

Bay Area Goods Movement Collaborative



Building a Regional Perspective: Goods Movement Opportunities and Issues in the Bay Area

July 23, 2014



DRAFT SUMMARY REPORT
August 2014

Prepared by:



TABLE OF CONTENTS

I. INTRODUCTION	3
II. OPENING REMARKS	4
III. GOODS MOVEMENT PLANNING PROCESS.....	6
IV. DRIVING THE NORTHERN CALIFORNIA ECONOMY.....	7
V. PANEL ONE: UNDERSTANDING GOODS MOVEMENT ISSUES & OPPORTUNITIES IN THE BAY AREA.....	8
VI. WHAT WE HEARD TO DATE: REGIONAL GOODS MOVEMENT TRENDS & ISSUES.....	11
VII. PANEL TWO: TRENDS & INNOVATIONS IN THE NORTHERN CALIFORNIA MEGAREGION.....	13
VIII. SMALL GROUP BREAKOUT SESSIONS.....	16
IX. CONCLUSION	18

I. INTRODUCTION

The efficient movement of goods is essential to the daily lives of residents and to the overall economic prosperity of the region. The Bay Area is a major hub for goods movement, which supports our economy, serves our residents, and provides an array of jobs both within the region and throughout Northern California. Recognizing the importance of goods movement to the region, the Alameda County Transportation Commission (Alameda CTC) and the Metropolitan Transportation Commission (MTC) are working together to build a robust Bay Area Goods Movement Collaborative to ensure the region continues to play a vital role in the Northern California economy.

The Collaborative brings together partners, community members and stakeholders from across the region to understand goods movement needs and identify, prioritize and advocate for short- and long-term strategies to address these needs. The Collaborative will also provide the basis for a comprehensive outreach program to support development of the Alameda County Goods Movement Plan and the update to MTC's Regional Goods Movement Plan.

This report highlights key messages and concepts from the Bay Area Goods Movement Collaborative kickoff Roundtable titled, "*Building a Regional Perspective: Goods Movement Opportunities and Issues in the Bay Area.*" The Roundtable convened in Oakland, California on July 23, 2014. As the first of six Roundtables, this convening provided a unique opportunity to gather a diverse audience of more than 100 government leaders, business representatives, industry experts and community partners to discuss emerging trends, issues, opportunities, and innovations in the Bay Area goods movement system.

The format of this interactive Roundtable included panel discussions, live audience polling, presentations and small group sessions. The information and ideas collected during the Roundtable are synthesized in this report to provide a high-level summary of the participants' discussions. The input shared by stakeholders will be used to design the subsequent Goods Movement Roundtables and to inform the county and regional Goods Movement Plans.

II. OPENING REMARKS

SPEAKER: Supervisor Scott Haggerty, Chair of [Alameda CTC](#) and member of [MTC](#)

KEY MESSAGES:

- As the Chair of Alameda CTC, a member of MTC and the Air District, Supervisor Haggerty expressed enthusiasm in convening the first of many Goods Movement Roundtables that will focus on Northern California goods movement needs, opportunities and priorities.
- There are several important goods movement policy, regulatory and legislative actions that will be coming up in the next year at the local, regional, state and federal levels and this Goods Movement Collaborative creates a forum for the Bay Area and Alameda County to bring stakeholders together to advocate around a common set of goals to support our goods movement needs.
- In the Bay Area, goods movement industries are major economic drivers, supporting 32% of regional jobs and 51% of regional economic output.
- Because Goods Movement touches everyone – from the food we eat, the clothes we wear, to our cell phones, cars and computers – Alameda CTC and MTC are working on goods movement in the context of supporting these goals:
 - **Reduce environmental and community impacts from goods movement operations to create healthy communities and a clean environment**, and improve quality of life for those communities most impacted by goods movement.
 - **Provide safe, reliable, efficient and well-maintained goods movement facilities.**
 - **Promote innovative technology strategies** to improve the efficiency of the goods movement system.
 - **Preserve and strengthen an integrated and connected, multimodal goods movement system** that supports freight mobility and access, and is coordinated with passenger transportation systems and local land use decisions.

