



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

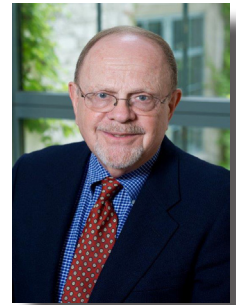
**Federal Highway Administration Office of
Freight Management and Operations**

<http://www.trb.org/conferences/FreightFluidity2018.aspx>

Note from Workshop Chair

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

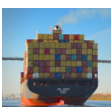
Planning Committee

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

September 5-6, 2018



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.

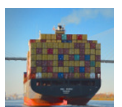
Panel

- **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

September 5-6, 2018



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*

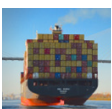
This panel will discuss the institutional and legal factors and barriers associated with data collection, data sharing, as well as different applications of freight fluidity.

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.–10:00a.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

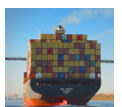
Members of the Workshop planning committee

11:30 a.m.–12:30 p.m., *Keck 100*

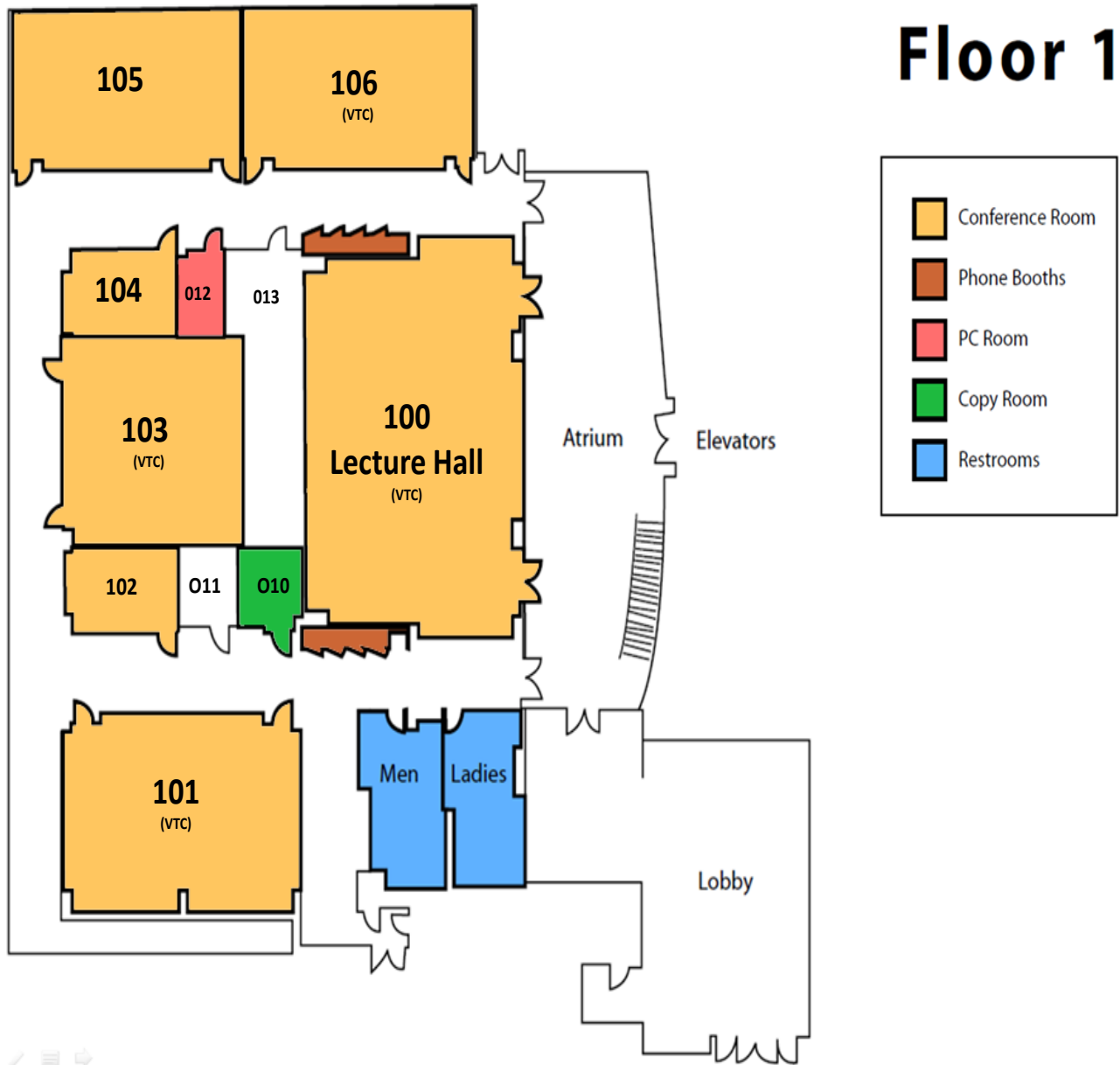
Closing Session

Joseph Schofer, Northwestern University, *presiding*

- Key points from the panel discussions, opportunities and barriers, research needs, and the road ahead
- Panel recorders and moderator



Floor Plan



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

The National Academies of

SCIENCES • ENGINEERING • MEDICINE

The nation turns to the National Academies of Sciences, Engineering, and Medicine for independent, objective advice on issues that affect people's lives worldwide.

www.national-academies.org

TRANSPORTATION RESEARCH BOARD

500 Fifth Street, NW
Washington, DC 20001
www.TRB.org