



U.S. Department  
of Transportation

MARCH 1997

# PROCEEDINGS OF TWO NATIONAL FREIGHT CONFERENCES

## **Conference One**

*National Freight Planning  
Applications Conference*

October 1996

and

## **Conference Two**

*Urban Goods Movement and Freight  
Forecasting Conference*

September 1997

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***National Freight Planning  
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**and**

## **Conference Two**

***Urban Goods Movement and Freight  
Forecasting Conference***

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**MARCH 1997**

### **Prepared by**

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### **Prepared for**

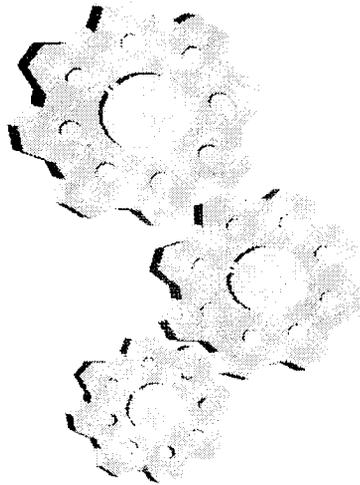
Office of Environment and Planning  
Federal Highway Administration  
U.S. Department of Transportation  
Washington, D.C. 20590  
and  
New Mexico State Highway and  
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Santa Fe, New Mexico 87501

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U.S. Department of Transportation  
Washington, D.C. 20590

# **PROCEEDINGS**

## **CONFERENCE ONE NATIONAL FREIGHT PLANNING APPLICATIONS CONFERENCE**



**SAN ANTONIO, TEXAS  
OCTOBER 14-16, 1996**

# CONFERENCE ONE

## NATIONAL FREIGHT PLANNING APPLICATIONS CONFERENCE

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Office of Environment and Planning  
Statewide and Intermodal Planning Division

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## Reception Sponsored in part by:

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## Special Thanks To:

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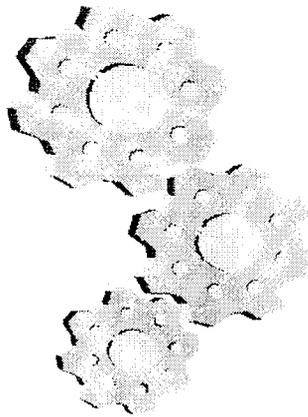
New Mexico State University, Geography Department Secretary



**SECTION ONE**

**CONFERENCE ONE**

**SUMMARY**



# SECTION ONE

## CONFERENCE SUMMARY

### Introduction

A primary focus of the National Freight Planning Applications Conference was an interactive discussion with conference participants concerning the development, application and the appropriateness of performance measures in support of public policy goals and objectives. The Conference consisted of sets of presentations focusing on freight planning studies and freight planning resources. It also included two workshops.

During the conference, a survey was circulated among conference participants to determine which presentations would be printed in their entirety or in the form of a short report or abstract. The presentations in these proceedings are organized according to the results of the survey. The proceedings are divided into five sections. Section One provides information about the conference organization, such as the purpose, agenda and explanation of the organization of the conference proceedings. Section Two contains presentations presented in full; while Section Three consists of short reports and Section Four are abstracts of the presentations. The last section, Section Five, includes the list of participants at the Conference.

### Workshops

As part of the Freight Planning Conference, an introduction to the "Landside Access to Intermodal Facilities" course was presented by one its principal designers, Matthew A. Coogan. The course was developed by FHWA, through its National Highway Institute. A three-hour summary of a three-day course was given, focusing on the relationship of facility access planning to broader responsibilities within Statewide and Metropolitan Planning activities. The subject of airport ground access provided a basis for a class discussion of the development and application of performance measures in the planning of access facilities.

The Quick Response Freight Manual (QRFM) was sponsored by FHWA to assist states and MPO's to develop truck traffic forecasts of region wide travel or forecasts of freight traffic generated by site development. The workshop presented by Alan Horowitz included a detailed discussion of the contents of the QRFM. The presentation is targeted (1) to those who wish to gain an understanding of the basics of freight forecasting and (2) to those already knowledgeable of freight forecasting but want to familiarize themselves with the specifics of the QRFM. The QRFM was prepared by Cambridge Systematics, COMSIS, and Alan Horowitz, University of Wisconsin -- Milwaukee under the sponsorship of FHWA.

### Conference Purpose

The National Freight Planning Applications Conference offered a unique opportunity to learn how communities, states, and firms addressed freight planning issues. It also presented a forum where ideas about freight planning were exchanged. The conference provided a place for transportation planners, consultants, and administrators to come together and become acquainted with successful freight related plans, projects and data sources. The objectives of the conference are:

- To identify and define significant ways of addressing issues in freight planning
- To present the results from a variety of studies that show how freight planning can be effectively accomplished
- To highlight the lessons learned, pitfalls, and positive effects from freight planning studies
- To provide a forum where participants can learn about tools and techniques for freight modeling and landside access planning
- To identify freight data sources in the public and private sectors.

# National Freight Planning Applications Conference Agenda

## Monday, October 14

P.M.

4-6 Registration

6-8 Reception and Poster Session

## Tuesday, October 15

A.M.

7-9 Registration

7-8 Continental Breakfast

8:00 Plenary Session

- Opening Remarks, Dane Ismart, Federal Highway Administration
- Welcome, Robert Czerniak, New Mexico State University
- Jack Lord, Moderator, SRF Consulting, Inc.

9:05 Presentations: Integration of Freight Planning

- Matt Coogan, Learning from Freight -- Lessons for Statewide and Metropolitan Transportation Planning
  - Integrating Freight into Metropolitan Transportation Planning, Keith Mattson, Denver Regional Council of Governments
- Panel Discussion and Questions

10:00 Coffee and Conversation

10:20 Presentations: Freight Planning Perspectives

- Federal-- Public-Private Freight Planning Partnerships, Stefan Natzke, Federal Highway Administration
  - State-- The Michigan Statewide Truck Travel Forecasting Model; Rick Donnelly, Parsons-Brinkerhoff, Quade & Douglas, Inc.
  - Local-- Regional Model Truck Trip Updating: Boston MPO Case Study; Russ Capelle, Central Transportation Planning Staff
  - Private-- Freight Transportation Planning: Bridging the Chasm between the Public and Private Sectors, Paul Nowicki, Burlington Northern Santa Fe Corporation
- Panel Discussion and Questions

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## Conference Agenda

P.M.

12:00 Lunch (on your own)

1:30 Freight Data Resources

- Public -- The Commodity Flow Survey and Other Public Freight Data Sources, Bob Zarnetske and Felix Amah-Tagoe, Bureau of Transportation Statistics
- Private-- Status Update of the Intermodal Freight Visual Database; Joe Bryan, Reebie Associates
- Private -- Handheld Computer Technology for Freight Data Collection; Marsha Anderson, Street Smarts
- Public -- Characteristics of Urban Freight: A New Manual; Fred Wegmann, University of Tennessee

3:10 Break

3:30 Case Studies

- MORPC: An Equal Partner in the Greater Columbus Inland Port Program, Elena Constantine, Mid-Ohio Regional Planning Commission Regional Planning Commission
- A Multi Commodity, Layered Approach to Statewide Freight Demand Modeling; Reginald Souleyrette, Iowa Transportation Center
- Suburban Truck Activity: A GIS Approach, Sara LaBelle, KANLACON Urban Area MPO
- Research That Works Now: EWITS Project in Washington State, Eric Jessup, Washington State University

Panel Discussion and Questions

5:10 Conference adjourns for the day

### **Wednesday, October 16**

A.M.

7-8 Continental Breakfast

8:00 Case Studies

- Delaware Area Freight Plan, Ted Dahlburg, Delaware Valley Regional Planning Commission
- Freight Stakeholders National Network, Rebecca Meyer, American Trucking Association
- Freight Planning in the Heartland -- The Kansas City Experience, Bill Derrick, Mid-America Regional Council

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## Conference Agenda

### **Wednesday, October 16**

- Freight Planning Obstacles and Resources in New Mexico, Fred Friedman, New Mexico State Highway and Transportation Department, Rail and Intermodal Projects Panel Discussion and Questions

#### Panel Discussion

9:40 Coffee and Conversation

9:55 Case Studies, Continued

- San Francisco Bay Area Seaport Planning; Marc Roddin, Metropolitan Transportation Commission
- Skagit Countywide Air, Rail, Water, and Port Transportation System Study; Eric Ireland, Skagit Council of Governments
- Northside Highway and Rail Corridor – Creating a Seamless Intermodal Network for the Customer, Frank Brogan and Rick Maldonado, Port of Corpus Christi Authority
- Freight Transport Planning for the Greater Cincinnati Area, Reginald Victor, OKI Regional Planning Association

#### Panel Discussion and Questions

11:35 Lunch (on your own)

P.M.

1:00 Workshops

- Landside Access to Intermodal Facilities, Matthew A. Coogan
- The Quick Response Freight Manual; Alan Horowitz, University of Wisconsin-Milwaukee

5:00 Conference adjourns

### **Other Events**

#### **Poster Sessions**

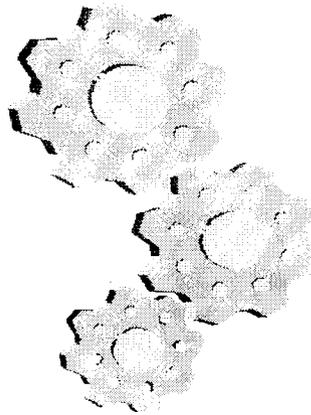
- Debbie Matherly, COMSIS
- Howard Slavin, Caliper Corporation
- John Paolla, Federal Railroad Administration



**SECTION TWO**

**CONFERENCE ONE**

**PRESENTATIONS**



## SECTION TWO PRESENTATIONS

### **Regional Model Truck Trip Updating: Boston MPO Case Study** *Russell B. Capelle, Jr., Ph.D., Central Transportation Planning Staff, Boston MPO*

The Boston Metropolitan Planning Organization (MPO), employs its Central Transportation Planning Staff (CTPS) to develop an updated and improved regional travel forecasting model. Part of this model is a truck travel forecasting model. Since commercial truck surveys are very expensive and labor- and time-intensive, CTPS has embarked upon several procedures, methodologies, and data collection strategies to update and improve its truck travel forecasting model without any surveys.

This paper provides a status report on the CTPS project and reviews those procedures and strategies, with the hope that other MPO regional models can benefit from this case study. Reviewed will be:

Information (e.g., trucking industry operating statistics) from the Massachusetts Freight Advisory Council

Private trucking industry and business directories as a source of the locations of for-hire and private trucking firms and of the number of trip makers (number of power units ["trucks"] at each location)

Census' 1992 Truck Inventory and Use Survey as a source of truck trip-related information (e.g., commodities carried, annual miles traveled)

Census' 1993 Commodity Flow Survey for cordon-line-like truck travel data

CTPS' Work Site-level Employment Database for identifying the location of businesses served by trucks and the number of employees at those locations

Trip generation rates from other areas and other studies, such as the Characteristics of Urban Freight Systems manual and the Cambridge Systematics/COMSIS Quick Response Manual.

Classification counts by truck trip behavior category from videotapes, in conjunction with traditional configuration-category classification counts, as a measure of actual truck traffic volumes to be used in model calibration.

Introducing new commercial freight mode information into a regional model has been a challenge at many MPOs, where updated 1960s commercial truck survey data are often the basis for truck trip tables. This project has a goal of showing several ways in which *available* trucking information can be introduced into the regional modeling process to efficiently improve estimates and the regional transportation plans based on them.

This Case Study Represents Implementing Steps 4 and 5 of the  
CAPELLE TEN STEP PROCESS  
*Outlined in a TRB '95 Presentation:*

## **"10 Steps to Trucking Activity Measures for Regions/States"\***

Step 1: Get Acquainted With Available Data Sources  
(e.g., TIUS, industry directories like National Motor Carrier Dir., Priv. Fleet Dir., etc.)

Step 2: Collect Data for Trucking Locations  
(e.g., number of power units for trucking company/base locations using industry directories)

**Step 3: Calculate Averages**  
(for each of the chosen trucking industry categories or groups, e.g., tank truck carriers)

**Step 4: Assign TIUS Average Miles**

**Step 5: Develop Daily/Wkly Avg. Miles**

Step 6: Calculate Operating Equipment Cell Totals

Step 7: "Trip" Generation

Step 8: "Trip" Distribution/Assignment

Step 9: Calibration and Verification

Step 10: Use the Output in Many Ways

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\*Excerpt from Capelle, Russell B., Jr. "Intermodal Management System Planning at the State and MPO Levels" handout, Session 239A, January 27, 1995, Transpn. Research Board annual mtg., Washington, DC; four-page photocopy of handout available from the author--Russ Capelle, 617/973-7093.

## **TRUCK TRIP-MAKING CATEGORIES USED**

(Separates "real" [large] commercial vehicles from the categories of small [pickups and vans] commercial trucks personal use vehicles ["trucks"]. Categories selected to be the fewest, most internally homogeneous groupings usable.)

### **TNK**

Tank truck carriers (e.g., petroleum, milk, etc.)

### **HHG**

Household goods carriers (moving companies)

### **LTL**

Less-than-truckload carriers (local, regional, and national interstate)

### **TL**

Truckload carriers ("A" to "B" trips without break-bulk terminals)

### **FWD**

Food/warehouse delivery carriers

### **I/M**

Intermodal drayage carriers (containers, "piggyback")

### **PKG**

Package/expressed/courier/air cargo carriers (e.g., UPS, USPS, RPS)

### **HVY**

Heavy haulers (heavy equipment carriers, garbage, trash, dump)

(Note: It is recognized that this is the least homogeneous large vehicle category.)

### **RET**

Retail delivery carriers

### **P/U,V**

Pickups, Vans--contractors, construction workers, plumbers, H/AC businesses)

### **N.E.C.**

Not elsewhere classified. Most personal travel vehicles are included here.

*"Regional Model Truck Trip Updating: Boston MPO Case Study"  
presented at the National Freight Planning Applications Conference,  
San Antonio, TX, October 15, 1996  
by Russell B. Capelle, Jr. 617/973-7093 8/23/96*

# INTERRELATIONSHIPS OF T.I.U.S. "SCREENING VARIABLES" (& OTHERS) USED DURING S.A.S. RUNS

**Shaded** where screening (and other) variable used in SAS runs for particular truck category.

Screening Variable	TNK	HHG	LTL	TL	FWD	I/M	PKG	HVY	RET	P/U,V	N.E.C.
(alpha. order)	6546	1263	3170	3677	22025	940	21160	50084	53288	710872	1269915
	1.0101	0.8221	1.092	1.8799	1.1676	1.1995	0.864	1.01	0.9736	0.9539	0.9829
<b>ANNMIL</b>	[Shaded]										
Annual miles traveled	[Shaded]										
<b>BASTATE</b>	[Shaded]										
Base state	[Shaded]										
<b>BODTYP</b>	[Shaded]		[Shaded]					[Shaded]		[Shaded]	
Truck body type	[Shaded]		[Shaded]					[Shaded]		[Shaded]	
<b>EXPANF</b>	[Shaded]										
Expansion factor	[Shaded]										
<b>MAJUSE</b>			[Shaded]		[Shaded]		[Shaded]		[Shaded]		[Shaded]
Major use			[Shaded]		[Shaded]		[Shaded]		[Shaded]		[Shaded]
<b>PBUS</b>										[Shaded]	
Percent business use										[Shaded]	
<b>PCNTNR</b>						[Shaded]					[Shaded]
Percent containers						[Shaded]					[Shaded]
<b>PLOCAL</b>	[Shaded]										
Percent local (less than 50 miles)	[Shaded]										
<b>PPIGY</b>						[Shaded]					[Shaded]
Percent piggyback						[Shaded]					[Shaded]
<b>PPRIV</b>					maybe				maybe		maybe
Percent private trucking					maybe				maybe		maybe
<b>PRNPRO</b>							[Shaded]				[Shaded]
Principal products							[Shaded]				[Shaded]
<b>PSHORT</b>	[Shaded]										
Percent short haul (50 to 100 miles)	[Shaded]										
<b>SAMTYP</b>		[Shaded]									[Shaded]
Sample type [truck type]		[Shaded]									[Shaded]
<b>TYPSER</b>			[Shaded]								[Shaded]
Type of service			[Shaded]								[Shaded]
<b>WKSOP</b>	[Shaded]										
Number of weeks operated	[Shaded]										

**Not used, but might be considered:**

- AREAOP Area of operations
- CHEM Chemicals
- MOVING Moving company
- MSAIO Metropolitan statistical area
- NAXLES Number of axles
- PETROL Petroleum products
- PLESTL Percent less-than-truckload
- POBAST Percent operated in base state
- PPTKLOD Percent truckload
- TYPCAR Type of carrier
- VEHSZE Vehicle size
- VEHTYP Vehicle type

**Key:**

- 1 TNK Tank truck carriers (e.g., petrol., milk)
- 2 HHG Household goods carriers/moving co.
- 3 LTL Less-than-truckload carrier (loc./reg./intersta.)
- 4 TL Truckload carriers ("A" to "B" trip; no "term'l")
- 5 FWD Food/warehouse delivery carriers
- 6 I/M Intermodal drayage carriers (contr, pig'bk)
- 7 PKG Package/expedited/air cargo carriers
- 8 HVY Heavy haulers (construc., garbge, trash, etc.)
- 9 RET Retail delivery carriers
- 10A P/U,V Pickups & vans--contractors, construc., etc.
- 10B N.E.C. Not elsewhere classifd. (most pers.trav.here)

Russ Capelle;617/973-7093;8/22/96

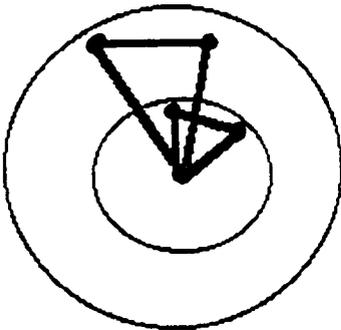
# PATTERNS OF TRUCK TRIP-MAKING BEHAVIOR BY CATEGORY

(--behavior assumptions used to establish trip leg lengths per tour for SAS runs)

Introduction: Diagrams below show the type or general spatial extent characteristics for each category. Diagrams are **not to scale**. Outer ring = the 100-mile (PSHORT distance) outer limit of a one-way radial trip from home base; inner ring = the 50-mile (PLOCAL distance) outer limit. Trip lengths are in miles; their totals were used in SAS runs for PLOCAL or PSHORT expressions. The first row of numbers is the number of trips (or stops) in a tour: the second row shows the PLOCAL trip lengths, with the totals in parentheses; and the third row shows PSHORT trip lengths and totals.

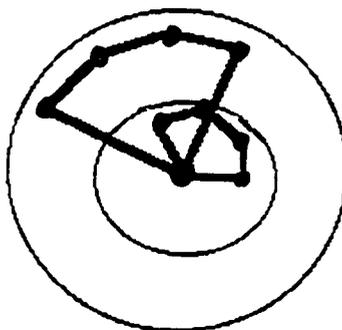
**A**  
FWD; P/U,V; N.E.C.

