

Breakout Discussion: California Freight Mobility Plan Performance Measures

Economic Contribution Goal: Improve the contribution of the California freight transportation system to economic efficiency, productivity, and competitiveness.

Individual

- Objective: Improve economic competitiveness of California freight
- Time is money – congestion relief has a value and can be quantified
- Jobs – high paying
- California gateways have both state and national significance – quantify
- Support President’s Export Initiative – can quantify exports
- Economic benefit of addressing freight externalities in California
- Economic
- Congestion relief – Time is money – so congestion relief is a possessive economic impact. Quantify that time savings
- National contributions to Export/Import Economy
- Goods movement supports blue collar jobs.
- NEI – National Export Initiative – California in prime position for emerging Asian markets, agricultural commodities
- California has invested heavily to manage negative externalities of national gateways. We’d like to recoup some investment.
- Time is Money – present value shippers. Understand impact of increased velocity

Congestion Relief Goal: Provide solutions to congestion on the freight transportation system.

Table 5

- Reduce point-to-point travel time by ___ percent
 - By specific origin destination
 - By facility
 - By averages over a network
- Increase on-time deliveries by ___ percent
 - By O/D
 - Averages over network
- Cost/Benefit for specific projects
- Reduce incident delay by ___ percent
- Daily Vehicle Hours of delay
 - By facility, network, subarea, etc.

- Notes:
 - Not necessarily easy to measure the above, but (*need to*) look at this through the eyes of the customer.
 - Individual projects would have their own performance measures in delay reduction, cost/benefit, etc.
 - Also, we thought that focus on congestion was too narrow. We improve travel time by addressing individual point/segment congestion problems, but individually these are operational decisions agencies and companies make such as night time transport, incident management, peak hour avoidance, etc.

Technology and Innovation Goal: Use technology, performance management, innovation, competition, and accountability in operating and maintaining the freight transportation system to optimize the efficiency and capacity and to reduce environmental and community impacts.

Table 6

- By ____, adapt technology standards for freight corridors
- By ____, develop a plan to implement technology improvements along priority freight corridors
- By ____, implement demonstration project on one freight corridor
- By ____, adjust plan based on demonstration project
- By ____, implement technology plan
- By ____, measure effectiveness of technology implementation by measuring improvements
 - Speed
 - Reliability
 - Turn times (trips)
- Comment on exercise:
 - The objectives provided are incomplete. They should be specific, measurable, achievable, realistic, and time-based.
 - The objectives provided do not allow (*for*) the development of true measures – All we can say now is “that by ____, a study should be concluded”; “By ____, decisions should be made on what technologies should be used.”
 - Once you develop technology strategies, then you can determine how to measure.

Environmental Stewardship: Reduce adverse environmental and community impacts of the freight transportation system.

Table 8

- Probably preemptive to set specific targets so we propose edits to the strategies to refer to ongoing SI development efforts.
- Table agreed to everything provided in the Goals and Objectives handout except to Objective 2 and made the following edits in red:

Objective 2: Promote use of zero and near zero emission technologies within the freight industry to support the State Implementation Plan (SIP), attainment of California greenhouse gas reduction targets, and to address local air toxics.

Strategies:

- Coordinate freight planning with the SIP and AB 32 Scoping Plan, including future updates
- Conduct demonstrations and commercialization projects for zero and near zero emission freight technologies
- Look at new vehicles to deliver improvement with clear, reportable, performance metrics
- Increase the number of alternative fuel fueling stations, and provide other infrastructure needed to deploy zero and near zero emission technologies.
- Develop incentives and other strategies to promote deployment of zero- and near- zero emission technologies
- Design freight projects so as to further the goals and strategies of the SIP and Scoping Plan

Performance Targets:

- *By _____, increase zero and near zero emission freight vehicle use by _____ percent.*
- *By _____, reduce emissions levels of non-attainment pollutants and greenhouse gases along major freight corridors by _____ percent.*