



OPEN MEETING NOTICE

GOODS MOVEMENT COMMITTEE

**Doug Wood, Kansas Co-Chair
John Sharp, Missouri Co-Chair**

**** PLEASE NOTE CHANGE IN MEETING START TIME ****

There will be a meeting of MARC's Goods Movement Committee on **Tuesday, February 16, 2010 at 1:30 p.m. in the Westview Room on the 2nd floor** of the Rivergate Center, 600 Broadway, Kansas City, Missouri.

A G E N D A

1. Welcome and Introductions
2. Approval of October 20, 2009 Meeting Summary
3. Presentation by Kansas City SmartPort on the Trade Data Exchange Project
4. Review Goods Movement Chapter of the Long-Range Transportation Plan
5. Other Business
6. Adjournment

Parking: Free parking is available when visiting MARC. Visitors and guests should park on the upper level of the garage. To enter this level from Broadway, turn west into the Rivergate Center parking lot. Please use any of the available spaces on the upper level at the top of the ramp.

Special Accommodations: Please notify the Mid-America Regional Council at (816) 474-4240 at least 48 hours in advance if you require special accommodations to attend this meeting (i.e., qualified interpreter, large print, reader, hearing assistance). We will make every effort to meet reasonable requests.

MARC programs that receive federal funding may not discriminate against anyone on the basis of race, color or national origin, according to Title VI of the Civil Rights Act of 1964.

**Goods Movement Committee
October 20, 2009
Meeting Summary**

Members/Alternates Present-Representing

Commissioner Doug Wood, Johnson County, Kansas Co-Chair
Councilman John Sharp, Kansas City, Missouri Co-Chair
Alice Amrein, Johnson County
Gary Bartek, Kansas City Aviation Dept.
Allan Zafft, Missouri Dept. of Transportation

MARC Staff Present

Ron Achelpohl, Asst. Director of Transportation
Tom Gerend, Asst. Director of Transportation
Darryl Fields, Transportation Planner III
Mary Laird, Transportation Program Assistant

Others Present

Ron McLinden, Regional Transit Alliance

1) Welcome/Introductions

Kansas Co-Chair Doug Wood called the meeting to order and welcomed all attendees. Introductions followed.

2) Approval of July Meeting Summary

There were no changes to the July 21, 2009 meeting summary. John Sharp moved for approval, Gary Bartek seconded, and the motion carried.

3) Kansas City Regional Freight Outlook

Ron Achelpohl advised that TranSystems Corp. has completed its work on the KCRFO, and copies of the Executive Summary were distributed to the committee. The final study documents are available for review online at <http://www.marc.org/transportation/freightoutlook/documents.htm>. Upon acceptance of this study by the Goods Movement Committee, MARC staff and committees will use this information to craft the Goods Movement element of *Transportation Outlook 2040*. Darryl Fields highlighted the findings and recommendations of the KCRFO:

Key findings include:

- Total estimated regional freight in 2007 was 291 million short tons, valued at \$826 billion, with an additional 650 million short tons of through-rail freight.
- Mode share by volume in 2007 was 72.9% truck, 24.2% rail, 1.7% river, 1.3% cross-border truck & rail and 0.003% air. Air freight involves the shipment of small volumes of higher value products. In 2007, the region's total air freight amounted to 126,000 short tons with an estimated value of \$1.85 billion.
- Over the next 15 years, the economic impact of existing or proposed distribution facilities include 13,000 new jobs, annual income of nearly \$1 billion, and state and local tax revenues of \$500 million.
- The Kansas City region ranks 2nd behind Dallas-Ft. Worth as a comparative freight distribution hub, primarily due to low truckload shipment costs and the extent of our regional rail network. Other peer cities compared were Columbus, OH, Indianapolis, IN, and Nashville, TN.
- Freight is a part of an even larger transportation system.
- The region's network is diverse, accessing all transportation modes.
- The economic impacts of freight are extensive.
- Communication and coordination among stakeholders are essential to advancing freight transportation planning.

Key recommendations from the study include:

- Recognize the national, regional and local Corridors of Freight Significance and conduct regional assessments.
- Develop a regional report card to assess past, present and future freight elements in the Kansas City region.
- Focus on transportation-related projects to identify and highlight freight-related benefits.

- Expand the use of existing technologies to monitor freight data.
- Foster public/private partnerships.
- Focus on retention and attraction of transportation and logistics businesses.
- Emphasize the competitive advantages of the region.
- Encourage dialogue among stakeholders to promote environmentally conscience freight transportation.

Comments by the Committee included:

- While the freight industry supports transit service to jobs in the freight activity centers, they need to pay a proportional cost of providing it. However, it is difficult because of low density in those areas and 24-hour work schedules.
- The KCRFO is an assessment of the region’s current freight status, and more emphasis needs to be on how local agencies can best work with the freight industry to maximize benefits and minimize costs.
- There are no big picture recommendations contained in the study; i.e., the 1995 IFSS recommended pursuing North American trade. However, that can be attributed to a more mature understanding of the region’s freight industry than many other metropolitan areas have. In the current economic climate and because the freight industry does not have a long-term planning horizon, it is probably appropriate that there are not sweeping changes being suggested.
- Increased fuel costs will lead to more regional distribution centers.
- It will be important to monitor the distribution of freight in the U.S. after the expansion of the Panama Canal is completed.
- The Kansas City market is a top five U.S. distribution logistics location, according to *Area Development Magazine*, which covers economic development news and trends across the country.
- The Cross-Town Improvement Project (C-TIP) in Kansas City is developing a strategy to improve the efficiency of intermodal truck and rail traffic to better manage freight congestion.
- The intermodal facilities do not communicate with each other; therefore, MARC should have a role in identifying freight issues that impact the regional infrastructure network.
- Historical data was not included in the study to illustrate how Kansas City is doing today compared to the previous study in 1995. Also, the data to support the freight forecasts was not included.
- With the decrease in Missouri River freight traffic, MARC needs to work with the Corps of Engineers and federal legislative representatives to assure that river traffic continues to be a viable alternative for the shipment of freight.
- MARC is working with Senator Kit Bond and MoDOT to secure funding for the study of the Missouri River.
- A representative from the Corps of Engineers should be invited to attend a Goods Movement Committee meeting to discuss the Missouri River Authorized Purposes Study (MRAPS). It is the first-ever review of the legislation that created the system of dams and reservoirs on the Missouri River and major tributaries. The study will determine if changes in these purposes and the existing federal water resource infrastructure managed by the Corps and Bureau of Reclamation may be warranted.
- The adaptive land use scenario could provide an opportunity for infill related to freight activity centers.

Upon the motion of John Sharp, second by Gary Bartek, the committee accepted the Kansas City Regional Freight Outlook.

4) **MARC Conflict of Interest Policy**

Ron Achelpohl reported at their August 2009 meeting, the MARC Board of Directors approved a Conflict of Interest Policy and authorized it’s dissemination to appropriate MARC committees on an annual basis. The purpose of the policy is to ensure that participants on the MARC Board and committees have clear guidance when a participant in any MARC decision-making process could have a conflict of interest and what the appropriate action would be in those circumstances. The policy was distributed to the committee for review, and Mr. Achelpohl asked for the cooperation of committee members in adhering to the policy.

John Sharp noted that there is a provision in the policy which states that a person with a conflict of interest shall abstain from voting on the issue, as well as, abstain from voting on the meeting minutes. He asked that the MARC staff help remind committee members of this provision in that event.

5) Review of Long-Range Transportation Plan Projects

Tom Gerend gave an update on the development of the new Long-Range Transportation Plan, *Transportation Outlook 2040*. MARC staff has been working with its committees and the public over the past year to provide input on the new LRTP. Recently, a significant milestone was reached by completing the project solicitation process. Nearly 50 jurisdictions and transportation agencies within MARC’s planning boundary nominated 600 projects, totaling \$18.9 billion, summarized as follows:

Primary Project Type	Count	Construction Cost
Activity Centers and Nodes	35	\$552,258,068
Bicycle and Pedestrian	77	\$448,794,935
Management and Operations	15	\$467,895,000
Roadway	443	\$13,236,538,046
Transit	30	\$4,152,765,000
TOTAL	600	\$18,858,251,048

Mr. Gerend noted that the projects submitted represent the most comprehensive list of transportation improvements since the development of the LRTP. He stated that there are two revenue projections being developed: a conservative forecast which represents total potential revenues of \$14 billion, leaving a gap of 25%; and an alternate forecast which requires the identification of new revenue to be added to be fully funded at \$18.9 billion. MARC will work closely with the state DOTs and local planning partners to identify reasonable and justifiable revenue projections. The mapped locations of the submitted projects were displayed, as well as, the project locations by construction decade. Projects have now been scored, and that information can be found online at <http://www.marc.org/2040>. Mr. Gerend advised that the modal committees will be asked for feedback via a survey to evaluate and prioritize projects to be included in the fiscally constrained LRTP. Mr. Achelpohl noted that, while there were no specific freight projects submitted, it would be helpful if the Goods Movement Committee could provide feedback on projects that benefit the freight industry, and what the prioritization of those projects should be.

Ron McLinden suggested that the committee should utilize the critical action items from the Kansas City Regional Freight Outlook as a reference to determine if projects serve the freight industry’s needs. Mr. Achelpohl advised that a survey will be sent out to modal committee members in the next few weeks to provide feedback on project selection.

6) Other Business

Due to the upcoming holiday season, available dates for the next committee meeting will be researched, and the committee will be advised accordingly.

7) Adjournment

There was no further business and the meeting was adjourned.

TO2040 Freight Outlook Chapter

I. Introduction/Current State of Freight in KC Region

Freight is fundamental to the region's economy—it is how goods produced by area businesses get to market, how consumer goods and businesses' supply components come to our market, and it represents an industry that supports over 100,000 regional jobs. The transportation of freight by air, barge, rail and truck is fundamental to Kansas City region's "quality of life" by virtue of the critical role these services play in the region's economy.

The Kansas City region plans for freight.