3  
25/10/25 (60)  
75/20/75 (170)



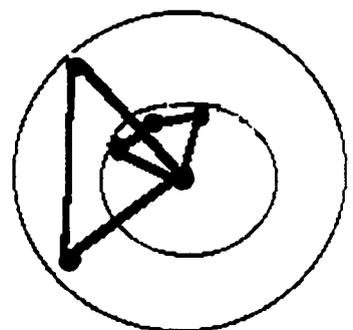
**B**  
TNK; RET

5  
25/10/10/10/25 (80)  
75/15/15/15/75 (195)



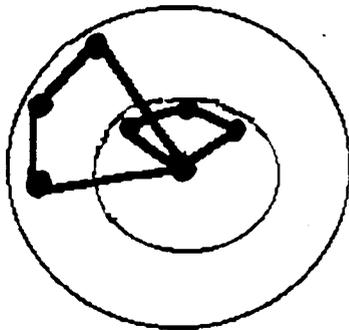
**C**  
HHG

3  
25/20/25 (70)  
75/30/75 (180)



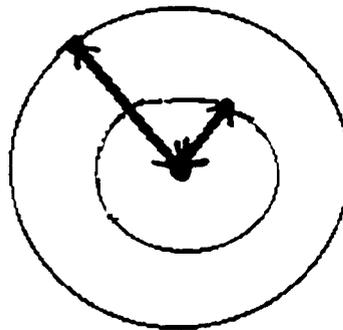
**D**  
LTL

4  
25/10/10/25 (70)  
75/15/15/75 (180)



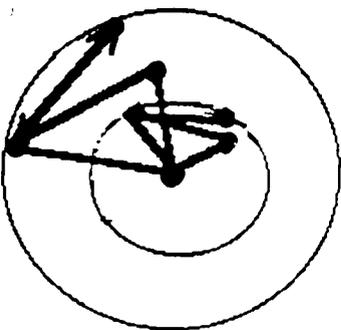
**E**  
TL

2  
25/25 (50)  
75/75 (150)



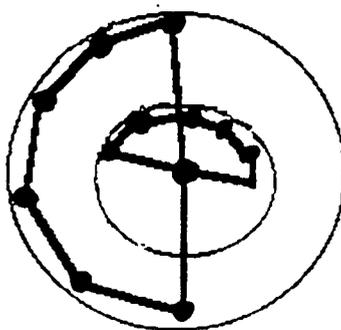
**F**  
I/M

5  
25/15/15/10/10 (75)  
75/25/25/35/35 (195)



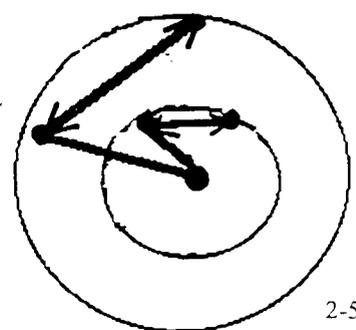
**G**  
PKG

7  
20/5/5/5/5/5/20 (65)  
60/5/5/5/5/5/60 (145)



**H**  
HVY

4  
25/10/10/25 (70)  
75/15/15/75 (180)



## S.A.S. "COMMAND FILE" INSTRUCTIONS USED FOR "DEFINING VARIABLES"

### DEFINING VARIABLES

(Variables used for all truck trip-making behavior categories--  
variables upon which the calculation of **mean tours per day** is based)

(Listed in SAS "Command File" order)

EXPANF--Expansion factor

EXPANF = EXPANF \* .01;

(. . . and see below under PSHORT)

BASTATE--Base state

(For runs for Mass. (25) and for Mass, N.H. and R.I. together (25,33,44))

IF BASTATE = 25;

IF BASTATE = 25 OR BASTATE = 33 OR BASTATE = 44;

ANNMILE--Annual miles traveled

(Note: See also under PLOCAL and PSHORT for interrelated SAS commands)

ANNMILE = ANNMIL \* ((PSHORT + PLOCAL) \* .01);

AVGLNGTH = ((P \* (PLOCAL \* .01)) + (S \* (PSHORT \* .01)))/  
((PLOCAL \* .01) + (PSHORT \* .01));

(. . . where "P" and "S" are the radial miles outward from home base--  
differs by category)

PLOCAL--Percent local (less than 50 miles)

IF PLOCAL = . THEN PLOCAL = 0;

IF PLOCAL > 0 | PSHORT > 0;

PSHORT--Percent short haul (50 to 100 miles)

IF PSHORT = . THEN PSHORT = 0

WKSOP--Number of weeks operated

IF WKSOP = X THEN TOURS = ANNMILE/(W \* AVGLNGTH);

(W = Average working days per midpoint of week interval for each of 14 values (X) of WKSOP. For example, WKSOP = 1 stands for "49 - 52 wks." Midpoint is [the end of] 50 weeks;  $50 * 250$  (number of working days in a year)/52 = 240.4. In this case, then, X=1 and W=240.4. All Ws for Xs 1-14: 240.4, 221.2, 201.9, 182.7, 163.5, 144.2, 125, 105.8, 86.5, 67.3, 48.1, 28.8, 9.6, and 2.4.)

*"Regional Model Truck Trip Updating: Boston MPO Case Study"*  
*presented at the National Freight Planning Applications Conference,*  
*San Antonio, TX, October 15, 1996*  
*by Russell B. Capelle, Jr. 617/973-7093 8/23/96*

## 1992 TRUCK INVENTORY AND USE SURVEY VARIABLES USED:

### DEFINING VARIABLES

(Variables used for all truck trip-making behavior categories--  
variables upon which the calculation of **mean tours per day** is based)

(Listed alphabetically)

ANNMILE--Annual miles traveled

BASTATE--Base state

EXPANF--Expansion factor

PLOCAL--Percent local (less than 50 miles)

PSHORT--Percent short haul (50 to 100 miles)

WKSOP--Number of weeks operated

### SCREENING VARIABLES

(Variables used to "home in on" appropriate members of particular  
truck trip-making behavior categories. Not all are used for each category.)

(Listed alphabetically)

BODTYP--Truck body type

MAJUSE--Major use

PBUS--Percent business use

PCNTNR--Percent containers

PPIGY--Percent piggyback

PPRIV--Percent private trucking (*may* be used)

PRNPRO--Principal products

SAMTYPE--Sample type [truck type]

TYPSE--Type of service

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## 1992 TRUCK INVENTORY AND USE SURVEY VARIABLES USED:

*(Detailed Census-publication-based definitions added in parentheses)*

### DEFINING VARIABLES

(Variables used for all truck trip-making behavior categories--  
variables upon which the calculation of **mean tours per day** is based)

(Listed alphabetically)

ANNMILE--Annual miles traveled

*(Annual miles traveled by the truck, Mass. and beyond)*

BASTATE--Base state

*(State of home base--the location where the vehicle was usually parked when not on road.)*

EXPANF--Expansion factor

*(Multiplier to "expand" the representative vehicle to the number in the overall truck population.)*

PLOCAL--Percent local (less than 50 miles)

*(Local = less than 50 miles from vehicle's home base.)*

PSHORT--Percent short haul (50 to 100 miles)

*(Short range = trips between 50 and 100 miles from vehicle's home base.)*

WKSOP--Number of weeks operated

*(The number of weeks during 1992 that the vehicle was operated.)*

### SCREENING VARIABLES

(Variables used to "home in on" appropriate members of particular  
truck trip-making behavior categories. Not all are used for each category.)

(Listed alphabetically)

BODTYP--Truck body type

*(Type of body permanently attached to power unit (single-unit truck) or most frequently used with truck tractor as a tractor-trailer combination.)*

MAJUSE--Major use

*(The business or part of the business in which vehicle used; 15 specific major use categories.)*

PBUS--Percent business use

*(Percent of the time vehicle is used for business, as distinguished from personal, purposes.)*

PCNTNR--Percent containers

*(Percent of the time vehicle carries domestic or international intermodal containers [no tires].)*

PPIGY--Percent piggyback

*(Percent of the time vehicle (truck tractor) tows trailers which were or will be placed on rail flat cars..)*

PPRIV--Percent private trucking (may be used)

*(Percent of the time vehicle is in a private fleet and not for hire.)*

PRNPRO--Principal products

*(Specific material(s) or commodity(ies) carried by the vehicle most of the time.)*

SAMTYPE--Sample type [truck type]

*(Which of 5 strata in the sample: "pickup," "van," "single-unit light," "single-unit heavy," & "truck tractor.")*

TYPSE--Type of service

*(Percentage of 1992 mileage operated as truckload and as less than truckload.)*

*"Regional Model Truck Trip Updating: Boston MPO Case Study"  
presented at the National Freight Planning Applications Conference,  
San Antonio, TX, October 15, 1996  
by Russell B. Capelle, Jr. 617/973-7093 8/23/96*

# **Integrating Freight into Metropolitan Transportation Planning**

## ***Keith Mattson, Denver Regional Council of Governments***

### **Introduction**

Consideration of freight in transportation planning was one of ISTEA's most significant new directions for states and metropolitan planning organizations (MPOs). The Metropolitan Transportation Commission (MTC), the MPO for San Francisco Bay Area, has worked closely with freight representatives since 1992. This effort has increased MTC's understanding of freight issues and concerns, and raised the visibility of the freight sector in transportation planning and funding decisions.

The primary motivation and energy for this effort come from MTC's Freight Advisory Council, a group of largely private sector intermodal freight representatives who have worked effectively with MTC staff and other public sector transportation agencies in the region. MTC and the Freight Advice Council have treated this experience as a long term partnership.

The early months of this partnership were invested in cross-training to help MTC better understand freight sector dynamics, and to help freight interests understand the planning process and how they can participate in it. One of the first accomplishments was itemizing the freight sector's biggest concerns with the transportation system. This list, which grew from the "Dirty Dozen" to the "Top 40" over time, has served as a focal point for the Councils' efforts. Projects from this list have been included in the region's fiscally-constrained 20-year Regional Transportation Plan. Funding has already gone to projects identified by the Council, including a Joint Intermodal Terminal at the Port of Oakland, traffic signal improvements on key arterials, and a weigh-in-motion mainline bypass station.

Freight's visibility has also been raised through separate workshops with MTC's Commission county-level congestion management agencies, local planners and public works officials. MTC and the Council also did a reconnaissance of local truck mobility and access problems in one warehouse and industrial area. To point out freight mobility problems and opportunities to policy board members, Freight Advisory Council members also serve on other MTC committees, including one which sets ISTEA project scoring criteria and a citizen's Advisory Committee that directly advises the Commission.

MTC has included freight problems concerns in a variety of its activities, including project scoring for ISTEA and state transportation funds, state and federal legislation, corridor planning, operational improvements, ITS applications, and performance measurement. Freight figures prominently in regional efforts to maintain the transportation system and make it more reliable for specific travel markets.

*"It is the policy of the United States to develop a National Intermodal Transportation System that is economically efficient and environmentally sound, provides the foundation for the Nation to compete in the global economy, and will move people and goods in an energy efficient manner"*

*Declaration of Policy  
Intermodal Surface Transportation Efficiency Act of 1991*

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*"Distribution is one of the most sadly neglected but most promising areas of American business. ... We know little more about distribution today than Napoleon's contemporaries knew about the interior of Africa. We know it's there, and we know it's big; and that's about all."*

*Peter Drucker  
"The Economy's Dark Continent", 1962*

# Metropolitan Transportation Commission

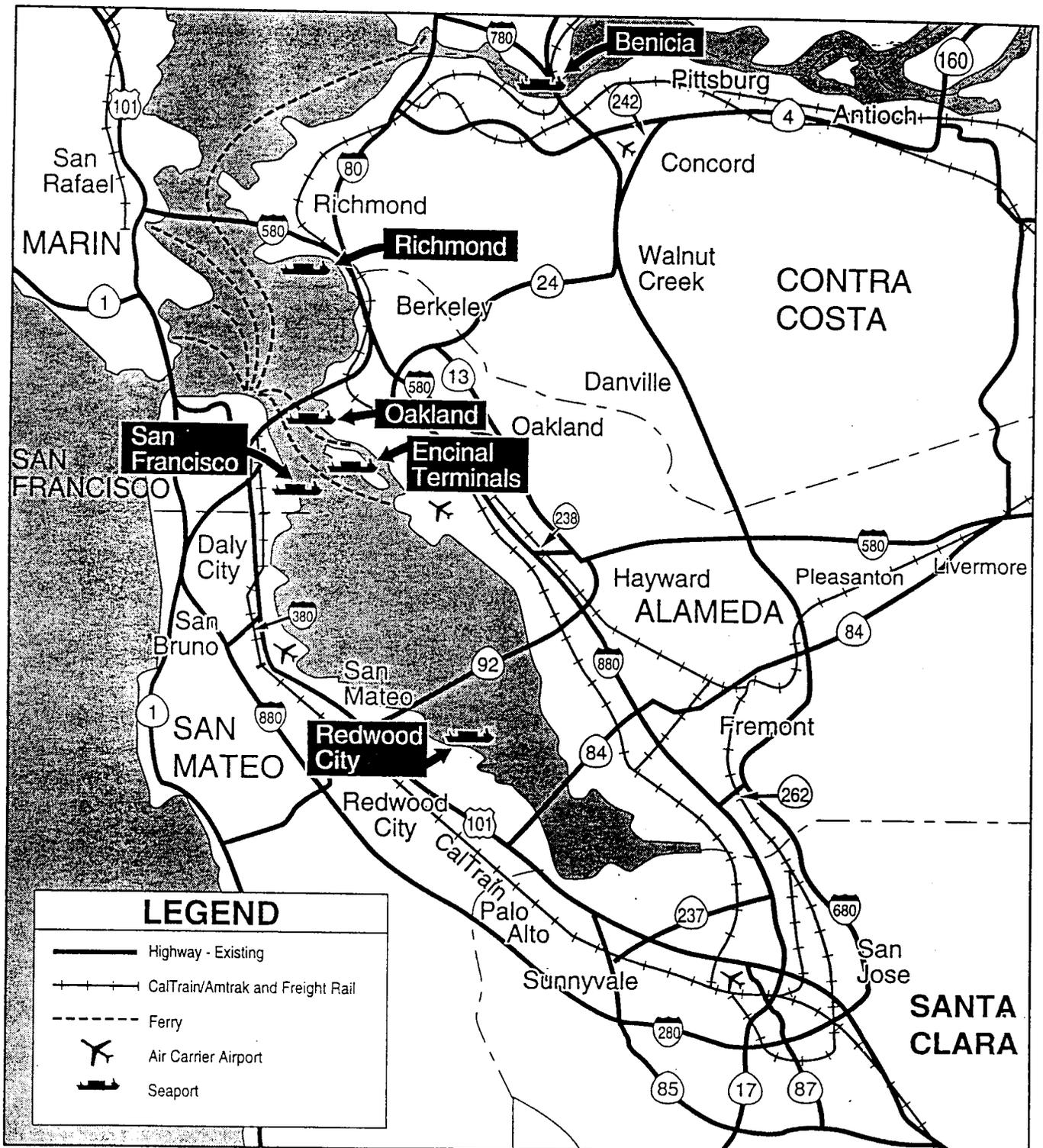
## Boundaries of MTC Region



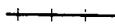
MTC Graphics/pb - 4/95



# Active Bay Area Seaports



## LEGEND

-  Highway - Existing
-  CalTrain/Amtrak and Freight Rail
-  Ferry
-  Air Carrier Airport
-  Seaport

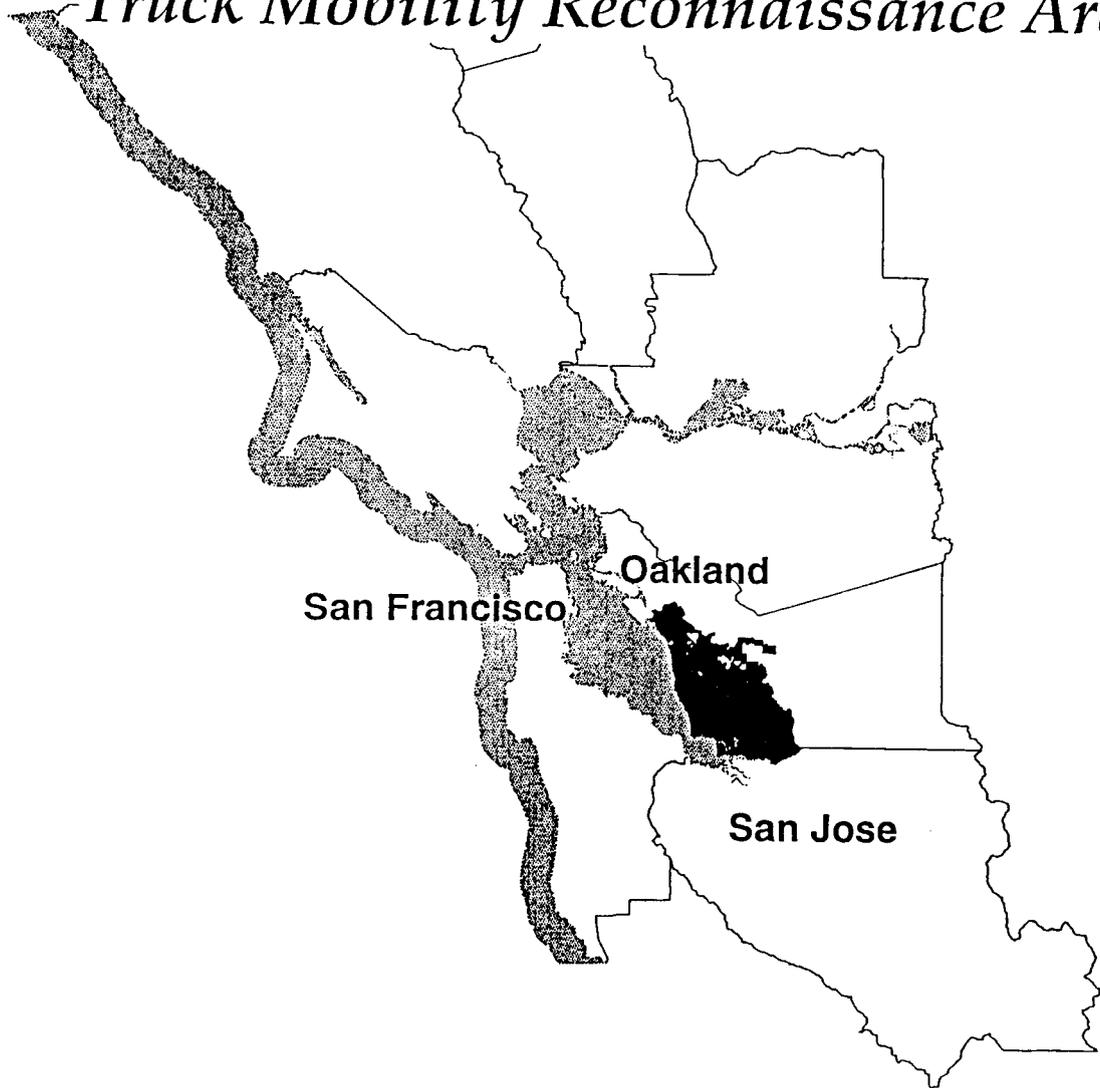
## **RAISING THE VISIBILITY OF FREIGHT IN THE BAY AREA**

- \* *Freight workshops for Commission and County Congestion Management Agencies***
- \* *Intermodal access course for practitioners***
- \* *Freight explicitly considered in Regional Transportation Plan, corridor studies, and project funding criteria***
- \* *Freight representatives on other MTC advisory committees***
- \* *Reconnaissance of local truck mobility and access issues***

