

Engaging the Private Sector in Freight Planning


Executive Summary





Workshop Goal

- Provide techniques to help practitioners establish and strengthen a relationship with the private sector
- Discuss freight stakeholder outreach strategies



Workshop Outcomes

At the conclusion of this Workshop, participants will be able to:

- Describe the value that private sector freight stakeholders can add to the planning process
- Apply tools and resources for identifying freight stakeholders
- Construct an action plan for engaging freight stakeholders in their agencies' planning efforts

Workshop Overview

- **Why** engage the private sector?
- **Who** should be engaged?
- **How** to engage and sustain the private sector involvement.





Why Engage?

- Engaging the Private Sector = Public Involvement
- Common Interests
 - Links to Economic Development
 - Congestion / Capacity
 - Financing and Funding
 - Environmental Issues
 - Security concerns
 - Safety

Why Engage?

Value of Private Sector Perspectives on:

- Predictability
- Geometric design
- Pavement strength
- Bridge clearance
- Facility access
- Parking capacity



Who -The Supply Chain



Who - Shippers and Carrier Perspectives

- Transportation access to global markets
- Impacts of state and federal policy
- Operational issues
- Transportation linkages
- Local bottlenecks
- Real-time data



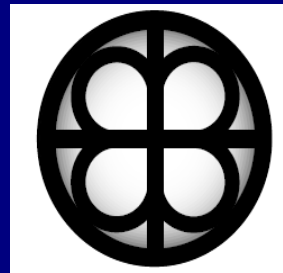
Who - Local & National Organizations



American Trucking Assoc.



*Association of
American
Railroads*



**National Industrial
Transportation League**



How - Ways to Engage

- Passive Engagement (information exchange)
- Active Engagement (collect information/input)
- Institutional Engagement (a standing practice or body for gaining program input)





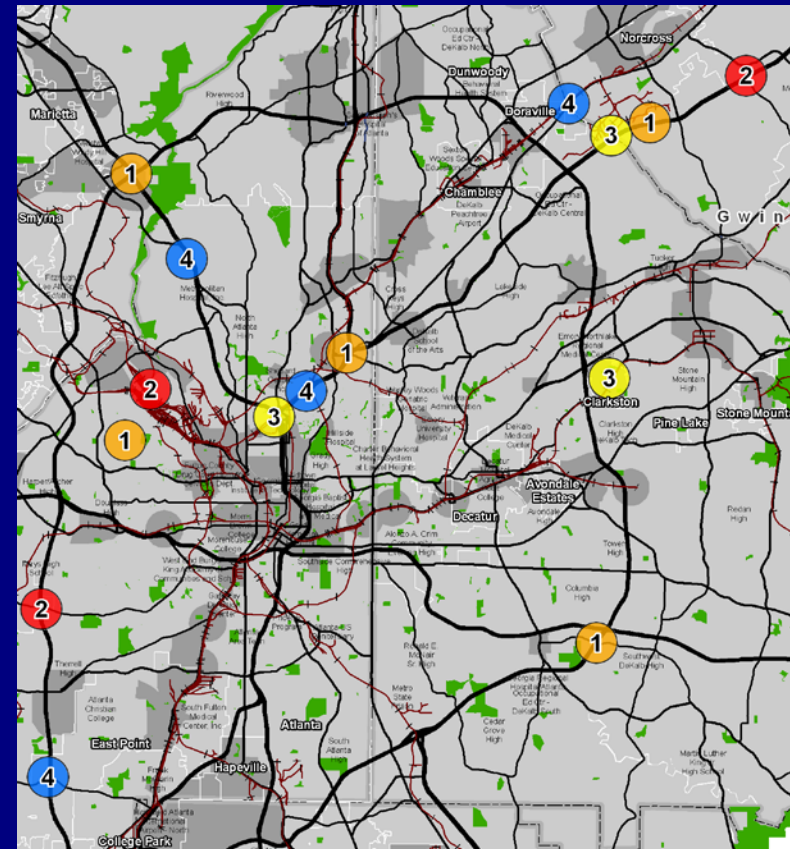
How - Passive Engagement Techniques

- Build awareness formally and informally
- Networking
- Educational seminars
- Regional business coalitions
- Industry groups
- Newsletters
- Trade publications
- Websites
- Social Media

How - Active Engagement

Seek input through defined processes:

- Surveys
- Interviews
- Focus groups
- Freight forums
- Site visits



How - Institutional Engagement

A standing body or practice:

- Freight advisory groups (state, multi-state, regional)
- Economic development groups
- Standing focus group
- Public/private partnerships
- Market research activities





Testimonials

“The Minnesota Freight Advisory Committee (MFAC) has been an invaluable forum for Mn/DOT to better understand freight transportation industry issues. We use industry input to shape our policies, improve our programs and select our projects. Most importantly, the committee builds relationships and trust---something that is needed by government now more than ever.”

- William Gardner, Director, Office of Freight and Commercial Vehicle Operations, Minnesota Department of Transportation



Testimonials

“The level of enthusiasm and involvement from the private sector at this Workshop was very surprising to a lot of the participants, but it simply shows that we are ready to embrace multi-agency and multi-sector collaboration in order to make progress in our great State.”

- Lina Chapman, Planner and Workshop Coordinator, Michigan Department of Transportation



Conclusions

- Engaging the Private Sector = Public Involvement for Freight Planning....
- But engaging freight stakeholders calls for non-traditional public involvement techniques
- The Engaging the Private Sector Workshop is designed to help practitioners develop an action plan they can apply to freight planning in your organization



FHWA Resources and Related Training

- Engaging the Private Sector Resource CD and Guidebook
- NHI Freight courses
- Freight workshops
- Talking Freight
- Freight Planning LISTSERV



Thank You

Web site

<http://www.ops.fhwa.dot.gov/freight/>

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