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Mid-America
Freight Coalition.
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MID-AMERICA



FREIGHT COALITION



Implementing Freight Research: The role of the research, the findings, and the champion

Teresa Adams, PhD
**Director - Center for Freight
& Infrastructure Research &
Education**





NCFRP

REPORT 13

NATIONAL
COOPERATIVE
FREIGHT
RESEARCH
PROGRAM

Freight Facility Location Selection: A Guide for Public Officials



TRANSPORTATION RESEARCH BOARD
OF THE NATIONAL ACADEMIES

Sponsored by the
Research and
Innovative Technology
Administration

NCFRP Report 13 – Freight Facility Location Selection: A Guide for Public Officials

Getting Involved with and Using Research

High Points

- The right topic
- How is the research question asked?
- What are the objectives?
- What are the findings?
- How can you implement research?



The Research Topic—Freight Facility Siting



Is it important to your agency?

- Amplified relevance due to economy
- Acknowledgement of need for freight focus
- Environmental considerations
- Impacts to human environment

Potential for Win-Win-Win!



Guiding the Research



Types - Applied and Basic

- Case study or exploratory
- Best practices or nuances of relationships
- Geared toward adoption or geared toward testing of theory

Approach - Quantitative & Qualitative

- Data-driven or subjective
- Telling a story or quantifying a variable
- Policy and program level to adoption of metrics and factors

Objectives of NCFRP 13



Purpose of guide

“...insights on location decisions and suggest best practices for transportation, land use, economic development and regional partnerships...”

Where does freight fit best?



The Findings

About the facilities....

It varies!!??



” ...The transportation, economic, and societal effects of freight facilities will vary depending on the type of facility, the modes used, at the facility, and the geographic perspective of the stakeholders.”

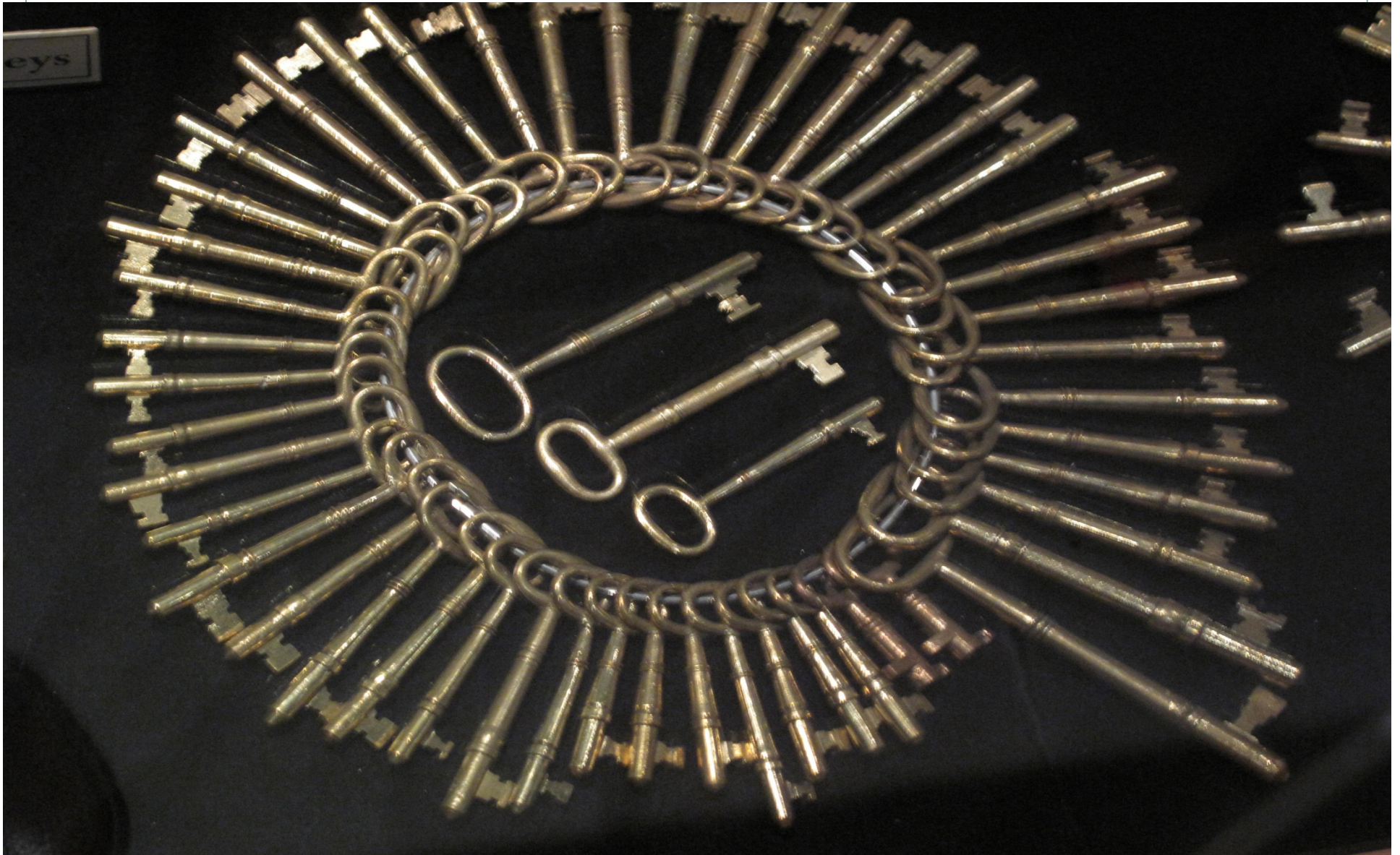
The Findings

Deliverables? Keys to Success?

- Understand supply chain
- Good connections
- Appreciate value and competition of systems
- Plan and explore how freight is impacted
- Develop land use approach
- Build public willingness and support



Agency and Champion Roles for Research Success



Can I,... How do I,.. use this research?

- **Collaboration**

- Agencies
- Communities
- Industry



Multimodal Planning

A large red container ship named 'CAP PORTLAND' is docked at a port. The ship is heavily loaded with colorful shipping containers. Several large white cranes are positioned on the dock, with one crane in the foreground having 'ect' written on its side. The sky is blue with scattered white clouds. In the background, a white bus and other port infrastructure are visible.

We don't have boats like these? How do we do that?



Benefits
Impacts
Integration



Awareness

How can Agencies Help?

Assistance, be a partner

- Be ready
- Be informed
- Be a partner



Incentives to seal the deal

- Zero-sum
- Regional collaboration
- Speed to market
- Site sweeteners
 - Generally the last consideration

Design Research for Implementation

Increase your odds...

- Get involved and have a voice in research
- Get exposure and experience
- Know your stuff
- Nurture and feed your champion

Take a risk...



What Makes Research Work for You?



Vision
Acceptance
Adoption

What do you need to see more of to increase your success with research?