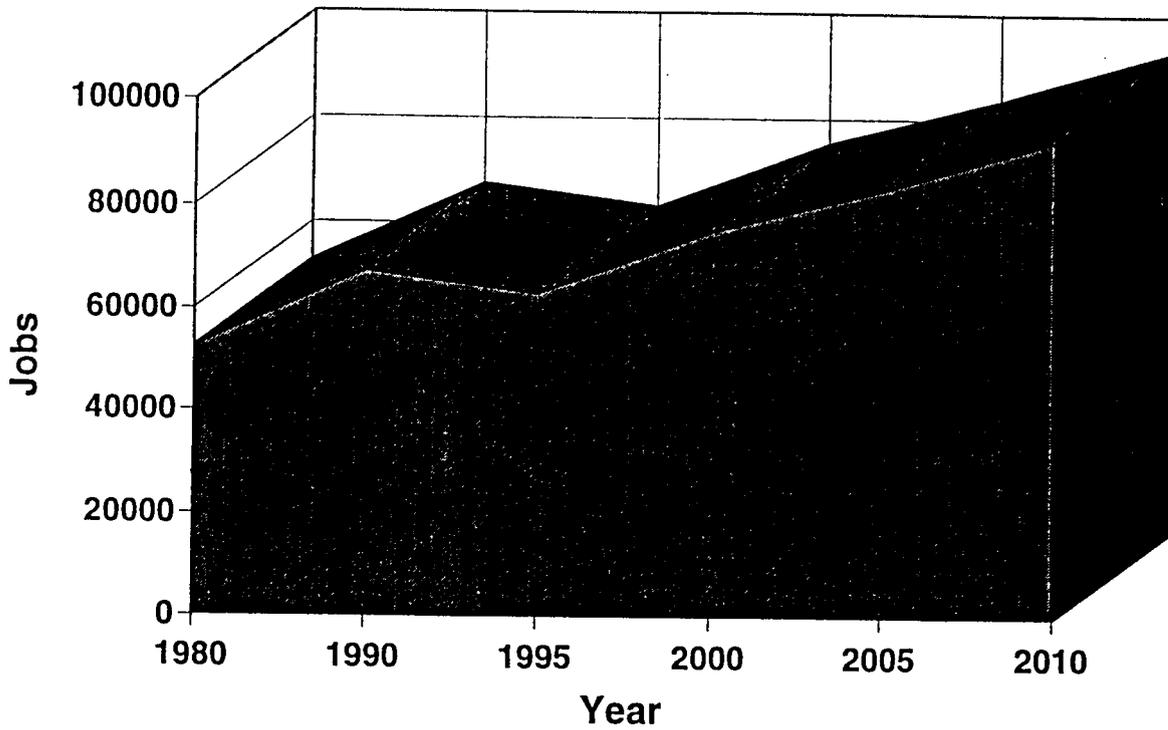
## **FREIGHT CRITERIA FOR PROJECT FUNDING**

- \* *Volume of truck traffic***
- \* *Extent of rehabilitation of eligible intermodal terminal facilities***
- \* *Increases of terminal efficiency***
- \* *Increases of discretionary cargo through seaports***

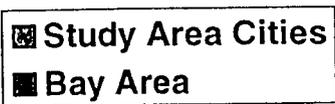
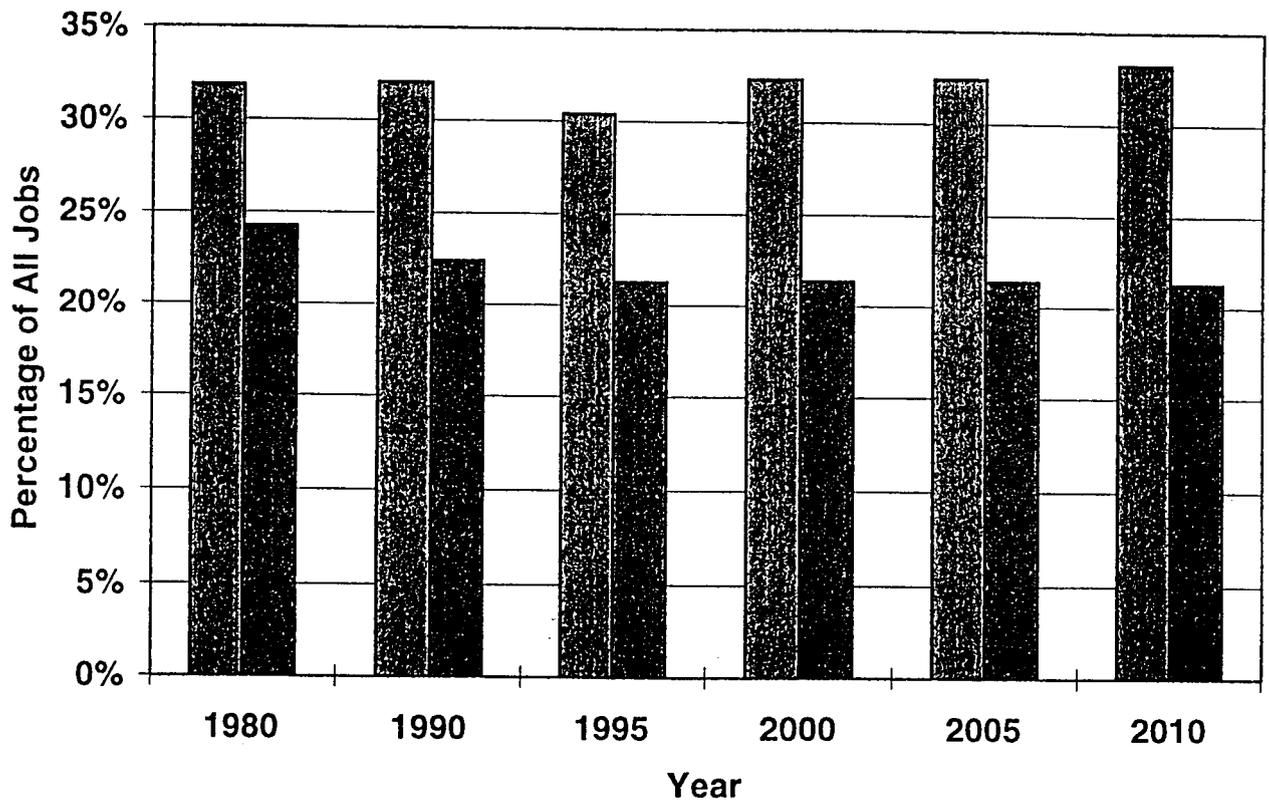
# *Truck Mobility Reconnaissance Area*



## Manufacturing and Wholesale Job Growth in Study Area Cities

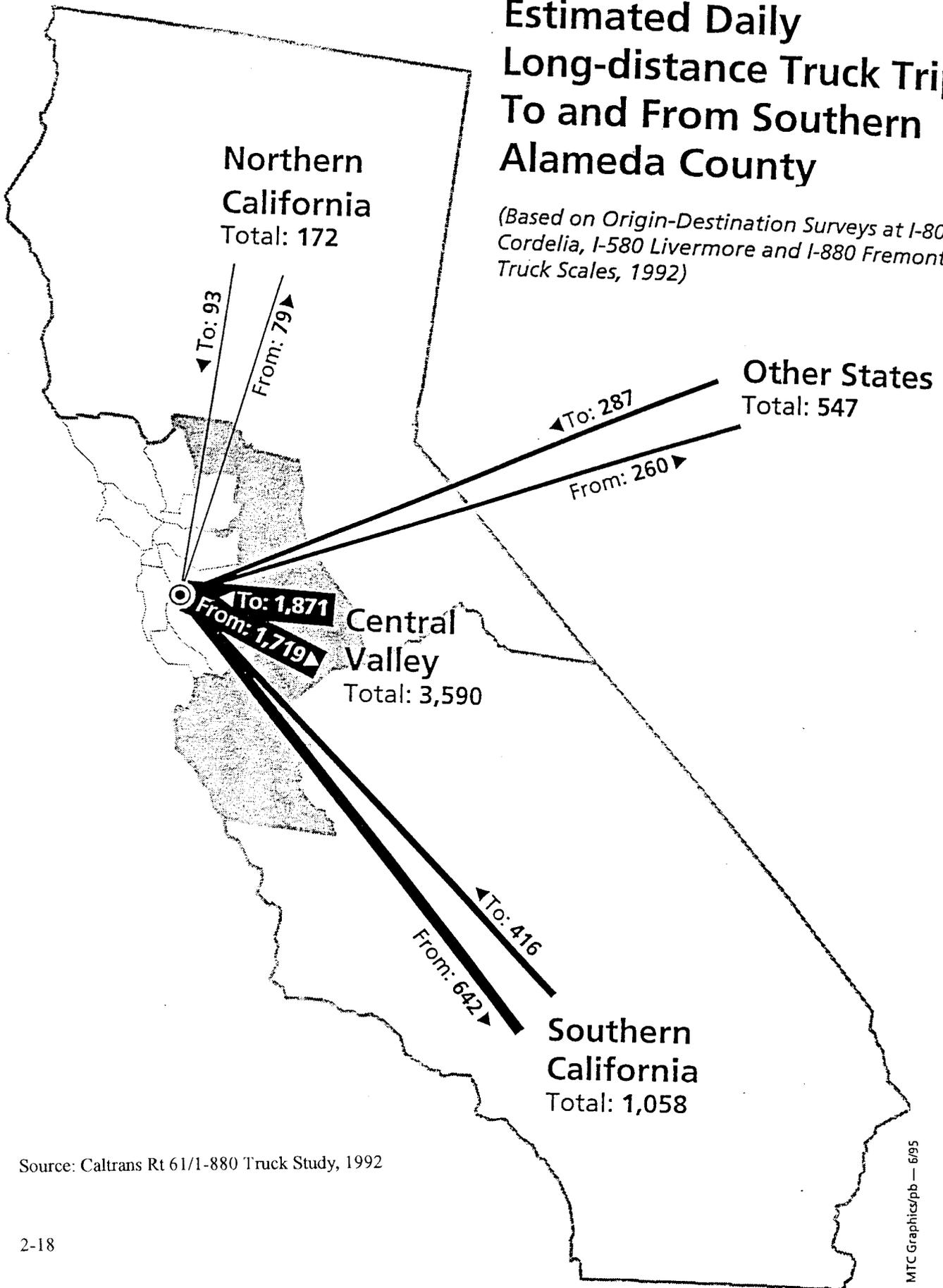


# Manufacturing and Wholesale Trade Employment



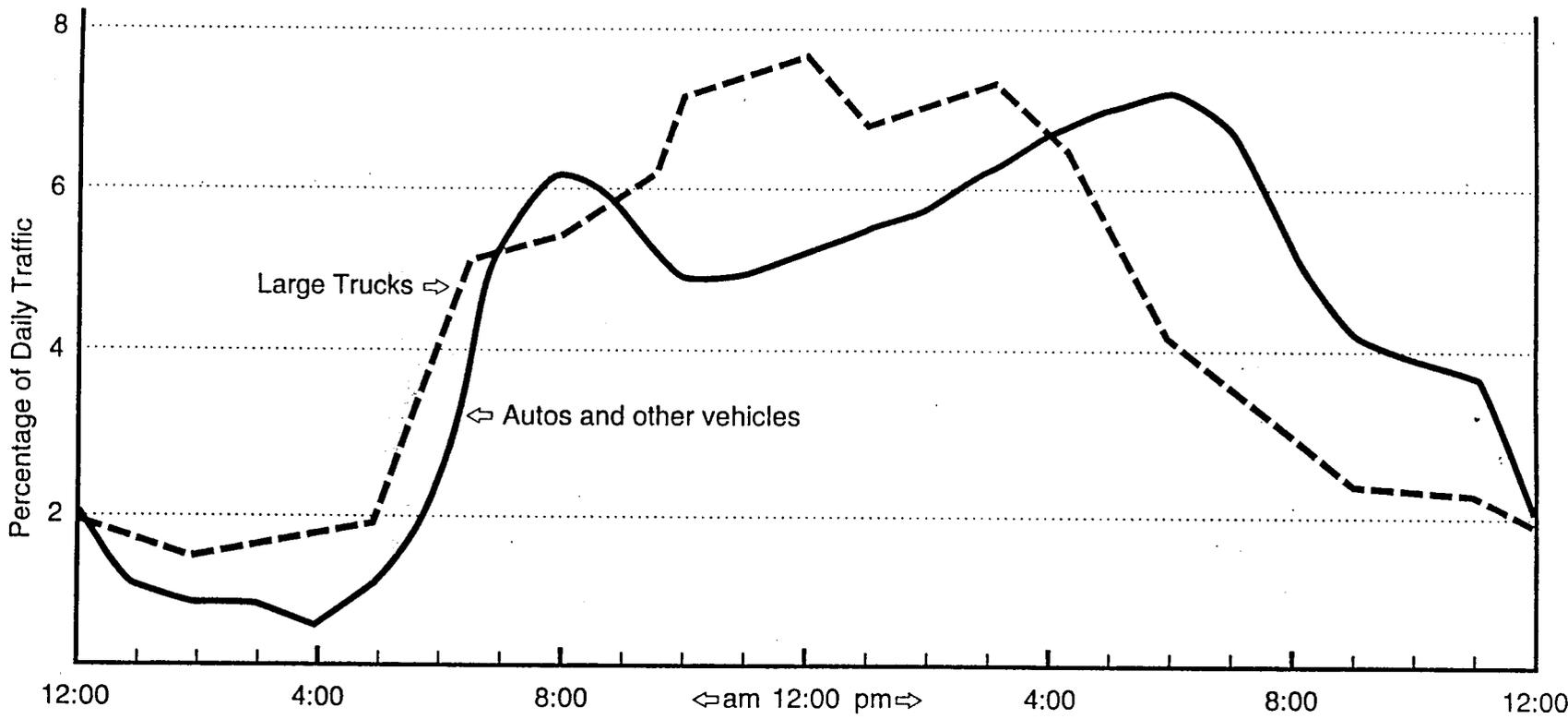
# Estimated Daily Long-distance Truck Trips To and From Southern Alameda County

(Based on Origin-Destination Surveys at I-80 Cordelia, I-580 Livermore and I-880 Fremont Truck Scales, 1992)



Source: Caltrans Rt 61/I-880 Truck Study, 1992

# Integrated Trucking Operations and Metropolitan Traffic Congestion



# Performance Measures for MTS Truck Routes

## Mobility Objective:

Smooth and dependable mid-day flow of traffic on MTS truck routes

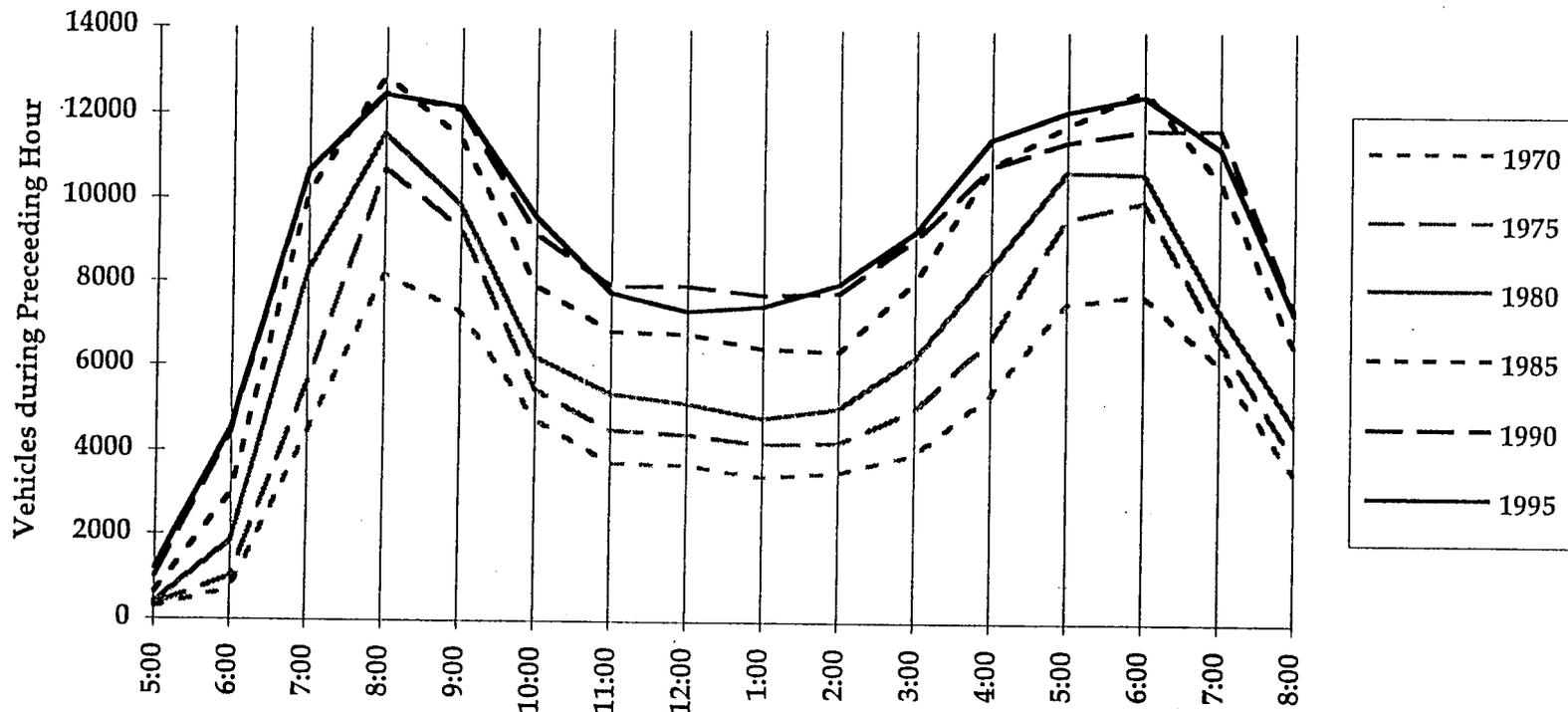
## Consumer Measures:

- Travel times between major freight origins and destinations, by departure time
- Variability of travel times between major freight origins and destinations, by departure time