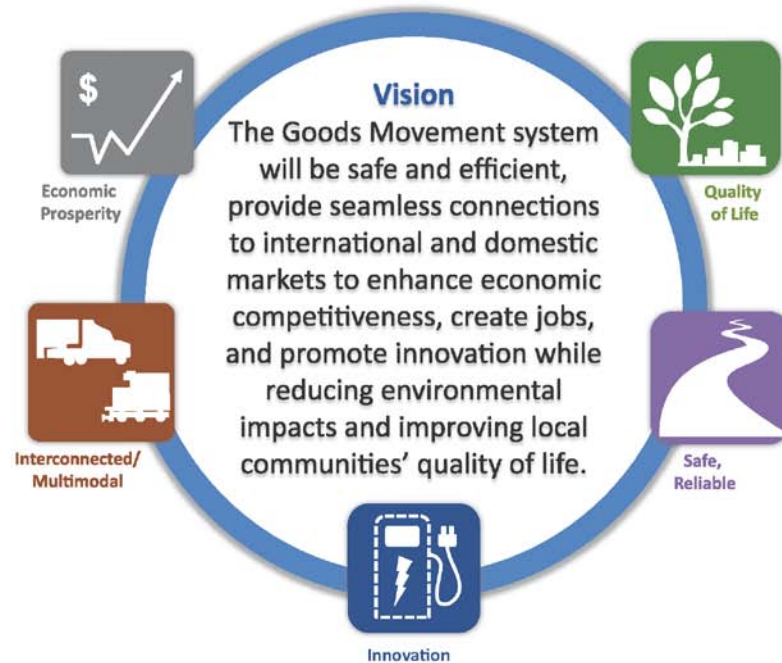


Supervisor Scott Haggerty

- **Increase economic growth and prosperity** that supports communities and businesses.
- Alameda County is working to get funding for goods movement through our transportation sales tax measure that will be on the ballot in November 2014. If approved by voters, there is over \$2.6 billion in goods movement supportive investments that will be implemented in Alameda County and will benefit the entire region.

Figure 1.1: Goods Movement Vision and Goals

Goods Movement Vision and Goals



III. GOODS MOVEMENT PLANNING PROCESS

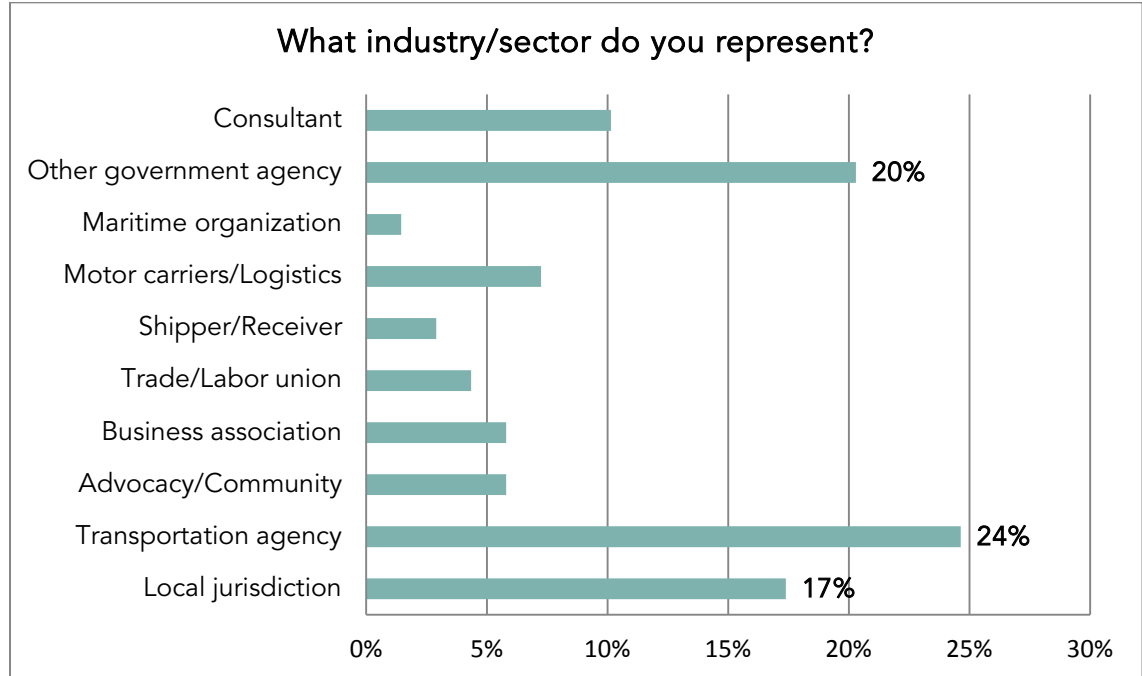
MODERATOR: Bill Higgins, Executive Director, [CALCOG](#)

