

ITE Freight Mobility Council Action Plan

January 2011

Introduction

The Council is made of approximately 158 members and has an Executive Committee, which has 18 members.

Mission

The Freight Mobility Council includes members with an interest in planning, designing and operating a **safe and efficient infrastructure for the movement of freight**, with particular emphasis on intermodal transfer **and delivery at the local level in urban and rural areas**. The Freight Mobility Council supports and sponsors a variety of sessions at ITE's Technical Conference and Exhibit and Annual Meeting and Exhibit that highlight, examine and discuss **freight mobility** issues. The council provides information of importance to those working in the goods movement field through its newsletter, ITE Journal articles, informational reports, webinars, recommended practices, **and on-line resources**.

Goals

1. Provide resources to ITE membership, agencies, organizations, and policy-makers on the freight mobility needs at different levels.
2. Promote incorporation of freight-specific criteria in transportation planning, design, operation, and management at local, state, regional, and national levels.
3. Identify challenges and (low cost) solutions to freight mobility in urban as well as under- or undeveloped areas.
4. Collaborate with other organizations (TRB, APA, Freight Industry Groups, and transportation agencies at federal, state, and local levels) to add value to the Council's volunteer work.
5. Seek ways to research and apply existing research to be of value to transportation practitioners and to effectively communicate freight mobility problems and challenges and related solutions to legislatures, government officials, and local community in an ongoing manner.
6. Increase involvement of ITEFMC membership and also whole ITE membership in the activities of the Council.
7. Increase diversity of products developed by the Council and go beyond newsletters, journal articles, and sessions at ITE Technical Conference and Annual meetings

Action Items

- Conduct a ITE FMC membership survey in 2011 to assess members' needs better. Last such survey was done in 2000. A survey has been designed for this purpose and has been briefly reviewed by Coordinating Council.
- Provide input to ITE Sustainability Committee. FMC members helped develop a journal paper on "moving goods sustainably on surface transportation."
- Initiate development of an informational report on "Freight Trip Generation." Interact with ITE Trip Generation Committee, ITE Planning Council, and ITE Parking Council, and also monitor the effort on NCFRP Project on Freight and Land Use. The informational report will lead to development of a webinar and plan for additional data collection.
- Initiate development of an informational report on Mandates and Energy Realities for freight transportation. This effort can result in journal paper and webinar, besides informational report.
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- Initiate development of an informational report on Accommodating Trucks in Traffic Operations and Management. This effort can result in journal paper and webinar, besides informational report.
- Initiate development of an informational report on Methods and Data Used to Quantify the Economic Benefits of Reduced Traffic Congestion to Truck Freight—Operational Perspective. This effort can result in journal paper and webinar, besides informational report.
- Initiate a development of an information report on "Freight Mobility in Rural and Dispersed Developed Areas," which was identified as a major challenge faced by one of the ITEFMC member from Alaska. This effort could also be relevant and important to international members.
- Development of Recommended Practice on freight parking or loading zones.
- Publish two newsletters for the Council.
- More outreach with FHWA, NADO, MPOs, Freight Industry in development of informational reports.
- Propose two sessions for 2012 Annual Meetings. The two sessions sponsored by the Council in 2010 were quite successful.
- Collaborate with TRB Urban Freight Committee and APA's Transportation Planning Division, and others to identify goods movement challenges and facilitate partnerships on freight mobility related mega issues.
- Populate the Council website with more relevant resources and prepare a plan for updating information on the website.

ITE Freight Mobility Council Communication Plan

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Introduction

The ITE FMC Communication Plan is intended to guide the interaction of the Council with its Executive Committee, FMC membership, and other audiences within and outside ITE, while promoting the freight mobility issues. The plan was developed after review of ITE Strategic Plan, ITE Coordinating Council's compendium of communication tools, and realization that volunteer work is driven by strong willingness of members, but constrained by time and resources. An effective communication plan can facilitate efficient use of limited time and resources available to the Council.

The goals of this plan are to:

1. Provide information to FMC members and other ITE Councils regarding freight mobility
2. Support, share, and communicate freight mobility concerns with industry groups, agencies and communities with interest in freight mobility
3. Enhance communications about product delivery
4. Gain visibility for and leverage the volunteer work done by members in freight mobility arenas

Target Audiences

Primary Audiences

Primary audiences are the ITE FMC Executive Committee, the ITE FMC membership, and the ITE Coordinating Council.

Secondary Audiences

Secondary audiences are the other ITE Councils (particularly Planning, Traffic, Parking, Management and Operation, Safety, Education Councils), SCORP, Task Forces (particularly Climate Change and Energy), ITE membership at large, Districts and Sections, Other Organizations (particularly, TRB and APA), public agencies (EPA, FHWA, MPOs, Cities), and freight industry groups.

Messages

The main message themes are:

- Freight Mobility related information – serving as a portal for critical information related to freight mobility and informing the membership regarding that in timely manner.
- Soliciting ideas, developing products, and marketing developed products – The Council will regularly interact to gain insight into the needs of membership and informing the membership of the project progress, completion, and developed products.
- Coordination and connection with the Strategic Plan, Other Councils, and Other Organizations – coordination of connection with strategic goals and objectives and with the related efforts by other Councils and organizations can help develop better product through reviews and leverage the work and provide stronger voice through collaborations.

Media, Products, Schedule, and Lead

The ITE FMC will provide ongoing communication through:

- **ITE FMC membership surveys** – Member surveys are important in understanding members' needs and in fashioning the Council activities. It has been sometime since we last had a member survey. A member survey will be conducted in 2011. Amiy Varma will lead this effort.
- **Website** – The council really needs to work on this and first design and improve the existing one. The website would be improved in 2011 and then updated every six months. The Council will look for a member to lead this effort .
- **Newsletter** – The FMC would put out two newsletters in a year, and over time increase it to four times a year. Jerilyn Swenson is the Newsletter Editor for the Council.
- **ITE Journal articles** – The council has produced several articles based on the case studies it has conducted in the past. One article based on the project undertaken by the council was submitted for ITE Journal and its publication is still pending. A special issue will be planned for Fall 2011.

- **Teleconferences** – there is many activities planned and the Council will conduct a teleconference once every two months in 2011.
- **Informational Report** – At least three informational reports will be developed in 2011 on topics Freight Trip Generation, Mandates and Energy Realities for Freight Transportation, and Freight Mobility in Undeveloped and underdeveloped areas. Amiy Varma, John Duffy, and several other FMC members will be involved in this effort. Project statements for three projects that may deliver an informational report will be submitted in January, 2010.
- **Sessions at ITE Meetings** – The Council is sponsoring two sessions (Session 9 – Challenges for Freight Gateway Communities and Session 16 -- Freight Transportation Responses to Green Mandates and Energy Realities for ITE Technical Conference in Savannah, Georgia. The Council has also proposed a session on Freight-Oriented Development for the Annual Meeting. The discussion for 2011 sessions will take place in coming months.
- **Directed emails** – Chair will send directed emails to individuals and agencies to solicit ideas, encourage participation, and ensure timely completion of tasks and work. The directed emails to other ITE Councils and Task forces (Planning, Trip Generation Committee, Parking, Management and Operation, Climate Change and Energy), TRB and APA will be to seek collaboration and cooperation for conducting the work or for review of the work conducted. Similarly, directed emails to freight industry groups and public agencies will be to encourage their participation in our activities and to determine the relevancy of our work.