

Bay Area Goods Movement Collaborative



The Future of Freight: Mobilizing Regional Partners across the Bay Area

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FINAL SUMMARY REPORT

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Prepared by:



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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 has brought 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 has also provided 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 ideas and concepts from the Bay Area Goods Movement Collaborative's final Roundtable titled, "*The Future of Freight: Mobilizing Regional Partners across the Bay Area.*" The Roundtable convened in Oakland, California on January 22, 2016 and was attended by a diverse audience of over 60 government leaders, business representatives, industry experts and community partners. As the final of five Roundtables in the series, this convening provided a unique opportunity to discuss strategies to best position the Bay Area for freight-related funding and advocacy opportunities.

The format of this highly engaging Roundtable included two panel discussions from federal, state, regional and local leaders; presentations by industry experts; interactive, graphic display boards; and a facilitated, large group discussion. 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 inform the implementation of the county and regional Goods Movement Plans.

II. OPENING REMARKS

SPEAKER: Councilmember Rebecca Kaplan, Vice Chair of [Alameda CTC](#)

KEY MESSAGES:

- As the Vice Chair of Alameda CTC, Councilmember Kaplan expressed enthusiasm in convening the fifth and final Roundtable of the Bay Area Goods Movement Collaborative, which creates a structure to advocate for Northern California freight priorities.
- Councilmember Kaplan acknowledged the broad range of stakeholders present in the room and the fact that we need this variety of partners to work together to make goods movement effective in Alameda County - a major goods movement hub - the Bay Area and Northern California.
- She highlighted the importance of goods movement to the regional economy and to our local communities.
 - In the Bay Area - goods movement industries are major economic drivers, supporting 32% of regional jobs.
 - The Northern California mega-region 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 dollars by 2040.
 - Here in Alameda County:
 - We are home to transportation infrastructure vital to the local, regional, and national economy, including:
 - The Port of Oakland and Oakland International Airport;
 - Union Pacific and BNSF Railroads; and
 - Major truck routes I 880, I 580, I 80, and I 238.
- This roundtable offers an opportunity to hear from thought leaders and experts on upcoming legislation and funding opportunities to support the implementation of both the Alameda countywide and regional goods movement plans.



Vice Chair of Alameda CTC, Councilmember Rebecca Kaplan, speaks with a Roundtable participant.

III. Success Stories from Freight Collaboratives and Initiatives

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

KEY MESSAGES:

- The robust stakeholder engagement process for the Bay Area Goods Movement Collaborative has included:
 - Bringing together diverse stakeholders for open discussion;
 - Helping create the countywide and regional plans by identifying issues and industry concerns, verifying needs, and developing strategies; and
 - Moving forward with advocacy and Plan delivery to address the question of “where do we go from here?”

- A wide range of participants have been involved in the planning process:
 - Aviation, maritime and rail participants such as Oakland Airport, Port of Oakland, Port of Richmond, Port of San Francisco, and Union Pacific;
 - Public health participants including Alameda Co. Public Health Dept., Bay Planning Coalition, California Air Resources Board, Contra Costa Public Health Dept., Ditching Dirty Diesel Collaborative, and US EPA;
 - Shippers and carrier participants including California Trucking Association, Dreisbach Enterprises, FedEx, UPS, GSC Logistics, Matson Logistics, East Bay Transportation & Logistics Partnership, and Pacific Merchant Shipping Association; and
 - Business participants including East Bay EDA, Bay Area Council, East Bay Leadership Council, Maritime and Freight Private Industry, Chambers of Commerce, and North Bay Leadership Council.



Michael Fisher, Cambridge Systematics

- Best practices in freight collaboratives that we can learn from include the following examples:

- **Chicago Regional Environmental and Transportation Efficiency Program (CREATE)**

- Public-private collaboration
 - 70 coordinated projects; 25 completed as of 2015.
 - Investing billions to address regional rail deficiencies.
 - Improving transportation, air quality, safety and economy.



CREATE program in Chicago, IL

- **I-710 Corridor Project in Southern California**

- Main access route to Ports of Los Angeles and Long Beach parallel to Alameda Corridor.
 - Low to medium income and communities of color in the region.
 - Addressing adverse air quality especially due to diesel emissions; noise, light pollution and health risks.



I-710 Corridor Project in Southern CA

- **The FAST Corridor in the Puget Sound Region**

- Twenty-six organizations coming together including cities, counties, ports, MPO, state DOT, and railroads.
 - MOU with initial project list and process for adding projects.
 - Participant implementation responsibilities.
 - General formula for cost sharing.