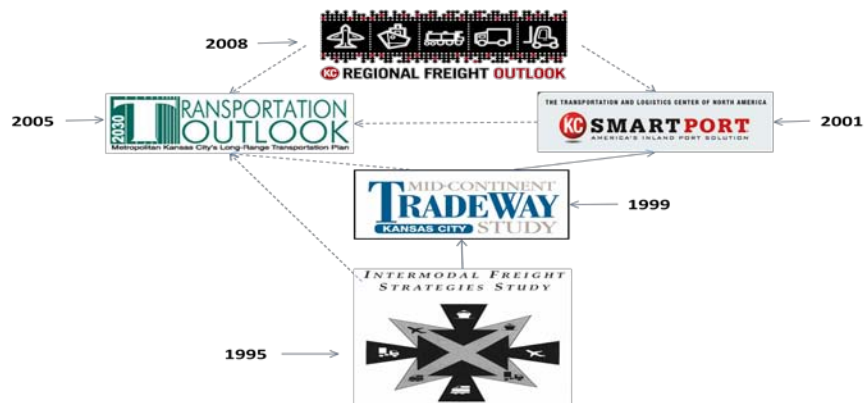
Kansas City owes much of its historical growth to its strategic position as a major transshipment point for freight, and remains an important center for rail, truck, barge and airfreight industries. The metropolitan area currently ranks as the second largest rail center (based on number of car loads and the largest amount of pass through tonnage) in the United States. It is also among the top five trucking centers in the nation. Kansas City International Airport ranks as one of the most important airfreight hubs in a six-state region in terms of total volume. Perhaps most importantly, Kansas City is well positioned to take advantage of national trends toward intermodal freight movement, and to benefit from international trade. The vast majority of goods that are consumed in the region are produced outside of the metropolitan area, while most goods that are produced in the region are consumed elsewhere.

Freight has moved into an important role in institutional planning due to the federal surface transportation legislation (ISTEA, TEA-21 and SAFETEA-LU) which emphasized freight as an integral part of transportation planning. In 2006, a draft National Freight Policy Framework was established by the Federal Highway Administration to ensure the efficient reliable, safe and secure movement of goods and to support the nation's economic growth while improving environmental quality. Due to the importance of freight transportation to Kansas City's regional economy and transportation system, several transportation plans have addressed goods movement issues or needs.

- The Intermodal Freight Strategies Study (1995): Acting on recommendation from MARC's Goods Movement Focus Group and the Greater Kansas City Chamber of Commerce's "Inland Port/Intermodal Task Force," a large-scale project entitled the Intermodal Freight Strategies Study (IFSS) was initiated. The study identified the consideration of goods movement in the overall metropolitan and statewide transportation planning processes. Specifically, the study provided detailed information on freight transportation facilities serving the region, provided data on current and future freight flows into and out of the metropolitan area, and identified infrastructure improvements that could improve the efficiency of freight transportation.

- The I-35 Trade Corridor Study (1999): This study was a multi-state effort to develop a corridor management plan and other recommendations to address transportation impacts to the I-35 Corridor from Laredo, Texas to Duluth, Minnesota. The purpose of the study was to assess the need for improved local, interstate, and international service on I-35, due in large part to increased trade between Canada, Mexico and the United States resulting from the North American Free Trade Agreement (NAFTA) of 1994.
- Mid-Continent TradeWay Study (1999): MARC, the Greater Kansas City Chamber of Commerce and the US Department of Treasury jointly sponsored this study to investigate the feasibility of establishing an international trade-processing center (ITPC) within the Kansas City Region. The Mid-Continent TradeWay Study goal was “to determine the feasibility and the national benefits of establishing the Kansas City region as a place where international trade-processing activities can be carried out.” The study concluded that metropolitan Kansas City could and should support the implementation and the concept of an ITPC. In 2001, MARC, the Chamber and the Kansas City Area Development Council agreed to implement the bi-state ITPC concept, and established the Kansas City SmartPort.
- Kansas City Regional Freight Outlook (KCRFO 2009): MARC in conjunction with Kansas City SmartPort and support from KDOT and MoDOT completed a comprehensive regional freight study. The KCRFO Study validated and updated assumptions and recommendations from the 1995 IFSS. The KCRFO provided a regional freight strategic plan that would allow the region to remain a vital national freight transportation hub and support expansion to the region’s freight transportation economic “well being”. The Study provided a framework for coordination between public and private stakeholders, to identify and prioritize regional initiatives, and develop capital and marketing strategies that maintain Kansas City as a national freight leader.

