Communicating the Benefits of Trade Gateways and Corridors: The I-95 Corridor Coalition Model

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Who We Are:

• A partnership of transportation agencies, including ports, toll authorities, metropolitan planning and related organizations

• A forum for key decision and policy makers to address transportation issues of common interest
Who We Are: Multi-Jurisdictional

- 2 Canadian Provinces (Quebec, New Brunswick)
- 16 States, the District of Columbia
  - $4.5 trillion economy (40% of US GDP)
  - 21% of nation’s road miles; 35% of nation’s VMT
  - 5.3 billion tons of freight shipments annually
Our Transportation System: Multi-Modal

• 40,000 National Highway System Miles
• 22,000 miles of Class I rail mileage
• 46 major seaports
• 103 commercial airports

Focus is on freight and passenger movement across all modes
2040 Strategic Vision Study: Framework for the Future

Support Sustainable Environmental and Energy Policies
Support Continuing Economic Growth
Policy Principles
Provide a Balanced Multimodal Transportation System
Support Sustainable Land Use Practices
Continuing a “Business as Usual” Approach to Transportation Will Lead to Dire Consequences
A Better Way: A Strategic Vision for Transportation in the Region in 2040

- Significant change is needed to support continuing economic growth in a Carbon Constrained Environment
What will it take to Achieve the Vision?

- Greater use of alternative modes
- Increased vehicle fuel efficiency
- Increased use of alternative fuels
- Reduced rate of VMT growth
- Aggressive transportation system management
- Additional highway capacity
A Multimodal Transportation System Enables Greater Use of Non-Highway Modes

- A marine highway network reduces the number of trucks on the region’s highways
- Improved port access enhances intermodal connectivity
- Transit ridership is tripled in concert with transit oriented development
- Passenger rail ridership increases 8-fold
  - Reduces aviation and highway congestion
- Freight rail ton miles increase 20% over trend projection
Coalition “Education” on MHS/Maritime as Modal Option

(2003) I-95 Coalition Multi-Client Port Access Study:
- Identified MHS as a possible modal option for I-95 Corridor
- Identified barriers/obstacles that could hinder the more widespread use of maritime/short sea solutions for coastal, and inland shipping operations within the corridor/U.S., including:
  - Infrastructure issues;
  - Operational issues;
  - Policy issues; and
  - Institutional issues.

(2006) I-95 Coalition Short-Sea and Coastal Shipping Options Study:
- Identified need for state departments of transportation (DOT) and metropolitan planning organizations (MPO) to better understand how short sea shipping (Marine Highways) may fit into local, state-wide and regional transportation planning effort.
August 2010:
I-95 Coalition Corridor designated by USDOT-MARAD as the “M-95” Marine Highway Corridor which stretches from Maine to Florida and links ports, harbors, and the inland and intracoastal waterways along the Atlantic Coast.
Marine Highway Corridor Designation: I-95 Corridor Coalition Role

- Facilitate coordination of studies, projects and services
  - serve as a “table” to convene inter-regional parties and to educate DOTs, MPOs, others on AMHS
- Information exchange on commodity flows and potential markets
- Assist MARAD/DOTs, MPOs to identify and establish performance measures

*NOT to pick “winners/losers” or prioritize Marine Highway projects*
Challenges to Public Sector on Freight Issues including Maritime

- Competition for resources
  - Many demands for freight transportation improvement projects
    - Highway, rail, port/port access/marine highway
  - Freight projects “compete” with other transportation projects

- Cost of projects
  - Many more projects are now “mega-projects”
  - Limited resources force choices in projects
    - Need to evaluate, prioritize
      - Demand models and/or market data have challenges (i.e., available data)
    - Cost and benefits (public and private) analysis drive project decisions

- Limited Public Sector Staff available/qualified/trained to assess needs and solutions
  - In all freight areas, particularly with respect to maritime
Public Agency Freight Training Needs and Considerations

- Need public sector staff with multi-disciplinary skill sets including:
  - Strategic economic thinking
  - Ability to work closely with all stakeholders

- Need fundamental understanding of the freight system
  - All modes, including maritime/port operations
  - View freight projects as “system” solution and investment
One Effort to Address Public Sector Education/Training Needs including Maritime:

I-95 Corridor Coalition “Freight Academy:”
A Training Program in the Goods Movement System for Public Sector Management Staff
Freight Academy Goals

- Offer a unique educational experience
- Promote freight movement as a single, integrated system
- Move staff up the learning curve quickly and cost effectively
- Establish a common terminology and on-going dialogue
- Involve private sector freight executives in instruction – create interaction
- Build peer relationships across agencies and jurisdictions – create relationships
**Freight Academy Course Elements**

- Introduction to Multimodal Freight, Logistics and the Global Supply Chain
- How each mode works (Highway/Trucking, Rail, Port/Marine)
  - Industry structure and context
  - Management
  - Regulatory, financial, technologies and other considerations
  - Public and private sector viewpoints (instruction, facility tours)
    - “Port Day” – Full day dedicated to educational program and tour of major load center port
    - Instructors from port and terminal operations, shippers
      - Provide education on operations and key issues
      - Port Access, security, linkage to outside transportation systems, labor, Customs, HMT, Jones Act
- Shipper and industry needs – relationship to economic development
- Community and public needs – best practices for integrating freight operations with public goals

www.i95coalition.org
Program Outcomes: What we are Finding?

- Participants leave program with “eyes wide open” about goods movement
- Better understanding of freight as a system
- Greater recognition and understanding of importance and interdependence of transportation system on all modes and on linkage of modes
  - Recognize greater need for DOTs, MPOs and Ports to work together

- *Port Day provides a key program element for many attendees*
  - Many attendees have not experienced “on the ground” view of ports, port operations

“Moving Freight? Who Knew?!”
“I work as a Freight Planner for a DOT, and this is my first time visiting a port”
“I recognize now that my port is only so competitively advantaged as the reliability of the transportation systems we have outside our gates”
What Needs to be Done

- Continue to conduct and/or enhance public sector freight training efforts that reflect all modes, including maritime
  - i.e., Freight Academy, FHWA Freight Professional Development programs

- Increase recognition of maritime solutions in freight planning
  - State freight plans include/better emphasize maritime
  - State/MPO Freight Advisory Committees include or link to more stakeholders with maritime considerations (shippers, port/terminal/maritime operators, etc.)

- Improve data
  - to allow for economic/market assessments for maritime transportation investments for/comparative to other freight modal investments
Questions?