## Surrogate Measures:

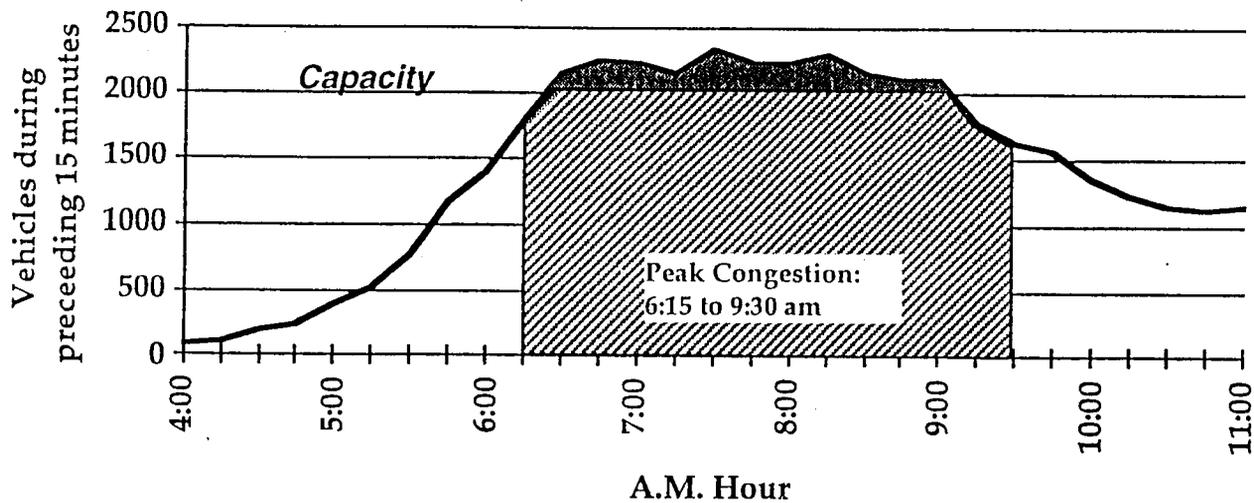
- Duration of peak period congestion
- Percentage of time that MTS truck routes operate at slow speeds
- Variability of hourly average speeds

# Caldecott Tunnel Traffic

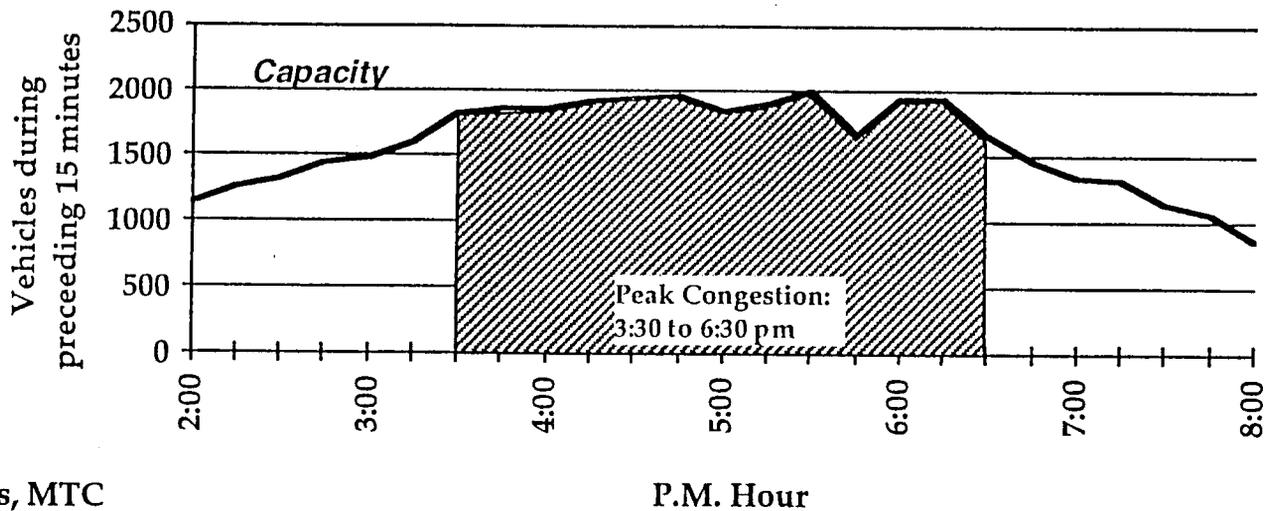


Source: Caltrans, MTC

## Westbound Peak Period

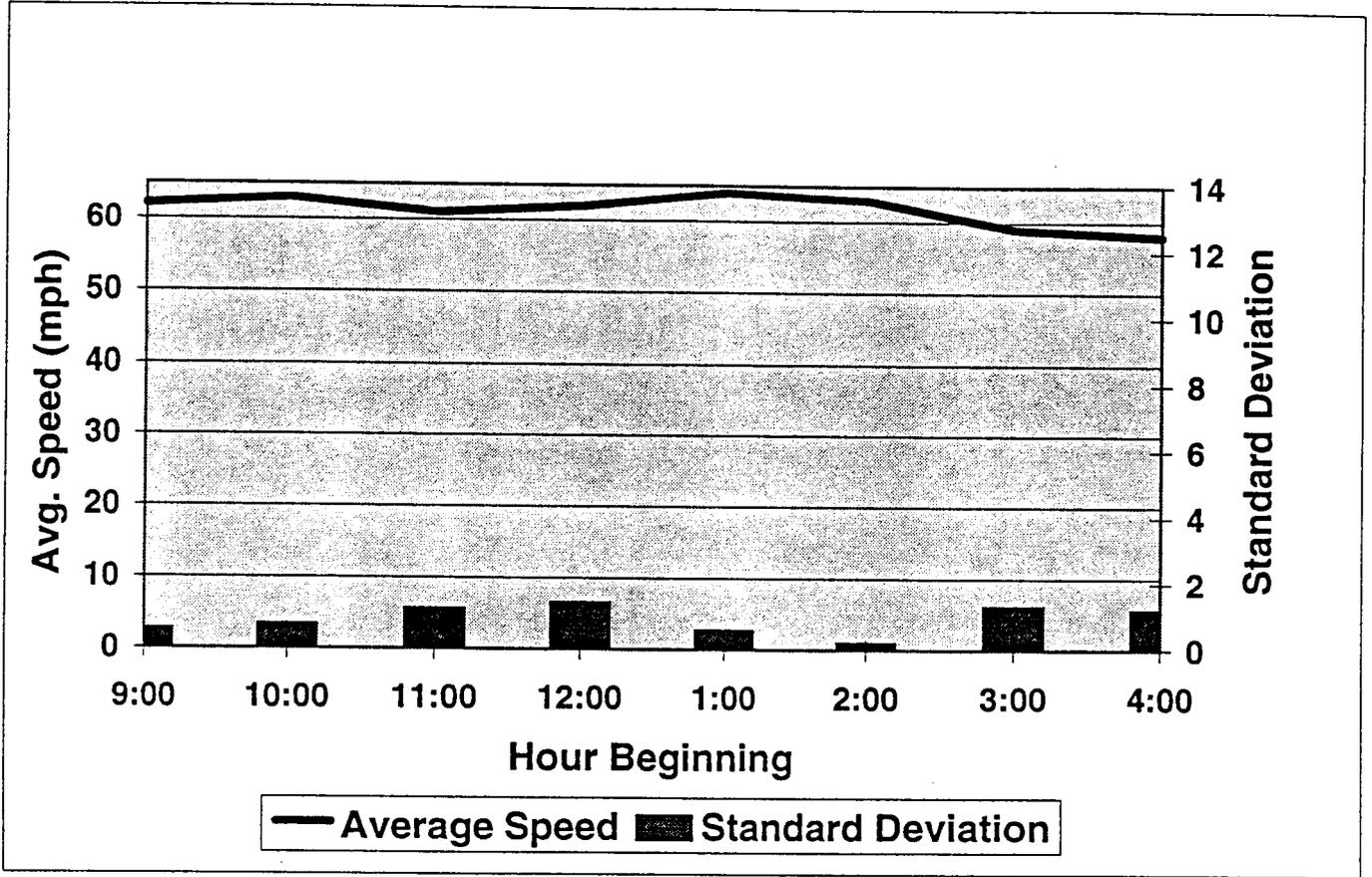


## Eastbound Peak Period



# Travel Speed Reliability on MTS Truck Routes

*Location: I-80 AT California St.*



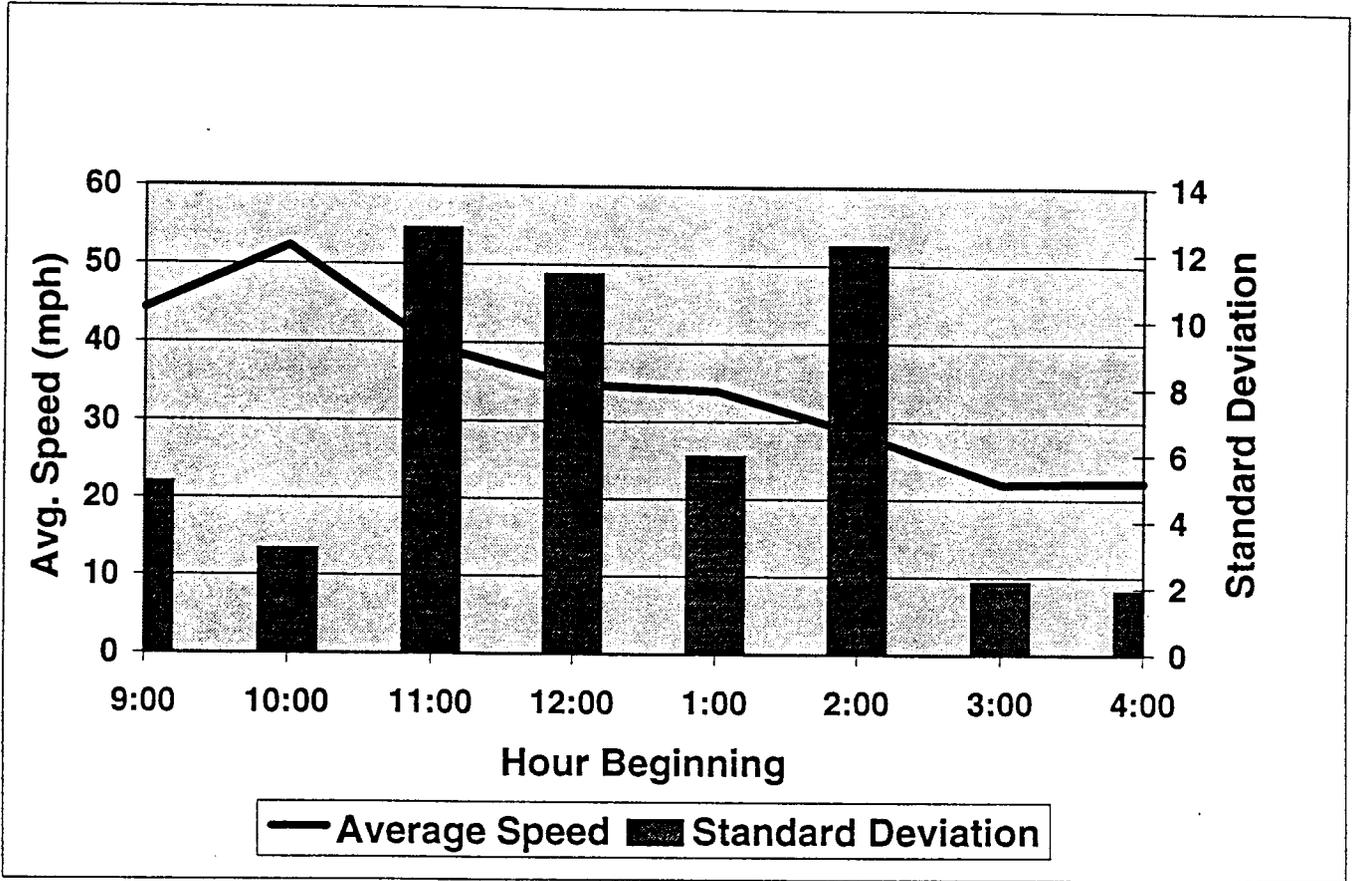
*Percentage of time between 9:00 am and 4:00 pm that average speed is below...*

35 mph	40 mph	45 mph	50 mph
0%	0%	0%	0%

Source: Caltrans Speed Monitoring

# Travel Speed Reliability on MTS Truck Routes

*Location: I-80 WB at Powell St*

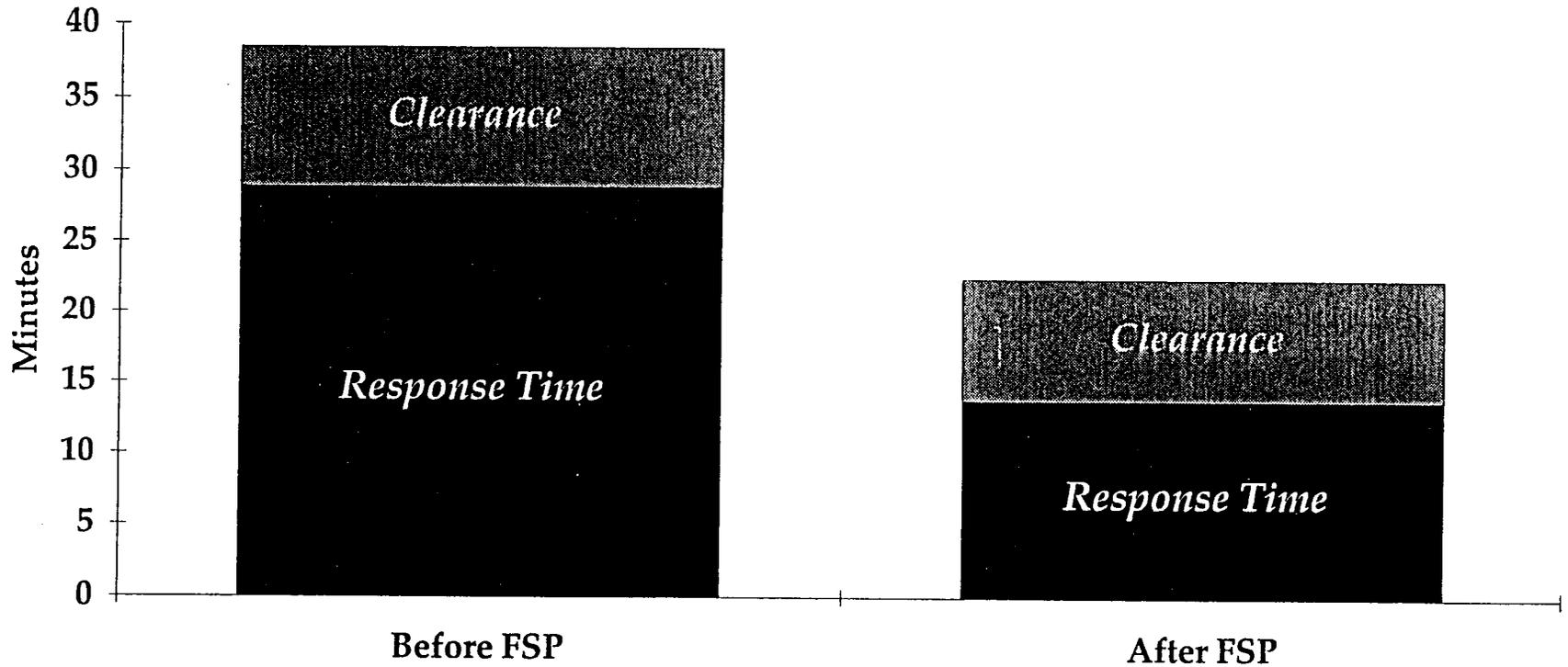


**Percentage of time between 9:00 am and 4:00 pm that average speed is below...**

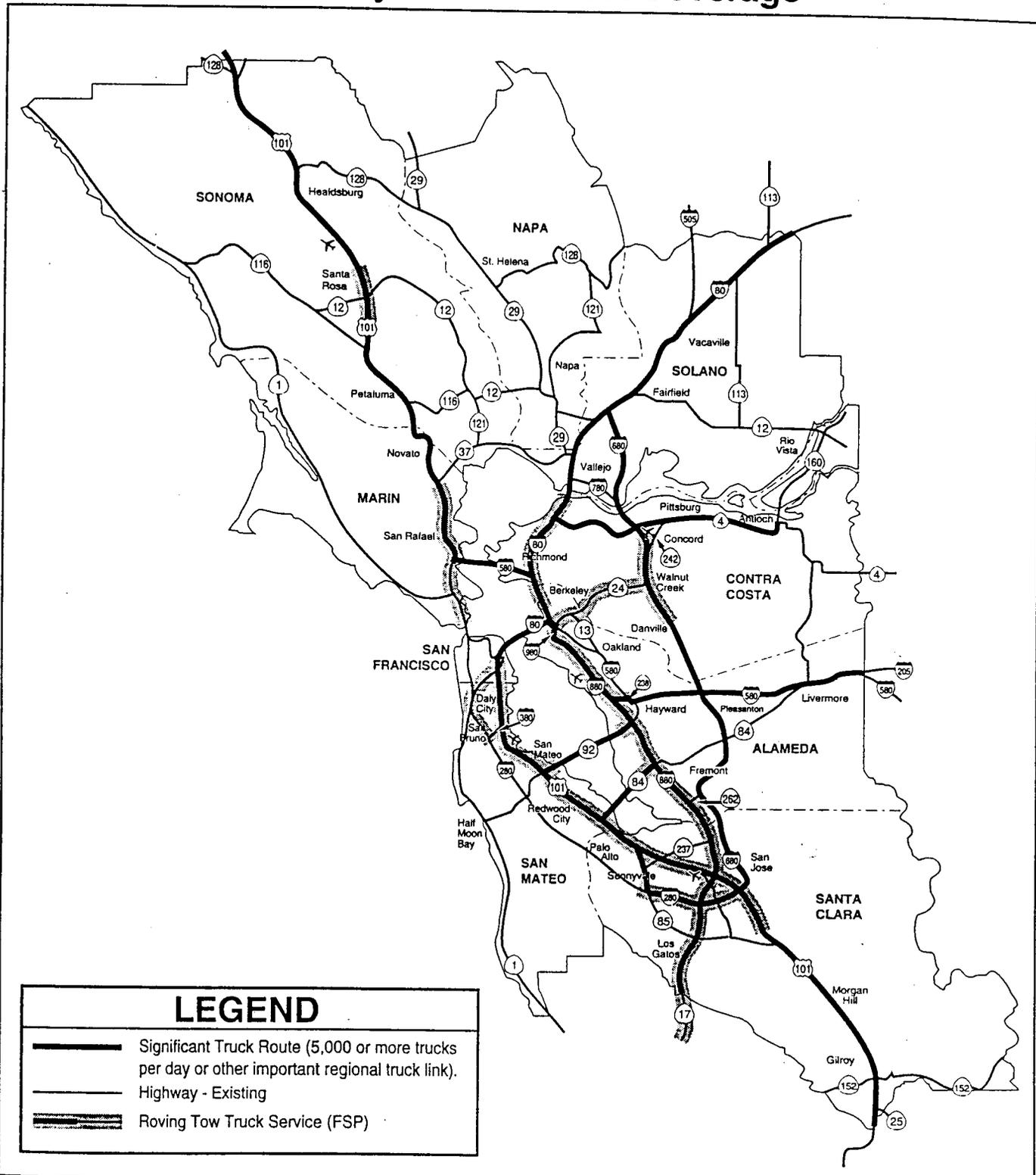
35 mph	40 mph	45 mph	50 mph
50%	57%	61%	78%

Source: Caltrans Speed Monitoring

## Reduced Incident Duration Time with FSP Roving Tow Trucks



# Bay Area's Primary Truck Routes and Freeway Service Patrol Coverage



## LEGEND

-  Significant Truck Route (5,000 or more trucks per day or other important regional truck link).
-  Highway - Existing
-  Roving Tow Truck Service (FSP)

SOURCE: Caltrans 1992 Average Annual Daily Truck Traffic on the California State Highway System.

