

Eight County Freight Plan

*East Central Intergovernmental Association &
Blackhawk Hills Regional Council*

CPCS Team
January 23, 2017
Dubuque, IA

Presentation Map



Key Issues and Outcomes for the Eight County Freight Plan

Abbreviated Work Plan

Questions & Discussion

Next Steps – Stakeholder Outreach

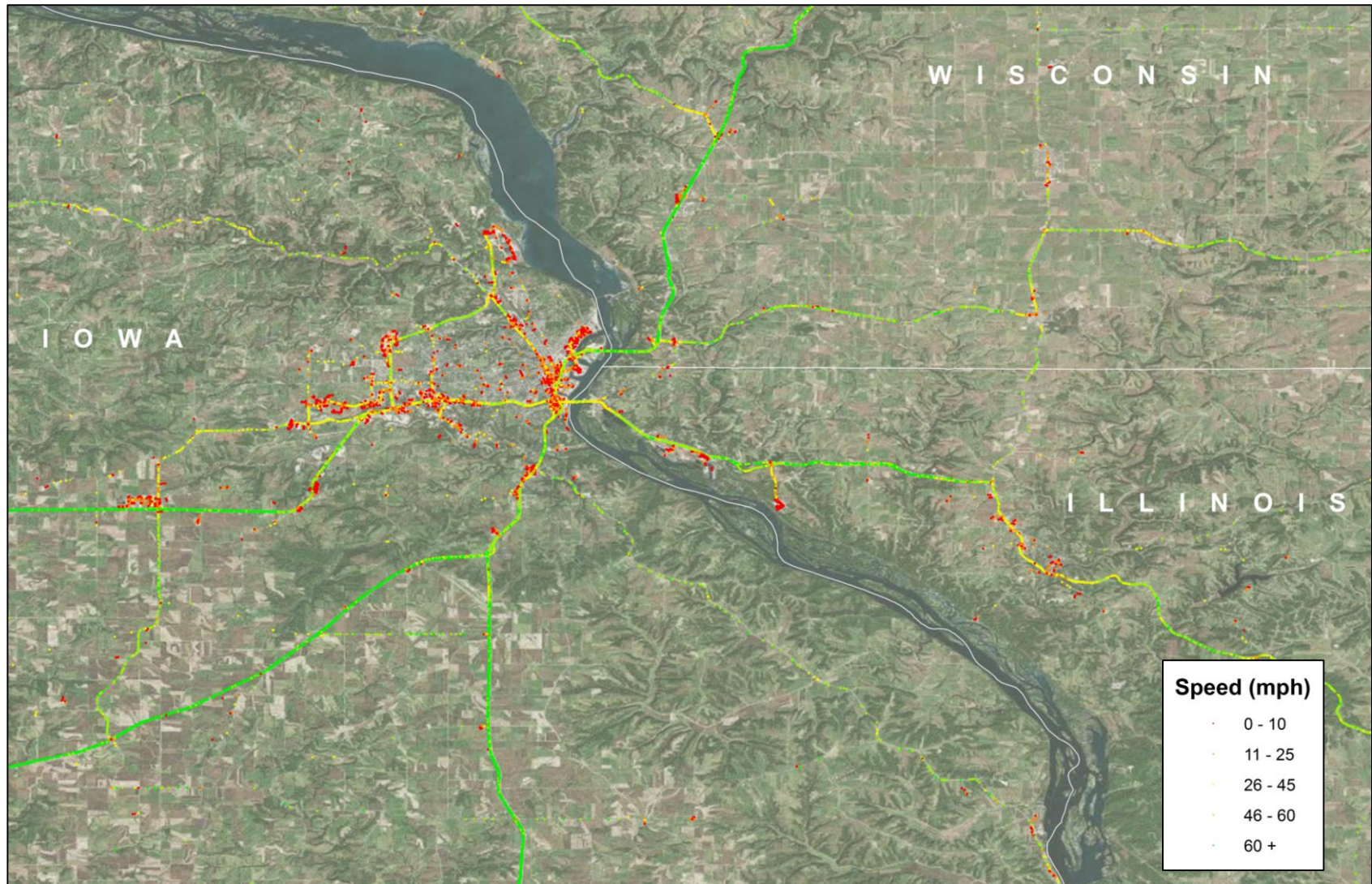
Multimodal Freight Transportation System

