Goods Movement Strategy
Workshop
June 10, 2013 5:00 to 8:30 p.m.
Central Lions Seniors Centre 11113 – 113 Street

Workshop Summary and Minutes

Workshop Summary

Table Discussions: What are the key strategic actions that would fall under each goal?
In the Table Discussions, participants were asked to brainstorm the strategic actions that would be the steps needed to achieve each goal.

The key themes from these discussions are identified under each goal below. Verbatim comments received can be found in the minutes later in this document.

Goal 1 – Improve operational and maintenance practices for goods movement network
- Provide real time information to goods movement drivers (roadway issues, construction, delays, closures, etc.)
- Ensure efficient traffic signal operations
- Review and analyze existing transportation network for flow and safety
- Increase investment on infrastructure
- Give goods movement routes priority for maintenance
- Improve goods movement route signage and signals
- Schedule maintenance during non-peak hours
- Improve communication with all stakeholders

Goal 2 – Mitigate community and environmental impacts

- Implement noise mitigation techniques
- Educate public about goods movement (impact on economy, best practices, etc.)
- Better integrate land use and transportation network
- Improve enforcement of truck regulations and policies
- Consolidate goods movement activity centres outside city limits

Goal 3 – Increase goods movement network efficiency

- Develop and enforce designated goods movement routes and regulations
- Employ intelligent transportation systems
- Improve goods movement transportation infrastructure
- Consider both rail connections and rail network impacts

Goal 4 – Improve goods movement network planning and forecasting

- Implement intelligent transportation systems
- Work in partnership with industry and government to plan regionally
- Promote clustered land use for goods movement activity centres
- Implement tolls

Goal 5 – Improve regional and regulatory coordination for goods movement
- Develop a province-wide goods movement strategy (planning, coordination and systems)
- Develop outer ring road

Goal 6 – Enhance partnerships, communication and advocacy

- Improve communication and cooperation between City and industry (from land-use planning to real time data)
- Improve data collection, standards and sharing practices
- Support industry to better coordinate shipments to decrease half loads
- Increase awareness and education of goods movement (from safety records to contributions to economy)

Goal 7 – Improve on-road communication and way-finding for truck drivers

- Implement intelligent transportation system across region
- Improve technology supports (from intelligent route planning to sign board placement to smart phone apps)
- Ensure real time information sharing
- Create province-wide way-finding map

Goal 8 – Explore funding mechanisms to implement goods movement network improvements

- Collaborate and work together at a regional level
- Leverage provincial and federal support
- Use tolls to generate revenue
- Explore P3s and other scenarios to partner with industry

Refer to the minutes for further comments.

Prioritize Strategic Actions
Participants were asked to identify one strategic action under each goal as a priority. The following are the actions that received the most votes under each goal.

Goal 1 – Improve operational and maintenance practices for goods movement network
Strategic Action
Getting information/data to users quickly
- real time info exchange
- increase technology, awareness, collaboration
7 votes - 1 community, 2 industry, 3 government

Goal 2 – Mitigate community and environmental impacts
Strategic Action
Transition centres outside limits to decrease large truck movement in city
5 votes - 1 community, 3 industry, 1 government

Goal 3 – Increase goods movement network efficiency
Strategic Action
Create incentives or disincentives for major truck traffic (i.e., use signal timings/lane control to decrease volume of heavy traffic during certain periods)
8 votes – 3 community, 4 industry, 1 government

Goal 4 – Improve goods movement network planning and forecasting
Strategic Action
Intelligent transportation systems
- predictive analysis
- education to the general public
6 votes – 1 community, 4 industry, 1 government

Goal 5 – Improve regional and regulatory coordination for goods movement
Strategic Action
Province-wide goods movement strategy
- Capital Region
10 votes – 4 community, 6 industry, 0 government

Goal 6 – Enhance partnerships, communication and advocacy
Strategic Actions
Engage shipping companies across the province to coordinate shipments to ensure trucks are full throughout the length of the trip
6 votes – 2 community, 2 industry, 2 government

Increase awareness and education on:
- Magnitude truck traffic volumes
- Contributions of traffic to economy
- Safety – how to interact with heavy traffic
- Safety records of companies
- Environmental records
- Bench marks
6 votes – 1 community, 4 industry, 1 government

Goal 7 – Improve on-road communication and way-finding for truck drivers
Strategic Action
Technology
- Not just GPS
- Intelligent route planning
- Transponders to trigger message delivery
- Sign boards
- Social media
- Signage placement (enough time to make a decision)
7 votes – 2 community, 4 industry, 1 government

Goal 8 – Explore funding mechanisms to implement goods movement network improvements
Strategic Action
Regional revenue sharing
- Everyone has a stake including industry in neighbouring municipalities
10 votes – 6 community, 3 industry, 1 government

Refer to the minutes for more details of the strategic actions selected as priorities.