MTC Graphics - rev.: August 1995

# **Freight Stakeholders National Network**

## ***Rebecca Meyer, American Trucking Association***

### **Introduction**

The Freight Stakeholders National Network is a cooperative effort of eight national associations representing all freight transportation modes, and the nation's manufacturers and shippers to improve regional freight mobility. To do so, the Network supports local Freight Stakeholders Coalitions to:

- organize the freight community locally to maximize its influence;
- participate actively in the freight transportation planning process;
- provide education and information on freight sector needs;
- heighten the awareness of freight and its importance to the local economy;
- identify freight transportation system bottlenecks;
- recommend specific projects to support a more efficient flow of freight.

The presentation gives an overview of the Freight Stakeholders National Network and provides detailed case study information about our first local coalitions in Kansas City, Minneapolis/St. Paul and Detroit. The presentation highlights what it takes to get a local coalition formed, what works, and what doesn't in launching a local coalition. In addition, it provides information on how to sustain coalition activities after the first event, and what types of projects the local coalitions are concentrating on accomplishing.

# FREIGHT STAKEHOLDERS NATIONAL NETWORK

AIR FREIGHT ASSOCIATION  
AMERICAN ASSOCIATION OF PORT AUTHORITIES  
AMERICAN TRUCKING ASSOCIATIONS  
ASSOCIATION OF AMERICAN RAILROADS  
INTERMODAL ASSOCIATION OF NORTH AMERICA  
NATIONAL ASSOCIATION OF MANUFACTURERS  
NATIONAL INDUSTRIAL TRANSPORTATION LEAGUE  
NATIONAL PRIVATE TRUCK COUNCIL

## HEARTLAND FREIGHT STAKEHOLDERS COALITION KANSAS CITY

- \* *Recruit local champions -- Yellow Corporation, Farmland Industries*
- \* *Enlist lead organizations -- Greater Kansas City Chamber of Commerce, Mid America Regional Council*
- \* *Announce intermodal study, formation of local coalition, date for Freight Town Hall Meeting*
- \* *Advisory Board develops purpose statement, organizational chart, decides funding issues, establishes meeting schedule, areas of emphasis for discussion at Freight Town Hall Meeting*
- \* *Developed comprehensive invitation list*
- \* *Press releases on study, local coalition and upcoming Freight Town Hall Meeting*

# HEARTLAND FREIGHT COALITION

## "TOWN HALL MEETING"

Jack Reardon Civic Center, Kansas City, Kansas  
Friday, October 20, 1995, Noon

### Agenda

Welcome & Overview of Purpose	H.D. "Harry" Cleberg, Chair Heartland Freight Coalition President & CEO, Farmland Industries
Welcome from the Chamber	Betsey Solberg, Chair Greater KC Chamber of Commerce Executive VP & Sr. Partner, Fleishman-Hillard
Lunch	
Comments	Hon. John C. "Jack" Danforth, Member Heartland Freight Coalition Advisory Board Bryan Cave, LLP
Break	(15 minutes)
Discussion of Heartland Freight Coalition Framework	George Powell III, Chair Heartland Freight Coalition Advisory Board President & CEO, Yellow Corporation
"Round-Table" Discussion of Coalition's Framework and 1995-96 Program of Work	John Mitchell, Facilitator Venker & Associates
Wrap-Up	Harry Cleberg, Chair Heartland Freight Coalition

*Adjourn at 3 p.m.*

*Reception immediately following meeting*

*Host: City of Kansas City, Kansas*

## **Coalition Objectives (Per Town Hall Meeting 10/20/95)**

- Implement Intermodal Freight Strategies Study
- Create +1% impact in regional freight economy  
- *\$50 million, 400 newjobs ... peryear!*
- Develop grass-roots network & institutionalize freight input in local transportation planning
- Promote region as "freight friendly"
- Be catalyst in manufacturing & distribution

*Greater Kansas City Chamber of Commerce... Great For Freight!*

## **Coalition Areas of Emphasis**

**-Freight Operations**

**-Freight Advocacy**

**-Freight Marketing**

**-Freight Communications**

*Greater Kansas City Chamber of Commerce... Great For Freight!*

# HEARTLAND FREIGHT COALITION

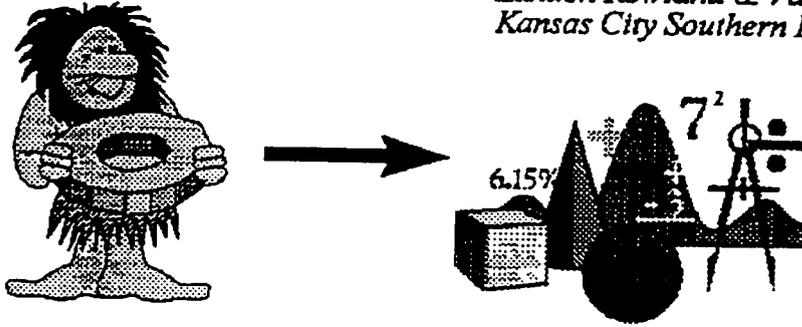
90 Day Reporting Session  
January 30, 1996



*Greater Kansas City Chamber of Commerce . . . Great for Freight!*

# Freight Operations

*Landon Rowland & Vaughn Short  
Kansas City Southern Railway*



## 90-Day Accomplishments

- \* "Jump Start" projects initiated
- \* Customs issues are being addressed by Chamber Technical Committee
- \* Have developed a plan to distribute disposable cameras to freight operators to help document bottlenecks
- \* Major improvements announced for Northeast Industrial District

# MINNESOTA FREIGHT STAKEHOLDERS COALITION

- \* RECRUIT CHAMPIONS -- 3M and Pillsbury
- \* ENLIST LEAD ORGANIZATIONS -- Minnesota Chamber of Commerce, ATA Foundation, Minnesota Department of Transportation
- \* CONVENE ORGANIZING COMMITTEE -- Composed of freight modes and users
- \* GAIN CONSENSUS -- On need for local coalition, begin planning Minnesota Freight Forum
- \* DEVELOP INVITATION LIST
- \* NOTIFY THE PRESS

## **6-Month Priorities**

- \* Resource Group meeting set for March 1, 1996 at noon at KCS Railway
- \* Develop list of freight bottlenecks & mechanism for identifying new ones
  - Report on status of disposable camera project

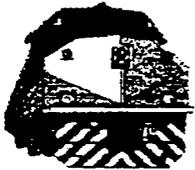
## **6-Month Priorities**

- \* Meet with state DOT's to develop process for review of design standards to ensure "freight friendliness"
- \* Discuss conceptual framework for bi-state port authority
- \* Continue progress in areas already under way: Jump starts, customs, access to industrial areas

**The Minnesota Freight Stakeholders Coalition  
and  
Minnesota Chamber of Commerce**

**present**

# **MINNESOTA FREIGHT FORUM**



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**"Exploring Freight Distribution Issues and Opportunities  
for Developing Partnerships Between the Private and Public  
Sector"**

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**September 26, 1996  
11:00 a.m. - 6:00 p.m.  
St. Paul Hotel  
350 Market Street, St. Paul**

## AGENDA

### ABOUT THE COALITION...

*The Minnesota Freight Stakeholders Coalition was recently created as a multimodal initiative comprised of shippers, manufacturers and representatives of all major modes of freight transportation in Minnesota. The Coalition has been working in conjunction with the Minnesota Chamber of Commerce and the Minnesota Department of Transportation to increase the awareness of freight movement's role in our state's economy and identify opportunities for enhancing the movement of goods to domestic and international markets.*

### MEET THE SPEAKERS...

#### Keynote Speakers:

*James Denn, Commissioner,  
Minnesota Department of Transportation*

*Tom Donohue, President, American Trucking  
Associations*

#### Panel #1 (invited panelists include)

*Bernie Madej, C.H. Robinson Company*

*Lee Nelson, Upper River Company*

*Don Oren, DARE Transit*

*Brian Sweeney, Burlington Northern*

*Rich Weiss, Northwest Airlines*

#### Panel #2 (invited panelists include)

*Bob Marvin, Marvin Windows & Doors*

*James Mulder, Assn. of MN Counties*

*Gene Ofstead, MN Dept. of Transportation*

*Roger Wigen, 3M*

11:00 a.m. Conference Check-in

11:30 a.m. Lunch

12:00 p.m. Luncheon Program

*Keynote Speakers:*

*James Denn*

*Tom Donohue*

1:00 p.m. Break

1:15 p.m. Panel #1:  
*Freight Movement  
and Minnesota's  
Economy*

*Panel of multimodal freight  
representatives discuss concepts  
and issues basic to freight  
distribution and their requisite  
impact on Minnesota's economy.  
Brief Q & A.*

2:00 p.m. Interactive Session:  
*Freight Movement  
Issues and Concerns*

*Table-by-table breakout sessions  
will provide suggestions for  
future*

*strategies to enhance freight  
movement as well as new roles  
and opportunities for the public-  
and-private sectors to work  
together to enhance the state's  
freight distribution system.*

2:50 p.m. Break

**3:00 p.m. Interactive Session:  
Freight Movement  
Opportunities**

Table-by-table breakout sessions will provide suggestions for future strategies to enhance freight movement as well as new roles and opportunities for the public and private sectors to work together to enhance the state's freight distribution system.

**3:50 p.m. Break**

**4:00 p.m. Session Highlights**

Table leaders will present highlights of their prioritized lists of concerns and opportunities to the panel members and a conference transcriber. Mail back surveys will be distributed to address any additional comments or ideas.

**4:30 p.m. Panel #2:  
Future Directions**

Panel of shippers, manufacturers and public sector participants will reflect on the overriding themes, issues and opportunities. Each group will discuss opportunities for future partnerships on freight issues.

**5:30 p.m. Reception**

Congressman James Oberstar has been invited to provide brief comments on the reauthorization of the Intermodal Surface Transportation Efficiency Act. It is also an opportunity to network and engage in informal dialogue between public and private sector participants.

**REGISTRATION INFORMATION**

Conference fee: \$35

Registration is limited to the first 100 industry and first 100 public sector representatives.

(Fee includes lunch, refreshment breaks and valuable seminar materials.)

**HOTEL ACCOMMODATIONS**

For overnight room accommodations, contact the St. Paul Hotel to make your reservations, 800-292-9292. The St. Paul Hotel is located at 350 Market Street in downtown St. Paul.

Valet parking service or self-parking is available in the adjacent Landmark Towers Ramp. There are approximately 1,000 additional parking spaces within one block of the hotel.

**QUESTIONS? Contact either**

Sherry Munyon  
Minnesota Chamber of Commerce  
(612) 292-4661 or (800) 821-2230  
or  
Dan Murray  
ATA Foundation  
(612) 641-6162

# **GUIDELINES FOR ESTABLISHING LOCAL COALITION**

RECRUIT CHAMPION

ENLIST LEAD ORGANIZATIONS

RECRUIT ORGANIZING COMMITTEE MEMBERS

PLAN FOR KICK-OFF EVENT -- FREIGHT TOWN HALL MEETING

DEVELOP COMPREHENSIVE GUEST LIST

ALERT THE MEDIA

HOLD FREIGHT TOWN HALL MEETING

FOLLOW UP

FOLLOW UP

FOLLOW UP

## **Public-Private Freight Planning Partnerships**

*Steve Natzke, FHWA Office of Planning and Environment*

### **Introduction**

The Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA) altered transportation planning regulations to include, among other things, the consideration of freight as factors in metropolitan and statewide planning. In keeping with ISTEA's themes of flexibility and decentralization, the Federal Highway Administration (FHWA) did not prescribe how this consideration should occur. Rather, States and Metropolitan Planning Organizations (MPOs) directed their own planning efforts.

In response to calls from planning agencies for guidelines on incorporating freight issues into transportation planning, the FHWA undertook several multi-year efforts to research the state of the art and best-case practices in public-private freight planning partnerships. The FHWA funded and directed research examining public-sector-led efforts in Seattle, San Francisco, Chicago, Albany, and Toledo. In addition, the FHWA partially funded the Freight Stakeholders National Network--an eight-association consortium which promotes private-sector-initiated freight planning efforts--in order to document that process. Using the results from these and other research, the FHWA is currently drafting guidelines for MPOs to include private-sector freight information in transportation planning efforts. Case studies and summary information from the research will be presented, along with the draft guidelines.

In addition, the Association of Metropolitan Planning Organizations (AMPO) surveyed its membership August of 1996 to get an understanding of the state of the practice in freight planning throughout the U.S. AMPO has provided the survey results to the FHWA for analysis. Findings of this survey will also be presented as part of the Federal perspective in the form of a draft report titled, "Public-Private Freight Planning Guidelines" dated October 1996, prepared by the Federal Highway Administration, Intermodal and Statewide Programs Division and researched by the American Trucking Associations and Pennsylvania State University, Center for Logistics Research and the Pennsylvania Transportation Institute.

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# Public-Private Freight Planning Guidelines

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## I. INTRODUCTION

The world of freight has changed dramatically over the past several decades. Since the advent of intermodalism in the mid-1950s, freight transportation has undergone significant changes which have increased the efficiency of goods movement. Intermodalism has created a system of goods movement in which containers can be moved from one mode to another without “breaking” and repacking crates. Deregulation of motor carriers and railroads revised freight rates and led to greater competition and lower shipping costs. The advent of integrated logistics and supply-chain management have led to just-in-time delivery of goods and the need for transportation networks which can enable quick and reliable delivery of freight.

Due to such innovations and efficiency improvements, total logistics costs dropped from 15 percent of the U.S.’s gross domestic product in 1980, to just 11 percent in 1990. These cost savings are passed on to consumers throughout the economy, which translates into direct economic gains for almost all members of society. In the interest of further lowering operating costs, the “footloose” firms of the 1990’s often seek out and move to regions with superior transportation facilities. Improving the efficiency of our national and regional transportation networks will result in cost savings and ultimately increase economic competitiveness.

In response to the ever-changing world of freight transportation and its implications to our economy, the Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA) amended the metropolitan planning requirements and established statewide transportation planning requirements to consider freight and goods movement. Although many States and Metropolitan Planning Organizations (MPOs) had considered freight in their transportation planning efforts, ISTEA was the first time that freight planning was required by the Federal government.

These guidelines are derived from research conducted for the Federal Highway Administration (FHWA) by the American Trucking Associations, the Pennsylvania State University Center for Logistics Research and the Pennsylvania Transportation Institute. The guidelines are intended to provide MPO staffs and interested private-sector personnel with important information, based on real-world examples of public-private freight planning efforts, on what can be accomplished, and how to initiate and maintain freight planning efforts.

## II. EXAMPLES OF PUBLIC-PRIVATE FREIGHT PLANNING

In keeping with ISTEA's themes of flexibility and decentralization, the planning regulations promulgated in response to ISTEA did not prescribe what MPOs had to do to meet the new requirements. After a period of learning and "getting up to speed" on what planning agencies could accomplish with the new powers ISTEA granted, many MPOs initiated new and innovative efforts for incorporating freight needs into transportation planning. The following are just five examples of how different MPOs are incorporating the input of private sector firms in transportation planning. Although this is not a comprehensive list of MPO efforts, the examples do highlight some of the creative ways the private sector participates in planning.

### *Examples of Freight Advisory Committees:*

**The Puget Sound Regional Council (PSRC)** - The Seattle-Tacoma region formed the Freight Mobility Roundtable in 1994 as a joint venture by PSRC and the Economic Development Council of Seattle and King County (EDC). Originally created to assist with the freight element of the Metropolitan Transportation Plan, the Roundtable has advised PSRC on their freight data collection efforts, helped to put together a list of short-term improvement projects, and has made efforts to educate other members of the freight community about the MPO planning process.

**The Metropolitan Transportation Commission (MTC)** - The MTC is the MPO for the region encompassing the cities and suburbs of San Francisco, Oakland, and San Jose. To address private freight sector concerns and to provide them with a voice in the planning process, the MTC formed the Freight Advisory Council. The primary accomplishments of the Council include drafting a list of short-term infrastructure projects to alleviate bottlenecks, surveying truck drivers in the Hayward-Union City-Fremont area, and assisting with goods movement planning workshops for local congestion management agencies.

**The Capital District Transportation Committee (CDTC)** - The CDTC encompasses the Albany-Schenectady-Troy metropolitan area in upstate New York. Although the region is only a medium-sized metropolitan area, the CDTC formed the Goods Movement Task Force in 1994 as part of their New Visions comprehensive planning effort. The Task Force has helped CDTC identify the major problems facing the freight infrastructure, recommended actions to be taken, and has identified performance measures specifically for freight planning.

**The Toledo Metropolitan Area Council of Governments (TMACOG)** - Toledo is home to the third largest railroad hub in America; twenty-four rail lines converge in the city. With such a strong rail presence, public-private sector planning was prompted by and focused on railroad-related issues. In 1984, seven years before ISTEA, the TMACOG formed the Railroad Task Force (RRTF) for the

purpose of providing a forum for addressing rail transportation-related issues of mutual concern to the public and private sectors. The RRTF continues as the principal vehicle for freight transportation input to TMACOG and railroad issues continue to be the focus of the Task Force's efforts. The RRTF's accomplishments include cooperating with TMACOG in long range planning, coordinating rail corridor studies, and sponsoring rail safety education programs for the community

**The Chicago Area Transportation Study (CATS)** - Chicago is the nation's largest intermodal freight market, featuring 26 major intermodal yards, five waterborne freight facilities, and a substantial volume of drayage and local truck traffic. Because of the historical importance of goods movement for the region, CATS has been involved in freight transportation planning since before 1970. CATS has conducted separate travel surveys of the motor carrier industry, which included truck traffic with passenger traffic in the CATS demand model. Motor carrier surveys were conducted in 1970 and 1986. The latest vehicle for incorporating the private freight sector's views into the planning process is the Intermodal Advisory Task Force (IATF). Since 1994, the IATF has assisted CATS in identifying bottlenecks, crafting the Intermodal Element of the TIP, and completing an inventory of the region's intermodal facilities and resources.

