was information we cannot get from better sources. Listening to people with a national perspective and very up to date information was what made this such a good session.” – Amy Datz, FDOT*

*“Good presenters, content; well "produced." Transplex series is a great "production," great asset to many professionals.” – Dan Gentry Georgia DOT*

*“The use of the mind map tool really made the Brainstorming Forum more interesting than static presentation slides only. Great content and great discussion!” – Brian Marchetti, KOA Corporation*

*“I listened in from New Jersey and it was great to hear all the different things going on in Florida. The varied approaches to the non-infrastructure side were very enlightening. I hope this webinar is archived so more people from up here can watch it. Great job!” – Elise Bremer-Nei NJ DOT*

### **About Transplex**

The Florida Department of Transportation, in cooperation with several other organizations, launched TRANSPLEX, Florida’s Transportation Planning Exchange, at a conference in 2003. Federal, state, and local employees, members of Metropolitan Planning Organizations and private sector consultants were among more than 250 individuals that attended the interactive event. The overwhelming success of the meeting led to a second conference in 2005 and a third in 2007. The 2011 Conference was the first virtual conference held by FDOT. The Transplex.org website is designed to continue and expand the dialogue and contains video recordings of all the Lunchbox Cafés and Live Sessions, as well as Posters and summaries of the Brainstorming forums.