KEY MESSAGES:

- The Alameda CTC and MTC goods movement planning processes are integral components of the Bay Area’s broader transportation planning efforts.
- The Plans will provide a vision for the countywide and regional goods movement systems and will describe both short- and long-term strategies, including projects, programs and policies for achieving the goods movement vision.
- An important goal of both planning processes is to determine the most appropriate investment strategies and policies for improving countywide and regional goods movement.

INSTANT POLLING

Throughout the highly interactive Roundtable, attendees used handheld remote devices to answer polling questions and provide real-time, live audience input. Results were automatically tabulated and displayed on the screen to stimulate conversation. The polling questions and audience results are included in this report as bar graphs.



IV. DRIVING THE NORTHERN CALIFORNIA ECONOMY

- The audience was shown a five-minute video introducing the concept of the Northern California megaregion and the impact of goods movement on the regional economy.
- The Northern California megaregion refers to the economically and geographically linked set of regions comprised of the Bay Area, Sacramento, Northern San Joaquin Valley and the Central Coast.
- The Northern California megaregion is an economic powerhouse, with over \$953 billion in freight flows moving to, from, and through the region in 2012. This is expected to grow by 168% to \$2.6 trillion in value by 2040.
- Watch the "[Driving the Northern California Economy](#)" video online.



Roundtable audience members

V. PANEL ONE: UNDERSTANDING GOODS MOVEMENT ISSUES & OPPORTUNITIES IN THE BAY AREA



Panel One Speakers (from left to right): Mayor Bill Harrison, Azibuike Akaba, Daryl Halls, Councilmember Rebecca Kaplan, and Chris Lytle

MODERATOR: Bill Higgins, *Executive Director*, [CALCOG](#)

PANELISTS: Mayor Bill Harrison, [City of Fremont](#)
Azibuike Akaba, *Policy Analyst*, [Regional Asthma Management and Prevention](#)
Daryl Halls, *Executive Director*, [Solano Transportation Authority](#)
Councilmember Rebecca Kaplan, [City of Oakland](#)
Chris Lytle, *Executive Director*, [Port of Oakland](#)

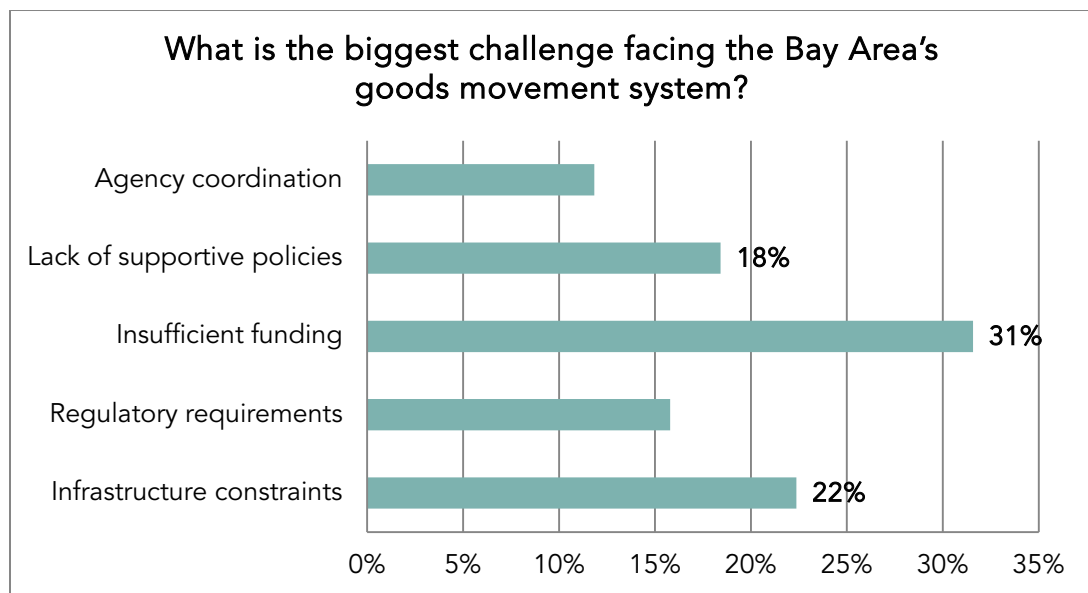
MODERATOR'S FRAME:

- Goods movement is a critical piece of the region's transportation system, supporting a strong economy and providing residents and businesses with the products they need.
- Freight transport and goods movement activities create a diverse array of jobs, and generate tax revenues to support crucial public investments.
- At the same time, goods movement activities have significant environmental and public health impacts on those communities located in close proximity to goods movement activities.

KEY MESSAGES:

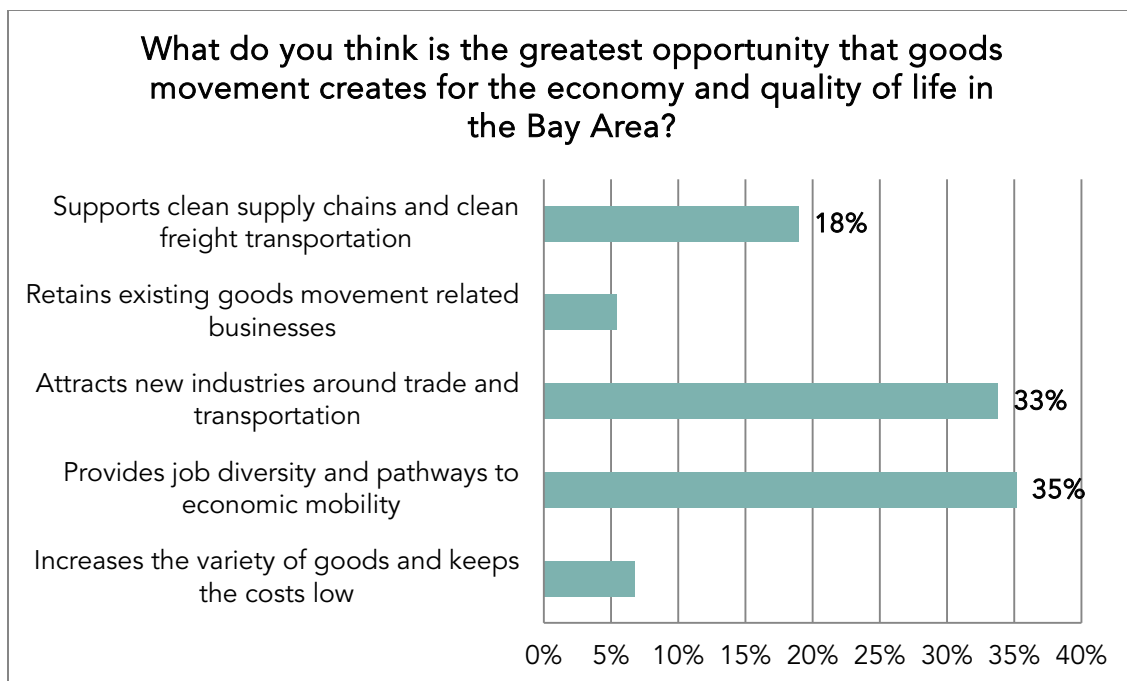
- The Bay Area needs to invest in infrastructure and work collaboratively among cities, agencies, businesses and advocates to increase our competitiveness for state and federal funding.
- The Port of Oakland is competing domestically with the Ports of Los Angeles and Long Beach and also internationally with Canada and Mexico.
- Currently, the Port of Oakland is over-built and operates below its marine terminal capacity.