In addition to efforts initiated by MPOs, the private sector has involved itself with transportation planning for freight. In an attempt to make private-sector needs heard in a systematic process, the Freight Stakeholders National Network has been formed. The Freight Stakeholders National Network is a consortium of eight national industry associations whose collective goal is to promote freight mobility through private-sector-initiated "Freight Stakeholder Coalitions" throughout the country. The eight member associations are the Air Freight Association, the American Association of Port Authorities, the American Trucking Associations, the Association of American Railroads, the Intermodal Association of North America, the National Association of Manufacturers, the National Industrial Transportation League, and the National Private Truck Council. To date, the Freight Stakeholders National Network has helped to form Freight Stakeholder Coalitions in Kansas City, Detroit, and the State of Minnesota, with other potential sites at various stages of planning.

### ***Examples of Freight Planning Activities:***

Freight advisory committees are involved to varying degrees in an assortment of planning activities. Planning organizations across the country are tapping the professional knowledge and resources of the private sector to assist in transportation planning efforts. The MPOs studied indicated that their freight advisory groups were involved in one way or another in generating lists of short-term improvements, conducting/assisting in large-scale corridor studies, working on specific projects, and collecting data or assisting in modeling efforts.

**Lists of Improvements** - Freight advisory groups can oftentimes provide valuable information on bottlenecks or other inefficiencies in the freight network which can be easily remedied. Brainstorming and prioritizing sessions can often identify lists of cost-effective efforts which can be easily

implemented and provide immediate benefits for the freight community and others. When such improvements are quickly implemented, the MPO generates a positive "track record" which encourages the private sector to continue participating in public-private planning efforts.

For example, in the San Francisco Bay Area, one of the first tasks posed to the private-sector members of the Freight Advisory Council was to identify the top ten major bottlenecks in the Bay Area. However, MTC was surprised when the Council submitted a list that eventually exceeded 40 projects. This list included some proposals that required relatively little expense: signal timing adjustments, fixing the turning radii of certain off-ramps, and truck parking management and enforcement. The "Top-40" list was created from input and suggestions from the Council members, as well as from a survey of truck drivers conducted by the California Trucking Association (CTA) which was completed in two weeks. CTA asked truck operators to identify the eight to ten worst "pinch points" in the system. The Council and the MTC went through the list and categorized suggestions according to the amount of time and money required. Projects identified in this effort were put through the MTC's scoring process to compete with other proposed projects for inclusion in the TIP.

In a strategy similar to MTC, PSRC considered it important to put out a list of freight projects within the first year of the Roundtable. This list of "timely and essential actions" was called the Regional Freight Mobility Action Packages, published on September 6, 1994. Each action is described in terms of who should do it, what is to be done, timing, and resource requirements. Actors discussed include PSRC, cities and counties, the Port Authorities, shippers, carriers and related third parties, WSDOT, the Washington Utilities and Trade Commission, and the U.S. DOT. The list is organized as an "Action Matrix." The actions are organized into four categories:

- **Institutional:** Changes in the working relationships among agencies, firms, labor unions, and other entities making up the transportation industry in the region;
- **Operational:** Changes in the way the regional freight transportation system operates;
- **Infrastructure:** Changes in the physical facilities making up the regional transportation system; and
- **Financial:** Funding one or more actions of the packages.

The Action Packages have three principal messages. First, the report has a "collaborative and action-oriented focus," which reflects the Roundtable's efforts to have the public and private sectors get acquainted at the beginning of the planning process. Second, the report has both systemic and project-level actions. For the process to be effective, both sectors must share the same performance expectations, which will help to identify the crucial issues and develop practical solutions. Third, although the report satisfies the private freight sector's need to be action-oriented, the Roundtable recognizes the need to collect information to create a framework for identifying and understanding

goods movement issues.

Similarly, the Freight Stakeholders National Network process recommends holding a “Freight Town Hall Meeting” to kick off a Freight Stakeholders Coalition. Following a key note address and discussion of the purpose and goals of the Coalition, the Town Hall Meeting then breaks participants into groups of eight to ten, preassigned to achieve a mix of transportation modes, manufacturers and shippers, and public sector representatives. Each group, facilitated by a member of the Coalition’s organizing committee, identifies needed freight mobility improvements and the means to achieve them. In Kansas City, for example, the Heartland Freight Coalition’s process identified a number of “jump-start” projects, including improving signage to intermodal facilities, improving signal timing to mitigate freight bottlenecks, and distributing disposable cameras to freight operators to document bottlenecks and pinch points.

**Corridor Studies** - Following the identification of bottlenecks, several MPOs have utilized their freight advisory groups to direct and consult on large-scale corridor studies. The PSRC’s Freight Mobility Roundtable identified the need for a rail-highway separation program for the Kent Valley, South Kingdome, and Tacoma Dome areas. To undertake this project, the PSRC and Washington Department of Transportation sponsored a multimodal study of the I-5 corridor. A work group to direct the study will be formed in consultation with the Freight Mobility Roundtable.

**Ad Hoc Working Groups** - The TMACOG advocates a “task force” rather than advisory group approach to the RRTF. In order to mitigate grade crossings, TMACOG grouped all crossings into six priority rail corridors. Each corridor was assigned to a local study team comprised of the affected railroad, rail shippers, local government and emergency service providers, the school district, the Ohio Department of Transportation, the FHWA and local residents. Teams study the corridors and generate implementation strategies for improving traffic safety, reducing delays and congestion at crossings, and to promote economic development along rail corridors. As of this writing, two of the studies are complete.

**Modeling/Data Collection** - An effective freight advisory effort can help to direct modeling efforts and provide access to important data. As trust develops through cooperative planning efforts, private-sector participants become much more willing to provide data or to help in the collection of data. The CTA assisted the MTC’s Freight Advisory Council by conducting a survey of bottlenecks. The private sector can do much to improve the quality of modeling efforts by providing specific information on freight flows. The PSRC utilized its Freight Mobility Roundtable to correct inadequacies in its passenger traffic model to include freight and its associated logistical aspects. When the private-sector executive knows and trusts his or her public-sector counterpart, they are much more likely to provide sensitive data. And when a freight advisory group assists in directing modeling efforts, they can assure the data is not misused and that unnecessary data is not collected.

### III. FREIGHT PLANNING ORGANIZATIONAL ISSUES

MPO staffs need to address several organizational issues in preparation for freight sector involvement. One of these is the need for MPO staff to become better acquainted with private sector management of freight. A sound understanding of the type of business decisions transportation carrier and firm logistics managers must make on a daily basis will improve the staff's appreciation for the role of transport infrastructure in the region's goods movement system. How the staff is able to gain this understanding will vary from region to region, but one approach is to personally visit logistics managers of some of the major employers in the region. The staff will benefit not only from the education, but may also find that these managers become strong supporters of MPO planning efforts because the staff made the effort to personally gain better understanding of these firms' logistical and business concerns.

In addition to understanding how firms manage freight decisions, MPOs should consider what the goals of the MPO freight planning effort are, the structure and duties of a freight advisory committee, the different perspectives of the public and private sectors, and private sector motivation for involvement in the planning process.

#### Organizational Issues:

- Goals
- Structure
- Perspectives
- Motivation of Players
- Locating Private-Sector Participants

**Goals** - The first step MPO staff must take is to determine the overall focus of their freight planning effort. Determining this focus at the outset will help MPOs with deciding which activities will be conducted, which private sector representatives to contact, and what types of data and information to collect. The goals of a freight planning effort can include fulfilling ISTEA requirements, establishing communications with the freight community, assisting with economic development efforts, addressing specific regional problems, or generating inputs for planning or other analytic processes.

**Structure** - An MPO will need to consider how a freight advisory council fits into the MPO's organizational structure. This depends upon the unique characteristics of any particular area, such as the MPO's authorizing legislation and planning philosophy. In addition, the actual structure of the freight advisory committee should be considered, including the size and composition of the freight committee, actual responsibilities of the freight committee, whether they will make policy and planning recommendations, whether or not private sector committee members can submit projects directly to the MPO for consideration, whether or not freight council members from the private sector sit on the MPO's Executive Committee or Board of Governors, and whether the committee is a permanent or temporary organization.

In addition, the MPO staff must determine what aspects of goods movement planning the freight council will address. From the mission statements of the five MPOs examined for this report, some possible freight council duties could include serving as an information resource on freight issues and concerns for the MPO staff and elected officials, drafting the freight and intermodal elements of the long-range transportation plan, reviewing data and information used in freight analyses and planning, educating the private sector freight community about the MPO freight planning process, assisting the MPO in securing the necessary financial resources for certain infrastructure projects, developing project evaluation criteria, and participating in project evaluation and programming.

These factors should be considered by MPO staff prior to initiating a freight advisory process, but the MPO should remain flexible to allow changes recommended by committee members once the process is begun.

**Perspectives** - The goals of the public and private sector participants of any freight advisory committee should be the same, namely the efficient movement of goods. Significant differences exist between the two sectors however, and MPO staff will be well served to better understand the corporate culture of the private freight sector. First and foremost is the issue of varying time frames. While the MPO may consider 20-year time frames in long-range planning, private firms view the long term as lasting six to 12 months. This length is also shortening as product life-cycle decreases and firms try to operate more leanly and efficiently. Related to this is the fact that most private-sector executives' availability is severely constrained. In an effort to maximize the use of available time, the private sector will want to see results from any time devoted to freight planning. If results are not forthcoming, private-sector representatives will spend their time in alternative, profitable endeavors. As the saying goes, "time is money," so the MPO should attempt to implement "quick-start" type projects using freight advisory council input. Another important issue is that those who work primarily in the private sector often do not understand planning procedures and regulations, let alone understand the profusion of acronyms used by the public sector (e.g., TIP, STIP, STP). And finally, since private-sector firms are motivated by profit and operate in competitive environments, they often are unable or unwilling to share proprietary data which would be very useful to planning efforts, but which might compromise a firm's competitive situation.

**Motivation of Players** - Private-sector representatives cite a number of reasons for participating in freight advisory efforts. These include raising transportation planners' and policy makers' awareness of freight, improving the general public's knowledge and appreciation of the importance of freight, working to minimize the impact of existing transportation problems which impact business operations and operating costs, having a voice in setting alternatives for actions and policies which are undertaken to mitigate transportation problems, and networking with the freight transportation community - both public and private sectors. In addition, many areas in the U.S. have firms with long-standing ties to the particular region. Such firms often participate in planning efforts as a form of good "corporate citizenship." Understanding and building upon these motivating factors can help MPOs to attract and retain the participation of private sector representatives in freight planning.

**Locating Private-Sector Participants** - According to the experience of the MPOs studied, the first step in putting together a list of private sector representatives to a freight council is to consult the principal members of the freight community. These include staff from local planning agencies, port authorities, major carriers (railroads, trucking companies), package delivery companies (UPS, Federal Express) and the region's major shippers. Having the region's major transportation players on the freight council's roster increases the council's credibility and helps to attract other companies to participate. In addition, MPO staff can develop their knowledge of their region's freight system by first visiting prospective members at their workplaces. Staff could ask to tour a company's facilities in order to observe firsthand the conditions the company operates under. These personalized on-site visits demonstrate the commitment of the MPO to the freight process and require little time commitment from private-sector personnel.

It can also be very helpful for the MPO staff to enlist the help of a private sector association such as a chamber of commerce or economic development agency. In Seattle, the Puget Sound Regional Council's (PSRC) partnership with the Economic Development Council of King County (EDC) helped with forming its Freight Mobility Roundtable. PSRC thought prospective freight sector members would be more likely to participate if the pro-business EDC was seen as spearheading the effort. Additional freight sector members can be found by MPO staff through several possible secondary sources, such as Port Authority tenant and client directories, mailing lists of previous freight planning efforts conducted at the local and/or state level, mailing lists and journals of professional freight associations, traffic clubs and honor societies, local freight service directories, or even the local Yellow Pages. MPOs should make concerted efforts to recruit as many shippers as possible.

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## IV. LONG-TERM VIABILITY: MAINTAINING PRIVATE SECTOR INTEREST

The number and composition of participants in public-private freight planning efforts will change over time. People get transferred, the nature of a firm's business might change, economic conditions change, or particular activities on which the freight advisory committee worked might be completed. In the MPOs studied, participation typically declined after an initial period of high interest that followed the kick-off of the group. This decline may be a signal that the freight council's structure or processes need to be altered, or it might just be simple human nature. In any case, it is critical for on-going partnerships that the participation of a core group of private sector members continue. The following discusses several of the factors which can contribute to effective, long-term freight planning processes.

**Time Management** - Private-sector executives who are essentially donating time to public service will respond more favorably to meetings which are productive, well planned, and convenient for them to attend. In response to this, the MPO staff must assure that the council and its meetings begin and end at specified times, stick to a pre-approved agenda, and are held at a location convenient to most participants. If meetings are poorly structured

or run over time as participants raise tangential issues, private-sector executives will be less likely to participate down the road. In addition to holding efficiently run meetings, a freight advisory committee can be highly productive by organizing into sub-committees which study and work on side issues, which are reported on and discussed briefly at the regular council meeting.

**Education/Communication** - Effective communication is important to the longevity of freight advisory efforts. Channels of communication must be opened and maintained between the public and private sectors. The MPO staff must clearly and effectively educate the private sector about transportation planning processes, policies, proposals, acronyms, and so on. The private sector can also improve the understanding of their needs by educating public sector people about their day-to-day business operations, perhaps by inviting visits to their freight facilities or explaining the logistical problems they face. In addition, both sectors will benefit by improving the general public's understanding of the role and importance of freight. The PSRC's Freight Mobility Roundtable, for instance, sponsors a "Speaker's Bureau" of members who will go to address the public on freight--at schools for example--in order to raise understanding of freight's role in daily life.

### Maintaining Private Sector Interest:

- Time Management
- Education/Communication
- Short-Term Results
- Consideration of Participant Interests
- Review of Group's Focus/Purpose

**Short-Term Results** - As discussed above, there is a fundamental difference in how the public and private sectors perceive time. If private-sector executives do not see quick results of their actions, they are likely to turn their attention to those activities which provide higher pay-offs. While many of those who have participated in freight planning efforts are satisfied that their input is being used by their MPOs, others have expressed frustration over taking valuable time and resources to provide MPOs with information which is not used. Thus, it is critical that the MPO attempt to generate a number of "quick-start" projects which generate a positive track record that private-sector participants can point to as tangible results. Several MPOs studied used their freight advisory efforts to generate lists of "bottlenecks" or "pinch points" impacting freight transportation. The MTC's Freight Advisory Council identified and prioritized a "Top-40" list of easily implemented and cost-effective improvements which would improve freight efficiency through such actions as altering signal timing, improving curbside management, and facilitating overnight truck and container parking. Chicago and Seattle also undertook efforts to identify improvements that provided inexpensive short-term results.

**Consideration of Participant Interests** - Several freight council members in different MPOs expressed concern over public involvement in advocating policies that steer freight traffic from one mode to another. An MPO freight council, particularly in its early stages, runs the risk of splintering and politically immobilizing itself if it tries to tackle such controversial issues. It is probably better, at least initially, to address matters that help to improve freight movement overall. If a particular freight issue must be addressed but runs the danger of splintering the freight council because of competitive reasons, the MPO should involve local trade associations to work with the affected companies over the issue.

**Review of Group's Focus/Purpose** - As with any process, the systematic and intermittent review of performance and need of the freight advisory group will provide the MPO staff with important information about the efficacy of the process, or even the need for continuing the group. A freight advisory council might accomplish its original goals and tasks and face a transition period. At such a point, the public and private sector participants should reevaluate the groups mission and identify any other areas of concern to the group. Upon reviewing continuation of the freight advisory process, the PSRC's Freight Mobility Roundtable members responded by identifying long-term issues--such as a need to keep the freight sector continually apprised of Transportation Improvement Program proposals--which warranted the groups continuation.

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## V. "HOW-TO" FREIGHT PLANNING PRINCIPLES

ISTEA required that MPOs consider the movement of freight as a factor in the transportation planning process. MPOs should consider whether a particular region's freight planning activities should include a freight advisory committee. The following are general "how-to" principles for establishing and/or running a public-private freight planning partnership.

**Set the Scope of the Committee** - The MPO staff or a steering committee of the freight advisory group's participants should set the scope of the groups and its efforts. This is just an initial scoping and will likely change over time. Whoever takes the lead on the scoping should receive input from the relevant major players. If a public-private freight planning effort is initiated by the private-sector, they should contact the MPO director and any MPO staff working specifically on freight issues. If initiated by the MPO, a specific person should be designated as the contact for freight issues, and they should contact the major players in the region's freight movement (see "Recruit/Locate Participants" below) to determine the following:

### "How-To" Principles:

- Set the Scope of the Committee
- Recruit/Locate Participants
- Hold Successful Meetings
- Build a Positive Track Record
- Communicate
- Review Performance

- The size of the freight advisory council. The group should be large enough so that the diverse interests of the various players in the freight community are met, but not so big as to be unwieldy. The size and composition of the group will depend on local conditions.
- Structure of the group. The role of the freight advisory council in the MPO's planning process should be laid out. What responsibilities will the group have, whether or not subcommittees will exist, whether committee recommendations for projects will receive priority, and who will take the lead on organizing and facilitating meetings are all structural issues which should be scoped.
- The issues the group will address. Does the region simply want to comply with Federal planning regulations, or do they want to utilize their efforts to leverage the best and most useful information from the freight advisory committee? A heavily involved committee will work on identifying impediments to freight mobility, developing and recommending solutions to problems, suggesting and assisting in corridor studies and modeling/data collection efforts. Committee members can work independently of the council to address problems within their domain, as well as to work within the transportation planning process to program projects which help freight mobility.
- The duration of the group (e.g., permanent or ad hoc).
- The frequency and lengths of meetings.

**Recruit/Locate Participants** - Whether initiated by the MPO or someone in the private sector, special attention should be made to include the region's major freight transportation interests.

- Build upon one's existing knowledge base. The MPO should build upon contacts established with the freight community through previous planning efforts. These might have been established in previous public meetings, outreach, or data collection efforts.
- MPO staff should visit prospective freight advisory council members at their workplaces. If possible, tour firms' facilities to get a first-hand understanding of their operations and logistical concerns.
- If possible, the local economic development agency should work closely with the MPO. This makes the tie between freight mobility and economic well-being more obvious, and can encourage wider private-sector participation. Similarly, the involvement of a high-profile, private-sector executive in a leadership position can influence other firms to join the freight advisory council.
- Work with trade/industry associations. These can include groups such as regional trucking associations, national rail associations, or consortia of associations which work specifically to highlight freight needs. The Freight Stakeholders National Network, for example, will provide assistance in recruiting participants.
- The MPO can sponsor special events, such as freight-related conferences and roundtables, from which participants can be drawn.
- Aim for a majority of members being from the private sector. Successful freight planning efforts typically have about two-thirds of the participants from the private sector.
- Include shippers. Extra effort should be given to recruiting shippers, as this will provide a more balanced picture of how the private sector views the transportation networks within the region.
- All modes should be represented. Membership should include motor carriers, air freight cargo carriers, railroads, parcel delivery services, terminal operators, port authorities, and any other major carriers within a particular region.
- Additional resources for locating participants include port authority tenant and client directories, mailing lists from previous freight planning efforts, mailing lists and journals of professional freight associations, and even the local Yellow Pages.

