Workshop on Implementing a Freight Fluidity Performance Measurement System

Progress and Promise in the Development of Freight Performance Measures

September 5-6, 2018
The Keck Center
Washington, DC

Organized by
Transportation Research Board

Supported by
Federal Highway Administration Office of Freight Management and Operations

Dear Workshop Participant,

Performance of the freight transportation system is important to shippers and carriers, planners and policy makers, as well as the general public, because it affects the efficiency and costs of goods and services, and thus the general performance of the economy. Freight performance measures guide decisions about operations, investments, policies and regulations.

During the past decade, there has been a growing interest in measuring freight performance, including multimodal supply chains that move products from production to consumption to disposal.

This workshop will showcase recent developments in multimodal freight performance measurement, starting with developments in the U.S. and extending to advances in North America and Europe. Participants will learn about emerging tracking and measurement technologies including blockchain, as well as examples of multi-sector data sharing to capture multimodal freight performance. Presentations and group discussions will explore future opportunities and research needs.

— Joseph L. Schofer
Northwestern University, Workshop Chair

Planning Committee
Joseph Schofer, Northwestern University, Workshop Chair
Russell Adise, U. S. Department of Commerce
Stuart Anderson, Iowa Department of Transportation
Chandra Bondzie, Federal Highway Administration (FHWA)
Joseph Bryan, WSP
Christina Casgar, San Diego Association of Governments (SANDAG)
Alison Conway, City College of New York
Ryan Endorf, Office of the Secretary of Transportation (OST)
Kathleen Hancock, Virginia Polytechnic Institute and State University
Nicole Katsikides, Texas A&M Transportation Institute
Debra Miller, Surface Transportation Board
Craig Phillip, Vanderbilt University
Louis-Paul Tardif, Transport Canada

Staff
Scott Babcock, TRB
Tom Palmerlee, TRB
Brittney Gick, TRB
Wednesday, September 5

7:30 a.m.–4:30 p.m., Outside Keck 100
Registration

7:30 a.m.–8:30 a.m., Outside Keck 100
Breakfast

8:30 a.m.–10:00 a.m., Keck 100
Opening Session
Deb Miller, Surface Transportation Board, presiding
Welcome, Introduction, Background and Objectives for Freight Fluidity Measurement Program
Caitlin Hughes, Director, FHWA Office of Freight Management and Operations
Keynote Talks – Shipper And Carrier Perspectives On Importance And Impact Of Freight Performance
Fred Towler, Vice President, Supply Chain, International Paper Corporation
Jeff Tucker, CEO, Tucker Company Worldwide

10:00 a.m.–10:30 a.m., Outside Keck 100
Break

10:30 a.m.–Noon, Keck 100
Panel One: U.S. Achievements and Innovations
Nicole Katsikides, Texas Transportation Institute, presiding
Scott Drumm, Port of Portland, recording
Panelists will describe U.S. applications of freight performance measurement to different settings and modes, along with opportunities for and obstacles to applying these metrics.

Panel
• Subrat Mahapatra, Chief, Innovative Performance Planning Division, Maryland Department of Transportation, State Highway Administration
• Casey Wells, Freight Planner, Texas Department of Transportation
• Eduardo Hagert, International Trade Specialist, Texas Department of Transportation
• Kenneth (Ned) Mitchell, Research Civil Engineer, Coastal and Hydraulics Lab, U.S. Army Corps of Engineers
• Marygrace Parker, Director, Freight and Innovation in Transportation, I-95 Corridor Coalition
• Joseph Bryan, Principal Consultant - Freight and Logistics, WSP

Noon–1:00 p.m., Outside Keck 100, Seating in Keck 101
Lunch
1:00 p.m.–2:30 p.m., Keck 100  
**Panel Two: International Applications**  
Chandra Bondzie, Federal Highway Administration, *presiding*  
Subrat Mahapatra, Maryland DOT State Highway Administration, *recording*  

Members of this panel will describe freight performance measurement outside the U.S., sharing innovations that might be transferred and comparing achievements internationally.

