



Regional Freight Plan

presented to
Regional Planning Commission of
Greater Birmingham

presented by
Cambridge Systematics, Inc.
with
Volkert, Inc.
Creative Directions, Inc.

November 16, 2016

Overview

- Welcome and introductions
- Why is freight planning important?
- What is the role of the MPO?
- What are the key elements of an effective freight plan?
- What are the key components of your freight system?
- How can you engage in the regional freight plan?
- Wrap up discussion and next steps

**Regional Freight Plan Training Luncheon:
Why is Freight Planning Important for Our Region?**

November 16, 2016, 11:00 AM to 1:00 PM
RPCGB, 2 North 20th Street, Suite 310, Birmingham, AL 35202

11:00 – 11:15 Welcome and Introductions
Overview of agenda and self introductions ...

11:15 – 11:30 Why is Freight Planning Important?
Review of federal and state guidance for freight planning requirements, benefits to public and private stakeholders, investment priorities and eligibility in funding programs ...

11:30 – 11:45 What is the Role of the MPO?
Description of MPO's responsibilities related to freight program development ...

11:45 – 12:00 What are the Key Elements of an Effective Freight Plan?
Freight system profile, trends in commodity flows, major freight activity centers, economic impacts of freight industry, performance monitoring, investment priorities, elements of RPCGB Freight Plan ...


12:00 – 12:15 Break to Distribute Lunch

12:15 – 12:30 What are the Key Components of Your Freight System?
National Freight Network, state freight network, regional roadways, railroads, airports, barge operators, pipelines, manufacturers, warehouses/distribution centers, truck stops ...

12:30 – 12:45 How can You Engage in the Regional Freight Plan?
Stakeholder interviews, data sharing, participation in Freight Transportation Advisory Committee ...

12:45 – 1:00 Wrap Up Discussion and Next Steps
Review project schedule, next steps ...

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Introductions

- Name
- Title and affiliation


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Why Is Freight Planning Important?

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Why is Freight Planning Important?

- ➔ Federal guidance relating to freight transportation to states and MPOs continues to strengthen
 - » Importance of freight at national level began in 1991 with ISTEA; each subsequent bill has strengthened this message
 - » National freight policy designed to drive U.S. global competitiveness
- ➔ Fixing America's Surface Transportation Act (FAST Act) passed December 4, 2015 further increased the focus and funding available for freight

National Freight Policy

- Focuses on improving condition and performance of the national freight network to provide foundation for the U.S. to compete in the global economy
- Sets goals related to:
 - Infrastructure improvements
 - Operational improvements
 - Safety, security, and system resiliency improvements
 - Improving state of good repair
 - Increasing use of advanced technology to improve safety and efficiency
 - Incorporating concepts of performance, innovation, competition, and accountability into operation and maintenance of the national freight network
 - Improving economic efficiency
 - Reducing environmental impacts of freight movement

MAP to Freight Transportation 16

United States Department of Transportation

Home | Mission & Administration | Office of Policy & Transportation Policy | National Freight Advisory Committee

National Freight Advisory Committee

To help the U.S. Department of Transportation promote a safe, economically efficient, and environmentally sustainable freight transportation system, the Department's National Freight Advisory Committee (NFAC) will provide advice and recommendations to the Secretary on matters related to freight transportation in the United States including:

- Implementation of the freight transportation requirements of the Fixing Assets for Progress in the 21st Century Act (FAPIA)
- Establishment of the National Freight Network
- Development of a National Freight Strategic Plan
- Development of strategies to help States implement State Freight Advisory Committees and State Freight Plans
- Development of measures of conditions and performance in freight transportation
- Development of freight transportation investment, data, and planning tools and
- Legislative recommendations

For more NFAC information, please contact:
Trishia O'Leary
 1200 New Jersey Ave SE
 Washington, DC 20590
 Email: Trishia.O'Leary@dot.gov
 Phone: (202) 366-2044
 Bureau Hours: 9:00am-5:00pm ET, M-F

(Twitter) (Facebook) (LinkedIn) (Google+)

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Why is Freight Planning Important?