**Hold Successful Meetings** - First impressions matter, so it is critical that the initial meeting held for the freight advisory council generate interest among all relevant parties.

- A well-known and respected member of the private freight community can be brought aboard to chair the effort and to motivate other private-sector executives.
- Again, participation by the local economic development agency will serve to generate interest and buy-in among participants.
- Announcement of the formation of the group could be timed to coincide with a press event, such as the completion of an intermodal study or a study of highway and bridge needs within a region.
- The meeting's purpose and goals need to be clearly and concisely laid out at the beginning of the meeting.
- The MPO should explain freight transportation planning issues, themes, processes, definitions, and acronyms at the outset of the process.
- Participants should be given the opportunity to speak out and contribute ideas from the beginning.

In addition to the first kick-off event, subsequent meetings should aim to be productive. Several factors contribute to the success of meetings and the public-private freight planning process. These include:

- Meetings should be focused and adhere to a pre-approved agenda.
- Meetings should have a clear meaning and purpose.
- Private-sector representatives should have the opportunity to network with each other as well as with public-sector personnel.
- Meetings should be held at a location convenient for most members, but with private-sector representatives' needs given priority.
- Meetings should begin and end at predesignated times; running over time should not be allowed as this will deter future private sector participation.
- MPO staff should provide staff to support the group.

**Build a Positive Track Record** - The MPO should attempt to generate a quick-start project using input from the freight advisory committee. Projects such as improving curb-side management, easing turning restrictions, re-timing signals, or creating parking lanes for trucks outside of terminals are examples of low-cost improvements which can be quickly implemented. A positive track record will facilitate buy-in from participants and other private-sector executives.

**Communicate** - Communication is critical to the effectiveness and longevity of a public-private freight planning partnership.

- The MPO must communicate transportation planning processes and terms clearly and concisely. MPO staff should remain available to answer any questions private-sector participants have.
- Private-sector representatives should explain how they operate, what their logistical concerns are, and other important issues to the MPO staff. During the MPO's modeling or forecasting efforts, the private sector should make every attempt to provide planners with the data necessary to create robust and useful models.
- The freight advisory council could establish a subcommittee to serve as a "Speaker's Bureau," which can send members to various functions to discuss the importance of freight and freight mobility. This can lead to a better understanding among decision makers and the general public about the importance of freight.

**Review Performance** - As with any process, a regular and systematic review of performance should be conducted. The freight advisory council should examine whether it is effective and/or what can be done to improve the group's performance. Certain public-private planning ventures which have been organized on an *ad hoc* basis have been continued permanently after the group recognized its efficacy.

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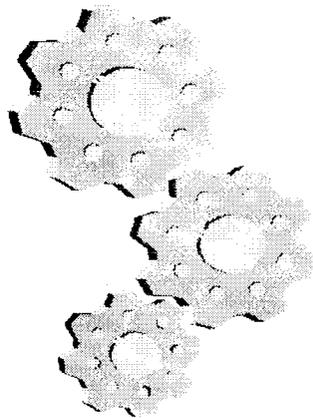
## VI. SUMMARY

Involving the private sector in transportation planning for freight can be very beneficial to the metropolitan planning process. In addition to the planning requirement to consider freight movement, the private sector can make public-sector planners aware of issues and bring a new perspective to transportation planning. The private freight sector can provide first-hand insight on bottlenecks and infrastructure, can apprise planners on how passenger-oriented improvements may affect the flow of freight, can provide information helpful to planning efforts (e.g., data), and can help leverage financial and political resources for implementing needed improvements. Although public-private freight planning partnerships must be targeted to meet the needs of individual areas, the general rules of thumb presented in these guidelines can be helpful to implementing and continuing a successful process.

**SECTION THREE**

**CONFERENCE ONE**

**REPORTS**



## **SECTION THREE REPORTS**

### **Northside Highway and Rail Corridor - Creating a Seamless Intermodal Network for the Customer *Frank Brogan and Rick Maldonado, Port of Corpus Christi Authority, Texas***

The Port of Corpus Christi proposes to develop the Northside Highway and Rail Corridor -- an Intermodal Network that will address present and future customer needs. The ISTEA made intermodal landside access projects eligible for funding which are intermodal in nature. Moreover, the refocus from the days of Surface Transportation Assistance Act of 1982 (STAA) to today's policies promoting efficiency and connectivity of the modes was driven by trying to address the needs of the users of the system.

This presentation discusses the processing and implementation of an intermodal project that focuses on the linkage of rail, highway, and marine transportation. In processing this project through the political framework, the Port of Corpus Christi Authority experienced the lessons of implementation of an intermodal project. We believe through our experience that there is room for improvement to our federal intermodal policies as we begin ISTEA reauthorization discussions. More important, we will provide an overview of the project itself that is designed to provide much more than freight mobility. The Northside Highway and Rail Corridor Project addresses linkage, international trade, economic development, congestion, safety, national defense and recreational access. Reauthorization of legislation should strengthen these concerns by prioritizing freight projects and making them a reality.

We are entering the last year of the 1991 ISTEA authorization period. Therefore we can all step back and assess our successes, pitfalls and next steps that should be addressed as we enter reauthorization of ISTEA. For those of us in the business of moving freight, we have not benefited any where near as much as the ISTEA programs intended. The promise of ISTEA simply has not been realized. We appreciate the position the state DOTs and the MPOs are in, in regards to limited funding that must be spread within their borders. However, we must move away from simply maintaining our investments.

ISTEA challenged all of us to be more innovative and to focus on linkage and efficiency concerns as well. Moreover, ISTEA intended us to move away from the days of STAA to a more involved, proactive position that focuses on the customer or the user of the system. We would like to focus on how the port has been trying to address our customer needs through the development of an intermodal project that would link rail, marine and highway transportation to create a seamless network for our customers.

ISTEA moved much of the responsibility for deciding which projects would be funded to the MPO and state DOT level assuming that prudent choices would be made on which projects would be funded. As of September of 1995 there have been only 23 intermodal freight projects funded in ten states for a total cost of 74 million dollars. That is out of a pot of 121 billion dollars over a six-year authorization period (or .06%, editor's note). Two of the projects were from Texas, ISTEA believed that by giving greater control to the localities and the states they would service more innovative projects this is clearly not the case.

Our Northside Highway and Rail Project is ranked number three out of the three major projects submitted to our MPO. Moreover, after forwarding our feasibility study to the state three years ago, our project is still not even on the state's long range plan. What has gone wrong? ISTEA did address freight mobility in the MPO and statewide planning factor guidelines. There was a focus on freight mobility and that we will give credit to the Congress. How can we deal with this situation? The problem is that no substantive provisions prioritize freight projects in any way. Again, the issue is that discretion was given to the MPO membership and to the state assuming that the most viable projects would surface.

Now, we are in reauthorization of ISTEA. The question of eligibility of freight projects is not an issue under any of the present ISTEA programs, whether it is the NHS, the STP, or the CMAQ program. Nor is the issue of flexing monies from one program to another, nor is the issue of MPO voting membership for major multimodal operators, like port authorities. We are voting members of our MPO as are many other port authorities.

The issue is prioritizing viable freight projects. We recommend that reauthorization of ISTEA language amend the current MPO planning factors by placing more substantive provisions that prioritize intermodal projects and/or developing a set-aside program target for intermodal freight projects. This can be done either within the planning provisions or within each of the program provisions within the NHS, STP or CMAQ programs.

To address our immediate need to fund our project, the Northside Highway and Rail Corridor, despite the environment that exists today with both limited funds and process issues at the local and state level, the Port of Corpus Christi has stepped- up its efforts to get the Northside Highway and Rail Corridor back on track. First, our congressional delegation successfully amended the NHS Designation Act of 1995 to include the Corridor as a high priority corridor due to its national significance as a major international gateway and a major intermodal distribution center. Second, we petitioned TXDOT to fund the project and we formally had a public hearing on the project this past January. Third, we have again reviewed the project with TXDOT and are moving forward with the recommendation to phase in the project in order to bring the cost down and break ground at the earliest possible time. Fourth, we found a working relationship with a multimodal unit and the planning department of TXDOT, who together developed a heightened awareness and sensitivity to developing intermodal projects. Fifth, we have opened a proactive dialogue with our TXDOT district engineer who quickly learned the needs and value of port access. Additionally, the Distric Engineer has forwarded its preliminary analysis to Austin, who is currently undergoing a program assessment to place our project in the Texas Long Range Plan.

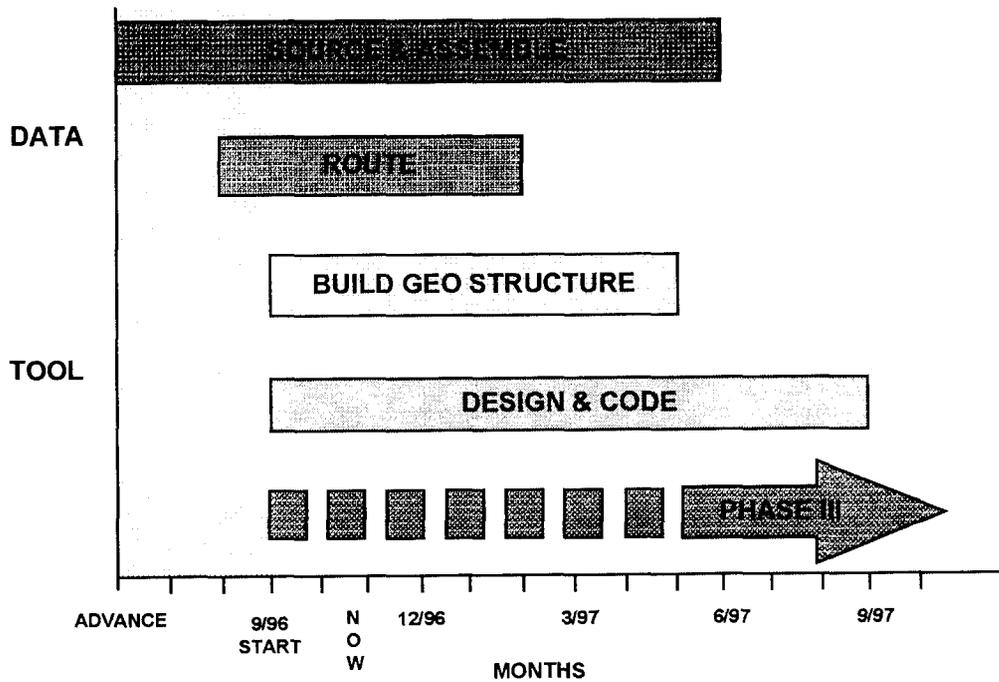
Last, reauthorization could not have come at a better time, we know what has worked, we know what has not worked, we know the pitfalls that have kept freight intermodal projects from moving forward. Simply put, priority language will hopefully be included in the next reauthorization period in order to get our types of projects funded.

# Status Update of the Intermodal Freight Visual Database

*Joe Bryan, Reebie Associates*

The Visual Database is an FHWA-sponsored small business and innovative research project that will result in commercial data products for state and MPO freight planning. County-to-county goods movement by mode and corridor will be displayed on a GIS software platform. The database will cover external as well as local trips and provide extensive truck traffic data. Rail, water, air, and intermodal traffic also will be captured. The project is now under contract and has entered the development phase which is shown in the graphic below.

## DEVELOPMENT OUTLOOK



- DATA 2Q 1997
- PHASE II PRODUCT 3Q 1997
- PARALLEL PHASE III EFFORT
- "CUSTOM" PHASE III SOONER

## **MORPC: An Equal Partner in the Greater Columbus Inland Port Program** *Elana Constantine, Mid-Ohio Regional Planning Commission*

The passage of ISTEA in 1991 enabled MORPC --- the MPO for central Ohio -- to become an equal partner in the development and evolution of the Greater Columbus Inland Port Program. Through the flexible funding provisions of ISTEA, MORPC converted Surface Transportation Program (STP) funds into support for two feasibility studies on freight. Specifically, a thorough assessment of the strengths and weaknesses of central Ohio to become a major intermodal freight transportation and distribution hub was originally commissioned. The study revealed substantial unused assets and great potential in central Ohio, if a systematic program and an on-going marketing plan were to be put in place. To support the strategic plan and objectives of the Greater Columbus Inland Port, MORPC commissioned a second feasibility study assessing the institutional, organizational and impediments to freight transportation in central Ohio. It assessed the private/public sector differences, the inefficiencies of the system, prevailing practices, and recommended new process to streamline methodologies, processes, and communication capabilities.

Since the completion of both studies, substantial advancements in new technologies enable the streamlining of data transfer via GIS applications, communications among truck carriers, their customers/supplier and regulatory public agencies via EDI applications, the real-time locations identification of trucks on highway systems via GPS systems, and the early detection of urban traffic congestions spots via various ITS systems. All these technologies offer enormous opportunities for data exchange, on-time delivery of shipments and information, early reconnaissance and detection of hot-spots on the roadways, the innovative ways to file and process routine paperwork. Accessing such technologies require financial commitment traditionally not at the disposal of governments agencies. In order to fully capitalize existing technologies, provisions for financial assistance should be made to support the purchase and use of technologies in on-going transportation planning and coordination among agencies.

ISTEA provided the initial resources to make MORPC an equal partner in the Greater Columbus Inland Port Program success story. It also raised the level of awareness on freight transportation and transportation logistics issues. Furthermore, it recommended public/private cooperation, and communications. What ISTEA did not provide was the dedicated financial support to build the necessary resources which will enable MPOs and states to pursue freight projects in the long-term. Dedicated funding sources are necessary to enrich sources of data, to build expertise in new and emerging fields of practice, to streamline processes and to incorporate the use of new technologies not on a project-by-project basis, but rather as an integral part of multimodal transportation planning.

## **Delaware Area Freight Plan**

### ***Ted Dahlburg, Delaware Valley Regional Planning Commission***

This paper presents an overview of the freight planning initiatives undertaken by the Delaware Valley Regional Planning Commission (DVRPC) which is the metropolitan planning organization for the greater Philadelphia area. The activities of the DVRPC's Goods Movement Task Force and its subcommittees will be summarized.

The Goods Movement Task Force was formed early in the freight planning process. We had a strong commitment from our Executive Director who is co-chair along with the PennDot Deputy Secretary for Rail Freight and Aviation. The Task Force has an open membership, and is fully multi-modal. The committee meets quarterly and makes recommendations to the DVRP board and to our regional transportation committee. At the outset, the Task Force was asked to formulate its own objectives and at the conclusion of each year to revisit those objectives. We have had excellent membership participation, and have also benefited from having excellent speakers, for example, Dane Ismart and Stephan Natske from FHWA. We also tried to make it an entertaining forum by having debates between transit operators and freight railroad operators regarding sharing the right of way for railroads. In addition, we have been hosts to a special display by the Pennsylvania Motor Truck Association and the Federal Highway No-Zone Safety Trailer. We maintain a generous list of participants and mail-out information to the freight community. We have found that they cannot always attend the meetings, but keeping them in the loop is important.

Much of the work of the committee is achieved through three working subcommittees of about 15-20 people. Each subcommittee relies on volunteers to form the task force. Each subcommittee has its own chairs, one from the rail industry, one from a local steel company and one from the port authority. We have tried to forge a separate identity for each subcommittee. For example, the economic subcommittee meets at local manufacturing facilities, holding short meetings usually early in the morning. After the meeting, we hold tours of the facility to help the public sector gain a better appreciation of freight sector and shipper needs.

There is a data subcommittee that emphasizes the sharing of data. The subcommittee puts together a data bulletin called Freight Lines released to local planning community every month. Included in the bulletin is a separate quadrant for each of four major modes. It provides the most current statistics for tonnage at the ports and airports for truck movement on area toll facilities and bridges and information on permits issued by the state for oversize and overweight vehicles. Included in the bulletin is a list of statistics from the Association of American Railroads Report on intermodal traffic and cargos handled from our region. The third subcommittee concentrates long-range planning and helps oversee the TIP process. This group is updated on project development, briefed on TIP amendments, and is actively involved in discussions on the TIP ranking process.

Products that have come out of the freight planning process include the intermodal freight plan, which is an integral part of our 2020 plan. Included in this plan is a catalogue of 23 of the region's most significant intermodal facilities. Another result of this process is an action plan, which covers 46 projects and seven studies. Participation in this process led us to discover that it is useful to list some of the current projects on your TIPs as part of your freight plan. This creates a good amount of integration. This eliminates delays in the process while you wait for the freight people to produce projects. The process goes smoother if you can work with existing projects and incorporate freight elements into those projects. We found the freight industry very cooperative and responsive to what we are trying to do. Their participation is vital in the freight planning process.

**Freight Transportation Planning:  
Bridging the Chasm Between Public and Private Sectors  
*Paul Nowicki, Burlington Northern Santa Fe Corporation***

The public sector started the process of freight transportation planning. The 1994 Intermodal Commission Report brought out that there was little freight planning activity going on at that time. There was a handful of MPOs that were developing their freight councils and a couple of states had freight committees. The report urged MPOs and states to increase their freight planning efforts by adding resources and by training their staffs. As a result, the public sector has made enormous progress in this area. Now, the next big challenge is obtaining private sector participation and cooperation in the freight planning process.

I will emphasize four points in my report. The first is that the United States freight movement system is the best in the world. Second, that public and private planning cooperation is needed to get further improvements in this system. The third point highlights the challenges in the freight planning process, involving the efficiency and timeliness issues. Finally, I will provide suggestions for areas of focus in the freight planning process.

This idea that the US freight movement system is the best in the world is my first point. Deregulation in 1980 started the revolution of the freight goods industry or the freight transportation industry. There have been gains across the board and across the modes of trucking, air freight and the railroads. Employee productivity in the railroad industry has tripled in just fifteen years. This is a 125-year-old industry. Our infrastructure utilization has doubled in two ways. On the one hand we have increased our business, on the other hand we have culled unnecessary track. So we have decreased our infrastructure. Also, we have doubled our locomotive productivity. Freight car utilization has improved by about 50 percent. These kinds of benefits manifest itself in two ways for our customers and for our overall economy. First, they manifest themselves in better service. Our company is delivering its freight at about 85 percent or 95 percent on time right now. This is better than five years ago, closing the gap on trucking industry. The enormous progress that we have made translates into hundreds of millions, maybe billions of dollars, in savings in logistics costs for U.S. consumers. The second way we have benefited consumers is that the freight goods movement is so competitive that efficiency gains for the most part have been passed on to our customers, to the shippers, who in turn may pass it on to consumers..

This brings us to the second point of moving the public sector and the private sector together. This is the key to making this good system even better. A couple of good examples are when the railroads finally got an intermodal product that is competitive at least from rail hub to rail hub. However, when we were developing this system we never got together with the public sector to talk about intermodal connectors, those little roads that link the rail hubs with our state highway system. So, in the Midwest and eastern parts of the country, we have a number of areas that have inadequate vertical clearances and bridges that are just a little too low and turning spaces that are not adequate for the new 53 foot trailers. Also, there are freeway off-ramps that were located years ago without any thought to possible growth in intermodalism. All these things force circuitous drayage routing and add costs, congestion and pollution into the system. These are the problems that we are trying to mitigate in this public-private planning.