A Conduit for Economic Activity



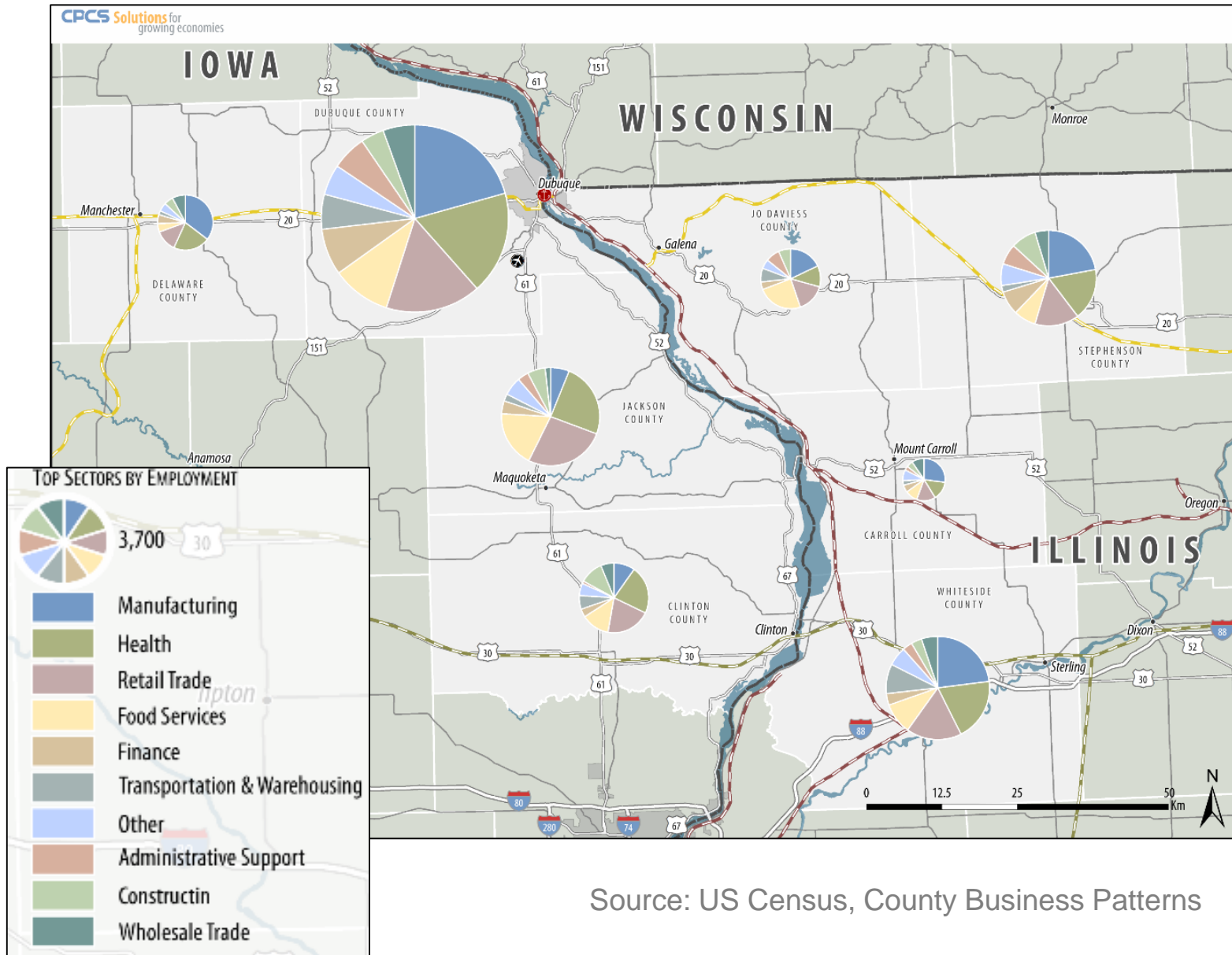
Freight Mobility

Truck Trip Ends and Congested Locations (Bottlenecks)



Economic Opportunity

Freight-Dependent Employment



Project Understanding

- **Project Motivations**

- Inconsistent data across freight modes
- Understand link between freight transportation system and local economy
- Be aware freight system needs and opportunities
- Incorporate freight in local transportation planning decisions

- **Project Objective**

To develop a better understanding of the multimodal freight system in the tristate region and to use this information to better inform policy and programming decisions in the region.

Open Discussion

- What are the other motivations for this plan?
- What other outcomes are desired by stakeholders?