**Panel**  
- **Mexico:** Juan Villa, Manager, Mexico City Office, Texas Transportation Institute  
- **Canada:** Louis-Paul Tardif, Director, Economic Analysis & Research, Transport Canada  
- **UK:** T.J Cherrette, Professor of Logistics and Transport Management, University of Southampton

2:30 p.m.–3:00 p.m., *Outside Keck 100*  
**Break**

3:00 p.m.–4:30 p.m., Keck 100  
**Panel Three: Emerging Technologies and Data Sources**  
Joseph Bryan, WSP, *presiding*  
Juan Villa, Texas A&M Transportation Institute, *recording*  

This panel will discuss emerging technologies in freight performance tracking and management and how owners of different data sources can collaborate.

**Panel**  
- **Henrik Hvid Jensen,** CIO, Blockshipping, Global Shared Platform for Container Handling  
- **Ana Biazetti,** Senior Technical Staff Member and Chief Architect, TradeLens  
- Donald Ludlow, Vice President, CPCS  
- Eric Starks, Chairman and CEO, FTR

4:30 p.m.–5:30 p.m., Keck 100  
**Panel Four: Institutional and Legal Issues**  
Tina Casgar, San Diego Association of Governments, *presiding*  
Kenneth Mitchell, U.S. Army Corps of Engineers, *recording*  

This panel will discuss the institutional and legal factors and barriers associated with data collection, data sharing, as well as different applications of freight fluidity.

**Panel**  
- **Paul Bingham,** Trade and Freight Transportation Economics Consulting, EDR Group  
- **Michael Meyer,** Senior Advisor, WSP

5:30 p.m.–6:30 p.m., Keck Atrium, *Third floor*  
**Reception**
Thursday, September 6

7:30 a.m.–10:00 a.m., Outside Keck 100
Registration

7:30 a.m.–8:30 a.m., Outside Keck 100
Breakfast

8:30 a.m.–10:00 a.m., Keck 100
Panel Five: Science Fiction to Engineering Facts – A Visionary Panel
Craig Philip, Vanderbilt University, presiding
Paul Bingham, EDR Group, recording

This panel will discuss how the future may bring large changes in manufacturing, purchasing, distribution, and freight performance measurement and management.

Panel
• Walter Kemmsies, Managing Director, Economist and Chief Strategist, Jones Lang LaSalle
• Alain Kornhauser, Professor of Operations Research & Financial Engineering, Princeton University
• John Larkin, Managing Director, Investment Banking, Transportation and Logistics, Stifel Co.

10:00 a.m.–10:30 a.m., Outside Keck 100
Break

10:30 a.m.–11:30 a.m., Keck 100
Panel Six: Research Needs for Advancing Freight Performance Measurement
Alison Conway, City College of New York, presiding
Jeffrey Short, ATRI, recording

Panelists will describe U.S. applications of freight performance measurement to different settings and modes, along with opportunities for and obstacles to applying these metrics.

Panel
Members of the Workshop planning committee

11:30 a.m.–12:30 p.m., Keck 100
Closing Session
Joseph Schofer, Northwestern University, presiding

• Key points from the panel discussions, opportunities and barriers, research needs, and the road ahead
• Panel recorders and moderator
The Transportation Research Board is one of seven major programs of the National Academies of Sciences, Engineering, and Medicine. The mission of the Transportation Research Board is to increase the benefits that transportation contributes to society by providing leadership in transportation innovation and progress through research and information exchange, conducted within a setting that is objective, interdisciplinary, and multimodal. The Board’s varied committees, task forces, and panels annually engage about 7,000 engineers, scientists, and other transportation researchers and practitioners from the public and private sectors and academia, all of whom contribute their expertise in the public interest. The program is supported by state transportation departments, federal agencies including the component administrations of the U.S. Department of Transportation, and other organizations and individuals interested in the development of transportation.

www.TRB.org
SAVE THE DATE
2019 TRB Annual Meeting
January 13-17, 2019
Walter E. Washington Convention Center
Washington, D.C.

SAVE THE DATE
2019 Innovation in Freight Data Workshop
April 8-10, 2019
Beckman Center
Irvine, CA

Hotel Information
Fairfield Inns and Suites
500 H Street NW
Washington, DC 20001

Contact
Scott Babcock at SBabcock@nas.edu
Tom Palmerlee at TPalmerlee@nas.edu
Brittney Gick at BGick@nas.edu