Bay Area Goods Movement Collaborative
Strategy Evaluation and Package Review

Strategy Evaluation Roundtable
July 22, 2015
The Importance of Goods Movement
Importance of Goods Movement

- Goods Movement is integral to the region’s economy
  - Moves products that support our daily life
  - Provides supplies to businesses and brings their products to market
  - Over $600 billion of goods flow within or through the region each year
Goods Movement Dependent Industries in the Bay Area – Job Creation and Job Diversity

Employment in Bay Area, 2010 in Thousands of Employees

Source: ABAG Plan Bay Area Economic Forecasts; factors from CCSCE and Cambridge Systematics Analysis.
The Center of Goods Movement in Northern California

- More than $953 billion in freight flows in Northern California
  - 40% moves entirely within the mega-region
- The Bay Area and Alameda County provide most of mega-region’s critical goods movement infrastructure
Potential for Leadership in Freight Technology Innovation

Low Emission Technologies

Freight Intelligent Transportation Systems
Goods Movement Functions

Global Gateways
- Global gateways handle international trade, and cover entry and exits points that are essential to moving imports/exports.

Interregional and Intraregional Rail and Highway Corridors
- Interregional corridors link Alameda County and the Bay Area with the rest of the U.S.

Local Streets and Roads
- Local streets and roads link global gateways and the interregional and intraregional corridors.
Overview of Progress
# Decision-Making and Outreach

1. **Kick-off workshop**
2. **Needs Assessment workshop**
3. **Strategy Evaluation workshop**
4. **Advocacy workshop**

## Baseline Assessment

1. **A**

## Needs Assessment

1. **B**

## Develop and Evaluate Strategies

1. **C**

## Goods Movement Plan

1. **D**

## Coordination and Implementation

1. **E**

### Executive Team/Tech Team/Regional Advisory Group Meetings

- Interest Group Meetings and Outreach
- Stakeholder Roundtables (Broad and topic-based)

### ACTC Activity

### MTC Activity

### We are here

**We are here**

### Vision and Goals

**A**

### Performance Measures

**B**

### Strategy Development

**C**

### Strategy Evaluation Results

**D**

### Final Plans

**E**
Phase 1 Stakeholder Engagement

• 1-on-1 and group meetings with:
  ▪ Public health and community groups
  ▪ Trade unions
  ▪ Shippers/receivers
  ▪ Government agencies
  ▪ Business chambers/commerce
  ▪ Carriers
  ▪ Railroads, aviation, maritime reps

• Survey of ACTAC member organizations (Alameda County)
Phase 1 Stakeholder Engagement

• Roundtable #1: July 2014
  ▪ Building a Regional Perspective: Goods Movement Opportunities and Issues in the Bay Area

• Roundtable #2: November 2014
  ▪ Community Collaboration for Sustainable Goods Movement
Phase 2 Stakeholder Engagement

• Group meetings with:
  - Public health and community groups
  - Motor carriers and logistics service providers
  - Shippers and shipper associations
  - Government agencies
  - Business organizations

• Online survey of Roundtable participants for input on needs and potential strategies
  - Broad representation of public agencies, community organizations, business associations, and private sector companies
Phase 2 Stakeholder Engagement

• Roundtable #3: January 2015
  ▪ Moving Goods and Freight in the Bay Area: Needs and Opportunities
Technical Memos Status Update

<table>
<thead>
<tr>
<th>Task Name</th>
<th>ACTC Task Status</th>
<th>MTC Task Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visions and Goals</td>
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<td>Complete</td>
</tr>
<tr>
<td>Baseline Assessment</td>
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<td>Complete</td>
</tr>
<tr>
<td>Importance and Benefits of Goods Movement</td>
<td>Complete</td>
<td>Complete</td>
</tr>
<tr>
<td>Performance Measures and Evaluation Framework</td>
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<td></td>
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<tr>
<td>Freight Forecasts and Disaggregation</td>
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<td></td>
</tr>
<tr>
<td>Gaps, Needs and Deficiencies</td>
<td>Draft posted, final revisions underway</td>
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<tr>
<td>Strategy Development</td>
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<td>Draft posted, final revisions underway</td>
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<td>Project/Program/Policies Evaluation</td>
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Next Steps

- Complete revisions of strategy evaluation – September 2015
- Draft plans developed – Fall 2015
- Final plans developed – January 2016
Regional Freight Opportunities and High Priority Strategies
Goals for Today’s Roundtable

• Stakeholder input on high priority “opportunity packages”

• Begin discussion of how to use this information to shape the Alameda CTC and MTC Goods Movement Plans
Strategy Evaluation Process

1. Develop Vision and Goals
2. Develop Performance Measures and Metrics
3. Assess Needs Based on System Performance
4. Develop and Evaluate Candidate Strategies Using Performance Measures
5. Identify Priority Opportunities
6. Group Highly Ranked Strategies into Opportunity Packages
Goods Movement Vision and Goals

**Vision**
The Goods Movement system will be safe and efficient, provide seamless connections to international and domestic markets to enhance economic competitiveness, create jobs, and promote innovation while reducing environmental impacts and improving local communities’ quality of life.
Status of Evaluation Process

Draft project evaluation completed, results under internal review

- Develop Vision and Goals
- Develop Performance Measures and Metrics
- Assess Needs Based on System Performance
- Develop and Evaluate Candidate Strategies Using Performance Measures
- Identify Priority Opportunities
- Group Highly Ranked Strategies into Opportunity Packages

Draft highly ranked projects incorporated into Opportunity Packages - results could potentially change based on review and stakeholder input.
Assembling Opportunity Packages

Aggregate all packages to achieve all goals

The Balanced Portfolio

An opportunity package contains a list of high priority projects, programs and policies that most effectively helps pursue the opportunity.