Presentation Map

Key Issues and Outcomes for the Eight County Freight Plan

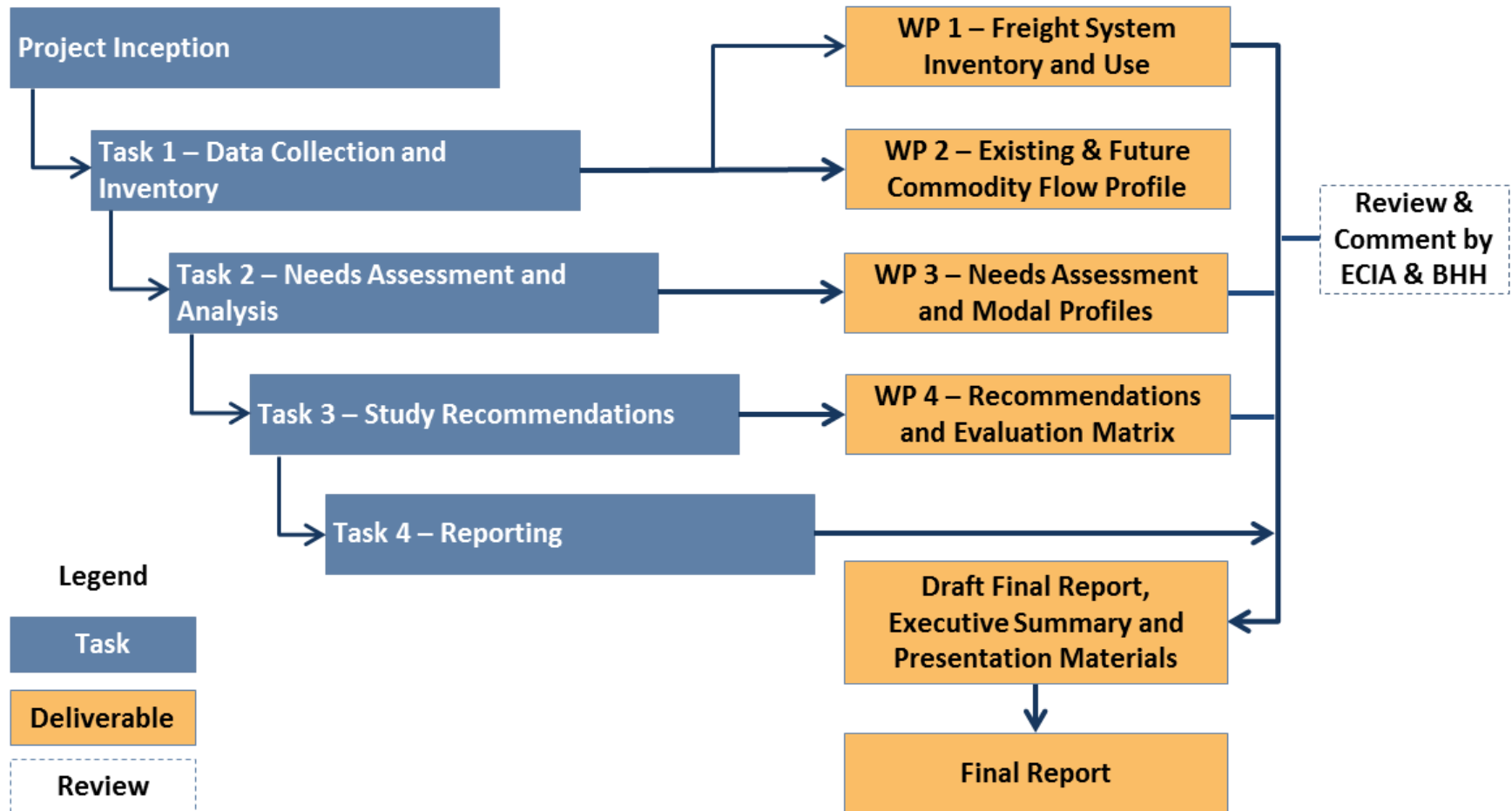


Abbreviated Work Plan

Questions & Discussion

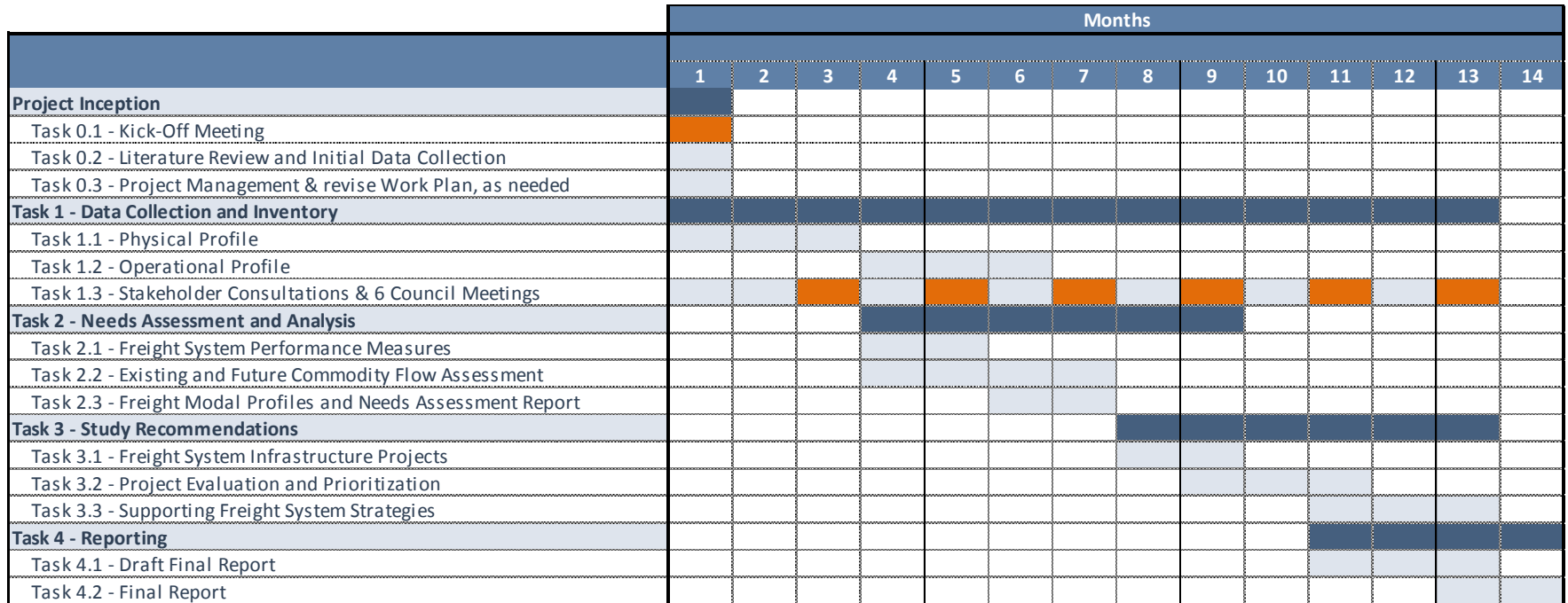
Next Steps – Stakeholder Outreach

Work Plan Overview



Work Plan Overview

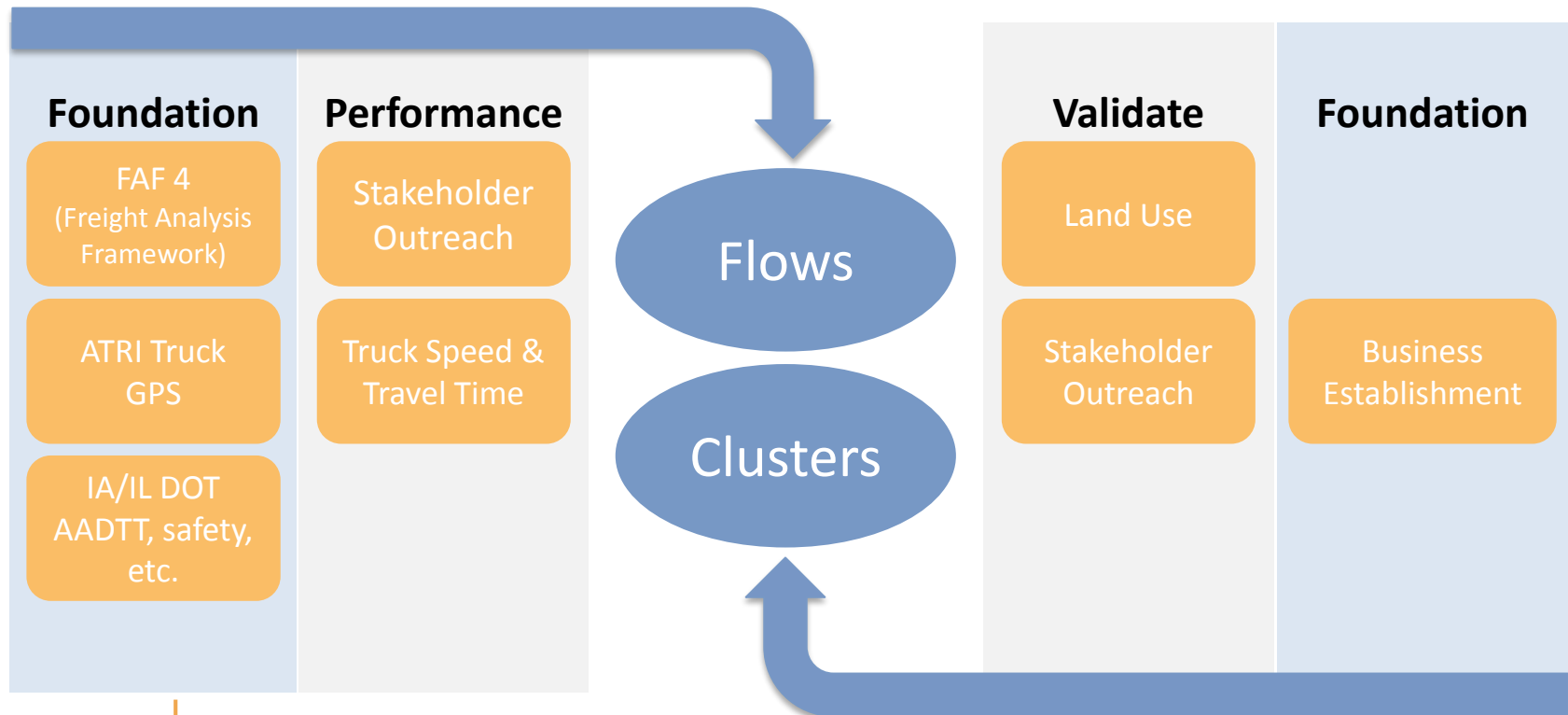
Each meeting provides an opportunity for your input!