- ➔ Key FAST Act Freight provisions:
 - » National Freight Strategic Plan to implement National Multimodal Freight Policy
 - » \$4.5 billion in freight-focused Fostering Advancements in Shipping and Transportation for the Long-term Achievement of National Efficiencies (FASTLANE) discretionary grant program
 - » \$6.3 billion in National Highway Freight Program formula funding
 - » Encourages innovative finance and project delivery
 - » Requires Bureau of Transportation Statistics to collect and report port performance measures

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FAST Act Funding Programs Help Address Ongoing Challenges

- Safe, efficient, and reliable movement of freight and people
- Global, national and regional economic competitiveness
- Congested highways
- Efficient intermodal connections and “first/last” mile
- International border operations
- Modernization of seaports and their landside connections
- Infrastructure resiliency and environmental protection
- Rail grade crossing conflicts

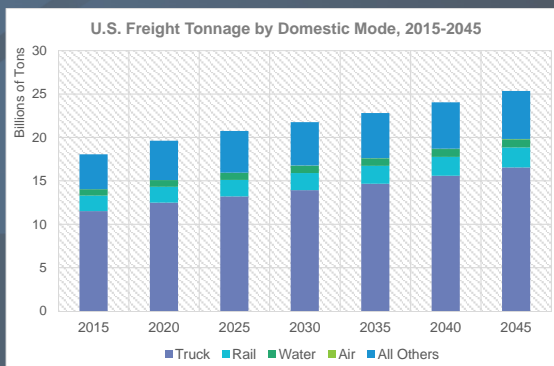


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Why is Freight Planning Important?

- Nationally, freight volumes are expected to grow 40% by 2045, fueled, in part, by:
 - » 21% population growth
 - » Projected doubling of U.S. GDP
 - » International trade
 - » Domestic energy production



Source: U.S. DOT Freight Analysis Framework, version 4 (FAF4)

Source: U.S. DOT, National Freight Strategic Plan Draft for Public Comment, October 15, 2015.

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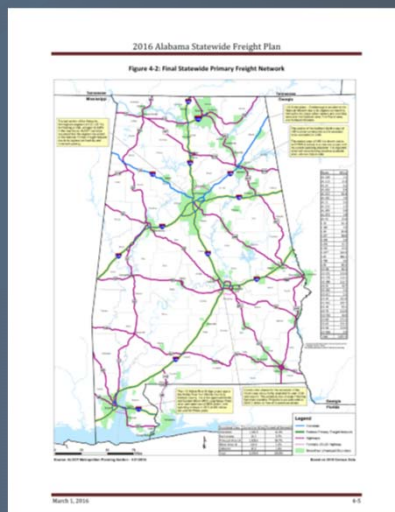
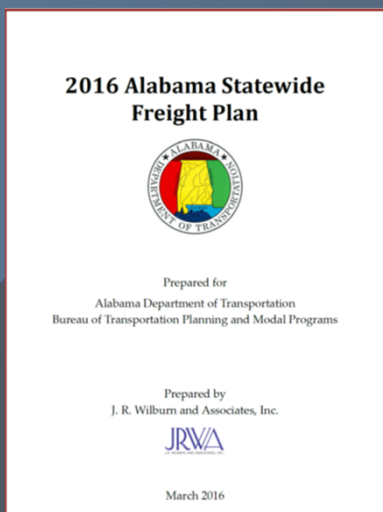
Looking at the Birmingham Region's Place in the National Freight System

- ➔ What is nationally and regionally significant?
- ➔ What key gateways exist?
- ➔ How strong are the connections?
- ➔ How can the region position itself competitively?
- ➔ How can region position for available funding?



Source: US DOT Federal Highway Administration

Consistency with the Statewide Freight Plan is Critical



Why is Freight Planning Important?

- ➔ Freight operations have different needs than passenger movements
 - » Linked and complex supply chains
 - » Regional, national and global perspective
 - » Value of time considerations
 - » Shipper/receiver service requirements
 - » Infrastructure capacity and dimensions
 - » Length of planning horizons
 - » Infrastructure ownership



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Why is Freight Planning Important?

- ➔ Freight mobility supports economic prosperity and opportunity
 - » Used by economic development professionals to attract and retain businesses
 - » Reliable system performance creates cost savings throughout supply chain
 - » Last mile considerations provide access to freight activity centers and streamlined deliveries to retail and consumer locations



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Why is Freight Planning Important?

