



# TRB/Urban Freight Transportation Committee-sponsored Innovation in Urban Freight: Dialogue of Researchers-Practitioners

*Call in: 866-528-2256  
Code: 1696856#*

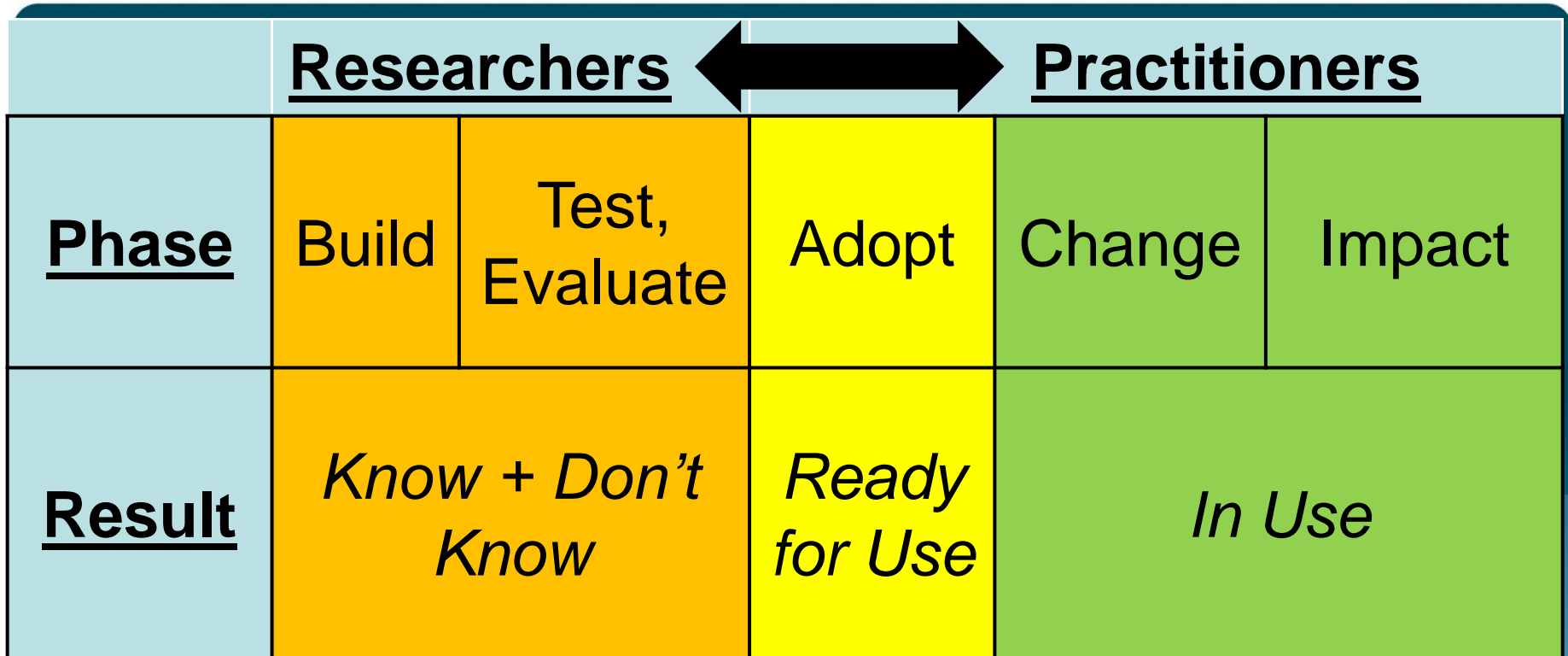
*I-NUF Conference, Long Beach, CA*

*9 October 2013*

*Dr. David Damm-Luhr*

*U.S. DOT Volpe Center*

# Urban Freight Innovation Cycle



# Primary Insights from TRB 2013 Dialogue

	<u><i>Researchers</i></u>	<u><i>Practitioners</i></u>
Have	Theories & Tools	Data
Need	Data	Decisions

# Practitioner – Researcher Exchange

- Practitioners need to:
  - understand freight trends
  - define issues precisely
  - consider potential impacts and long-term implications
  - identify innovative solutions
  - know why something has worked or not
  - manage relationships and play multiple roles
  - develop tools and strategies to better communicate successes to other practitioners and the general public
  - use performance measures to select projects
  - elevate the importance of freight within agencies



# Practitioner – Researcher Exchange

- Researchers offer:
  - Concepts and theories
  - Tools and methods
  - Testing and evaluation
  - Management of fragmented data
  - Grants
  - Cost-effective labor
  - Reputability



# Researcher – Practitioner Exchange

- Researchers need to:
  - use state-of-the-art methods
  - expand knowledge and understanding
  - engage the private sector
  - examine economic development considerations
  - address real problems
  - publish findings
- Practitioners offer:
  - Test beds, data, and case material
  - Reality checks
  - Policy questions and decisions to evaluate
  - Grants



# Success Measures

## Summary of findings from UFTC workshop (January, 2013):

### Practitioners:

- Value for all parties
- Use of prior results to frame issues jointly
- Joint effort to secure funding and staffing
- Cost effectiveness
- Wide use of the tools

### Researchers:

- Active willingness to test ideas and share data
- Mutual benefits identified and pursued jointly
- Regular interchanges, forums



# Concrete Steps toward Partnership

## Summary of findings from UFTC workshop:

### Practitioners:

- Identify what everyone brings to the partnership and how it could work
- Leverage opportunities from around the world
- Make successful partnerships and innovative practices more widely known

### Researchers:

- Set up communication to clarify and pursue mutual interests
- Identify and build on strong existing partnerships as models for what's possible
- Find champions who can organize one major freight data collection





# Issues

- Bringing industry to the table (*see experience with freight advisory committees*)
- Funding joint work
- Spurring greater adoption of urban freight management innovations



# Insights from I-NUF Case Studies

- Chicago Truck Route Planning
- TTI and INRIX National Collaboration
- Quiet Off-Peak Deliveries in Flanders
- New York City cases



# Your Job Today

- Form groups of 7 practitioners or 7 researchers
- Consolidate and add value to the lists of:
  - Needs and offers
  - Success measures
  - Concrete steps
- Identify 2-3 potential opportunities to leverage
- Advocate 2 topics for TRB 2014 UFTC working session



# Report Out

- Three consolidated lists
  - Needs and offers
  - Success measures
  - Concrete steps
- Two opportunities to pursue
- Two action steps for TRB working session





# See you at TRB in January!

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