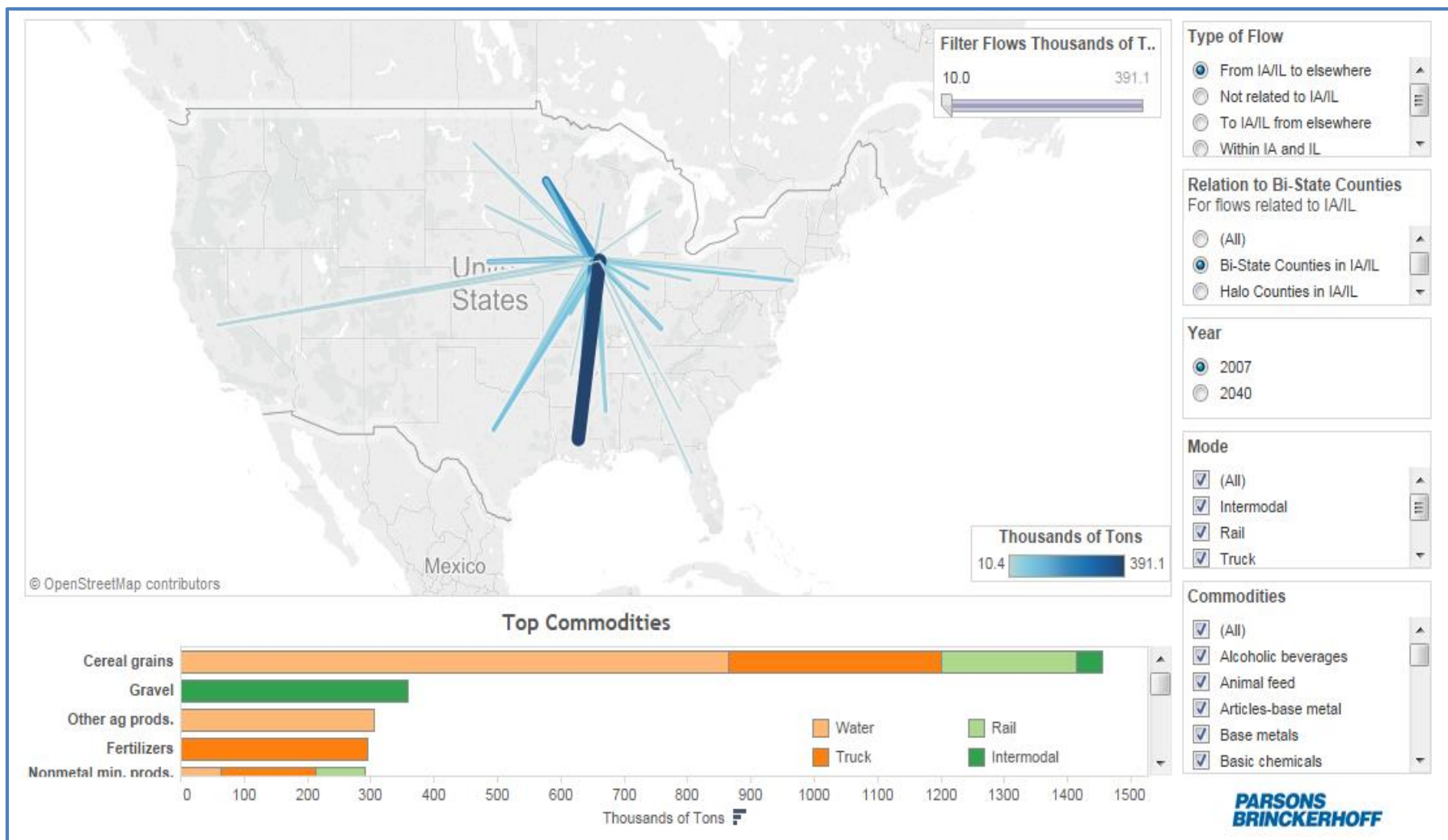
Task 1 – Data Collection and Inventory

Key Questions:

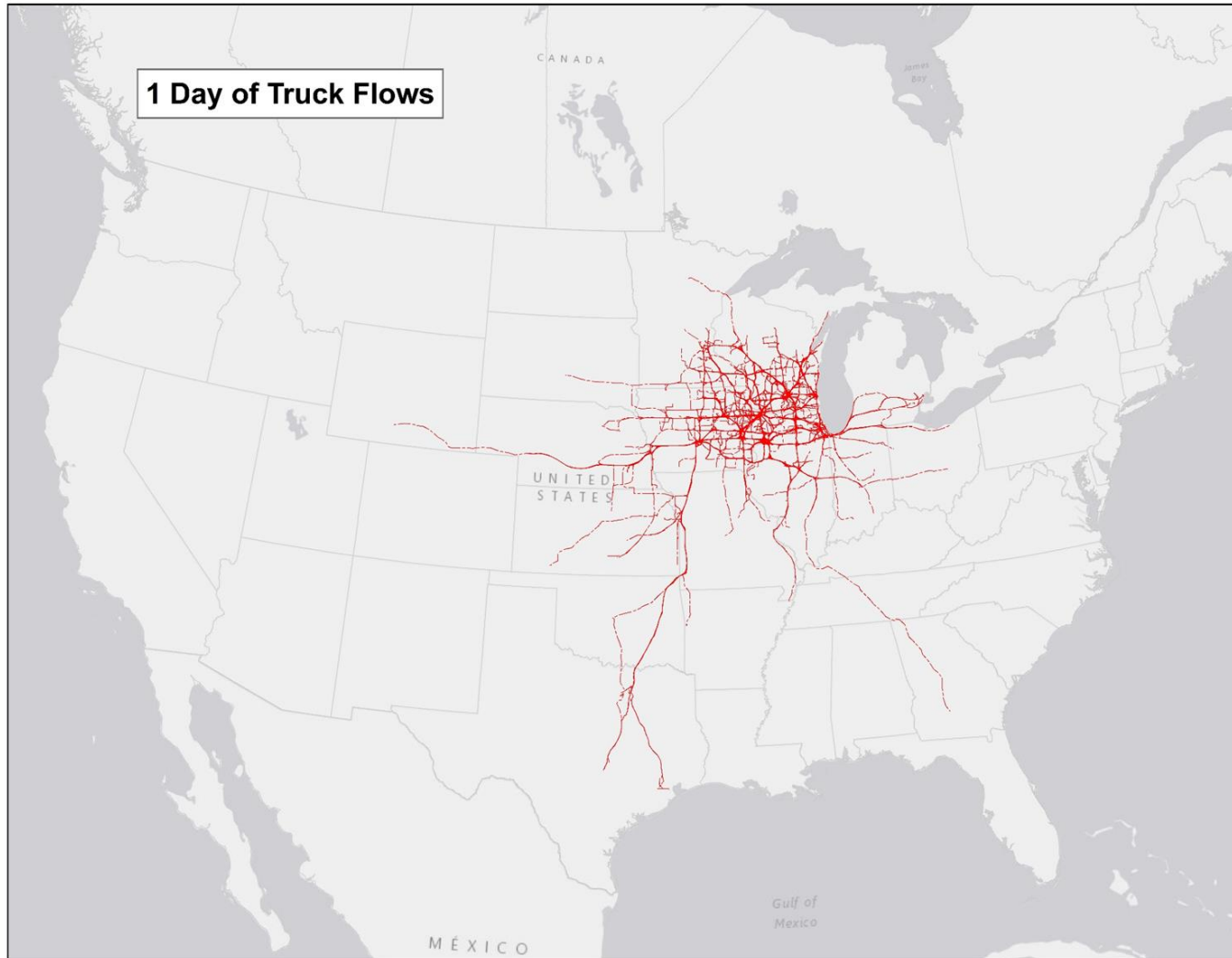
- What are the Study Area's key freight assets and corridors?
- How are these assets used today?
- What are the Study Area's major freight generators/businesses?
- What are the Study Area's strengths, weaknesses, threats and opportunities?