Another example includes poor links between the ports on the west coast and rail hops and the shipper locations in the interior. We are on the verge of a big solution to this with the Alameda Corridor Project in southern California. Nevertheless, it is a shame that this problem had to get to this dreadful level before we got together and worked out a way to fix it. This should be the objective of public and private sector joint - planning to try to solve these problems before they get so big. A third area where we can get together to solve problems is grade crossing, and speed restrictions that are imposed on railroads in local communities.

The third point emphasizes challenges in the freight planning process, involving the efficiency and timeliness issues and differences in institutional styles. The first MPO meeting that I attended wanted input for the year 2020. The lesson learned there is that things change very quickly in our industry since deregulation. We must stay nimble and respect the public sector for doing long term planning. There is also a difference in institutional styles. The public sector process - going to meeting after meeting, moving along at a glacial pace in contrast to the private sector, which is short term oriented. The nature of the public sector is to have a decision making process that defies streamlining and incorporates all sorts of requirements. The solution to these differences between the public and private sector is to have one person in the MPO or DOT that understands both cultures. This person should be able to work with the private sector and tell us when to show up, when being part of the process is important and when it is not so important.

My last point involves where to focus to get things going in the freight planning process. This sounds trivial, but communication is absolutely critical. It is the key to getting beyond cultural differences. I do not think these difference can be improved by mailings or having formal meetings. There is a need to get beyond that and establish informal and casual rapport between key people on MPO staff and big shippers and carriers in your region. The focus should start with small successes, such as low budget projects. We went into this process thinking we could get a new freeway ramp near our intermodal facility in Chicago. This was way too broad. Measure success on things like getting a traffic light and turning arrow, turning lanes, or the pavement dished out under bridges so we can get our containers and trailers underneath without obstruction.

In conclusion, railroading is a very republican business and we are very proud of our accomplishments since deregulation. Mostly, management feels that this has been achieved in part because the public sector has stayed out of our business. Nevertheless, the fact is that businesses standing alone do not find the best solutions, we need little nudges from the public sector from time to time to find the best solutions. So I encourage anyone involved in the freight planning process to keep at it.

## **San Francisco Bay Area Seaport Planning**

### ***Marc Roddin, Metropolitan Transportation Commission***

The Metropolitan Transportation Commission (MTC) is the metropolitan planning organization for the San Francisco Bay Area's nine counties. This includes San Francisco, Oakland, San José and their respective counties, plus six additional suburban counties with a total population of 6.5 million people, including almost 3.2 million employed persons. The major public ports are Oakland, Richmond, San Francisco and Redwood City. There are private terminals at Alameda and Benicia.

Twenty years ago MTC formed a partnership with the state government's San Francisco Bay Conservation and Development Commission (BCDC), an agency that deals exclusively with San Francisco Bay issues. We jointly produced the San Francisco Bay Area Seaport Plan in 1980. The plan estimates the future demand for sea cargo by several broad categories and compares it with the capabilities of existing and proposed marine terminals. It designates land parcels necessary for future marine terminals (and ancillary areas) to meet the forecasts.

The two agencies have jointly made major revisions twice since then at roughly eight year intervals. After the joint Seaport Planning Advisory Committee works out all the details of each revision and approves it (which takes years), each commission adopts the same plan document. BCDC incorporates it into their Bay Plan and for MTC it becomes part of the Regional Transportation Plan.

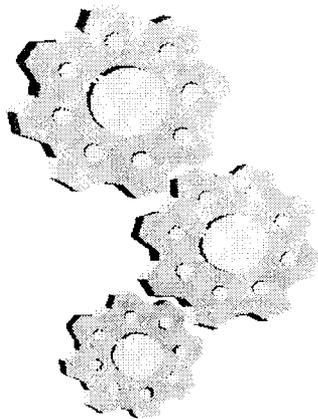
The most recent revision presented us with a new set of challenges and opportunities created by the availability of several major military bases that had become surplus to the federal government. We removed all designations from two of the bases. For four other bases, the new designations were not very controversial because they did not change the current land uses much if at all. However, the one base that has the greatest container port potential (Alameda Naval Air Station) also has significant potential for commercial, industrial and residential redevelopment. Some powerful local officials have hotly contested its seaport designation but the two commissions went ahead and approved the plan anyway.

As a compromise, we agreed to hold an all day round table discussion on September 17, 1996 at MTC's auditorium. The discussion was designed to examine whether our containerized cargo forecasts through the year 2020 ( now about ten years old) were still valid. Over 50 shippers, economists, planners, brokers, regulators and politicians agreed to participate on the panel discussions, which we held in two sessions. The morning dealt with forecast cargo volumes for the whole west coast. Panelists evaluated key factors such as population, government policies, currency exchange rates, and the price of oil. The afternoon session covered the San Francisco Bay area's share of that cargo, given serious competition with Los Angeles and Long Beach and with ports in the Pacific Northwest. The afternoon panelists discussed service levels, investments in infrastructure, rail and highway proximity, and size of the local markets compared with intermodal cargo.

Recommendations from the round table discussion include the following:

- A feasibility study of the potential of the Alameda Naval Air Station for commercial seaport use in the 21st century. Exact parcel size and shape must be evaluated.
- Refine work plan, but keep forecast. Even though our forecast was performed almost ten years ago, workshop participants were virtually unanimous in agreeing that we should continue to use the same long range forecasts.
- Water dredging is so critical to plan implementation that our key assumption is that initial and maintenance dredging will take place.
- Road and railroad bridges for the linkage between Alameda and the Port of Oakland will be evaluated, such as barge, floating bridge, or overhead crane conveyor.

**SECTION FOUR**  
**CONFERENCE ONE**  
**ABSTRACTS**



## **SECTION FOUR ABSTRACTS**

### **Handheld Computer Technology for Freight Data Collection** *Marsha Dale Anderson, Street Smarts*

The big question in conducting any planning efforts for freight is how to determine the magnitude and type of traffic that will be produced and attracted by a land use and its related travel patterns. The project, which, is the subject of this presentation, allowed for the development of tools for collecting meaningful data, efficiently and accurately. Further, it provided an opportunity to test a variety of applications to expand the ways of gathering the necessary quantity and quality of data.

Current procedures generally use manual survey techniques where either data collection personnel ask questions and write answers on printed survey forms or where passengers or freight movers are given printed questionnaires to fill out and return to a collection point. A software application was developed in the form of a survey so that a surveyor could make observations as the interviewee is approaching, then use pick list entries to enter answers to interview questions.

Three case studies were conducted at truck weigh and inspection stations in Franklin County, Georgia; Plant City, Florida and Houston, Texas for a total of almost 900 interviews. In addition to the speed and ease of inputting data by computerizing the survey instrument, internal error checking was implemented in a limited fashion. Significant improvements have been made and the current version of the data collection tool include extensive checking and branching routines.

The case studies employed weigh stations as the places for data collection. Truck origins and destinations, routing information, load factors and commodity hauled were among types of data collected. Many other transportation applications exist for use of the methodology developed by this project and several new data collection efforts are underway.

Based on the tests conducted and a comparison of the results with typical manual techniques, it is noted that the cost of accurate data collection can be reduced significantly with this technology.

### **Freight Planning Obstacles and Resources in New Mexico** *Fred S. Friedman, Intermodal Management Bureau,* *New Mexico Highway and Transportation Department*

Railroad mergers, deregulation, ISTEA, increasingly scarce money and the evolving role of state government has increased all players' responsibility for efficient freight movement. Proximity to the Republic of Mexico coupled with New Mexico's location make it both a bridge state and a major tourist destination, increasing the urgency for responsible freight planning.

Because of these and other factors, New Mexico's Highway and Transportation Department is transitioning from a road agency to a Transportation Department, focusing on multiple objectives, including:

1. Managed mobility in terms of freight and passenger customers, as opposed to vehicle convenience.
2. Increased efficiency of the present transport system.
3. Developing intermodal opportunities to enhance mobility,
4. Sustaining relationships with the private sector
5. Identifying infrastructure deficiencies.

These areas are presently under examination by the Bureau of Planning. Their eventual refinement and specification will clarify roles for both government and industry, resulting in creative freight applications and improved economy of effort.

## **Skagit Countywide Air, Rail, Water, and Port Transportation System Study** *Eric Irelan, Skagit Council of Governments*

Skagit County is a rural county located approximately 60 miles north of Seattle, Washington and 75 miles south of Vancouver British Columbia. The county is experiencing strong growth in population and employment. Much of the increase is expected to occur in sectors that generate freight traffic from manufacturing, retail and wholesale trade, resource extraction and agriculture. Substantial growth is expected at the county's freight intermodal facilities including ports, docks and rail intermodal yards.

Decision makers realized that one of the major factors contributing to the economic growth in the county was its relatively unconstrained access to major markets to the north and south. They also understood that the efficient movement of people and goods is dependent on an integrated transportation system.

Transportation planning across the county had historically focused on the performance of roads and highways with respect to the movement of people. The main purpose of the Skagit Countywide Air, Rail, Water and Port Transportation System Study was to provide in-depth modal analysis of current and future forecasted freight movement in order to help develop and coordinate transportation investments and supporting policies across the public and private sectors.

The study was originally driven by the county's two ports, the Port of Skagit County and the Port of Anacortes. Both ports realized the need to communicate and coordinate their planning activities with local jurisdictions and felt this study could provide a platform. As the study scope developed, it became clear that it could provide important information and recommendations to all levels of governments, as well as to private sector investors.

One challenge was realized up front by the steering committee. It was to involve the participation of key private sector transportation providers and system users. Over 100 of the largest and most active freight transportation providers and users were surveyed as part of the study. The survey information provided critical freight data and system improvement recommendations.

This fourteen month study cost \$54,000 and was funded by the WSDOT, the Port of Skagit County, the Port of Anacortes and the Skagit/Island Regional Transportation Planning Organization. The consulting firm of BST Associates of Bothell, Washington were the prime consultants.

### **Suburban Truck Activity: A GIS Approach** *Sara LaBelle, KANLACON Urban Area MPO*

This paper reports on the application of GIS for the analysis of suburban truck traffic in a rapidly growing region. As land values rise and access increases, central county terminal operators move to second tier counties. A survey of 76 heavy truck operators and users in Cabarrus County, North Carolina is used to analyze travel times and their impacts. The study reviews heavy truck activity in the County and nearby areas, including benefits and impacts. Truck activities, essential to the County's economy, including employment, heavy trucks based in the County, truck travel on Interstate 85, and major truck local truck users, are studied.

A GIS-T modeling system, TransCAD 2.1, is used as a means of organizing data, displaying impacts, and evaluating truck routes. Local truck trips occur throughout the County, but sites are concentrated along Interstate 85 and major truck local truck users are studied. Some areas are already under stress from increasing truck traffic. Other impacts include truck site locations, time-of-day, turns and intersections, truck routes, and pavement damage. Suggestions for reducing potential problems are made that maintain truck activity but reduce its impacts.

### **The Commodity Flow Survey and Other Public Freight Data Sources** *Felix Ammah-Tagoe and Bob Zarnetske, Bureau of Transportation Statistics*

The Bureau of Transportation (BTS) presents information on the Commodity Flow Survey and other public freight transportation data. This presentation highlights major federal data sources related to State freight movements and provides examples of their uses.

The 1993 Commodity Flow Survey (CFS) is the most comprehensive effort to identify where and how goods are shipped in the United States since 1977. It measures the value and weight of commodities shipped by manufacturing, mining, wholesale trade, and selected retail and service industries. Prior surveys only measured shipments by manufacturing firms.

The CFS is undertaken through a partnership between the Bureau of Transportation Statistics in the U.S. Department of Transportation, and the Bureau of the Census in the U.S. Department of Commerce. BTS provided funding and technical guidance. Census collected quarterly data, as part of its Economic Census, from approximately 200,000 business establishments in 1993. From this sample of establishments, commodity flows were estimated for a universe of approximately 800,000 businesses. Subsequent surveys are scheduled for 1997 and every five years thereafter.

## **Freight Transport Planning for the Greater Cincinnati Area** *Reginald Victor, OKI Regional Planning Association*

The Ohio-Kentucky-Indiana Regional Council of Governments (OKI) is the MPO for an eight county area, with a population of about 1.8 million people, that includes Cincinnati, Ohio.

Freight Transportation Study OKI, recognizing the importance of freight movement to the region's economy, initiated a Freight Transportation Study. The purpose of the study was to inventory the freight transportation operations in the region, identify important freight transport related issues, and identify impediments to the efficient flow of freight.

### **Freight Transportation Advisory Committee**

To aid in identifying the impediments to the efficient flow of freight in the region, OKI formed a Freight Transportation Advisory Committee in the Summer of 1995. The committee, which is comprised of representatives of the freight shipping and carrier industries identified the following impediments/issues:

- Improved access to Interstate 75 in Northern Hamilton County and Southern Butler County is needed.
- An improved accident removal policy is needed.
- More space for loading and unloading trucks in Downtown Cincinnati is needed.
- Rail rights-of-way need to be preserved.
- The segment of US-50 near a cluster of barge intermodal facilities, needs upgrading.
- Future uses of the railroad line which runs along the Cincinnati Riverfront, need to be identified.
- There is poor access for trucks at Norfolk Southern's Intermodal Facility in Cincinnati.
- There is a lack of awareness of freight needs and problems.
- Methods to alleviate traffic back-ups due to special events are needed.
- Expansion issues for DHL Worldwide Express were identified.
- There is rail congestion at CSX Transportation's Head-On Connection in Cincinnati.

## **Characteristics of Urban Freight: A New Manual** *Fred Wegmann, University of Tennessee*

The Intermodal Surface Transportation Efficiency Act of 1991 accelerated the transportation planners interest in freight movement related data for planning purposes. The efficient movement of goods into/out of and through urban areas is being recognized as an important planning issue. Unfortunately, much of the available freight oriented information dates back to the 1970's and early 1980's. Only recently are more analytical observations becoming available, which should assist planners to develop generalized values that can be used in different planning situations.

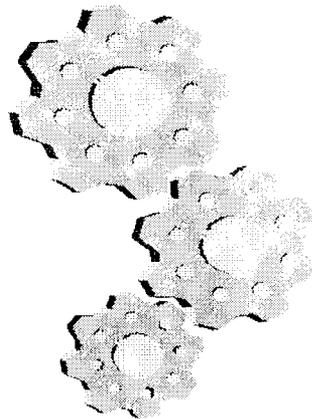
One immediate need that remains is to provide local and state department of transportation planners and policy makers with a data base that summarizes the characteristics of the urban freight transportation system. In response to this need a document describing the Characteristics of the Urban Freight System

(CUFS) has been prepared under the sponsorship of Federal Highway Administration. The CUFS manual concentrated on summarizing available data some of which are reported in the literature, some collected by local/regional planning agencies and state departments of transportation, and some provided by transportation operators. An extensive data base has been developed for truck trip rates for various land uses and intermodal facilities. In a few cases new data were collected by the research team.

Much of the data in CUFS manual is oriented to urban truck movements, but information has been presented on intermodal rail-truck and air freight terminals and water ports. The presentation will discuss some of the generalized freight data developed in the document titled Characteristics of Urban Freight Systems (CUFS), which represents a starting point for the collection and integration urban freight data for the use by local planners.

**SECTION FIVE**

**CONFERENCE ONE  
LIST OF PARTICIPANTS**



## SECTION FIVE

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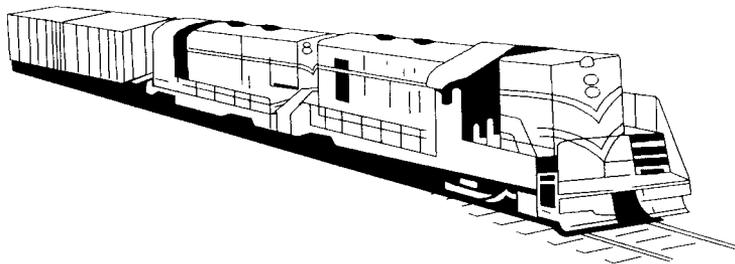
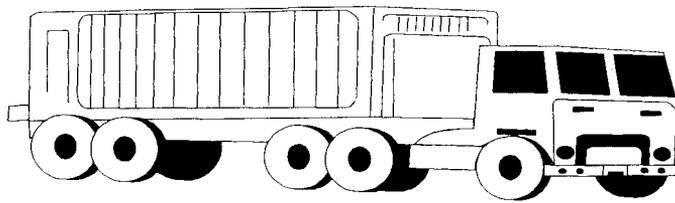
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# PROCEEDINGS

## CONFERENCE TWO URBAN GOODS AND FREIGHT FORECASTING CONFERENCE



ALBUQUERQUE, NEW MEXICO  
SEPTEMBER 17-19, 1995

**CONFERENCE TWO**  
**URBAN GOODS MOVEMENT AND FREIGHT FORECASTING CONFERENCE**

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**URBAN GOODS  
AND FREIGHT FORECASTING CONFERENCE PROGRAM**

Albuquerque Marriott Hotel, Albuquerque, New Mexico

September 17-19, 1995

**Sunday, September 17**

Introduction Keynote Address

Arun Chatterjee, University of  
Tennessee, Knoxville, Tennessee

Keynote Address: Urban Goods Movement and  
Its Relation to Planning

Kenneth Ogden,  
Monash University,  
Melbourne, Australia

**Monday, September 18**

Overview of Conference Purpose and Organization

Robert J. Czerniak,  
New Mexico State  
University,  
Las Cruces, New Mexico

Description of FHWA Activities and Interest in  
Urban Goods and Freight Modeling

Dane Ismart,  
Federal Highway  
Administration,  
Washington, D.C.

Freight Forecasting: The Context

Alan Horowitz, University of  
Wisconsin, Madison, Wisconsin

Directions in Freight Data

Joe Bryan, Reebie Associates,  
Greenwich, Connecticut

Wisconsin TRANSLINK 21: Freight Planning  
Case Study

Randall Wade, Wisconsin  
Department of Transportation  
Madison, Wisconsin

Future Directions in Freight Modeling

Harry Cohen, Cambridge  
Systematics, Washington, D.C.

Freight Modeling Small Group Discussions

- AGENDA CONTINUED -

**Tuesday, September 19**

Workshop Discussions Reconvene and  
Organize Issues and Assign Priorities

Workshop Discussion Review and Complete Discussions

Plenary Session - Small Group Facilitators Present  
Groups' Recommendations and Conference  
Participants' Comments

Conference Conclusions

Conference Adjournment

Facilitators:

*Discussion Group A:* Rick Donnelly,  
Parsons, Brinckerhoff, Quade and Douglas,  
Inc.

*Discussion Group B:* Russell Capelle, Jr.,  
Central Transportation Planning Staff

*Discussion Group C:* Monica Francois,  
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Dane Ismart

Robert J. Czerniak