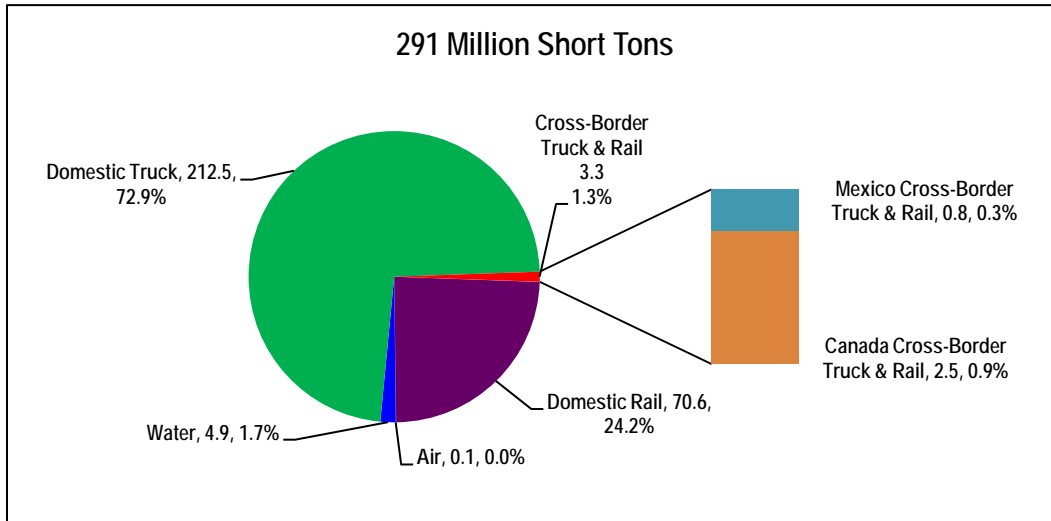
Freight Planning History



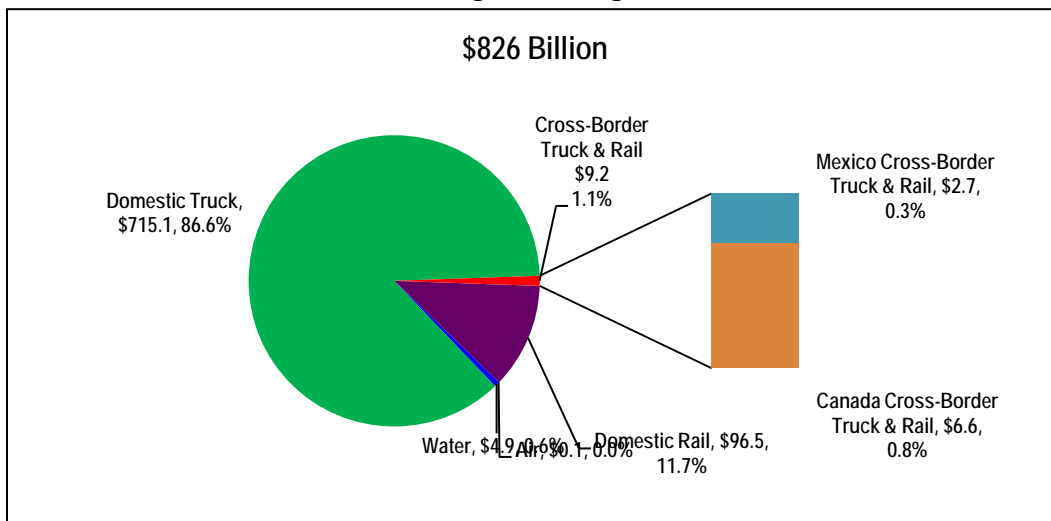
The Kansas City region is a major distribution center for domestic and international freight.

- The Kansas City region is one of the nation’s leading transportation hubs with an established transportation infrastructure supporting freight moving by truck, rail, air and water in domestic and international trade lanes. In 2007, the region handled an estimated 246 million tons of truck and rail freight with an estimated total value of \$821 billion.

Total Estimated Regional Freight in 2007, Tons



Total Estimated Regional Freight in 2007, Value



Freight is multimodal

- Total regional freight is projected to increase from 246 million tons in 2007 to 349 million tons by 2027. The infrastructure encompasses highways, rail lines, rail yards, water ports, airports, warehouse and distribution centers, and other facilities.

Cargo Flow Description	2007	2012	2017	2022	2027	CAGR*
Domestic Inbound Truck ¹	36.3	39.2	43.1	47.1	51.3	1.7%
Canada Inbound Truck	0.2	0.2	0.2	0.2	0.2	1.8%
Mexico Inbound Truck	0.1	0.1	0.2	0.2	0.2	2.0%
Inbound Truck	36.6	39.5	43.5	47.5	51.7	1.7%
Domestic Inbound Rail ^{2,3}	15.0	16.2	18.0	19.7	21.3	1.8%
Canada Inbound Rail	0.4	0.4	0.4	0.5	0.5	1.1%
Mexico Inbound Rail	0.1	0.1	0.1	0.1	0.1	2.4%
Inbound Rail	15.5	16.7	18.5	20.3	21.9	1.7%
Total Inbound Tonnage	52.1	56.2	62.0	67.8	73.6	1.7%
Domestic Outbound Truck ¹	49.4	55.9	63.1	70.7	79.1	2.4%
Canada Outbound Truck	0.8	0.9	1.0	1.2	1.4	2.5%

Mexico Outbound Truck	0.2	0.2	0.3	0.3	0.4	3.7%
Outbound Truck	50.4	57.0	64.4	72.2	80.9	2.4%
Domestic Outbound Rail ³	15.1	16.2	17.9	19.5	21.1	1.7%
Canada Outbound Rail	1.1	1.2	1.3	1.5	1.6	1.8%
Mexico Outbound Rail	0.4	0.5	0.6	0.7	0.7	2.9%
Outbound Rail	16.6	17.8	19.8	21.6	23.4	1.7%
Total Outbound Tonnage	67.0	74.8	84.1	93.8	104.3	2.2%
Intra-Region Truck	47.9	50.3	53.3	56.3	59.2	1.1%
Intra-Region Rail	0.1	0.1	0.1	0.1	0.1	0.0%
Total Intra-Region	48.0	50.4	53.4	56.4	59.3	1.1%
Total Domestic Through ¹	78.9	84.6	94.0	103.2	111.9	1.8%
Total Tonnage	245.8	266.0	293.5	321.1	349.0	1.8%

*Compound Annual Growth Rate

The Kansas City region has robust transportation infrastructure to support freight.

