Thoughts on regional freight data programs...

Bruce Lambert
Institute for Trade and Transportation Studies
Outline

- What do we know about freight activity?
- Thoughts on data and analysis
- The importance of regional freight perspectives
And What?

- Will trade activity go up or down in 10 years?
- Where will people live in ten years?
- Where will the state see more truck/rail/maritime/airplane traffic?
- What if we go to heavier/longer trucks?
- What if the State attracts more manufacturing?
- Truck parking issues?
- Will there be less or more business regulations?
Why Do You Need Freight Data?

- MAP-21
- TIGER Grants
- Long Term Freight Planning
- Operations
- Funding-planning programs
All the answers assume..

- Information is available in a manner to make informed decisions
- Understand that not all data helps with the narrative
- There are still some degrees of unknowns
What Do We Need To Know: Key To Evaluating Data Usefulness

- Know The Collection Protocols
- Know Product Development Process
- Know The Parameters Of Use
- Know The Limitations
- Know The Sources Attributes
Know The Collection Protocols

- What is collected
  - unit, volume, value, etc.?

- When Collected?
  - Transactional or post transaction

- How Often?
  - Monthly, per transaction, etc.,

- By Who?
  - What is mandate for collection?
Know the Product Development Process:

- Who processes information?
- How often is the information processed?
- Who pays for processing?
- How is the information made available?
- Is the information filtered before being released?
- How much is modelled versus primary data?
Know The Parameters Of Use

- Is it used by the same people who collected information?
- Is the information readily available in a finalized form, or is additional post-processing required?
- Is data converted to intelligence?
- What is publicly or privately released?
Know The Limitations:

- Timeliness
- Learning curve
- Is it the right tool for the job?
- Differences between internal and external statistics
- Varied sources of transportation information exist for different modes, commodities, etc.
Regionally, what does this mean?
So, if get data...still need processing
So why regionalization is important?

- Florida Gateways – other gateways
- Domestic transportation movements
- Foreign Direct Investment
- Growth Poles/Corridors

These items are driven by factors not available in simply counting trucks.

They reflect what drives your customer’s customer freight traffic.
But you must understand the data to transform it into knowledge…
Questions and Answer

- How does understanding your data architecture organize research programs?
- How much data is needed to make effective decisions?