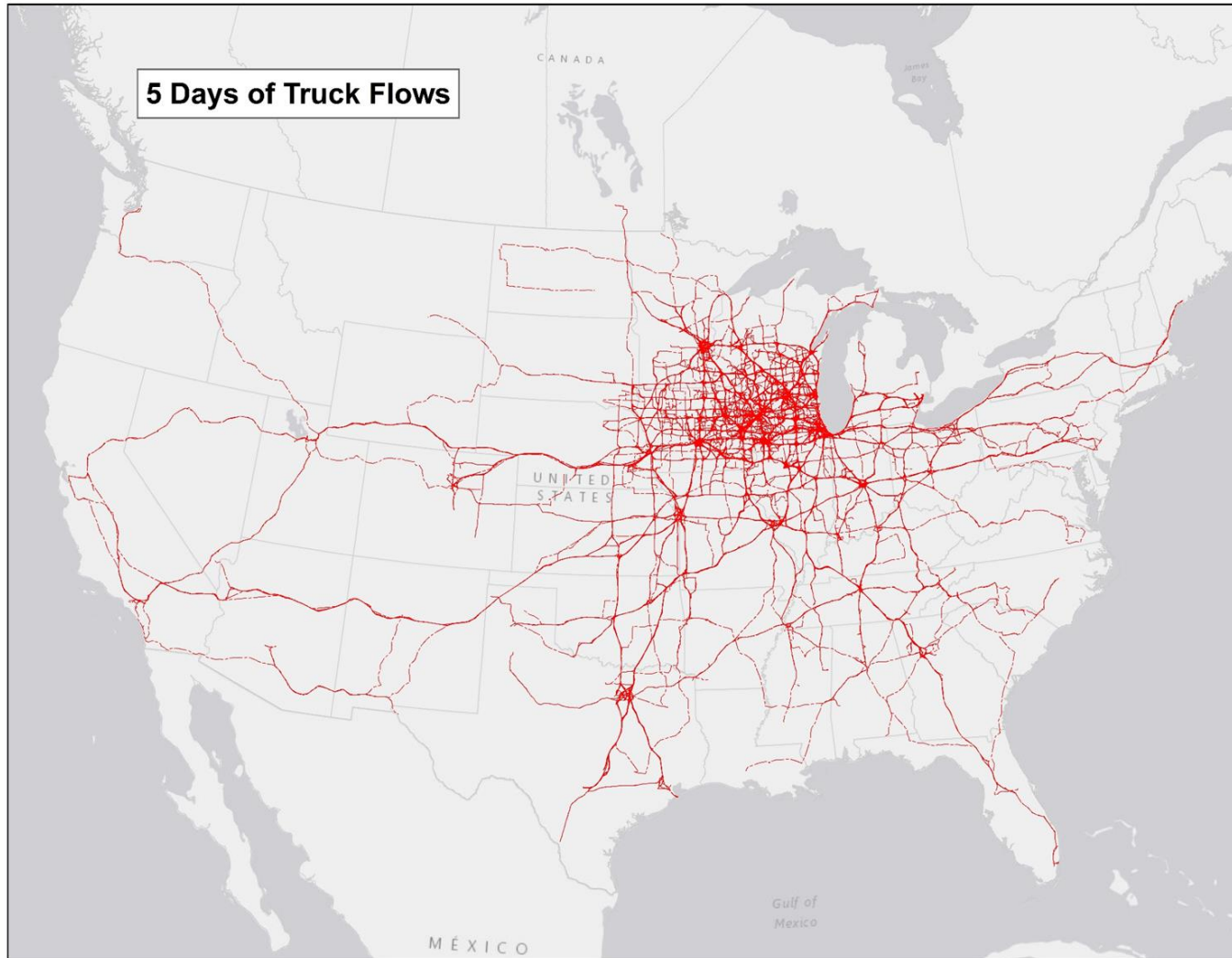
Commodity Flow Data “Dashboard” - Example



Real-Time Data: 1 Day of ECI A Truck Flows



Real-Time Data: 5 Days of ECIA Truck Flows



Stakeholder Outreach

Public Agencies

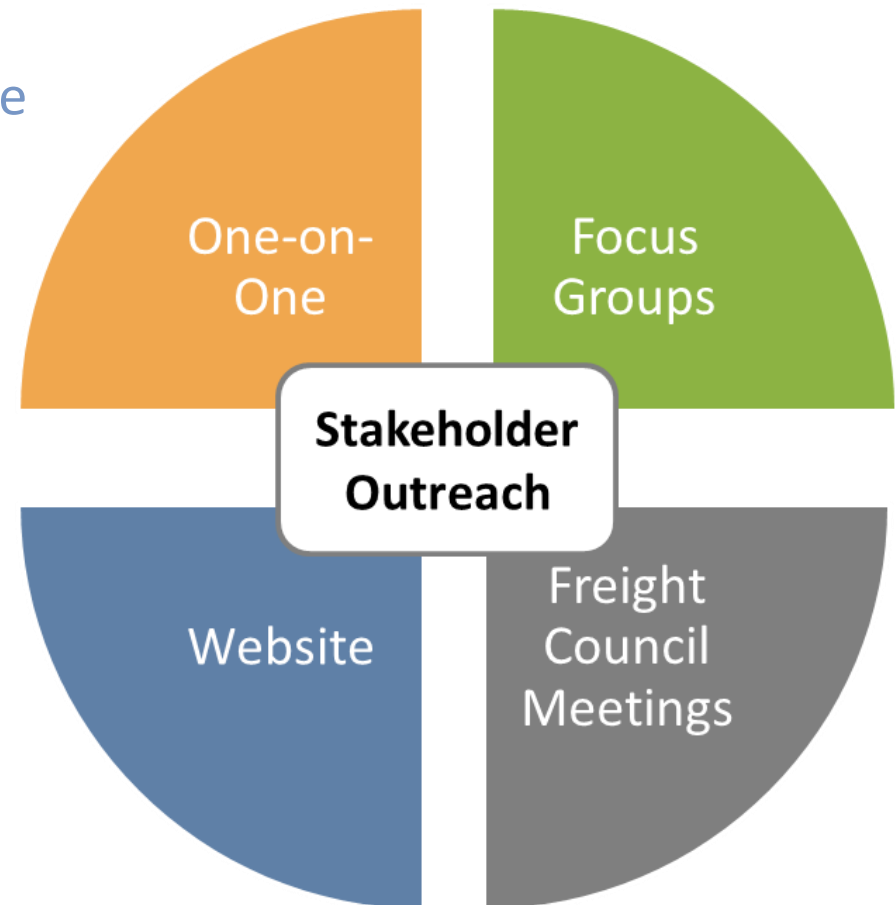
- Internalize institutional knowledge
- Understand needs
- Develop buy-in for implementation

Private Sector

- Identify/validate needs and opportunities
- Confirm recommendations
- Develop buy-in for implementation

Individuals

- Public awareness



Task 2 – Needs Assessment and Analysis

Key Questions:

- What is transported on the freight system today? In the future?
- What are the performance requirements? Does the system meet them?
- Where are the Study Area's key freight system bottlenecks and other needs?



