Freight Planning Best Practices

Mississippi Valley Freight Coalition CFIRE
July 2009

Agenda
- Introduction
  - Preparing to plan
  - Why do planning?
  - Types of plans
- Industry involvement
  - Stages of involvement
  - Outreach efforts
  - Ongoing efforts
- Using performance measures
- Monitoring
- Multi-modal analysis
- Implementation
- Public involvement
- Outreach tools
- Advisory committees

First Steps
- Take stock of your agency, your processes and you environment
- To be successful, your plan must reflect your current circumstance
- The following three slides may help you in taking stock

Planning for the Plan
- Can any deficiencies in your situation be corrected?
- What type of plan or planning effort would be most beneficial?
- What type of plan will your resources allow you to complete?
- How will the plan relate to other plans and activities?

Types of Plans
- Descriptive
  - System
  - Integrated
  - Strategic
  - Business

Why Do Freight Plans?
- Compliance
- Education
- Raise policy alternatives
- Resource allocation
Why Do Freight Planning?

<table>
<thead>
<tr>
<th>Why Type</th>
<th>Descriptive</th>
<th>Systematic</th>
<th>Integrated</th>
<th>Strategic</th>
<th>Business</th>
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<td>Compliance</td>
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<td>Education</td>
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<td>Policy alternative</td>
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<td>Resource allocation</td>
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How Will the Plan Fit with Other Plans and Activities?
- Will it compliment?
- Will it use them as input?
- Will it be input?
- Will it change others?

Washington’s Seven Steps
- Quantify freight customer requirements
- Identify existing performance gaps
- Get good data
- Predict future freight demands
- Value freight investments
- Develop solution proposals
- Prioritize solutions based on their ability to meet the state’s goals

The Planning Process

Barriers to Industry Involvement
- Different time horizons
- Time commitments
- Understanding of public processes
- Relevance of process
- Trust
- Competitive pressures
- Public understanding of private sector issues

Industry Participation

Level of Participation
- Full Participation
- Acceptance
- Level of Understanding
Freight Advisory Committees

What is the role?
What is the membership?
What is the time commitment?
Is it permanent or temporary?
What is the authority for its appointment?
Do other forums exist that could meet the need?

What is the Freight Community?

It is not homogeneous
Different industries have different needs
Different geographic regions tend to group industries
Segmenting your state or region may help to better understand the freight communities

Involvement Tools

Surveys
Focus groups
Interviews
Public meetings
Workshops

Topical committees
Advisory committees
Standing committees
Web tools

Atlanta Bottleneck Mapping

Who Responded
- Drivers from area carriers
- Major distribution centers
- Publix
- FedEx Freight
- Coca-Cola
- UPS

Categories
- Geometric constraints
- Traffic issues
- Infrastructure problems
- Safety hotspots

South West PA Kiosks

Mobile planning kiosks
- Touch screen
- Interactive GIS maps
- Surveys
- Residence
- Work location
- Shopping location
- Recreational areas
- Source of services
Rogue Valley Interviews

**Interviewees**
- Nine manufacturers
- Thirteen carriers
- Two freight-related facilities

**Results**
- Identified infrastructure deficiencies, all listed in the plan
- Identified regulatory issues, also listed in the plan
- Specific potential infrastructure projects evaluated in plan

SW PA Economic Development Workshops
- Partnership with other agencies
- Eleven workshops
- 200 participants
- Presentations, written materials, discussions and brainstorming
- Interactive live polling

OKI Interactive Workshops
- First round at start of planning process
  - Share base data
  - Discuss possible directions
- Second round at draft report stage
  - Comment on draft report
- Both rounds used surveys at the meeting, information stations and staff interactions

SW PA Project Region Workgroups
- Four groups
  - Financial resources
  - Transportation strategies
  - Economic development strategies
  - Forecasting and modeling
- More than 100 experts provided direction to the plan