-

Minutes of Workshop

Time	Activity
5:00-5:30	Dinner
5:30-5:40	**Welcome, Meeting Purpose and Introductions** Speaker: Jacqueline Schimpf, Jacqueline Schimpf Communications
5:40 – 6:00	**Presentation: Project Overview and Goals, Goods Movement Strategy Goals** Speaker: Howaida Hassan, City of Edmonton • The presentation is attached
6:00 – 6:05	**Goals and Strategic Actions 101** Speaker: Jacqueline Schimpf

6:10 – 6:40	**Table Discussion 1: What are the key strategic actions that would fall under each goal?**
	
	Goal 1 – Improve operational and maintenance practices for goods movement network
	
	• Getting information/data to the users quickly
	  - real time info exchange
	• Increase technology, awareness, collaboration
	• Improved data collection and analysis for road
	  - failures, potholes, problems
	• Communication: maintenance info to users
	• Users maintenance reporting to appropriate City Dept social media
	• Truck route maintenance a priority
	• Accountability of contractors (maintenance)
	• Identify existing bottlenecks in transportation system (network)
	• Identify future (potential) bottlenecks in transportation system based on changing development
	• Analyze overall safety of system and flow
	• Have one lane on Yellowhead for cars only—two lanes for trucks and cars
	• Alternate route for trucks.
	• Dedicated lanes for heavy trucks (goods movement).
	  - Is congestion improved?
	• Signal timing should be adjusted to speed and street type (on truck routes)
	• Warning amber lights for heavy truck routes
	• Better truck route signage
	• Advance warning of lane closures for Anthony Henday
	  - DMS Signs "messaging
	• Signs down for completed highway projects
	• Review/complete an RDI on snow cleaning and potholes
	• Communication improvement—all stakeholders
	• Consolidation of deliveries to decrease overall volume

- Identify/avoid scheduling of operational and maintenance activities such as garbage pick up in peak hours
- Increase investment on goods movement infrastructure
- Technology for trucks
- Technology for roadside
- Traffic light timing
- Review best practices in other cities

Goal 2 – Mitigate community and environmental impacts

- Transition centres outside limits to decrease large truck movement in city (driver shortage)
- Integration of land use and transportation
  - keep trucks away from residential
  - design streets to accommodate trucks
- Offer orphaned industrial businesses incentives to move out of residential neighborhoods
- Separate residential land uses
  - no mixing of industrial/residential
- Analyze existing truck routes and redirect them out of communities
- Create policy (bylaw?) that prevents mixing of land uses (i.e., looks at big picture)
- Residential planning must respect goods traffic corridors
- DGR planning kept away from residential areas
- Proper buffering
  - large rows
  - sound attenuation
  - increased trees
- Hybrid pavement to reduce noise for communities
- Noise berming and naturalization to kill noise from major goods routes
- Public awareness. Analyze existing levels of emissions, noise, vibration, run-off wild life collisions against best practices and use that information for public awareness
- Education public of the importance to the economy of the goods movement
- Consolidate terminals at extreme, outer edges of City
- Anti-idling policies.
- Improved enforcement of jake or retarder brakes (for noise)
- Smart technology can help enforcement and monitoring (partner with industry)
- Enforcement of existing trucking regulations
  - how many truck/route enforcement officers does the City have?
- More direct routes
  - means less GHG
  - less impact
- Eliminate at-grade rail crossings
- Minimize delays for trucks
  - access points
  - signalization
- Completion of inner ring road
- Education of truck route types and times
- Ongoing dialogue between industry and communities
- Coordinate with neighbouring communities to increase efficiencies
- Safe pedestrian passage over goods highways
  - for safety, efficiency, reduced emissions
- Designs roads to decrease impacts.

