The creation of the Strategic Freight Plan required the coordination of planning agencies, intermodal transshipment agencies, economic development groups, and the trucking community, and sets the framework for future collaboration among these groups.

Planning agencies, intermodal transshipment agencies, economic development groups, and the trucking community have coordinated together to define investment strategies to move freight in the Tampa Bay region more efficiently. Each of these groups provided knowledge and perspective from their different areas of expertise that shaped the development of this plan, but this collaboration does not end with the publishing of the plan. The plan sets the framework for future collaboration between the different agencies and stakeholders to actively pursue and implement diverse solutions for improving freight accessibility and mobility in the Tampa Bay region.

Federal and state regulations for transportation planning give the Florida Department of Transportation (FDOT) and MPOs in the Tampa Bay region broad responsibility for planning and programming transportation projects, including those projects that benefit freight mobility. The integration of freight mobility considerations into the transportation planning process, at all levels, is fundamental to economic prosperity and quality of life for the Tampa Bay region.

Planning for improved mobility and accessibility for freight cannot be done effectively without full consideration of how various improvement strategies will support the region's diverse land use contexts. The design of roadways must support the primary transportation functions of the corridor whether it be for freight accessibility to destinations within the corridor, for person accessibility within employment and residential centers, or for both freight and person mobility. The land use character of the corridor and the types of activities that occur within the corridor are important considerations in the development of balanced transportation solutions supporting the vision for the corridor.

Ideally, transportation strategies are implemented within a corridor to support the transportation and land use vision for the corridor. In certain areas, such as industrial areas with few residences, transportation solutions that maximize freight accessibility should be emphasized. In other areas with few large freight destinations and more pedestrian activities, solutions that accommodate trucks but emphasize person accessibility should be considered. Implementing balanced transportation solutions for both freight and people within corridors under varying land use contexts will assist communities within the region to achieve their economic and quality of life goals.

This balanced approach to corridor planning needs to include collaboration among transportation planners, land use planners, and economic development interests, as shown in **Figure 10-1**, to identify proper transportation and land use solutions that support the vision for the area. Each of these groups provides different perspectives for developing and refining policies and strategies that improve the livability and economic prosperity for the region. The GMAC and Transportation Providers Committee (TPC) assembled for the Strategic Freight Plan provide effective forums for continued collaboration in addressing the region's freight mobility needs.

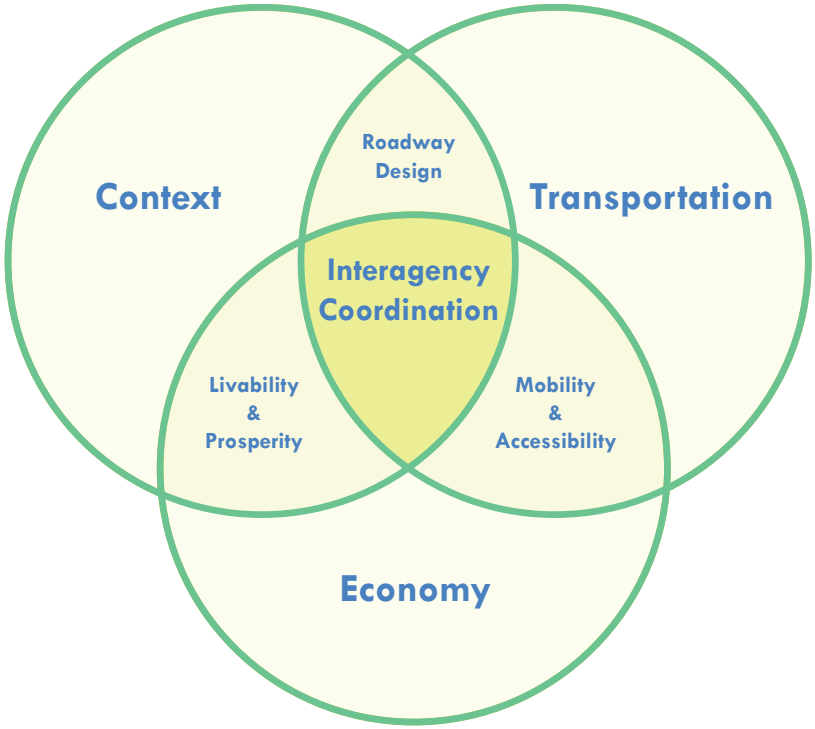


Figure 10-1: Interagency Coordination

GOODS MOVEMENT ADVISORY COMMITTEE

The GMAC guides and informs the freight planning process in the Tampa Bay region. It includes representation from transportation and land use planning agencies, intermodal entities, economic development groups, and the trucking industry within the Tampa Bay region. The GMAC has the following key roles in support of the coordinated planning process in the region:

- Provide a framework to address freight mobility issues in the transportation planning process
- Ensure meaningful participation of the freight industry and economic development interests in the planning process
- Identify improvements and strategies to facilitate the safe and efficient movement of freight while minimizing impacts to community and environmental assets
- Recognize and develop transportation and land use policies that support freight mobility and economic development

The GMAC met six times during the Strategic Freight Plan development process at key project milestones. **Appendix E** provides an overview of the six meetings, including a summary of the issues discussed and the outcomes of the meetings, the presentations given, and the materials provided.

GMAC Representation

- Planners
  - Land Use Planners
  - Transportation Planners
- Intermodal Entities
  - Port Authorities
  - Aviation Authorities
  - CSX Transportation
- Economic Development Groups
  - Chambers of Commerce
  - Regional and Local Economic Development Departments
- Trucking/Shipping Groups
  - Trucking Companies and Associations
  - Distribution and Warehousing Companies

TRANSPORTATION PROVIDERS COMMITTEE

The TPC consists of freight providers including trucking companies, warehousing/distribution industries, and other members of the regional freight industry. It serves as an ad-hoc committee to the GMAC and is relied upon to provide firsthand insights about conditions and issues impacting freight transportation in the Tampa Bay region. The TPC shares challenges and opportunities for improved freight transport from the perspective of the private freight provider.

COORDINATION WITH REGIONAL PLANS

Freight mobility and economic development has a regional focus. The regional freight transportation network, defined freight needs, performance measures used to evaluate freight mobility needs, and the recommended priority investment strategies defined in the Strategic Freight Plan provide relevant information to support other regional planning initiatives. Of particular relevance are the Tampa Bay Area Regional Transportation Authority's (TBARTA) Master Plan and the LRTPs for the six MPOs in the region.

The TBARTA Master Plan adopted on June 24, 2011 has identified designated freight corridors that are crucial to supporting continued economic growth in the region. Coordinating closely with the development of this Strategic Freight Plan, TBARTA designated freight corridors and a freight rail system in the region that support the guiding principles and vision of TBARTA. Continued collaboration with TBARTA will ensure that regional priorities in support of freight mobility and economic development are developed in support of TBARTA's vision for freight and passenger transport in the region.

The Strategic Freight Plan also provides a framework for integrating freight needs and strategies into the LRTP development process for the six MPOs within the region. Freight needs, performance measures, and priority strategies defined in the Strategic Freight Plan should be considered in the development of policies and transportation investments that foster economic development and our quality of life by improving accessibility and reliability for both person travel and freight transport. Representatives from the GMAC or other freight stakeholders should be active participants in the plan development process to ensure that freight mobility needs are considered in the development of policies and investment strategies.

A successful and established process for regular and direct communication between the GMAC and other transportation decision-makers to voice their issues, concerns, and recommendations is essential to effectively plan for freight mobility. Regular, established channels of communication between the GMAC and decision-makers are important to inform public officials of the challenges and opportunities for improving freight transport and to secure funding for priority freight investments in the region. It also ensures that the voice of the freight community is heard in the transportation decision making process.

FREIGHT PLANNING TOOLS AND RESOURCES

Recognizing the need to integrate freight planning considerations into the planning and project delivery process, technical tools and resources have been developed to assist planners and engineers to create plans that respond to the challenges of providing good freight access, while also preserving and improving person mobility and our quality of life in the region. The following resources have been developed that provide information characterizing current and anticipated freight activity within the Tampa Bay region as well as tools and guidance to plan for and identify solutions for a functional transportation system that provides accessibility for people and goods :

- Tampa Bay Regional Goods Movement Study Web Site
- Comprehensive Freight Improvement Database (CFID)
- Freight Corridor Study Guidelines

