

Bay Area Goods Movement Collaborative

Outreach Overview



GOODS MOVEMENT COLLABORATIVE

The Bay Area Goods Movement Collaborative will bring together partners, community members, and other 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 creates an organized structure to bring goods movement interests to the table and **to ensure effective advocacy for goods movement needs** in Alameda County and the Bay Area region at-large.

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.** The Plans will provide a vision for the countywide and regional goods movement systems and will describe both short- and long-term strategies and projects for achieving the goods movement vision.



THE COLLABORATIVE INCLUDES THE FOLLOWING ELEMENTS:

- The **Executive Team** comprised of executive level staff from Alameda Countywide Transportation Commission (Alameda CTC), Metropolitan Transportation Commission (MTC), Port of Oakland, Caltrans, East Bay Economic Development Alliance, Bay Area Air Quality Management District, and regional Congestion Management Agency Executive Directors from Solano, Contra Costa and Santa Clara counties;
- The **Technical Teams** including staff from the agencies represented on the Executive Team as well as other stakeholders from cities, counties, regional agencies, transit and transportation partners, in addition to stakeholders representing public health, community and business interests related to the goods movement system;
- **Interest Groups** including private sector goods movement organizations (shippers, carriers and logistics service providers), businesses, environmental and public health organizations, community and social justice groups, labor and other key stakeholders from across the Bay Area region who will provide frequent, structured input on goods movement issues; and,
- The **Goods Movement Roundtables** will provide a regular forum and information exchange platform for all key stakeholders to foster dialogue between stakeholders from all groups and help build a platform for advocacy.



ROLES OF THE COLLABORATIVE

The process for including partner and stakeholder input will be extensive and multi-layered. **The Executive Team provides strategic guidance** and advocates for goods movement priorities among key decision-makers. **The Technical Teams review and provide feedback on strategies for improving goods movement**, regulatory recommendations and other technical issues, and provide extensive knowledge of local needs and issues. The Technical



Teams also provide technical guidance and review for all analyses and products developed to support the Alameda Countywide Goods Movement Plan and the update to MTC's Regional Goods Movement Plan.

The Interest Groups offer frequent and meaningful input through a series of focused discussion sessions **to ensure an effective dialogue on the needs, issues and priorities** for goods movement throughout the development of the Plan. Meetings with Interest Groups may occur in one-on-one interviews, group meetings, or presentations at regularly scheduled meetings.

In addition, the **Roundtable sessions bring a wide range of groups together for an opportunity to share information and give input on the policy, planning, prioritizing and financing discussions around goods movement**. Several Roundtable sessions will be conducted as workshops, held at multiple locations over the course of the project to support the development of both Goods Movement Plans.

COUNTYWIDE AND REGIONAL GOODS MOVEMENT PLANS



The Alameda Countywide Goods Movement Plan and the update to MTC's Regional Goods Movement Plan will outline short- and long-range strategies to move goods

effectively in the region by road, rail, air, and water while reducing impacts on local communities. The Plans will establish a vision for the sustainable movement of freight and other goods to ensure that Alameda County and the Bay Area continue to play a vital role in the Northern California economy. The Collaborative will also establish an on-going method for discussing and advocating for goods movement needs.

The Plans will support the goods movement vision by promoting community livability goals and environmental quality, and by meeting the needs of businesses and residents that rely on the goods movement system. **The Collaborative will play a critical role in developing the Plans by informing the vision, needs assessment, strategy development, evaluation, education and advocacy efforts for goods movement in Alameda County and the Bay Area.**



OUTREACH FOR GOODS MOVEMENT PLANNING

Stakeholder participation is an integral part of the development of the Goods Movement Plans. The various components of the Collaborative will provide the basis for stakeholder engagement in the development of the Plans. By providing multiple mechanisms for stakeholder engagement, the Collaborative structure will reach a wide range of business, environmental, and community interests throughout Alameda County, the Bay Area region, and beyond to achieve balanced and effective Goods Movement Plans.

Each outreach element will be scheduled in consideration of activities occurring in the region beyond the Goods Movement Plans. This includes activities related to other Alameda CTC modal plans and the Countywide Transportation Plan. The other activities may also include updates to the California Statewide Rail Plan, the update of MTC's Regional Transportation Plan and Sustainable Communities Strategy, development of the Caltrans' Freight Mobility Plan and requirements consistent with Assembly Bill 14, and the reauthorization of MAP-21. The Collaborative will coordinate key Plan decision points with these ongoing efforts.