- ➔ Interaction of freight with other system users can create conflicts
 - » Safety impacts associated with the mixing of non-motorized transportation and trucks
 - » Congestion caused by lane blockages during unloading/loading activities
 - » Truck route restrictions, complete streets and smart growth strategies can limit available routes
 - » Land use and zoning does not always incorporate freight and developer needs



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Why is Freight Planning Important?

Key Last-Mile Freight Conflicts/Issues



Land Use Conflicts

- Encroachment of seemingly incompatible uses
- "Good neighbor" issues



Changing Demand/Travel Patterns

- Customer demands time-certain delivery
- Apparent need to optimize deliveries to reduce impacts



Design/ Streetscape Conflicts

- Complete streets must include trucks
- 53' trailer vs. smaller delivery vehicle



Transportation Operations Conflicts

- Time-of-day conflicts
- Loading zone/ parking availability

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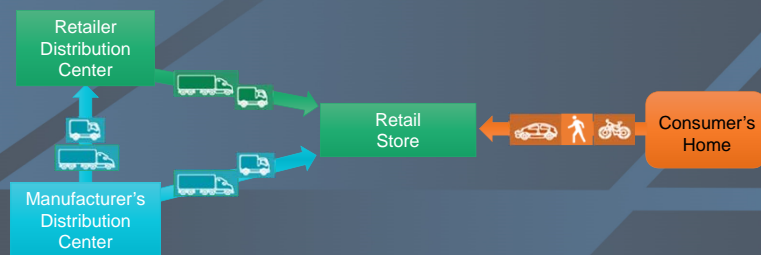
The World is Changing...

- Shifting global trade patterns
 - » Panama Canal expansion
 - » Shifting global manufacturing centers
 - » Domestic and international infrastructure investments
- Technology advancements
- Consumption patterns shifting away from retail

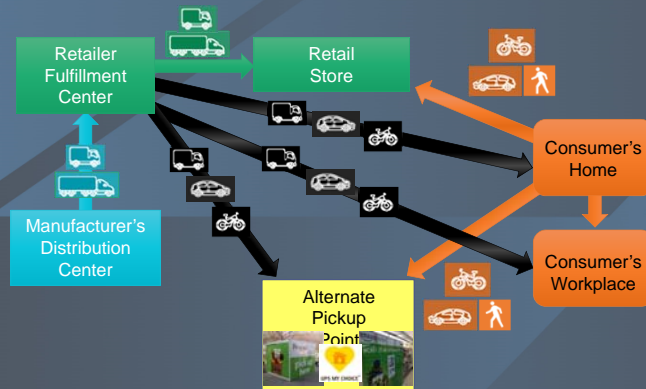


Source: <http://micanaldepanama.com/expansion/photos/#prettyPhoto>

Traditional Retail Supply Chain



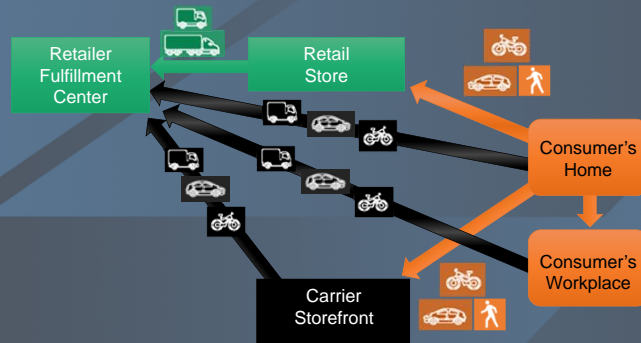
E-Commerce Supply Chain



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Reverse Logistics Chain

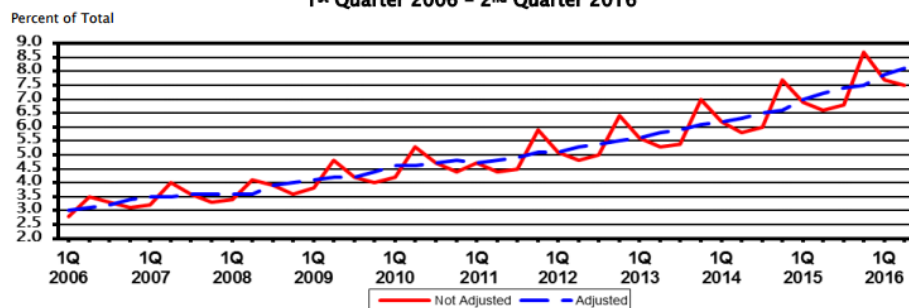


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Rise of E-Commerce

Estimated Quarterly U.S. Retail E-commerce Sales as a Percent of Total Quarterly Retail Sales:
1st Quarter 2006 – 2nd Quarter 2016

