

Appendix D: Freight Professional Development Workshop Results

Within the Freight Professional Development (FPD) workshop, participants were asked to identify priority training topic areas and then determine what needs to be covered for each of these topics in order to develop useful courses. The most commonly discussed topics were:

- Engaging with Freight Stakeholders...and Keeping Them Engaged
- Freight 101: General Education on Freight
- General Freight Planning
 - Freight Forecasting
 - Freight Data and Performance Measures
- Financing Freight Projects

The following table describes the participant thoughts on each of these training topics.

Topic	General Comments	What Needs to be Covered
Engaging with Freight Stakeholders...and Keeping them Engaged	<ul style="list-style-type: none"> • Involve Department of Labor, DOT, DBED, private developers • Economic Development Office must become a voice for freight 	<ul style="list-style-type: none"> • Who are the various freight stakeholders? • How to identify stakeholders • How to develop relationships with stakeholders • Tools for identifying stakeholder needs and impacts on the transportation system • Impacts of the various stakeholder needs on the transportation system (general) <p>Private Sector</p> <ul style="list-style-type: none"> • Coalition building with regions/states (public/private) • Possible solutions to freight bottlenecks • Planning horizons • Negotiation skills • Developing and maintaining advisory councils • How to develop charter/model agreements for Freight Advisory Committees • Ideas for how government can help meet private sector needs • “Hooks” to encourage participation • Mode selection <p>Elected Officials</p> <ul style="list-style-type: none"> • How to portray freight as a good neighbor • Development of continuous education based on election cycles • Land use, jobs, port issues, etc. • Linkage of economic development to freight needs <p>General Public</p> <ul style="list-style-type: none"> • How to portray freight as a good neighbor • Understanding the freight problem • Contribution of freight to jobs • Linkage of economic development to freight needs

<p>Freight 101: General Introduction to Freight</p>	<ul style="list-style-type: none"> • Encourage all State DOT and MPO staff involved in freight to take this course to develop common ground; then decide topics you want to specialize in (planning, financing, data, etc.) • Customizable to include Regional, State and local freight considerations, needs and impacts • Course participation should be multi-modal—encourage all modes to attend training together 	<ul style="list-style-type: none"> • What is freight? What does it have to with me and my state? How does freight cross state boundaries? • Overview of freight modes and their roles in freight flows <ul style="list-style-type: none"> • Pros/Cons of each, costs-benefits of the various modes • Introduction to terminology (build on the NHI Basic Course) • Economic and mobility benefits of freight movement • Commodity flows (national, State and local levels) • Effects of the global markets (containers, weights, etc.) • Effects of bottlenecks on just-in-time delivery • Obstacles you might expect to encounter (internal and external) • Freight stakeholders and their freight interests • Environmental impacts of freight (land-use planning, site attributes, etc.) • Regional impacts of decisions • How the supply chain functions • Global economy/geography/“Economic geography” (CA used to have a course called “Transportation Geography”) • What do you need to do? What are others doing? • What needs to be in a freight mobility plan?
<p>Freight Planning, Forecasting, Data and Performance Measures</p>		<ul style="list-style-type: none"> • Developing a Freight Plan <ul style="list-style-type: none"> • Elements of a Freight Plan • State versus MPO plans • Freight Forecasting <ul style="list-style-type: none"> • What are others doing? • Freight Data and Performance Measures <ul style="list-style-type: none"> • What’s available/What’s accessible • Developing geographically-meaningful performance measures • Performance indicators • National freight data as well as the 25 corridors), and moving to local data

		<ul style="list-style-type: none"> • Private sector metrics • Cost-benefit methodology • Measuring public benefits from private sector activities • Multi-modal comparisons • Freight commodity flows, opportunities for improvements/economic development • How much are we saving businesses? How does this translate into public benefit? • Economic model for measuring the “ultimate goal”: Efficiency of operations/reduced transportation costs for system users.
<p>Freight Financing</p>		<ul style="list-style-type: none"> • Appropriate roles/expectations from the private sector • Build knowledge base in public sector of private finance and in private sector of public financing mechanisms <ul style="list-style-type: none"> • Highway Trust Fund and federal taxes (sub-topics) • Legislative set-asides • How to use federal money for activities that bring revenue for freight (i.e., state infrastructure banks) <ul style="list-style-type: none"> • What funding is available with what strings? • How do you access the funding? • Freight-focused use of CMAQ funding • How do you generate revenue streams (TIFIA, etc.) • More about TIFIA (why, role of the State, etc.) • Calculating public benefits of investment (private sector) • Best practices for financing and information sharing • Diversion analysis for tolling facilities truck diversion analysis—where do they go—to identify revenues and impacts on other facilities. • How to structure an agreement