Focus on packages ensures that issues such as equity and public health get addressed as part of package

No package produces negative results - each package includes mitigation of negative impact
The Evolution of Opportunities

Original Opportunities

- Be a National Model of Sustainable Goods Movement
- Increase Rail Services
- Support Emerging Industries
- Strengthen E-Commerce and Advanced Retail Distribution
- Promote Advanced Technologies
- Integrate Freight, Economic Development and Land Use
- Expand Jobs and Local Workforce Development

Updated Opportunities

- Sustainable Global Competitiveness
- Smart Operations and Deliveries
- Modernizing Infrastructure for Emerging Industries
Opportunity Package 1: Sustainable Global Competitiveness

Support environmentally sustainable investments at key global gateways that create local jobs, protect the community and attract international commerce.

Create Middle-income Jobs

Support Local Community

Increase Competitiveness by Improving Rail Access

Rail Investments – Increasing Competitiveness, Creating Jobs, Reducing Congestion

- Critical to creating a world class logistics hub
  - Capacity needed on both northern and southern route to Oakland
  - Public investment to achieve public benefits
  - Benefits other Bay Area ports
- Promote transload and domestic intermodal in Oakland
  - Shifts truck to rail
  - Creates local jobs
Opportunity Package 1: Sustainable Global Competitiveness – Strategies

- 7th Street Grade Separation projects (East and West)
- Middle Harbor Road improvements
- Oakland Army Base Phase 2 improvements
- Oakland Army Base Phase 2 Intermodal Rail Improvements
- Improved truck services and parking at OAB
- Truck circulation improvements to reduce queuing at freeway ramps and around marine terminal gates (includes Adeline/3rd Street overpass improvements)
- Airport Perimeter Dike
- Demonstration of and incentives for zero and near-zero emissions truck technology for port
Opportunity Package 1: Sustainable Global Competitiveness - Strategies Cont’d

- Support for enforcement of truck parking and truck route designations in neighborhoods adjacent to the Port complex
- Rail grade crossing improvements and quiet zone improvements
- A program of track additions, sidings, and new connections to provide connection through Niles Canyon
- Hayward double track, Jack London to Elmhurst triple track, and Jack London to Embarcadero triple track
- Potential improvements to the Martinez Subdivision from Oakland to Richmond and High-Level Benicia-Martinez Rail Crossing and Viaduct
- Rail and Terminal Emission Reduction Program
Opportunity Package 2: Smart Operations and Deliveries

Support technology and innovative operations strategies to improve goods movement, reduce congestion and increase safety on urban and rural roads.

- Smart Solutions that utilize existing capacity
- New Technology and Practices for Sustainable Freight
- Management of Local Traffic

Opportunity Package 2: Smart Operations and Deliveries - Strategies

- Demonstration pilot for nighttime delivery programs
- Freight ITS (FRATIS) demonstration at Port of Oakland and potential ITS application linked to airport access at Oakland International Airport
- Freight guidelines for incorporation in Complete Streets policy and programs and funding for implementation through state and regional programs
- Integrated Corridor Management programs for I-880 and I-580
- Arterial smart corridor program
- Night gate program at Port of Oakland
Opportunity Package 2: Smart Operations and Deliveries - Strategies Cont’d

- Develop a Clean Truck Policy and Program Collaborative
- Freight Corridors Community and Impact Mitigation Initiative
- Near-Zero and Zero-Emission Goods Movement Technology Advancement Program
Opportunity Package 3: Modernizing Infrastructure for Emerging Industries

Support Bay Area industry and job diversity by:
• modernizing the road network in industrial corridors,
• improving safe access to industrial corridors and facilities,
• reducing land use conflicts along freight corridors, and
• improving last-mile truck routes and rail connections to existing and emerging industries.
Opportunity Package 3: Modernizing Infrastructure for Emerging Industries - Strategies

- Land use guidelines and incentive programs to cities that reduce conflicts between residential/commercial land uses
- A program of freeway modernization and interchange improvements (specific projects) on the region’s primary industrial truck corridors (I-80, I-880, SR4, I-580, and US101) and including completion of the interchange improvements at I-80/I-680/SR12
- Truck access and speed safety projects on rural roads with growing commute travel
- Truck route planning guidance
- Development of public or public-private truck parking and full-service truck service facilities near major industrial centers (most likely in the Hayward, Union City, Fremont area)
- Targeted programs to encourage use of zero-emission trucks and cargo handling equipment particularly in the I-80, I-880, I-580 and SR4 corridors
- A regional program to assist with the development of industrial rail spurs
Open House: Understanding the Goods Movement System and Potential Opportunities
Group Discussion on Regional Strategies to Improve Freight
Discussion Questions

• **What are the highest priority opportunities for Alameda County and the Bay Area region?**
  - Should any of the three opportunity packages be eliminated from further consideration? Should others be added?

• **What are the highest priority strategies for each Opportunity Package?**
  - Should some strategies be removed and/or added to those presented today?

• **What are the biggest obstacles to achieving the opportunities?**

• **How can stakeholders help with implementation and advocacy for these Opportunity Packages?**
Next Steps

• **Complete the Roundtable Activity Sheet online by July 30th:**
  - www.surveymonkey.com/r/freightstrategies

• **Phase 3 Stakeholder Engagement** Fall/ Winter 2015

• **Advocacy Roundtable:** January 2016
Thank You!