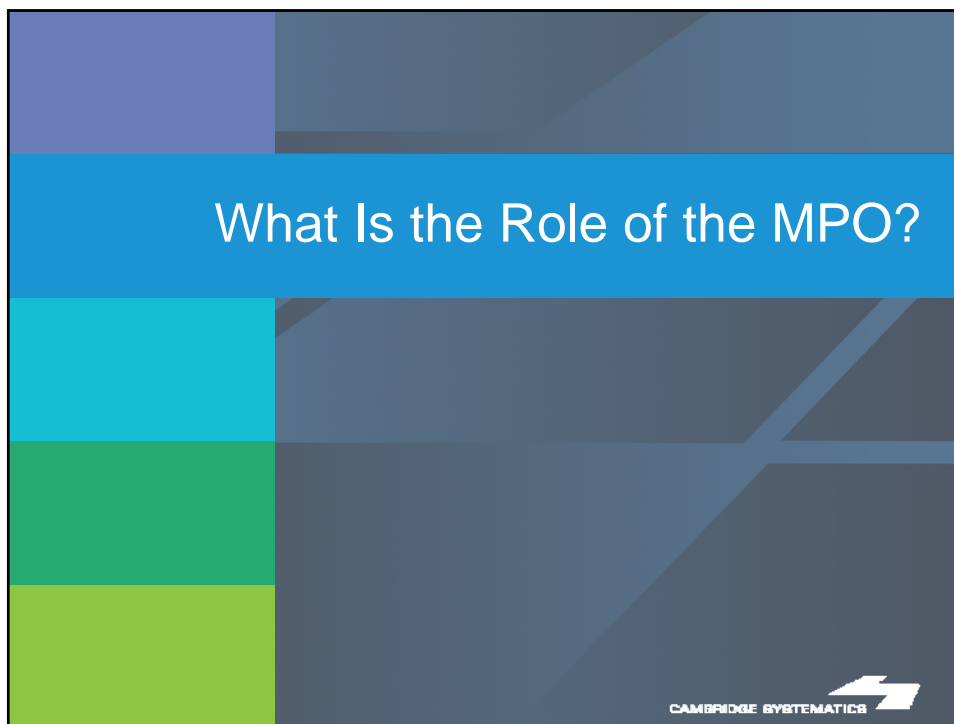


Source: U.S. Census Quarterly E-Commerce Sales 2nd Quarter 2016 Report

Last Mile Freight Issues Impact Urban Communities


- Difficult roadway navigation
 - » Turning radii
 - » Drainage and flooding
 - » Narrow roadways
 - » Congestion
- Long term parking availability
- Short term parking for delivery






What is the Role of the MPO?

- Establish regional transportation policies
- Identify transportation needs
- Prioritize and fund needs
- Conduct stakeholder outreach and engagement activities
- Educate community leaders and public
- Support partner investment programs
- Develop and maintain regional plans



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What is the Role of the MPO?



MPO
Birmingham Metropolitan Planning Organization

Prepared by the
Regional Planning Commission
of Greater Birmingham
1447 1st St. SE
2 Twentieth Street North, Suite 1200
Birmingham, Alabama 35203
Phone: (205) 251-4038
Fax: (205) 328-3304
www.rpcgb.org

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REGIONAL TRANSPORTATION PLAN

RPCGB

MPO
Birmingham Metropolitan Planning Organization

FY2016-2019
Transportation Improvement Program (TIP)
for Air Quality Conformity

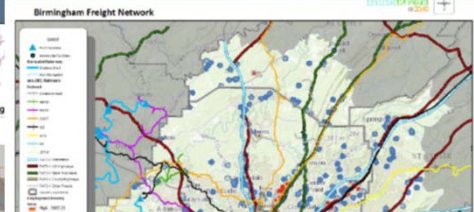
Birmingham Metropolitan Planning Area

Prepared by the Regional Planning Commission of
Greater Birmingham (RPCGB)
and the MPO
September 2015

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What is the Role of the MPO?