- boulevards, street furniture, wider separation
- Reduced hours for heavy truck travel

Goal 3 – Increase goods movement network efficiency

- Create incentives or disincentives for major truck traffic. (i.e., Use signal timings/ lane control to decrease volume of heavy traffic during certain periods
- No heavy trucks inside the Henday? (difficult for industry)
- Classify and enforce destination of goods transport
  - no traffic inside Edmonton unless final stop is Edmonton
  - use Henday if you are moving on
- Rail overpasses/underpasses
- Continue improving connections to rail
  - partner with rail
  - look for pinch pints of major routes
- Improve Yellowhead
  - not efficient
  - need more freeways
- More, shorter direct routes
  - without going into the community
- 75th remains restricted
  - industry wants improved access
  - residential has concerns
- Rethink the box store concept instead of 1 major center. Is it better to have 2 smaller ones on either end of town?
- Improve interface between intermodal networks
  - more than one intermodal facility
- Industry partnerships
  - encourage efficiencies of scale among like-minded distributors (shared warehouse)
- Intelligent transportation systems
- Larger trucks
- Change of habits of auto drivers
  - HOV lanes
- Increase information and data to users/industry through technology
  - real time data
- What are best practices of other cities? How do we compare?
- Increase free flow lanes

Goal 4 – Improve goods movement network planning and forecasting

- Intelligent transportation systems
  - predictive analytics
  - education to the general public
- Gather network data to form basis to analyze
- Increased communication and collaboration between industry and planners and community.
  - leverage (industry) users GPS data (aggregate/unidentifiable) to help forecast/model
- Analyze current/future trends to better plan
- Do regional network planning and forecasting
  - don't stop at municipal boundaries
  - policy support at CRB level

	• Communicate with AMTA, Alberta Transportation, ENFORM (oil and rig), Port Alberta, WCB
	• Clustered land use
	   - industry core
	   - taxes/incentives to cluster
	• Distribution centers/hubs
	   - on the Henday now
	• Incentives for industries to congregate
	• Yellowhead – freeway
	• Toll roads
	• Tolls
	   - London example?
	   - reduce inner city traffic
	   - money reinvested in routes
	• Ban 75 Street access to cars
	• Enhanced LRT parking and access
	• Driverless technology

6:55	**Break**

	Table Discussion 1: What are the key strategic actions that would fall under each goal?
	
	Goal 5 – Improve regional and regulatory coordination for goods movement
	• Province-wide goods movement strategy
	   - Capital Region
	• Strengthen mandate of CRB
	   - Working committees
	      - Policy
	      - Planning
	      - Operations
	      - Regional planning
	• Incentives for collaboration; grant funds
	• Create a "TRAVIS" network system on a provincial level
	   - create a province-wide map/one stop shop
	• Improve workings of Capital Region Alliance
	• Analyze impact of existing regulations on movements of good
	• For example what are discrepancies on regulations between municipal, provincial and federal?
	• To encourage peripheral industrial development
	   - regional cost/revenue sharing to facilitate this transformation
	• Increase participation and collaboration with Alberta Transportation
	• Coordinate at least one municipal planning session for all municipalities/government per year
	• Invent forum for regional planning
	   - former regional planning commissions
	• Outer ring road development and planning
	   - route traffic around not needing access to city
	• Outer ring road
	   - regional study needed
	• Land use planning co-ordination
	   - conflict between residents growing toward industry
	• I.T.S.

- data to decisions
- increase communication to improve efficiencies (share information)

• Plan roadways for future capacity

Goal 6 – Enhance partnerships, communication and advocacy

• Engage shipping companies across the province to coordinate shipments to ensure trucks are full throughout length of trip.
• Increase communication and collaboration between industries to coordinate shipments.
  - decrease ½ loads and 1-way loads
• Increase awareness and education on:
  - magnitude truck traffic volumes
  - contributions of traffic to economy
  - safety – how to interact with heavy traffic
  - safety records of companies
  - environmental records
  - bench marks
• Communication strategy/coordination.
  - social media
  - technology
  - e.g., citizen dashboard expanding
• Electronic forums and E-Government and surveys
• Communication improvement between City to industry – land use planning
• Explore opportunities for communication between community groups and trucking industry.
  - 311
  - designated staff to discuss issues
  - solution generation rather than complaint generated
• Increasing communication with industry and community.
  - meet every year to stay engaged
  - industry – what do you need?
• Use consistent terminology and definitions to maintain integrity of data collected. (CVSA Standard)
• Enhance standards and data collection.
  - information sharing
  - open data
• Leveraging international experience of best practices here in the city.
• Set safety benchmarks and communicate success stories. Compare where we are at today with established benchmark levels.
  - areas of improvement
  - areas of excellence?
• Coordinate advocating efforts (efficiencies of scale)