- There needs to be a balance between imports and exports, with a focus on developing the export business and generating jobs through the production of goods.
- Improving access to the Port of Oakland and building adequate facilities for truck parking is essential to accommodate future growth.
- Cities and counties need to provide infrastructure for trucks such as accessible weigh stations and truck stops.
- The Bay Area is growing. The goods movement planning processes must examine the projected growth and create implementable strategies to mitigate the freight impacts of regional growth on local communities.



- Several programs and policies exist to mitigate the impacts of freight on communities and the environment, such as:
 - Incentivized policies (e.g., SB 375) that link transportation funding, land use planning, and housing policy with an effort to reduce greenhouse gases
 - Coalition for Cleaner Freight is an example of state level policy work through the California Air Resources Board (CARB)
 - State of California cap and trade investments which use a market-based mechanism to lower greenhouse gas emissions
 - Financial incentives to encourage operators to buy new trucks instead of retrofitting old trucks (e.g., Cash-For-Clunkers type of program for old trucks)

- Congestion on regional corridors and local roads needs to be addressed. Some ideas to reduce congestion include:
 - Expanding hours of terminal operation and supporting flexible work schedules to reduce rush hour bottlenecks
 - Increasing the size and capacity of trucks so that there are fewer on the road
 - Investing in rail freight and sea transport opportunities
- Public engagement in goods movement planning is essential. In order to reach a broad cross-section of community members, public involvement activities should be offered at a variety of locations and times.
- There are some regional businesses that are not aware of the Port's capacities. City governments can serve as liaisons between the Port and local businesses.
- Accurate and coordinated data is crucial for an efficient and safe goods movement system. Alameda CTC is currently mapping truck routes in different cities and working with cities to harmonize these routes.



VI. WHAT WE HEARD TO DATE: REGIONAL GOODS MOVEMENT TRENDS AND ISSUES

PRESENTER: Michael Fischer, Principal, [Cambridge Systematics](#)

KEY MESSAGES:

- Goods movement is an essential part of the region's economy with over \$600 billion of goods flowing within and through the region each year.
- The port of Oakland is the Nation's 5th largest marine port and is an important port for niche products.
- 32% of jobs in the region (and 33% of jobs in Alameda County) are in goods movement dependent industries; key source of job diversity in the region.
- The functional elements of the goods movement system include Global Gateways, Interregional and Intraregional Corridors and the Local Goods Movement System.
- The Bay Area region is home to the nation's 5th largest marine port (Port of Oakland) and two major cargo airports.
- Goods movement has significant public health and quality of life impacts on local communities.



Michael Fischer

The key issues, needs, trends and opportunities identified by stakeholders across the region are summarized on the following page:

Figure 1.2: Regional Goods Movement Trends and Issues

	GLOBAL GATEWAYS	INTERREGIONAL & INTRAREGIONAL CORRIDORS	LOCAL GOODS MOVEMENT SYSTEM
	<p><i>Examples of Infrastructure:</i></p> <p>Port of Oakland, Oakland International Airport, Rail Intermodal Terminals</p>	<p><i>Examples of Infrastructure:</i></p> <p>I-80, I-580, I-880, U.S. 101</p>	<p><i>Examples of Infrastructure:</i></p> <p>Local city truck routes, local streets, and last-mile connectors to locations with key freight activities</p>
ISSUES & NEEDS	<ul style="list-style-type: none"> • High concentration of activity at trade hubs results in quality of life and public health impacts on local communities • Port of Oakland marine terminal congestion and its associated impacts on drayage drivers and neighborhoods • Heavy-haul network needs 	<ul style="list-style-type: none"> • Congestion and delay on shared use freight corridors with passenger traffic • Rail bottlenecks especially along Martinez Subdivision • Shifting crude supplies leading to increased rail usage and community concerns regarding safety 	<ul style="list-style-type: none"> • Public health impacts on neighborhoods with intense freight activities • Land use conflicts in traditional industrial corridors • Lack of truck parking/neighborhood parking encroachment
TRENDS & OPPORTUNITIES	<ul style="list-style-type: none"> • Growth in high-value and bulk commodity exports • Growth in transloading of import consumer products • Continuing attention on export markets at national level • Continuing reductions in emissions but needs for continued application of new technologies • Technology innovation – Freight Advanced Traveler Information Systems (FRATIS) 	<ul style="list-style-type: none"> • Growth in intermodal rail demand • Growth in advanced and specialty manufacturing processes (e.g., specialty foods) that favor Bay Area producers • Income growth driving consumer demand and e-commerce • Advances in new vehicle technologies and ITS technologies • Expanding rail markets and opportunities at Port of Oakland, Solano County, and North Bay 	<ul style="list-style-type: none"> • Income growth driving consumer demand and e-commerce • Increasing densification of development patterns • New approaches to managing urban delivery systems (e.g., off-peak delivery, electronic management of parking, ITS applications)