Tampa Bay Regional Goods Movement Study Web Site

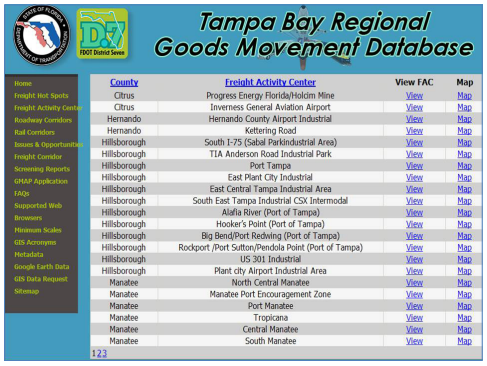
The Tampa Bay Regional Goods Movement Study Web site has been developed to provide planning practitioners, decision-makers, and the public with a comprehensive resource of freight activity and related information in the Tampa Bay region. The Web site provides maps and data characterizing the following primary elements of the Strategic Freight Plan:

- Regional freight activity centers
- Regional freight transportation system
- Plan objectives and performance measures
- Freight mobility needs
- Freight compatibility analysis
- Regional priority freight investment strategies
- Freight strategy implementation guidance

Additionally, the Web site includes information to further the understanding of key issues affecting freight transport and economic development in the region. Several brief "white papers" have been prepared describing topics relevant to the freight industry and economic opportunity for the region. Web links to relevant national data and information about freight planning and logistics are located on the Web site, as well as the Comprehensive Freight Improvement Database developed to support further planning of freight transport in the region.

The Tampa Bay Regional Goods Movement Study Web site at ***www.tampabayfreight.com*** *provides planners, decision-makers, and the public with a comprehensive resource of freight activity and related information in the Tampa Bay region.*

Comprehensive Freight Improvement Database



The Comphrehensive Freight Improvement Database (CFID) provides information about freight activity centers (FACs) and freight corridors within the Tampa Bay region.

The Comprehensive Freight Improvement Database (CFID) is a current and well-maintained body of information about goods movement activity and resources in the Tampa Bay region available to assess and effectively plan for the region's goods movement needs. The database provides a single-source of information for use by the FDOT, local governments, intermodal agencies, and other freight stakeholders to support a multitude of planning and economic development initiatives. The database and other information available on the Tampa Bay Regional Goods Movement Study Web site provides a descriptive inventory of all freight activity centers, intermodal facilities, regional freight mobility corridors, and the SIS.

It also provides an inventory of identified freight mobility problems and needs at specific locations throughout the region (freight hot spots) and on certain corridors that are part of the region's freight transportation network. Strategies and projects identified to address these needs are monitored by maintaining an inventory of transportation improvement projects and schedules for current and planned projects.

Freight Corridor Study Guidelines

Traditional corridor and subarea studies have often focused on improving travel conditions for people, without fully considering the unique operating characteristics of trucks and the opportunities for efficient freight transport. This has led to mobility solutions in certain corridors that improve operational conditions for automobiles, but has sometimes deteriorated travel conditions for large trucks. Mobility solutions that address the needs of both people and goods within freight corridors are needed to optimize the functionality of the transportation network. To help address this concern, Freight Corridor Study Guidelines have been developed to identify and raise awareness of freight activities and operational issues within transportation corridors so that cost-effective solutions can be defined that address mobility needs of both people and freight.

The guidelines provide direction and methods for incorporating the evaluation of issues affecting freight mobility into corridor studies. The guidance includes an initial screening of freight corridors to document observed freight-related problems and issues. The following characteristics of freight corridors are defined and documented early in the planning process through an initial corridor screening:

- Truck volumes and activities
- Infrastructure issues that impede efficient truck flow
- Operational issues that affect truck operations
- Potential safety issues
- Businesses and industrial areas that generate significant amounts of truck traffic

- Potential solutions to freight operational deficiencies
- Issues that warrant further evaluated in detailed corridor or Project Development and Environmental (PD&E) studies

Freight corridor screenings have been conducted on all of the state roadways and other local freight corridors within the Tampa Bay region. In all, 285 corridor screenings covering 1,588 roadway miles were conducted. The freight mobility issues and opportunities have been documented in summary reports and have been compiled within the Comprehensive Freight Improvement Database accessible on the Tampa Bay Regional Goods Movement Study Web site. The freight information inventoried in the corridor screenings will be used to support future corridor analyses and other state, regional and local planning initiatives.