Goal 7 – Improve on-road communication and way-finding for truck drivers

• Intelligent transportation system (implement)
  - parameters on how ITS need to be well defined (i.e., people aren't redirected to local or collector roads)
  - needs to be broader (i.e., it's impacts/information distributed across region)
• Technology
  - not just GPS
  - intelligent route planning
  - transponders to trigger message delivery

- e.g., sign boards
- social media
- signage placement (enough time to make decision)
- ITS
  - smart bus type technology for trucks
- More E-signs that can convey complicated information.
  - real time
- Real time incident info
  - traffic, accidents
  - twitter, apps
  - on-line routing info (google maps)
  - electronic signs with traffic info and updates
- Real time info sharing on:
  - road closures
  - traffic slowdowns
  - construction
- iPhone apps
  - routes
  - way-finding
- Technology exists (ITS, GPS) but bans because of distraction
  - more voice activation
- Enforcement as appropriate.
- Connect way-finding signage to permit system (TRAVIS)
- Improve way-finding
  - create province-wide map

Goal 8 – Explore funding mechanisms to implement goods movement network improvements
- Regional revenue sharing
  - everyone has a stake including industry in neighbouring municipalities
- Collaborate at regional level to leverage Provincial and Federal support
- Delegation of funding, provincial – local level
- Lobby provincial government for funding through roads that connect Provincial highways
- Mileage based taxing
  - distance based taxes on commuters
  - transponders/GPS measurements
- Use toll roads
  - example: Port Man Bridge
  - single lanes or whole road
  - gas Tax Revenue; use solely to improve roads
- Toll roads
  - revenue
  - rate by class
- Money incentives to get people off the road.
- Toll roads.
- Value capture of business model (HS rail?)
  - tolls?
- Explore option of cost sharing/funding with private industries
  - i.e., if you can demonstrate 50% time savings with installation of above grade rail crossings, would companies pay portion of the cost?

	• Explore P3s (Public-Private Partnerships) • Align fees and permits with actual (current) costs • Enforcement dollars directed to improvements • Fee enforcement on heavy goods violation: revenue • Look at grant dollars associated in larger initiatives and make connections • Zone permits • Downtown versus commercial
8:10 – 8:20	**Prioritize Strategic Actions** Participants were asked to identify one strategic action as a priority under each goal. These priorities are identified in the chart below each goal: C = Community I = Industry G = Government **Goal 1 – Improve operational and maintenance practices for goods movement network**

Strategic Action	C	I	G
Getting information/data to the users quickly - real time info exchange - increase technology, awareness, collaboration	x	x x	x x x
Improved data collection and analysis for road - failures, potholes, problems		x	
Communication: maintenance info to users. Users maintenance reporting to appropriate City Dept social media	x		
Identify existing bottlenecks in transportation system (network). Identify future (potential) bottlenecks in transportation system based on changing development	x x	x x x	
Have one lane on Yellowhead for cars only. Two lanes for trucks and cars	x x x		
Signal timing should be adjusted to speed and street type (on truck routes)	x		x
Warning amber lights for heavy truck routes		x	
Review/complete an RDI on snow cleaning and potholes	x		

Goal 2 – Mitigate community and environmental impacts

Strategic Action	C	I	G
Transition centres outside limits to decrease large truck movement in city. (driver shortage)	x	x x x	x
Integration of land use and transportation - keep trucks away from residential - design streets to accommodate trucks	x		X
Proper buffering. - large rows - sound attenuation - increased trees	x x x		
Hybrid pavement to reduce noise for communities	x		
Public awareness. Analyze existing levels of emissions, noise, vibration, run-off wild life collisions against best practices and use that information for public awareness.	x	x	x x
Education public of the importance to the economy of the goods movement		x	

	C	I	G
	x		
Consolidate terminals at extreme, outer edges of City	x x x x		
Anti-idling policies	x		