IV. Goods Movement in California: What Do We Need to Support a Vibrant Economy?

PRESENTER: Assemblymember Jim Frazier, [District 11](#)

KEY MESSAGES:

- Assemblymember Frazier is pleased to see so much interest in freight transport in Northern California because it is a dynamic enterprise that is very important to the statewide economy.
- Chair Fraizer intends to remain on the Assembly Transportation Committee for the next nine years.
- When many people think of freight, they often think of Southern California. Southern California receives much of the attention because of issues such as congestion and gridlock.
- However, there is a lot of goods movement activities going on Northern California. For example, goods movement in the Bay Area accounts for \$600 billion dollars in economic activity and provides one-third of the region's jobs. That is impactful for everyone.
- The Bay Area Goods Movement Collaborative identifies key goods movement opportunities that build on the region's unique economy, diverse geography and infrastructure. The Collaborative is helping to move the conversation forward at the state and national level.
- This planning effort led by the Alameda County Transportation Commission is the result of years of collaboration between public agencies and private companies.
- California accounts for about 40 percent of the goods and freight in our ports. And that figure will increase dramatically in the future.
- The Port of Oakland and the Oakland International Airport provide important connections to world markets for producers and consumers, not just for the Bay Area but for the entire state.
- Chair Frazier has spent the past seven months listening to the public, industry experts across the state, and his colleagues in order to develop a comprehensive plan to effectively tackle California's transportation needs.
- He has travelled up and down the State of California talking to freight and transportation stakeholders. He travelled to the South Coast to visit the port complexes, to the Inland Empire to learn about warehousing, to San Diego to



Assemblymember Jim Frazier delivering the keynote address.

learn about border crossings, and to the Central Valley to learn about trucking agricultural and other commodities to Northern California distribution centers.

- Chair Fraizer came away with a very clear message: lawmakers in Sacramento need to do something to improve goods movement in California.
- The reasons are clear. There is congestion, chokepoints that need to be cleared, air quality problems that need to be dealt with, safety concerns and most importantly, the need to improve the economic competitiveness of California.
- Not all cargo has to go through California, it can go elsewhere. But, we want the business. We have to make California the very clear choice for freight transport.
- Lawmakers in Sacramento need to supply funding and move out of the way of cities and counties. The regions can coordinate goods movement in a more efficient way than the state.
- California must invest in its trade corridors if we hope to develop and sustain economic vitality.
- Chair Frazier recently unveiled legislation to provide much-needed transportation funding for California. AB 1591 will raise over \$1.3 billion annually and will fund two major initiatives: trade corridor improvements and road maintenance and rehabilitation.
- Assemblymember Frazier requested the support of the Collaborative to spread the word about the AB 1591, to talk with elected officials about how important the issue is to you, and reach out to contacts at the Governor's office.
- We need to address our long-term goals by providing substantial investments now, rather than applying "band-aid" solutions that cost exponentially more in the long-run.

V. Implementing the Goods Movement Opportunity Categories

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

KEY MESSAGES:

- The planning team developed three Opportunity Categories which include projects, programs and policies to address freight needs across the region.
- **Opportunity Category 1: Sustainable Global Competitiveness.** This category addresses improving global competitiveness through sustainable investments that create local jobs, protect the community and attract international commerce. The three strategies of this category include:
 - Creating local jobs;
 - Supporting local community; and
 - Improving rail access.
- **Opportunity Category 2: Smart Operations and Deliveries.** This category addresses supporting technology to improve goods movement operations, reduce congestion, and increase safety on urban and rural roads. The two strategies of this category include:
 - Smart solutions that utilize existing capacity and
 - Managing local traffic.



Above: Figure illustrating the three Opportunity Categories.

- **Opportunity Category 3: Modernized Infrastructure for Emerging Industries.** This category includes supporting growing sectors of the Bay Area economy by modernizing the road network, improving safe access,

reducing land use conflicts and improving last-mile truck routes and rail connections. Industries such as biotechnology, artisanal food manufacturing, precision instrument manufacturing, and clean energy technology are all expanding in the Bay Area.