VII. PANEL TWO: REGIONAL GOODS MOVEMENT TRENDS & ISSUES



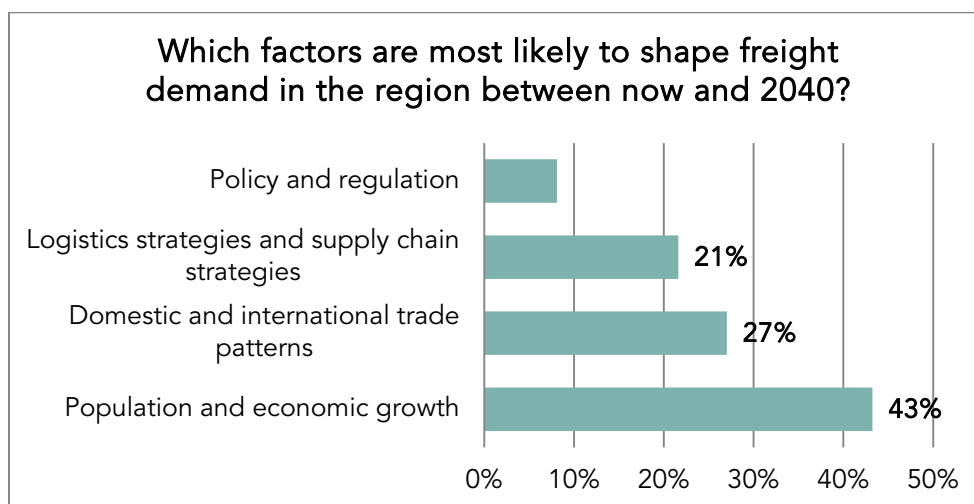
Panel Two Speakers (from left to right): Jean Roggenkamp, Mike Polich, Chris Shimoda, Cynthia Murray, John Boesel

MODERATOR: Michael Fischer, Principal, [Cambridge Systematics](#)

PANELISTS: Jean Roggenkamp, Deputy Air Pollution Control Officer, [Bay Area Air Quality Management District](#)
Mike Polich, Senior Manager of Logistics, [Tesla](#)
Chris Shimoda, Director of Policy, [California Trucking Association](#)
Cynthia Murray, President & CEO, [North Bay Leadership Council](#)
John Boesel, President & CEO, [CalStart](#)