KDOTT Working Groups

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<tr>
<th>Group</th>
<th>Meeting #1</th>
<th>Meeting #2</th>
<th>Meeting #3</th>
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<tr>
<td>Freight</td>
<td>• At-grade crossings • Rail capacity • Highways • Local Roads</td>
<td>• Access • Innovations and opportunities for freight movement • Investment scenarios • Program configuration options</td>
<td>• KDOTT organization structure and initiatives</td>
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<td>Rural and micropolitan</td>
<td>Note: Topics for freight are shown to illustrate the approach</td>
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<tr>
<td>Metropolitan</td>
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<tr>
<td>Funding and finance</td>
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<tr>
<td>Economic impact</td>
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Multi-Modal Freight Planning Practice Found
- Focus of most plans is highway
- Other modes are described in terms of extent, service provided, commodities moved
- In some cases, non-highway service or operational issues are noted
- In some fewer cases non-highway policy issues are noted
- In some cases studies are suggested
Barriers to True Multi-Modal Planning

- Jurisdiction: who owns, operates and invests?
- Information: difficulty in getting proprietary data
- Federal role: waterways are usually under federal authority
- Extent of system: decisions are larger than a single state

Potential Planning Role

- Education: policy makers and the public should understand the whole system
- Policy discussion: regulatory, national budget issues and other issues should be discussed
- Identify trial areas: new ideas can be studied and tested

Performance Measures

- Should:
  - Be closely related to the organization’s strategic goals.
  - Reflect the range of things important to the organization.
  - Reflect the significant aspects of an issue. Be chosen carefully.
  - Be understood.
  - Be used correctly.

Lima-Allen County Economic Goal:

- Develop transportation system that will strengthen economic development initiatives
- Advance improvements that support industrial growth
- Implement projects that promote intercity development
- Integrate transit, highway and rail infrastructure
- Use transportation to support tourism
- Provide public transportation to employment

Performance Measures

- Connectivity/congestion: Average speed on key routes
- Safety: High crash locations and turn restricted intersections for 53 ft
- Reliability: Level of service on key routes
- Intermodal: Throughput at key freight facilities
- Economic: Job growth and warehouse availability

OKI Goals and Objectives

<table>
<thead>
<tr>
<th>Goal</th>
<th>Objective</th>
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</thead>
</table>
| Improve accessibility and mobility options for people and goods | • Improve operating efficiency of existing infrastructure  
• Expand infrastructure to provide capacity and access  
• Expand alternatives to single-occupant vehicle |
| Support economic vitality | • Implement techniques to improve traffic flow to improve travel time reliability and travel costs  
• Increase availability of traveler information (ARTIMIS) |
Implementation in St. Louis

Data Gathering and Monitoring → Planning and Evaluation → Review and Refinement → Implementation → Annual Plan → Update Process

- Transportation data
- Commercial data
- Economic data
- Freight directory
- Freight survey
- Outreach

EWSGCC Board → Update plans → Updated TIP

- Priority goods movement network
- Intermodal management information system
- Other EWSGCC management systems
- Freight survey
- Outreach
- EWGCC staff
- Initiative areas
- Infrastructure
- Institutional
- Financial
- Planning
- Technology

Florida’s Strategic Intermodal Corridors

- Broaden truck-related data collection
- Identify major truck crash locations
- Consider tonnage and value in updating Inter-Regional Corridors

For More Information

Ernie Wittwer
wittwer@engr.wisc.edu
608-890-2310
Mississippivalleyfreight.org
http://www.wistrans.org/cfire/Research/MVFC/03/index.html

Mid-America Criteria

### Mid-America Criteria

#### Figure 4-1

**Capacity Project Inclusion Matrix**

<table>
<thead>
<tr>
<th>Criteria Category</th>
<th>Points</th>
<th>Description</th>
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<td>Freight Capacity</td>
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<td>Freight Reliability</td>
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<td>Freight Accessibility</td>
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<td><strong>System Preservation</strong></td>
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<td>System Protection</td>
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**Total Points:** 100

MN Integrating Freight into Other Activities

- Form public-public partnerships with involved agencies
- Pursue public-private partnering opportunities
- Develop freight criteria is project ranking
- Provide freight input in some studies
- Ensure freight input in policy discussions
- Broaden truck-related data collection
- Identify major truck crash locations
- Consider tonnage and value in updating Inter-Regional Corridors