- An important strategy of this category includes expanding Bay Area industry sectors and jobs.
- Key features of a successful collaborative include:
 - Strong partnerships and institutional arrangements
 - Multi-jurisdictional institutions to coordinate strategies in categories
 - Public- private partnerships
 - High level negotiations with railroads and coordination of freight with inter-regional and transit maximizing combined benefits
 - Funding opportunities
 - Aggressively pursue new funding (especially for non-highway), align with regional priorities
 - Coordinated efforts to keep the collaborative going
 - Information-sharing and advocacy
- Funding constraints and opportunities for goods movement include the following:
 - There is limited dedicated local funding, including some programs for Alameda County Measure BB and limited funding for clean technology.
 - There are potential State opportunities including the Cap and Trade funds and the new transportation bill.
 - On the Federal level, the Federal FAST Act offers an important funding opportunity.
- Immediate next steps for collaboration include:
 - Developing partnerships and institutional arrangements;
 - Developing strategies to pursue Cap and Trade ZE/NZE funding;
 - Advocating for elements of a new state transportation bill; and
 - Working with Caltrans on implementation issues from FAST Act.

VI. PANEL ONE: Positioning the Bay Area for Funding and Advocacy Opportunities



Three of the five Panel One Speakers (from left to right): Jean Banker, Port of Oakland; Fran Inman, California Freight Advisory Committee; and David Kim, Federal Highway Administration.

MODERATOR: Randy Iwasaki, *Contra Costa Transportation Authority*

PANELISTS: David Kim, *Federal Highway Administration*
Fran Inman, *California and Federal Freight Advisory Committee; Majesty Realty Co.*
Jean Banker, *Port of Oakland*
Undersecretary Brian Annis, *California State Transportation Agency*

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.
- Almost \$1 trillion of goods move to, from, or within the Northern California megaregion and roughly 2/3 of these move to/from/within the Bay Area.
- Like many metropolitan regions, the Bay Area's goods movement sector faces challenges such as a capacity constrained network (both highway and rail) and environmental justice challenges.
- The region has long been committed to creating sustainable communities and goods movement must contribute to this goal. The region has a strong

innovation sector that should be a leader in smart freight operations and sustainable goods movement technology.

KEY MESSAGES:

- For the first time in history, there are two dedicated federal freight funding programs through the FAST Act, a formula program and a competitive discretionary program.
- The FAST Act formula program will allocate \$6.3 billion over 5 years across the nation. In just fiscal year 2016 alone, \$106.3 million dollars have been allocated to California.
 - The Federal Highway Administration has new requirements for the state's freight plan to ensure that it is FAST Act-compliant and eligible for funding.
- The Nationally Significant Freight and Highway project fund is the FAST Act's competitive discretionary program that allocates \$4.5 billion dollars over 5 years.
 - These are for large projects that are typically at least 100 million dollar projects.
- The Port of Oakland has been successful in getting funding from discretionary funds available for freight in the past and is interested in leveraging greater state and federal funding and resources.
- The Port of Oakland is thinking big, and is interested in using funding to become the most efficient place for goods movement on the West Coast.
 - Port leaders want to be part of the conversation about new and innovative ideas.
 - Currently, the Port of Oakland is working to change cargo loading from peak time to off peak times, which would significantly reduce truck congestion around the area.
- Northern California can differentiate itself in the eyes of state and federal funding decision-makers by coming together and agreeing to focus on a few, high impact projects.
 - It has helped in the past, for example, if the State sends in a support letter for a project submission to the Federal TIGER discretionary grant.

VII. PANEL TWO: Moving Forward: Mobilizing Freight Partners in the Bay Area Region



Panel Two speakers (from left to right): Julie Pierce, Contra Costa Transportation Authority; Supervisor John Gioia, Contra Costa County; and Supervisor James Sperring, Solano County.

MODERATOR: Mark Green, *HNTB*

PANELISTS: Julie Pierce, *Contra Costa Transportation Authority*
Supervisor John Gioia, *Contra Costa County; California Air Resources Board Member*
Supervisor James Sperring, *Solano County*

MODERATOR'S FRAME:

- The countywide and regional 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.
- There is insufficient local and regional funding to move forward with all of the key elements of the Opportunity Categories. Alameda County and the Bay Area will need to advocate for limited state and Federal funding in a competitive environment.
- No single agency has all of the implementation authority to move forward with the Plans. Creative partnerships will be needed. The region will need to learn from past successes both within the region on non-freight programs and outside of the region from successful freight coalitions.
- In this panel, we would like to explore their ideas and strategies to energize their colleagues and partners to make goods movement a priority and to promote collective and focused action across all levels of government.

