North American Freight Transportation Data Workshop

May 15, 2007, 8:30 a.m.–4:30 p.m.
Keck Center, Washington, D.C.

Organized by
Transportation Research Board
Freight Data Committee
International Trade and Transportation Committee

Supported by
Research and Innovative Technology Administration
Bureau of Transportation Statistics

www.TRB.org/conferences/NAFD
The North American Freight Transportation Data Workshop brings together a diverse group of cross-border freight data users and providers to discuss freight transportation data from a North American perspective, highlight recent changes in government-supplied data sources, and assess user needs for today and the future.

Participants today include government data providers; federal, state, and local transportation officials; trade and economic development officials; private industry data users; and academic researchers. The workshop showcases recent and innovative applications of cross-border and freight flow data to address important transportation, policy, and development issues.

The workshop objectives are to

- Foster exchange among users and providers of North American border crossing and trade flow data;
- Learn about improvements that the U.S. DOT Research and Innovative Technology Administration has made in its primary programs, Transborder Freight Data and Border Crossing Data;
- Demonstrate applications and capabilities of Transborder, Border Crossing, and other trade flow data to address a wide range of policy, planning, and development issues, including trade corridor development; and
- Identify potential changes that would improve the usefulness of current North American border data programs.

To facilitate interaction, almost half of each session is reserved for discussion. I encourage you to share your perspectives actively. A TRB circular will summarize the presentations, posters, and discussions.

—Paul Bingham
Workshop Chair

Workshop Planning Committee

Paul Bingham, Global Insight, Inc.  
Thomas Bolle, Research and Innovative Technology Administration  
Sarah Clements, Federal Highway Administration  
Don Ludlow, Cambridge Systematics, Inc.  
Gordon Rogers, Whatcom Council of Governments  
Michael Sprung, Research and Innovative Technology Administration  
Juan Carlos Villa, Texas Transportation Institute  
Kathleen Hancock, Virginia Polytechnic Institute and State University  
Thomas M. Palmerlee, Transportation Research Board

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www.TRB.org
8:30 a.m.–9:15 a.m.
Continental breakfast

Opening Session
The Increasing Importance of North American Freight Data
Paul Bingham, Global Insight, Inc.

Overview of Application Posters
Gordon Rodgers, Whatcom Council of Governments

9:15 a.m.–10:30 a.m.
Update on BTS Border Data Programs
Michael Sprung and Steve Beningo, BTS

The session highlights major improvements to the RITA–BTS Transborder Freight Data program for 2007. Beginning with the January 2007 statistics the Transborder data feature a revised table structure that provides a combination of port and commodity data not previously available. Access to this new and improved Transborder data is through a modernized online searchable database, which will be demonstrated.

10:30 a.m.–11:00 a.m.
Break

11:00 a.m.–12:30 p.m.
Transforming North American Freight Data into Information
Michael Onder, Federal Highway Administration presiding

This session focuses on how various users apply freight data to improve programs and gain better understanding of the dynamics of North American economic interactions and transportation flows. Participant discussions will use two case examples to expand the session scope to other uses.

Working with Customs and Border Protection to Better Understand Cross-Border Flows
James Swanson, Program Manager, Cargo and Conveyance Security, Customs and Border Protection
Gordon Rogers, Deputy Director, Whatcom Council of Governments

Use of the Bureau of Transportation Statistics US/Mexico Dataset and Other Mexican Sources to Analyze International Trade Corridors and Potential Mode Diversion
Juan Carlos Villa, Texas Transportation Institute

Discussion

12:30 p.m.–2:00 p.m.
North American Freight Data Applications Poster Session and Lunch
A buffet lunch allows participants to visit with 15 North American freight data users, view posters of their applications, and discuss data fusion techniques, analysis approaches, and how data sources might be improved.

2:00 p.m.–3:30 p.m.
Improving North American Freight Data
Paul Bingham, Global Insight, Inc., presiding

Two presentations on approaches to expand the sources and usefulness of North American freight data will launch a general discussion of how to improve data sources, their formats, and availability and analytical methods to expand their use.

Using Operational Truck Location Data to Improve Understanding of Freight Flows
Rob Tardif, Ontario Ministry of Transportation

Important Applications of Border Data and Ways to Increase the Usefulness of Data Products
Don Ludlow, Cambridge Systematics, Inc.

Discussion
3:30 p.m.–4:00 p.m.
Break

4:00 p.m.–4:30 p.m.
**Key Points for the Workshop**
Joseph Schofer, Northwestern University

The lead author of the TRB circular, Transportation Information Assets and Impacts, provides a perspective on important themes from the day’s presentations and discussions and offers ideas on how to ensure the value of North American freight data.

### Upcoming Events

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<td>July 7–9, 2007</td>
<td><strong>2007 Summer Conference</strong></td>
<td>Chicago, Illinois</td>
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<tr>
<td>July 7–9, 2007</td>
<td><strong>32nd Annual Summer Ports, Waterways, Freight and International Trade Conference</strong></td>
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<td>July 10, 2007</td>
<td><strong>Meeting Freight Data Challenges</strong></td>
<td>Chicago, Illinois</td>
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<td>August 6–8, 2008</td>
<td><strong>North American Travel Monitoring Conference and Exposition (NATMEC)</strong></td>
<td>Washington, D.C.</td>
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