

Urban Freight Transportation Committee – AT025

Strategic Plan – Central Elements *Draft 1-05*

NB: Strategies are examples, not comprehensive, and are to be modified and added to. Obviously much more readily can be said about initiatives of traditional types, and newer directions require exploration. Strategies are and are meant to be mutually supporting i.e. one area helps another. We will need to incorporate the dimension of timing and sequence: what things happen by when. Some SWOT analysis has been conducted, but is not presented here.

Mission

This committee exists to further research and understanding of freight transportation in the urban environment, for the advancement of knowledge and dissemination of information, the betterment of performance, the cultivation of practitioners, and the improvement of public policy and planning as they interact with private systems of logistics.

Goals

- ❶ Promote research and deliberation upon planning, policy and operational issues in urban freight transportation.
- ❷ Assert the crucial role of urban concerns in freight planning, policy, and operating systems, in advocacy of their strategic priority.
- ❸ Support development of freight professionals in the urban public sphere, through the flow of information, relevance of education, and the community (peer and mentor) reference and interaction available to practitioners.
- ❹ Develop and diversify committee membership and relationships, so that its composition and connections are firmly rooted in the urban freight environment.
- ❺ Help assure the flow of research, professional development, and program funds toward urban freight issues and requirements, in advocacy of their fiscal priority and for their integration in overall planning.
- ❻ Seek ways to foster direct and active relationships between public and private actors in the urban freight environment, in order to stimulate a process of consensus between public and private participants as to better methods and policies of urban freight management.

Strategies

❶ *Goal: Promote research and deliberation upon planning, policy and operational issues in urban freight transportation.*

- Develop, maintain, and publicize a current and ongoing sense of the State of the Practice, by which critical and emerging concerns may be reliably identified for research and public discussion, and awareness established of the extent of progress. This might commence with a synthesis study, and then be continued through programs and groups of papers marshaled for annual meetings.
- Design and ultimately issue research topics capable of producing practical improvements in urban freight management or of tackling widespread challenges, including (but not limited to) operational initiatives because of their probable appeal to, and potential to engage private sector interests.
- Encourage programs that address the interdependency of regional, state, and metropolitan freight networks, and the need for new institutional responses so that urban planners and operators are not isolated or powerless in the face of system-level challenges.

❷ *Goal: Assert the crucial role of urban concerns in freight planning, policy, and operating systems, in advocacy of their strategic priority.*

- Sustain relationships and joint action with TRB freight system and planning committees, underscoring the metropolitan environment as the salient case in point for many issues of common concern, and seeking treatments in TRB research and programs that highlight its situation.
- Develop a research instrument whose purpose is to demonstrate that critical freight issues typically are urban issues (security, intermodal transfers, congestion, etc.), to show their influence on the larger network, and to illustrate or formulate metropolitan responses.

❸ *Goal: Support development of freight professionals in the urban public sphere, through the flow of information, relevance of education, and community (peer and mentor) reference and interaction available to practitioners.*

- Through coordination with TRB staff and utilization of search software and web environments, ascertain ways that research relevant to urban freight planning may be mounted and classified, then publicized to target audiences.
- Review forms of support to the FHWA freight professional development program, urging specific urban freight applications and their distinction from other categories of planning, and considering the utility of supplemental committee efforts.
- Discern methods for creating peer networks, through which professionals in the nascent specialty of urban freight planning may find, support, and advise one another, and develop its strength as a discipline and career. This may begin with

informal, freight systems group discussions, leading to sponsored research with implementation objectives.

④ *Goal: Develop and diversify committee membership and relationships, so that its composition and connections are firmly rooted in the urban freight environment.*

- Identify and recruit representatives from major urban planning agencies, shippers, and freight carriers for active committee participation and membership, with an initial objective of [x] and climbing toward [y].
- Explore connections to parallel organizations in public planning and private logistics, establishing committee (vs. organizational) level relationships aimed ultimately toward joint activities. Candidates include AMPO, the former CLM, overseas groups, and councils of mayors.

⑤ *Goal: Help assure the flow of research, professional development, and program funds toward urban freight issues and requirements, in advocacy of their fiscal priority and for their integration in overall planning.*

- Building from the implementation phase of the research instrument (see ② above), design and call for demonstration projects of reproducible or network significance (and thereby national significance). These may be explored in papers and seeded to MPOs for evaluation and pursuit.
- Lend support to research and programs that emphasize the linkage of freight productivity to economic development and competitiveness, because of the political potency of that linkage and its capacity to attract funds. Search out also the features, benefits, and arguments by which freight projects may successfully compete for funds, rise in priority against competing initiatives, and become mainstreamed in public planning.

⑥ *Goal: Seek ways to foster direct and active relationships between public and private actors in the urban freight environment, in order to stimulate a process of consensus between public and private participants as to better methods and policies of urban freight management.*

- Utilizing the diversifying committee as a microcosm of public and private interests, identify, debate, and publicize practical solutions to common problems in planning and operation.
- Mount an annual program to recognize, present, and dissect successful contemporary examples of public-private cooperation in urban freight, probably through workshop or panel presentations, but with an emphasis on how one year's examples have evolved from the last, and creating forums by which participants over several years may reach and learn from each other.