Kansas City has a vast transportation network encompassing highways, railroads, airports and the Missouri River system. The region’s freight corridors are significant at many levels. Numerous corridors serve as part of the national freight transportation system. These include

Interstate facilities (at nearly 440 miles) with high truck traffic volumes as well as rail corridors (at nearly 800 miles) with high train volumes, tonnage and value. Regional and local corridors are classified in a similar manner by truck and train volumes. These modes provide a strong basis for the supporting freight transportation infrastructure in the region. The region has developed a framework to review conditions, assess needs and provide direction for prioritizing infrastructure investments. Designating Corridors of Freight Significance (COFS) is that framework. The corridor approach is applicable across all modes and all transportation systems and the three corridors are classified as:

- Corridors of National Significance - Corridors that provide service across many state lines, long distance travel and access to international ports of entry,
- Corridors of Regional Significance - Corridors that provide supplementary service for regional travel and direct access to freight related activities as manufacturing, distribution, and intermodalism.
- Corridors of Local Significance - Corridors that provide connecting links to higher level facilities as well as providing direct access to freight-related facilities of found in industrially zoned areas.

Criteria or Designation of Corridors of Freight Significance by Mode				
<i>Corridor Designation</i>	<i>Highway</i>	<i>Rail</i>	<i>River</i>	<i>Air</i>
National	Roadways with greater than 4,000 trucks per day	Primary Rail Corridor per AAR*	Mississippi River	Kansas City International (MCI)
Regional	Roadways with 1,000 to 3,999 trucks per day	None	Missouri River	Kansas City International (MCI)
Local	Roadways with 500 to 999 trucks per day	Rail lines with less than 10 trains per day	Missouri River	Forbes Field, New Century AirCenter, and Rosecrans

* Association of American Railroads

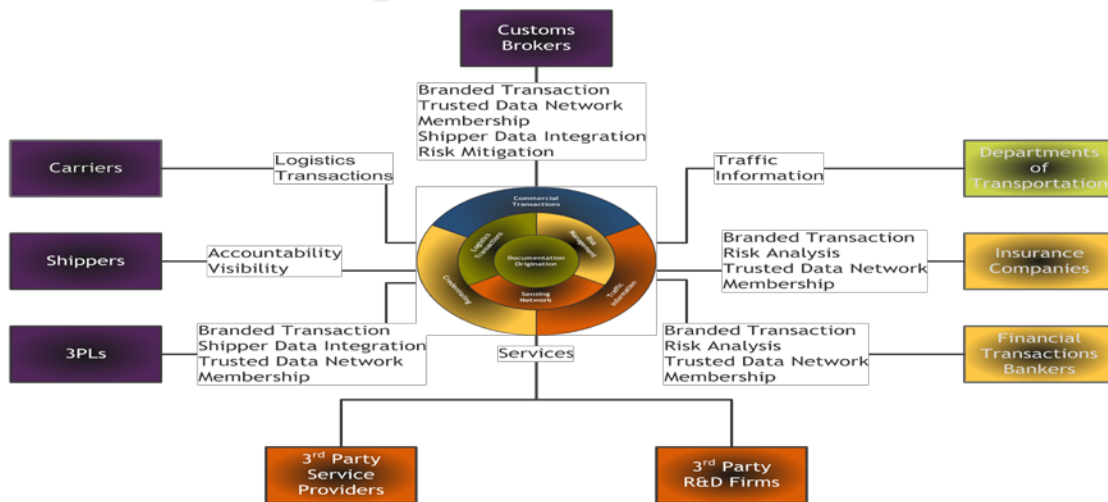
- **The Kansas City region is a leader in developing technologies to improve freight movement.**

The region is expanding the use of existing technologies and tools to monitor freight-specific data. The Kansas City SmartPort's Trade Data Exchange (TDE), the Cross-Town Improvement Project (C-TIP), and the KC Scout Traffic Management System are all technology-based solutions that are designed to facilitate and improve the region's freight transportation system and economic development.

TDE

The Trade Data Exchange (TDE) is a collaborative environment for all supply chain parties to connect to trading partners, share supply chain data, communicate via electronic messaging, receive electronic alert notifications and proactively monitor shipment progress. Participating members will make confident logistics decisions because the Trade Data Exchange provides well-informed choices. The TDE will electronically forward notification to ground carriers (truck and rail) alerting them of a shipment at the point of origin ready for transport. Supply chain users will access the TDE to review trade documentation and commit electronically to the required delivery service. The TDE evaluates updated commercial trade data to assess commercial risk associated with the shipment and supply chain participants and forwards any necessary notifications electronically to all appropriate and interested parties associated with the shipment. The TDE will provide visibility into a user's supply chain, removing shipping and delivery uncertainty; increasing efficiency and ensuring shipments are received as promised.

