

ALAMEDA COUNTY TRANSPORTATION COMMISSION  
Goods Movement Collaborative  
and Goods Movement Plan



A presentation by  
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## Goods Movement Collaborative and Plan

- Recommendation
- Need
- Guiding Principles
- Collaborative and Plan Structure and process
- Collaborative and Plan Scope of Work  
and Deliverables
- Schedule
- Next Steps

## Goods Movement Recommendation

- Establish an Alameda Countywide Goods Movement Collaborative
- Release request for proposals for development of an Alameda Countywide Goods Movement Collaborative and Plan



## Goods Movement Collaborative and Plan – An Integrated Approach

### Goods Movement Collaborative

- Bring together partners/stakeholders
- Serve as organized structure for the Goods movement
  - Policy development
  - Planning in Alameda County and the region
  - Advocacy for goods movement projects and programs

### Goods Movement Plan

- Develop long-range vision and identify the following:
  - Needs and short- and long-term priorities
  - Benefits goods movement in Alameda County brings to the nation, state and region

## Guiding Principles

- Advance economic competitiveness globally, nationally and regionally through partnering and planning
- Ensure integrated, reliable, efficient and effective use of existing and future transportation systems by identifying project and funding priorities
- Develop a sustainable system that supports clean, healthy environments and communities
- Identify short- and long-term priorities and establish advocacy methods to implement projects

## Collaborative and Plan Structure and Process

- Comprehensive, unified goods movement approach:
  - Collaborative with public, private, regulatory organizations and elected officials
  - Plan that ensures reliable, efficient and safe transportation
- Two key focus areas:
  - Infrastructure
  - Economy, community, environment

## Potential Partners

- Public
- Owner/operators
- Business supportive organizations
- Goods movement businesses, trucking industry and labor
- Regulatory agencies
- Environmental and community-based organizations



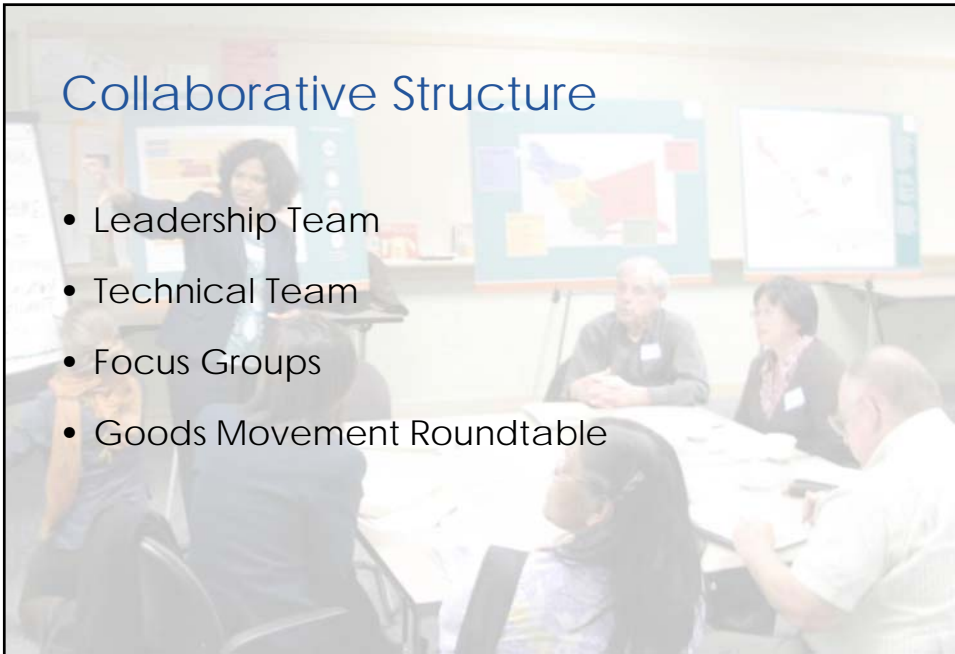
GOODS MOVEMENT COLLABORATIVE AND GOODS MOVEMENT PLAN



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## Collaborative Structure

- Leadership Team
- Technical Team
- Focus Groups
- Goods Movement Roundtable



GOODS MOVEMENT COLLABORATIVE AND GOODS MOVEMENT PLAN



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## Collaborative Scope of Work and Deliverables

- Define purpose and roles
- Establish leadership and technical teams
- Conduct focus groups
- Establish and support roundtable
- Develop policy and advocacy

## Plan Scope of Work and Deliverables

- Inventory existing plans and programming documents
- Develop initial prioritized five-year list of goods movement infrastructure projects
- Inventory existing freight system infrastructure and service assets and analyze existing and future demographic and freight trends
- Document the importance/benefits of goods movement benefits
- Develop multimodal performance measures and targets
- Develop freight forecasts and future growth in freight demand

## Plan Scope of Work and Deliverables

- Evaluate the impact of goods movement activities on existing and future transportation system
- Evaluate the effects of goods movement on the economy, environment and community
- Identify and evaluate strategies for improving goods movement and develop prioritized list of projects
- Identify and evaluate strategies to minimize the impact and maximize the benefit of Goods Movement on communities, the environment and the economy and develop list of prioritized policies and projects

## Plan Scope of Work and Deliverables

- Coordinate stakeholder input, governance and public outreach; coordinate plan development; develop region-wide partnerships/alliances
- Prepare administrative, draft and final plan
- Coordinate with other countywide planning efforts



# Schedule

Task	2013				2014				2015																		
	Q1		Q2		Q3		Q4		Q1		Q2		Q3		Q4		Q1										
	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S
Scope/Consultant																											
1 Inventory projects and policies*																											
2 5-year prioritized initial project list to inform state process*																											
3 Inventory infrastructure and assets/demographic trends																											
4 Document Goods Movement benefit																											
5 Performance measures and targets																											
6 Forecasts and growth projections																											
7 Evaluation of Goods Movement effects: opportunities and impacts																											
8 Evaluation of economic environment and community effects: opportunities and impacts																											
9 Freight mobility strategies																											
10 Community, environment and economic strategies																											
11 Governance																											
12 Plan Documents																											

\* In order to inform state planning efforts, Alameda CTC has already begun work on these tasks.



# PPLC Recommends Approval

- PPLC comments and recommendations
  - Include jurisdictions (particularly Public Works staff and jurisdictions with major freight facilities), labor, trucking industries, and the Alameda County Public Health Department
  - Reflect that all areas of the County are impacted by freight and goods movement
  - Include impacts to local streets, trucks and truck parking
  - Emphasize more clearly identification of short term priorities and that we are not beginning this process from scratch



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# Questions?