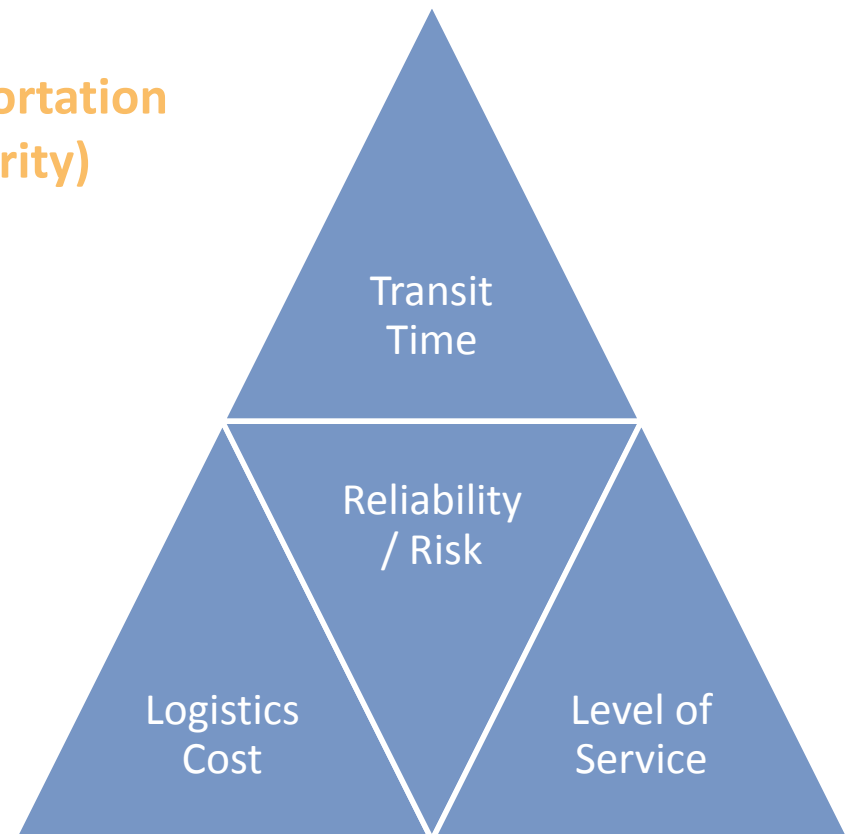
Favors lowest transportation cost, reliability (integrity)