Trade Data Exchange: Constituents & Information Flow



C-TIP

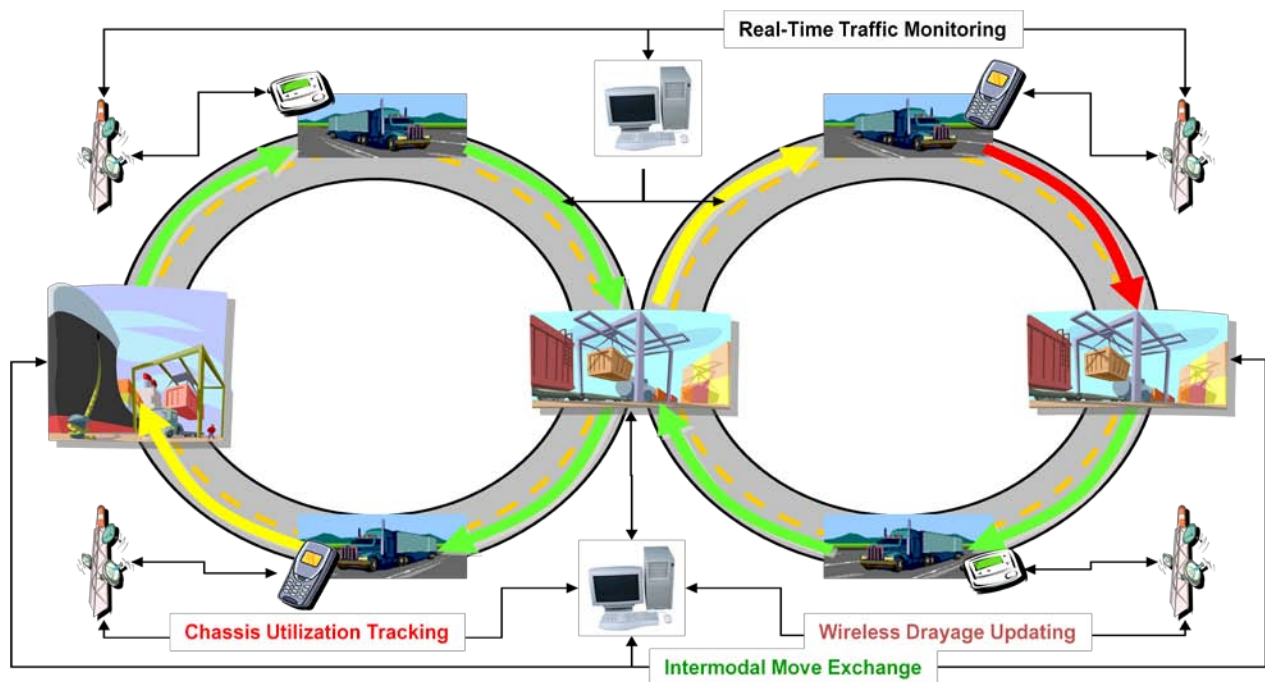
The movement of intermodal freight often requires the use of multiple truck moves in addition to the primary movement by rail, barge or air. There are numerous reasons for these movements:

- Sometimes it is done to take advantage of favorable cartage rates,
- Other times infrastructure limitations make it necessary.
- Often it is dictated by delivery and scheduling requirements.

This characteristic of intermodal transportation requires the interchange of intermodal traffic between modes, often in or near metropolitan areas where freight terminals or warehousing and distribution facilities are located. During these interchanges, freight traffic is often loaded on trucks for short movements through or around metropolitan areas. This interchange is often called a cross-town move.

The Cross-Town Improvement Project (C-TIP), first conceived in the fall of 2004, consists of developing a concept that incorporates an “intermodal move database” for coordinating cross-town traffic to reduce empty moves between terminals, and track intermodal assets and distribute information to truckers wirelessly.

The C-TIP will aid in mitigating the number of trucks involved with cross-town rubber tire interchanges. These conditions adversely affect the efficiency of the transportation network, the safety of the motoring public, their security and quality of life of citizens in communities through which they take place. They add to overall traffic congestion, increase volumes of pollutants and in the case of empty moves represent inefficiencies and safety risks. As freight trade continues to grow so will these conditions.



KC - Scout

Kansas City Scout (KC- Scout) is Kansas City's bi-state traffic management system. KC – Scout, designed by the Kansas and Missouri Departments of Transportation, is to lessen traffic jams by improving rush-hour speeds, increase safety by decreasing the number of rush-hour accidents, and improve emergency response to traffic situations. Through regional expansion of KC - Scout's capabilities to monitor data on freight mobility (reliability), safety, and improvements to

incident management will help minimize delay in supply chain deliveries due to interruptions related to traffic.

- **The Kansas City region has established strong public-private partnerships to plan for freight and market the region to the world.**

The Kansas City region, internally and externally, is viewed as a place where strong infrastructure and supporting elements come together to provide an atmosphere where freight-based business can grow. Kansas City has much strength in several areas including:

- Transportation costs,
- Rail facilities,
- Availability of labor and,
- Low cost of living.

These are some of the top criteria for businesses looking for suitable locations for freight-related development. Major areas of industry: agricultural, manufacturers, wholesalers/retailers, transportation/warehousing, and professional service providers; are optimistic about growth of the Kansas City market despite economic conditions during 2009 and 2010. This optimism is consistent with historical results from similar targeted audiences. In 1995, 88% of businesses expected to see some growth, now in 2008 64% expect to experience “some growth.”

The region, acknowledges that freight transportation and logistics are important to our regional economy. Regional indicators indicated the region is more supportive of initiatives and projects when they are educated on the topics or have specific and targeted information. Although KC SmartPort is not a mandated agency for the region’s freight planning efforts, this organization plays an active and important role in regional freight strategic planning. SmartPort’s efforts center on economic development in which the focus is to grow the transportation industry in Kansas City by attracting businesses with transportation and logistics elements. Since being established in 2001, Kansas City SmartPort has become well-recognized nationwide and has become the region’s “go-to” agency for transportation and logistics.