KEY MESSAGES:

- Regional freight partners have had a recent success with the California Sustainable Freight Action Plan, where the region submitted four separate pilot projects that are under review by the inter-agency effort.
 - These projects have been combined into a project called the Bay Area Urban Delivery Project.
- We have not been very successful in educating the public on the economic drivers of freight, and this should be a future focus for Bay Area freight partners.
- It's all about partnerships. When we went to build the bridge between Martinez and Benicia, we built a partnership between Contra Costa County and Solano County.
 - These partners were able to come together to support the health and economy of residents of both of these counties.
- We need to stop competing with one another in the Bay Area. As a region, we're competing with other metropolitan centers around the world.
- When the Bay Area as a whole does better, every county does better. We need to come together and use collaborative planning processes to compete for state and regional funding.
- Bay Area freight partners should create a list of five regional identify projects stakeholders to pursue and collectively support.
- It can be helpful to delineate our freight partners into three groups.
 - The private sector, such as port stakeholders, rail stakeholders, trucking companies, and airports. The public sector, which includes cities and agencies. And the last group comprised of community stakeholders.
 - These are all the players that need to be involved in moving more cargo with less air pollution.
- As we move forward, Bay Area freight partners will need to address other related issues, such as housing location and housing affordability. We will lose our competitive edge if we don't remain an affordable place to live.
 - In addition, we need to address the fact that housing can be located next to freight infrastructure; there is going to be a tension there.
- It will also be critical to incorporate job training and job training partners within the framework of "partners" as jobs shift with new zero emission or near zero emission technologies.
 - Low emission vehicles are safer and healthier for our communities.
- We need to set aside our local differences to establish a regional consensus that makes it easier to get state and federal funding, and to get the confidence of private companies that are investing in freight.

VIII. KEEPING THE COLLABORATIVE GOING

The final interactive component of the Roundtable was a large group, facilitated discussion in which the audience could ask questions and express concerns. Participants contributed creative and thoughtful responses to the following questions:

- *Based on everything that you've heard today, what are the most important funding and advocacy opportunities the Collaborative needs to address in the next year?*
- *What do you see as the role of the Collaborative moving forward? (e.g., convener of info-sharing roundtable for a broad array of stakeholders)*
- *Each of you plays different roles and has responsibilities to different levels of government, in addition to being responsive to businesses and communities. What do you see as the role of your agency/ organization to support partnerships to advance goods movement?*
- *What would excite or encourage you to stay involved in the Collaborative?*

A high-level summary of the group discussion is included below.

NEAR-TERM FUNDING AND ADVOCACY OPPORTUNITIES

- It's necessary for the nine counties to get together and identify five regional identity projects that transcend their local boundaries and look at regional interests as a whole.
- Involving more stakeholders from the Peninsula, Santa Clara County and the broader mega-region is important.
 - In Redwood City, there is an abandoned rail line that could be used for important Bay Area connections.
- Use Cap and Trade funds to form a regional workforce development program in sustainable transportation.
 - It would be great to see a partnership between workforce development boards and community colleges to address transportation skills development, employment, and sustainability and transportation.
- Focus on addressing impacts to residential communities by outreaching to impacted neighborhoods to ensure their voices are incorporated into the planning process.
- Develop an integrated overweight corridor that extends outside of Oakland.

ROLE OF THE COLLABORATIVE MOVING FORWARD:

- Ensure linkages between the infrastructure that is developed and the mitigation measures.
 - Ditching Dirty Diesel Collaborative has been critical of the mitigation measures as not being tied to the impacts, because the impacts have not been identified.
 - There is still an opportunity moving forward to develop the infrastructure in conjunction with funding of mitigation projects.
- The collaborative can emphasize pursuing funding on projects that reduce impacts immediately and that focus on integrating the community perspective in a more rigorous way.
- The collaborative should have a convener function that looks more broadly than Alameda County.

ROLE OF INDIVIDUAL AGENCIES OR GROUPS

- It is important for small businesses to be able to conveniently receive information and give input.
 - The Collaborative needs to make a concerted effort to reach out to small businesses and to acknowledge that large-scale decisions impact small proprietors.
 - The Collaborative needs to think big, but to also understand the small business perspective.
- Of critical importance is the need to examine how we can move freight by ferries and barges on the Bay.
- All projects need to go through a health impact assessment. If projects are doing harm, there has to be a plan on how to reduce impact. We have to have that filter to exam whether it is going to reduce harm to the community.
- For elected officials, they are interested in hearing how various freight projects relate to their constituents. For example, how can you explain that a project in Alameda County is going to help constituents in Antioch or Brentwood?

WHAT WOULD EXCITE YOU TO STAY INVOLVED?

- Inclusion of the public health piece and workforce development.
- Present a better balance between elected officials and discussion with the business community.

- It's important to listen to the business community. It's very challenging to run a small business *and* be an advocate.
- Need to have more opportunities for businesses and private sector partners to speak up. These are the players that will highlight the bigger industry issues we need to hear about.

IX. CONCLUSION

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

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/>