



Freight Performance Measures: An MPO Perspective

MPOAC Freight Committee Meeting: July 24th, 2014



Why measure?

- Everybody else is doing it and it seems like the cool thing to do!
- Comply with MAP-21
- Accountability
- Inform strategic decisions

What can measures inform?

- Strategic decisions
 - Resource allocation
 - Program structure
 - Project selection
 - Policy refinement
- Processes
 - Plan development
 - Program development
 - Project development

What's unique about MPOs and freight?

- MPOs “own” bottlenecks
- Major intermodal freight connections
- Access - where freight meets communities
- System ownership is more complex
- Need for coordination with both state and locals
- Change will happen in urban areas first

Selecting Freight Measures – Key Criteria

- Resource Implications
- Strategic Alignment/ Decision-making Value
- Causality/role
- Communication Value
- Requirements

How can you measure freight performance?

- Measure the freight system
 - Pro: measures/data exist; potentially predictive
 - Con: indirect; miss key system components
- Measure the freight/freight vehicles
 - Pro: comprehensive outcome measure
 - Con: proprietary concerns; tough to draw causality
- Measure the stakeholders/customers
 - Pro: arguable, the most important thing
 - Con: anecdotal; reactive

Parting thoughts

- The good – much better data and technical support will be available from FHWA/FDOT
- The bad – performance reporting may be a little scary at first
- The ugly – poor integration of multiple moving parts is going to be challenging and frustrating