Kansas City’s strong intermodal infrastructure, including five Class I railroads, five truck/rail intermodal facilities, express air cargo availability and three interstate highways, helps the region remain competitive to transportation and logistics-based businesses. The region has laid the foundation for active dialogue on freight transportation through establishing Kansas City SmartPort and MARC’s Goods Movement Committee. The region has confirmed that the dialogue must continue and new channels of communication should be developed to inform and coordinate as growth continues.

II. Overview of Relationship between Freight and TO2040 Policy Goals

Transportation System Goals and Plan Themes:

ACCESSIBILITY- Maximize mobility and access to opportunities for all area residents. Maintain safe and efficient connections for freight to and from external markets.

- Invigorate dialogue with stakeholders,
- Support organizations and initiatives that attract, retain and assist transportation and logistics businesses,
- Implement Projects with Freight Significance
- Missouri River Strategies

CLIMATE CHANGE AND ENERGY USE – Decrease the use of fossil fuels through reduced travel demand, technology advancements, and a transition to renewable energy sources.

- Integrate Freight Transportation and Land Use Planning and the environment,
- Missouri River Strategies

ECONOMIC VITALITY- Support an innovative, competitive 21st century economy.

- Continue to invest in the Trade Data Exchange,
- Implement Projects with Freight Significance,
- Missouri River Strategies

ENVIRONMENT –Protect and restore our region’s natural resources (land, water, and air) through proactive environmental stewardship

- Integrate Freight Transportation and Land Use Planning and the environment,
- Missouri River Strategies

PLACE MAKING- Coordinate transportation and land use planning as a means to create quality places in existing and developing areas and to strengthen the quality of the region.

- Integrate Freight Transportation and Land Use Planning and the environment,

PUBLIC HEALTH- Facilitate healthy, active living

- Integrate Freight Transportation and Land Use Planning and the environment:

SAFETY AND SECURITY- Improve safety and security for all transportation users.

- Continue to invest in the Trade Data Exchange

SYSTEM CONDITION - Ensure transportation system is maintained in good condition.

- Develop Freight Corridor Plans (Corridors of Freight Significance (CFOS))

SYSTEM PERFORMANCE- Manage the system to achieve reliable and efficient performance.

- Invigorate dialogue with stakeholders,
- Develop Freight Corridor Plans (Corridors of Freight Significance (CFOS)):

III. **Freight Strategies to Achieve *Transportation Outlook 2040* Policy Goals**

- **Invigorate dialogue with stakeholders:**

While continuing coordination with the two state DOTs on various freight-related issues, MARC's Goods Movement Committee should meet on a regular basis (at least quarterly) to review the mobility and safety data reports as well as the status on the Regional corridor assessments. It is likely that review of the data will identify new issues that will require further analysis or recommendation for an infrastructure improvement project. To assist in providing a true "regional and national" perspective with businesses outside the region there should be continued support for Kansas City SmartPort and also, freight planning coordination with MPOs in St. Joseph, MO, Lawrence-Douglas County and Topeka, KS. Regional coordination will also provide good information for communication messages that recognizes the region's qualities and achievements.

- **Support organizations and initiatives that attract, retain and assist transportation and logistics businesses:**

Continue to invest in Kansas City SmartPort. Over the last decade, KC SmartPort has taken the regional lead in promoting economic development and infrastructure improvements focused on the transportation and logistics sector. Investment in the agency has come from public and private interests. SmartPort continues to be the leader in connecting both public and private sectors and promoting a strong image of Kansas City outside of the region. Continued investment in this agency will benefit the region by continuing efforts to attract new and emerging freight based business, warehouse/distribution centers, and efforts to identify solutions to business needs related to transportation.

- **Continue to invest in the Trade Data Exchange:**

Investment in the continued development of the Trade Data Exchange (a relevant version of an international trade processing center) will also benefit the region by emphasizing Kansas City's importance in global supply chains.

- **Develop Freight Corridor Plans (Corridors of Freight Significance (CFOS)):**

Through periodic review maintain and preserve goods-moving infrastructure. Define a goods movement transportation system for all modes and conduct high-level as well as specific corridor assessments to ascertain the current state of the system. To determine if this objective is being met develop a COFS Assessment:

- National;

- Regional; and
- Local.

Some classifications include all modes of goods movement while some modes are not applicable to each classification. Each assessment should review physical condition, usage of the system network, safety and a mobility index to help identify freight-specific improvements or opportunities. The types of measurements vary depending upon the level of corridor classification, as well as the availability of the data.

- **Integrate Freight Transportation and Land Use Planning and the environment:**

Balance new development with existing development so that it does not outpace the reuse of existing sites. The region seeks a balanced approach with strategies concerning growth in the movement of goods and implementation of environmental standards. Monitor and track environmental trends in the region that focus on freight. The building industry's utilization of Leadership in Energy and Environmental Design (LEED) is one way that warehouses and distribution centers can bolster sustainability. Reusing existing sites is another way that the region can positively impact land use and subsequently the built environment. The region should encourage the integration of "green" technologies, building designs and facility reuse subject to cost implications for shippers and service providers.