Goal 3

Strategic Action	C	I	G
Create incentives or disincentives for major truck traffic. (i.e., Use signal timings/lane control to decrease volume of heavy traffic during certain periods.	x x x	x x x x	x
No heavy trucks inside the Henday? (difficult for industry)	x		
Classify and enforce destination of goods transport - no traffic inside Edmonton unless final stop is Edmonton - use Henday if you are moving on	x	x	
Rail overpasses/underpasses	x x		
Continue improving connections to rail - partner with rail - look for pinch pints of major routes	x x		
Improve Yellowhead - not efficient - need more freeways		x	
Rethink the box store concept instead of 1 major center. Is it better to have 2 smaller ones on either end of town	x		
Improve interface between intermodal networks - More than one intermodal facility			x
Intelligent transportation systems		x	x

Goal 4

Strategic Actions	C	I	G
Intelligent transportation systems. - predictive analytics - education to the general public	x	x x x x	x
Gather network data to form basis to analyze	x x		x x
Increased communication and collaboration between industry and planners and community. - leverage (industry) users GPS data (aggregate/unidentifiable) to help forecast/model.		x	x
Analyze current/future trends to better plan		x	
Do regional network planning and forecasting. - don't stop at municipal boundaries - policy support at CRB level	x x x x x		
Clustered land use. - industry core - taxes/incentives to cluster	x x		
Distribution centers/hubs - on the Henday now	x		
Incentives for industries to congregate			
Yellowhead – freeway		x x	

Goal 5

Strategic Actions	C	I	G
Province-wide goods movement strategy - Capital Region	x x x x	x x x x	

Strategic Actions	C	I	G
		x x	

Strengthen mandate of CRB
- working committees
  - policy
  - planning
  - operations
  - regional planning
	x x
	x
			x

Incentives for collaboration; grant funds	x		
Create a "TRAVIS" network system on a provincial level - Create a province-wide map/one stop shop		x	
Improve workings of Capital Region Alliance			x
Outer ring road development and planning - Route traffic around not needing access to city	x		
Land use planning co-ordination - Conflict between residents growing toward industry		x	

Goal 6

Strategic Actions	C	I	G
Engage shipping companies across the province to coordinate shipments to ensure trucks are full throughout length of trip.	x x	x x	x x
Increase communication and collaboration between industries to coordinate shipments. - decrease ½ loads and 1-way loads	x		
Increase awareness and education on: - magnitude truck traffic volumes - contributions of traffic to economy - safety – how to interact with heavy traffic - safety records of companies - environmental records - bench marks	x	x x x x	x
Communication strategy/coordination. - social media - technology - e.g., citizen dashboard expanding			x
Electronic forums and E-Government and surveys.	x		
Communication improvement between City to industry – land use planning.	x x	x	
Explore opportunities for communication between community groups and trucking industry. - 311 - designated staff to discuss issues - solution generation rather than complaint generated	x x		

Goal 7

Strategic Actions	C	I	G
Intelligent transportation system (implement) - Parameters on how ITS need to be well defined (i.e., people aren't redirected to local or collector roads) - Needs to be broader (i.e., It's impacts / information distributed across region)	x x	x x	x x
Technology - Not just GPS - Intelligent route planning - Transponders to trigger message delivery - E.g., Sign boards - Social media - Signage placement (enough time to make decision)	x x	x x x x	x

		C	I	G
	ITS - Smart bus type technology for trucks	x		
	More E-signs that can convey complicated information - Real time	x		
	Real time incident info - Traffic, accidents - Twitter, apps - On-line routing info (google maps) - Electronic signs with traffic info and updates			x x
	Technology exists (ITS, GPS) but bans because of distraction - More voice activation	x		
	Enforcement as appropriate	x		

Goal 8

	Strategic Actions	C	I	G
	Regional revenue sharing. - everyone has a stake including industry in neighbouring municipalities	x x x x x x	x x x	x
	Collaborate at regional level to leverage Provincial and Federal support.			
	Delegation of funding, Provincial – local level.			
	Lobby Provincial government for funding through roads that connect Provincial highways.			
	Mileage based taxing. - distance based taxes on commuters - transponders/GPS measurements		x x	
	Use toll roads. - example: Port Man Bridge - single lanes or whole road - gas tax revenue; use solely to improve roads			x
	Toll roads. - revenue - rate by class	x		
	Explore option of cost sharing/funding with private industries. - i.e., if you can demonstrate 50% time savings with installation of above grade rail crossings, would companies pay portion of the cost?	x		x x
	Align fees and permits with actual (current) costs.		x	x

8:20 – 8:25	**Report Back: Priorities** Speaker: Howaida Hassan, City of Edmonton
8:25 – 8:30	**Conclusion** Speaker: Howaida Hassan, City of Edmonton