



Announcing a New Freight Seminar: *Freight Data Made Simple*

The FHWA Resource Center and Office of Freight Management and Operations are offering a new seminar, **Freight Data Made Simple**. This seminar is part of FHWA's Freight Professional Development Program and is offered to broaden the knowledge base and skills of freight transportation planners and other professionals.

Why Attend?

Today, one of the biggest challenges facing public sector transportation professionals is incorporating freight perspectives into the transportation planning process. Access to and understanding of freight data are top priorities of state departments of transportation (DOTs) and metropolitan planning organizations (MPOs) and are critical to effectively integrate freight into the transportation planning process. Upon completion of the seminar, course participants will gain greater knowledge of freight data and their applications.

Seminar Information

Freight Data Made Simple is designed to meet a variety of needs depending on the audience and the level of detail needed. The seminar, which may vary in length from 2 hours to 1 day, is available to state DOTs, MPOs, local governments, FHWA division offices, and businesses.

This seminar will

- Develop a list of questions for participants to use in researching freight issues in their communities;
- Describe major types of freight data, their sources, and limitations;
- Discuss the use of freight data in the transportation planning process, including their use in freight forecasting;
- Highlight examples of national, state, and local freight data applications; and
- Identify key resources and references to guide state and metropolitan planners in their freight planning efforts.

To host or register for this seminar, please contact:

Lisa Randall

Federal Highway Administration
Resource Center - San Francisco
Lisa.Randall@fhwa.dot.gov
415-744-2649
415-748-8399 (cell)

FPD Program Coordinator

Federal Highway Administration
Office of Freight Management and Operations
202-366-9210



U.S. Department
of Transportation

**Federal Highway
Administration**