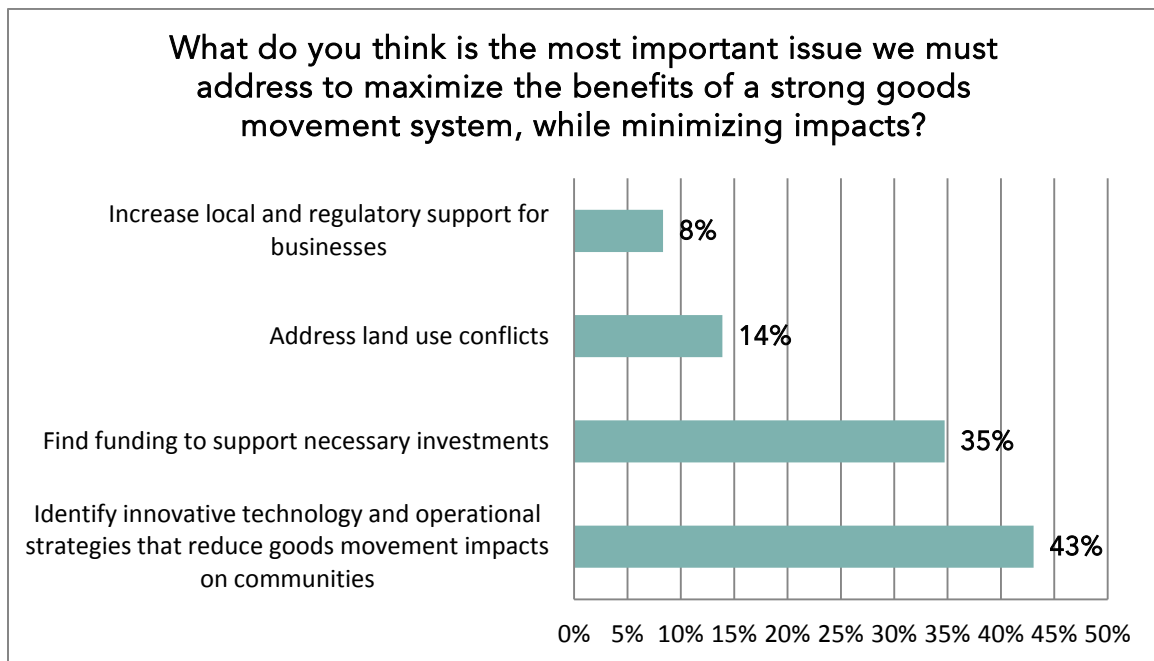
MODERATOR'S FRAME:

- Goods movement underpins economic activity in the Bay Area, which is home to a number of goods movement dependent industries.
- However, we know that the structure of local, regional and national economies are constantly changing and are highly sensitive to population growth, trade patterns, new technologies, and political forces.
- Both the countywide and regional Goods Movement Plans must anticipate these changes in planning for the future of our Bay Area goods movement system.



KEY MESSAGES:

- Most projections indicate that freight volume will triple and congestion will worsen over the next decade.
- There is a general consensus within the trucking industry that we cannot build our way out of these issues; instead, we should consider the following strategies:
 - Data evaluation to better understand system inefficiencies
 - Collaboration among truckers and terminal operators
 - Better planning at the ports
 - Automated and connected vehicles
- The California Trucking Association (CTA) continues to invest in truck technology to improve air quality and to reach zero emissions' goals.
- Cap and trade investments are important for funding industry transitions to cleaner technologies.
- The North Bay is constrained by limited transportation options and severe congestion which challenges the area's economic competitiveness. There needs to be a heightened sense of urgency to pursue funding for transportation investments (e.g., highway widening) and new technologies.



- Gateway Cities COG in Southern California was highlighted as a key cross-sector partner of CTA in finding system efficiencies, creating jobs and focusing resources on high-impact projects.
- The trucking industry is not seen as an attractive career choice by many people, which leads to a shortage of workforce talent.

- There are major changes happening in retail and e-commerce that necessitate a focus on cleaner trucks making deliveries in local neighborhoods.
- Regulatory reform allowing truckers to operate at off-peak hours would reduce congestion; noise ordinances need to be adapted.
- There is a need for better integration of transportation systems to encourage agencies to work together instead of competing against one another for funds.

VIII. SMALL GROUP BREAKOUT SESSIONS

The audience was divided into six small group breakout sessions. Each group was led by a facilitator and included a note-taker to record the conversation. Following the breakout sessions, representatives from each group reported the highlights of their group's discussions to the larger audience. During the small group sessions, participants contributed creative and thoughtful responses to the following questions:

- *What elements do we need to make the Bay Area Goods Movement Collaborative and Plans successful? Investments? Policies? Advocacy?*
- *Are there specific strategies that you recommend to address burdens on local infrastructure?*
- *Are there specific strategies or policies that you think are critical to improving the goods movement system, while reducing impacts on local communities?*
- *Are there overarching governance and institutional strategies?*
- *If you could meet with our state and federal partners and tell them one thing they could do to address our Bay Area goods movement issues, what would it be?*

KEY MESSAGES:

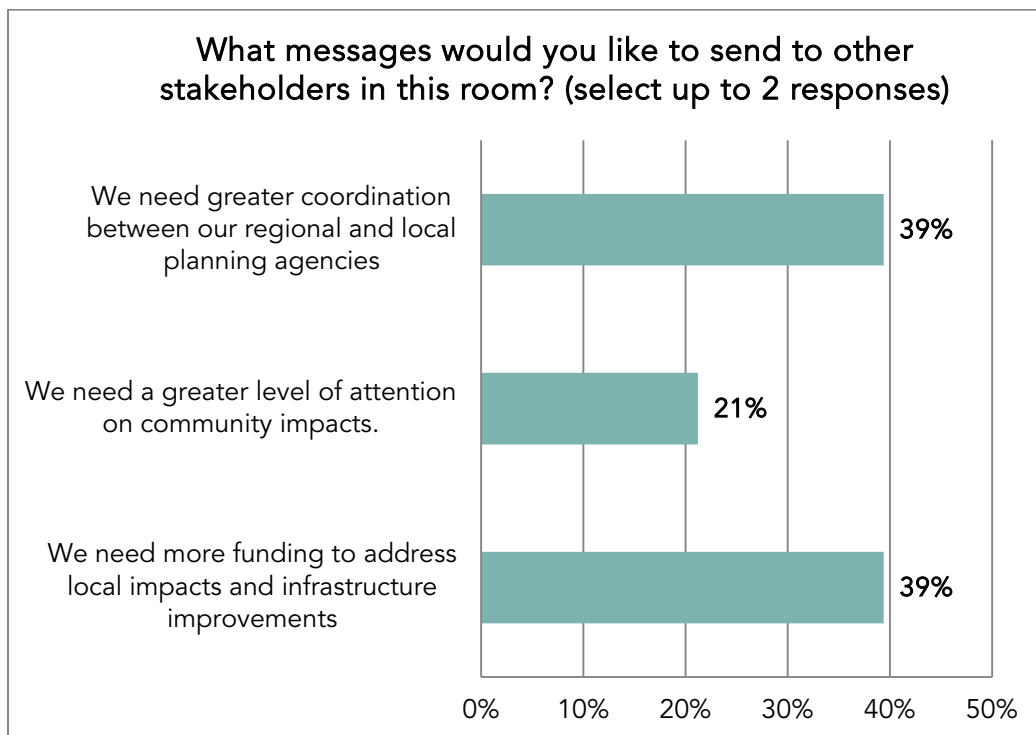
- Education of the general public and end users of the goods movement system is important to raise awareness of the benefits, needs and tradeoffs.
- Cities need to consider goods movement in zoning, land use planning and General Plans.
- The Bay Area Goods Movement Collaborate needs to work with all stakeholders and incorporate diverse community voices to have an impact.



Roundtable participants discussing small group questions.



- Expanding hours of service for trucking operations will improve the efficiency of goods movement.
- Regulatory reform to increase California weight limits for trucks would decrease the number of trucks on the road.
- Communication and partnerships across local, regional, state and national agencies will lead to increased competitiveness of U.S. industries.
- Partnerships for delivery services will also lead to fewer vehicles on the roads.
- Public health, noise and quality of life impacts must be addressed through the planning process.
- Last mile connections are the missing link in goods movement systems planning. A complete streets approach should be considered for last mile planning.
- Environmental improvements in the goods movement system can drive economic and workforce development.
- Alameda CTC and MTC goods movement planning should support strategies and policies identified by CARB’s Sustainable Freight Transport Initiative.
- Automation within the goods movement industry has economic implications: loss of jobs, shift in employment needs, and changes in patterns of delivery.
- Dedicated funding for freight at the local level (e.g., sales tax) could be devoted to infrastructure improvements.



IX. CONCLUSION

The Bay Area Goods Movement Collaborative is an opportunity to create solutions that specifically address the needs of Northern California, the Bay Area and Alameda County. The Collaborative establishes a unique structure for discussing and advocating for Bay Area goods movement priorities.

The kickoff Roundtable was the first in a series of six Roundtables that will include topical workshops and large scale meetings. Alameda CTC and MTC are actively planning for the next Roundtable and welcome input on goods movement topics of interest to stakeholders.

For more information, please visit:

Alameda Countywide Goods Movement Collaborative and Plan webpage:

<http://www.alamedactc.org/goodsmovement>

MTC Regional Goods Movement Plan webpage:

<http://www.mtc.ca.gov/planning/rgm/>