Birmingham Freight Network

Freight Bound for Birmingham

Alabama's Freight Corridors

Freight Originating in Birmingham

Strategy 6: Strategically Plan and Invest in Freight Facilities and Networks - As discussed in the Regional Freight Plan, ensuring freight mobility is integrated into the Birmingham region's RTP is critical, and the existing Freight Strategy should be incorporated into the planning process. To further this goal, the TIP selection process should incorporate freight into project prioritization and Selection. The importance of freight operations in support of economic activity should be evaluated and weighted appropriately for each roadway facility considered for funding in the TIP.

RPCGB


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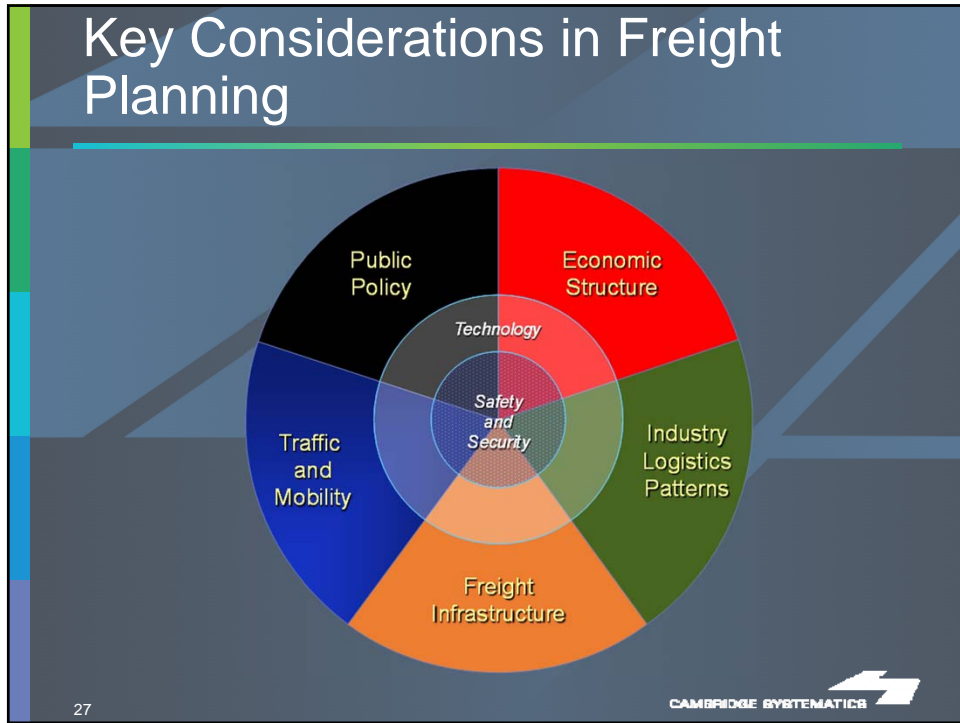
What are the Key Elements of an Effective Freight Program?

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What Are the Key Elements of an Effective Freight Plan?

- Freight-specific goals and policies
- Consistency/compatibility with State and federal guidance
- Freight system profile and narrative
- Land use/development opportunities
- Stakeholder involvement/engagement
- Identification, prioritization and funding of needs
- Freight performance measures/metrics
- Strategies for growth

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What are the Key Components of Your Freight System?

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What are the Key Components of Your Freight System?