- **Implement Projects with Freight Significance**

Create annual checklist of the Transportation Improvement Program (TIP) and Long Range Transportation Plan (LRTP) for freight benefits. The checklist approach allows for recognition of the region's investment in transportation that is associated with general as well as specific freight-related transportation improvements. Projects should be cross referenced for proximity to a freight zone as well as being along or adjacent to a corridor of freight significance. The intent is to recognize and monitor the region's investment in its infrastructure with a specific focus upon goods movement. Having a specific checklist year-to-year will keep focus on freight transportation needs and provide support to jurisdictional agencies in their efforts to identify funding and create solutions. In addition to projects that are currently listed on the TIP, on-going studies or non-infrastructure projects that promote transportation solutions should be added to the checklist to add additional support to other regional initiatives that benefit freight.

- **Missouri River Strategies:**

Build community support for improved water commerce. Communities that support holistic freight transportation are more likely to attract and retain freight-related business. The region's communities can show their willingness to bring in business by streamlining development reviews, supporting regulatory changes and promoting coordinated and innovative financing. The region's freight players, the MARC and Kansas City SmartPort, must continue to do their part in educating and demonstrating the economic and environmental benefits of active river commerce.

IV. Key Performance Measures

- Freight Infrastructure Capacity
 - Annual checklist of TIP and LRTP for freight benefits.

Freight Infrastructure Capacity				
Measure	Time Period			Indicator
	Monthly/ Quarterly	Annual	Specific	
Annual checklist of the TIP and LRTP for freight benefits				
Total direct freight project investment		X		Continuously Improving
Total indirect freight project investment		X		Continuously Improving

- Planning
 - Recognize the Corridors of Freight Significance and conduct regional assessments The MARC Goods Movement Committee should create a work plan that will recognize the national, regional, and local corridors and set an action plan to complete assessments of prioritized corridors.

Planning				
Measure	Time Period			Indicator
	Monthly/ Quarterly	Annual	Specific	
Corridor of Freight Significance (COFS) Assessment				
Pavement Rating		X		Continuously Improving
Bridge Rating		X		Continuously Improving
Crash Rating		X		Continuously Improving
Mobility Index		X		Continuously Improving
Completed Assessments		X		??? miles completed/year

- Freight Volumes
 - Collect freight data, develop tools and conduct research.

Freight Volumes		
Measure	Time Period	Indicator

	Monthly/ Quarterly	Annual	Specific	
Collect freight data, develop tools and conduct research				
24 - Hour O-D Survey			X	Completed
Truck travel demand model			X	Completed
Commodity Data			X	5 yr coordinated updates

- Competitiveness
 - Review key economic indicators.
 - Illustrate regional top differentiators.

Competitiveness				
Measure	Time Period			Indicator
	Monthly/ Quarterly	Annual	Specific	
Review key economic indicators and build community support for improved freight transportation				
Measure employment, payroll, gross metro product		X		Continuously Improving
Report to the Goods Movement Committee		X		Completed
Support marketing efforts to emphasize regional competitive advantages				
Number of targeted media/marketing placements		X		Continuously Improving
Report to the Goods Movement Committee		X		Completed
Business attraction of emerging industries while sustaining existing industries				
Number of new industries locating in the region		X		Continuously Improving
Report to the Goods Movement Committee		X		Completed

- Business Attraction
 - Transit access freight zones,
 - Position the region as a location for emerging businesses,
 - Continued development of the Trade Data Exchange,
 - Community support for freight-related business.

Business Attraction

Measure	Time Period			Indicator
	Monthly/ Quarterly	Annual	Specific	
Monitor transit service to freight zones				
Number of zones with service		X		Continuously Improving
Increase inventory of modern facilities				
Number of new buildings		X		Continuously Improving
Invest in Kansas City SmartPort and the TDE				
Number of investors		X		Continuously Improving
Launch of TDE application		X		Completed
Invigorate dialogue between stakeholders				
Increase membership of the Goods Movement Committee		X		Continuously Improving
Goods Movement Committee meetings	X			Held regularly

- Partnerships
 - Continue investment in Kansas City SmartPort.
 - Invigorate communication between the freight community and the public sector.

Partnerships				
Measure	Time Period			Indicator
	Monthly/ Quarterly	Annual	Specific	
Invest in Kansas City SmartPort and the TDE				
Number of investors		X		Continuously Improving
Launch of TDE application		X		Completed
Invigorate dialogue between stakeholders				
Increase membership of the Goods Movement Committee		X		Continuously Improving
Goods Movement Committee meetings	X			Held regularly

- Technology
 - Completion and continued advancement of non-infrastructure projects that impact transportation efficiencies for regional business.

Technology				
Measure	Time Period			Indicator
	Monthly/ Quarterly	Annual	Specific	
Invest in the TDE				
Number of investors		X		Continuously Improving
Launch of TDE application			X	Completed
Cross Town Improvement Program (C-TIP)				
Launch of C-TIP application			X	Completed
Expand KC - Scout				
Capabilities to monitor data on freight mobility (reliability) and safety			X	Completed
Expand MARC's Travel Demand Model				
24 - Hour O-D Survey			X	Completed
Truck travel demand model			X	Completed

- Environment
 - Encourage the freight community to join the dialogue on regional air quality standards, measurements and regulations.

Environment				
Measure	Time Period			Indicator
	Monthly/ Quarterly	Annual	Specific	
Encourage dissemination of Air Quality information				
Involvement in Air Quality committees		X	X	Freight engagement
Monitor and track regional environmental trends that focuses on freight				
Number of Leadership in Energy and Environmental Design (LEED) certified developments		X		Continuously Improving
Occupancy Rates		X		Continuously Improving

V. Freight Evaluation of Project List