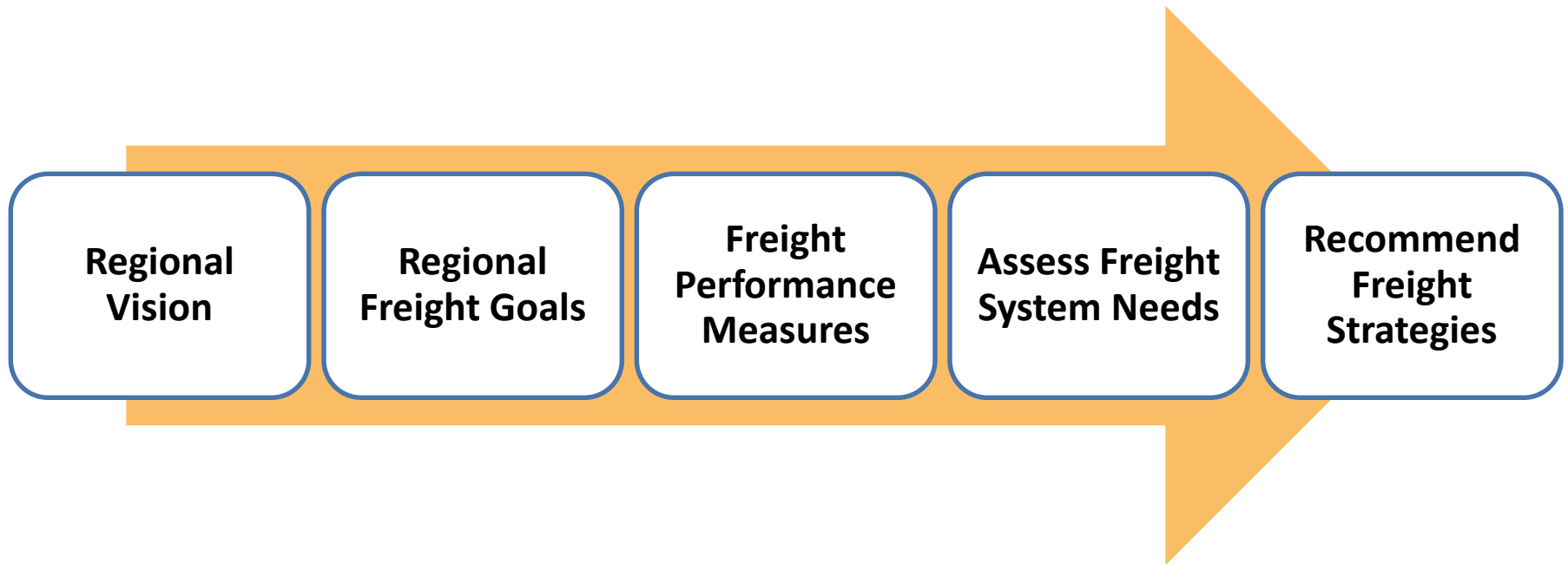
Favors transit time, level of service



Favors lowest transportation cost

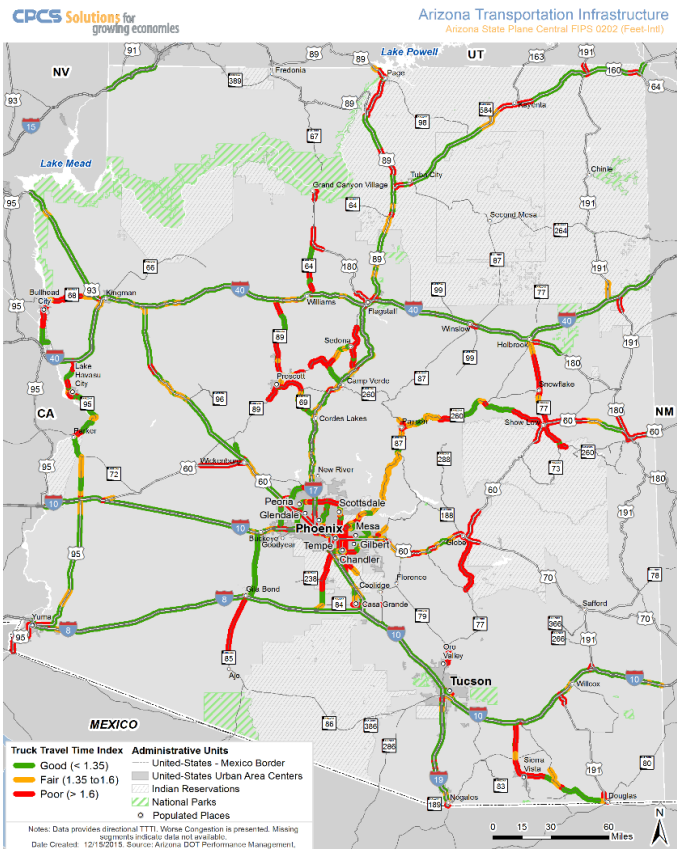


Transportation needs are supply chain specific

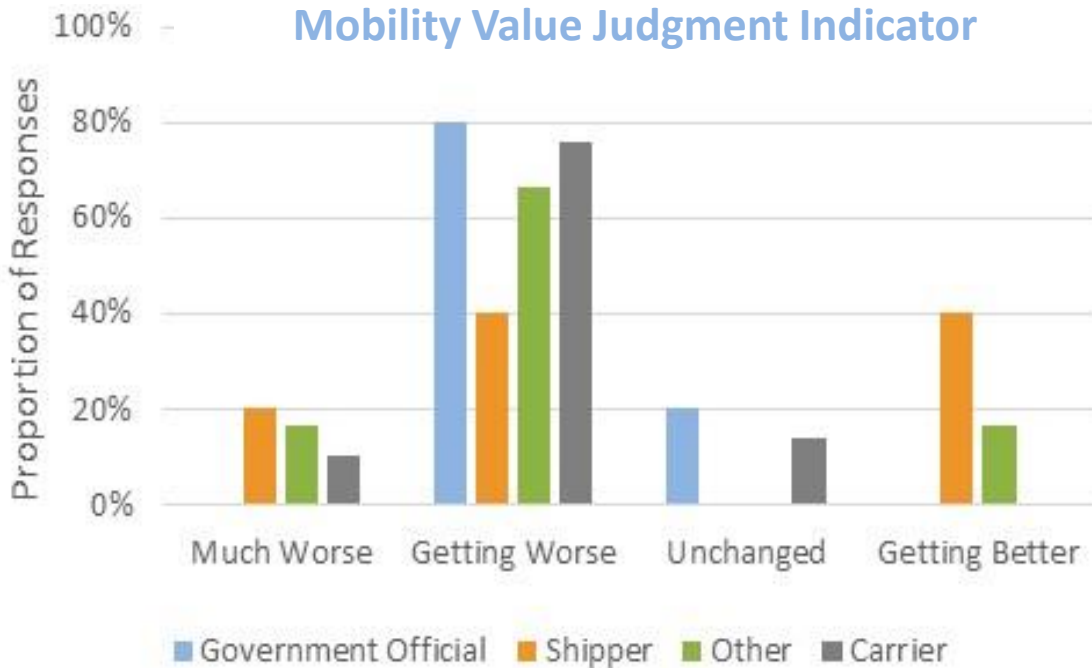


Condition and Performance of System - Example

Physical condition & performance



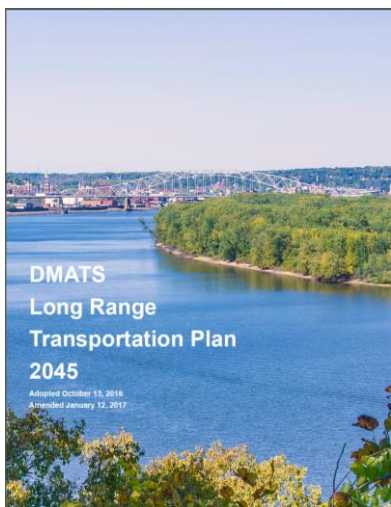
Perceived condition & performance



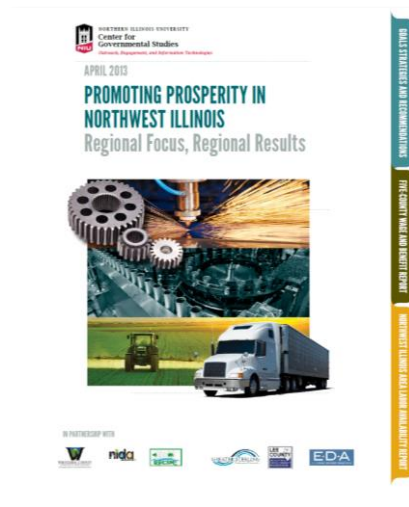
Task 3 – Study Recommendations

Key Questions:

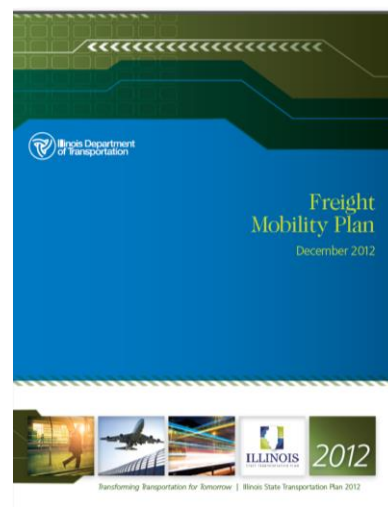
- What are the infrastructure investment needs? How should these be prioritized?
- How do these needs align with established short and long-range plans?
- What are the other needs (e.g., partnerships, policies and programs)?