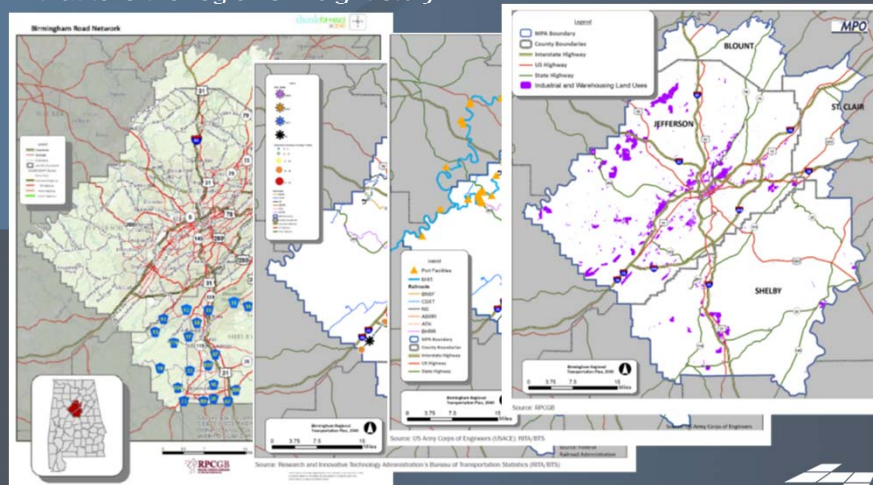
- Interstates, key freight highways, and intermodal connectors
- Railroads and rail yards/terminals
- Airports
- Waterways, marine terminals, and barge operators
- Pipelines
- Trucking terminals
- Warehouse/distribution centers
- Industrial operations/mining/manufacturing
- Major institutions/receivers

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A Comprehensive Freight Profile Drives a Region's Freight Program

An effective freight profile summarizes and presents data in a way that tells the region's "freight story"



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Identification of Key Freight Issues

- Insufficient capacity
- Operational constraints
- Incompatible land use and development
- Effectiveness of economic incentives
- Workforce skills and availability
- Policy direction
- Support from elected officials

	Helpful	Harmful
Internal Factors	S	W
External Factors	O	T

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Freight Plan Recommendations/ Strategic Framework

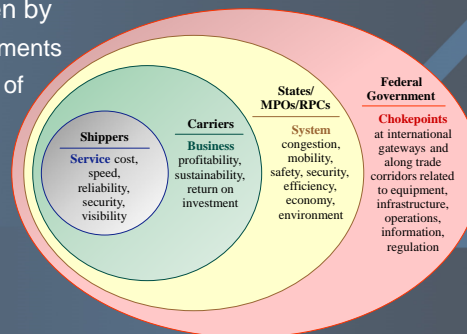
- Provide MPO with the tools to successfully incorporate freight into its 2045 Regional Transportation Plan
 - » Identify, prioritize and fund freight projects
 - » Position region to take advantage of existing and emerging funding programs
- Recommendations and strategies will address
 - » Policy enhancements
 - » Process and programming improvements
 - » Emphasis areas for ongoing freight planning efforts
 - » Improving economic competitiveness
 - » Improving quality of life
 - » Ongoing stakeholder engagement

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Ability to Evaluate Freight System Performance is Important

- ➔ Performance measures have become a critical part of all transportation programs driven by
 - » Federal guidance and requirements
 - » Desire to measure the impact of investments and progress towards long-range goals
- ➔ Freight transportation planning is no different from any other program element
- ➔ Truck-specific performance measurement is a focus at the Federal level via the FAST Act
 - » Average Truck Speed
 - » Truck Travel Time Reliability



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How can You Engage in the Regional Freight Plan?



How can You Engage in the Regional Freight Plan?

- Participate in freight educational luncheon
- Participate in stakeholder input activities
- Serve as part of the Freight Transportation Advisory Committee (FTAC)
- Advocate for freight interests in your everyday life



Collecting Stakeholder Input

- Identify mix of industry representatives
- Provide multiple options for input
- Develop win/win proposal
- Minimize level of effort
- Engage in final plan review



Freight Advisory Committee

- Identify the right mix of stakeholders
- Clearly define a win/win scenario
- Ensure meetings have actionable agenda
- Engage members in “telling the region’s freight story”
- Provide voice for committee to make formal recommendations



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What Does Participating in the FTAC Mean?

- Attend 3 meetings over next year
- Education in freight planning best practices
- Review draft findings and draft report
- Provide ongoing input on direction of project
- Please indicate on survey if interested!



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Wrap Up Discussion and Next Steps

- Do you have any questions?
- Has this discussion been educational/helpful?
- Are you interested in being interviewed?
- Are you interested in serving on the FTAC?
- Are you interested in additional best practice information?
- Are there stakeholders you recommend we reach out to?
- What are your priorities for this Plan? What would make it a success?

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