+



+



+



+

New Data Analysis

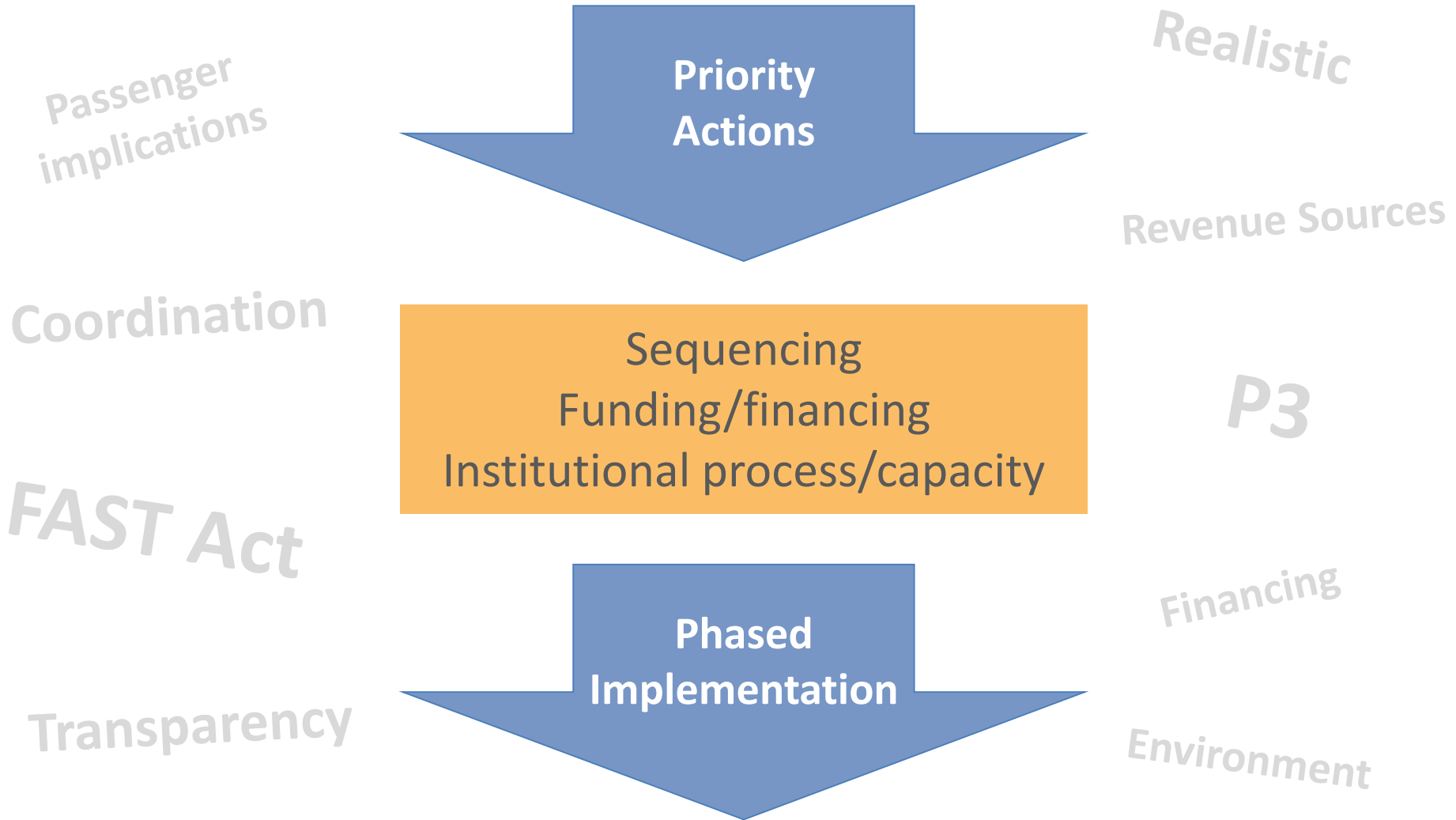
+

Stakeholder Outreach

+

Other Local Plans & Initiatives

From Action to Implementation



Task 4 – Reporting

Key Questions:

- What information and format will best convey freight needs to policymakers and stakeholders?

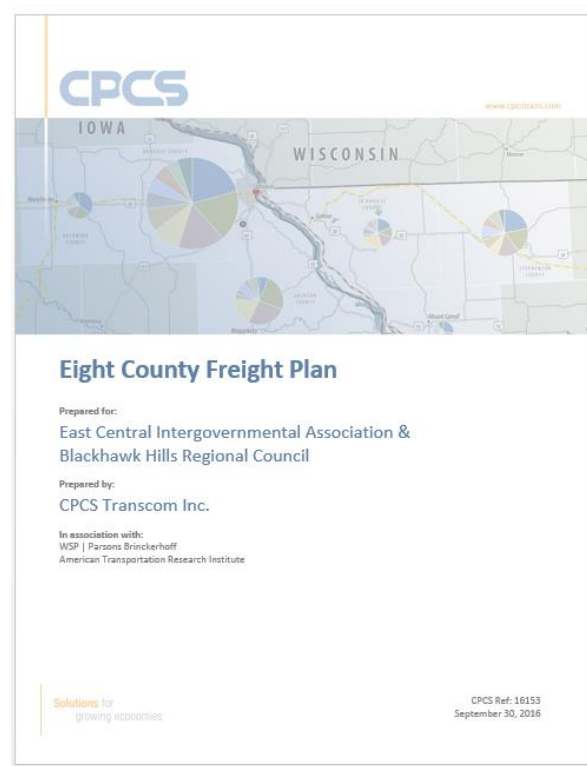
Eight County Freight Plan

4 Working Papers & Executive Snapshots

1 GIS Database

1 Freight Analysis Tool

1 Updated Website



Presentation Map

Key Issues and Outcomes for the Eight County Freight Plan

Abbreviated Work Plan



Questions & Discussion

Next Steps – Stakeholder Outreach

Open Discussion

- What are you most excited about related to this plan?
- What else should we consider?

Presentation Map

Key Issues and Outcomes for the Eight County Freight Plan

Abbreviated Work Plan

Questions & Discussion



Next Steps – Stakeholder Outreach

Consultation Guide Overview

Answer Questions

Get your Input

Stakeholder Input is Critical to Freight Planning

- Triangulates data
- Adds context
- Tailors the plan to the region

Consultation Guide is one Avenue for Stakeholder Input

Consultation Guide

Map of the Study Area

Cheat Sheet

Excel Spreadsheet

Consultation Guide Overview

Q1: How does your company use the transportation system?

- Modal Split – provides context and industry insight
- Important Routes – helps identify key freight corridors or facilities

Q2: Briefly, describe your company's supply chain.

- Commodities – understand of what is used (inputs) and what is produced (outputs)
- Flows – understand flows of freight to and from company
- Proximity to end market – understand business location decision

Consultation Guide Overview

Q3: Most important factor for transportation decisions and why? Is it the same for inbound vs. outbound shipments?

- Transportation Needs – understand industry needs

Q4: Changing supply chains in the last decade, and trends over the next decade?

- Transportation Trends – understand current and emerging trends, needs and issues

Q5: Three most significant transportation issues? How do these impact the competitiveness of your business?

- Identify Issues – identify regional transportation issues and business context

Consultation Guide Overview

Q6: Top three transportation improvements to improve your business's competitiveness, and how would these help?

- Identify Solutions – identify the solutions to the transportation issues identified and business context

Bonus: What advice would you offer to the local planning agencies as they develops this regional Freight Plan?

- Open opportunity to provide additional input or cover something that didn't come up in the questions

Other Notes

- Interviewer to identify overall themes in the discussion for added emphasis beyond what is recorded

Questions

- Does the consultation guide make sense?
- Will the consultation guide work?
- What issues or concerns have you heard from businesses in past years?

Questions and Discussion



Erika Witzke, PE
Project Manager
ewitzke@cpcstrans.com



Alex Marach
Project Coordinator
amarach@cpcstrans.com