STAKEHOLDER COORDINATION AND OUTREACH PLAN (SCOP)

PROJECT BACKGROUND

The Minnesota Department of Transportation (Mn/DOT), several regional planning authorities, and area economic development agencies initiated a freight transportation planning effort to address freight concerns in Central Minnesota Regional Planning Area. The purpose of this freight planning effort is to build on prior planning activities and gain a better understanding of the demands from freight on regional transportation infrastructure and to identify projects that meet the demand of regional freight stakeholders. Information from this planning effort will help guide future investment decisions of the participating public planning agencies.

The planning effort is constructed to provide a framework that will:

- Examine local freight movements and trends not captured in larger planning studies, including region-specific and industry-specific trends and issues;
- Document existing freight transportation systems and how various elements are used by different industry sectors of the regional economy including agricultural, energy, timber, forest products; mining and manufacturing;
- Identify potential projects that address freight needs, as well as potential funding strategies and private sector partnerships; and
- Strengthen relationships with freight and business community through outreach activities.

STEERING COMMITTEE

The Steering Committee is responsible for the overall directions and monitoring of the project. The makeup of the committee includes; County, City, Regional Development Commissions, Federal Highway Administration, Department of Employment and Economic Development, and Mn/DOT Staff representatives. A private sector representative will be added at a later date.

Name	Organization
Steve Backowski	Morrison County Engineer
Bob Bollenback	East Central Regional Development Commission
Joan Danielson	Department of Employment and Economic Development
Chris Etzler	Region 5 Development Commission
Henry Fischer	St. Cloud Area Economic Development Partnership
Cathryn Hanson	St. Cloud Area Planning Organization
Lee Miller	Region 5 Development Commission
Tom Moore	St. Cloud Area Economic Development Partnership
Jordan Zeller	East Central Regional Development Commission
Brad DeWolf	Region 7W Transportation Advisory Committee
Susan Moe	Federal Highway Administration
Steve Voss	Mn/DOT District 3 Planning Director
Mary Safgren	Mn/DOT District 3 Planner
Matthew Pahs	Mn/DOT Freight Planner
Peter Dahlberg	Mn/DOT Freight Planner
Ryan Gaug	Mn/DOT Multimodal Planner
Gene Hicks	Mn/DOT Transportation Data
John Tompkins	Mn/DOT Project Manager

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CENTRAL MINNESOTA PRELIMINARY FREIGHT PROFILE

Trucking is the dominant mode of freight transportation in the district, carrying 97 percent of originating and terminating tonnage in 2007. Significant tonnage also moves through the district on Interstate 94, US Highway 10 and the BNSF Railway corridor. District freight movement consists of large amounts of nonmetallic minerals which are mainly local moves. Other major freight commodities originating in the district include farm products, food products, cut stone, and paper products. Electrical equipment, optical equipment, and transportation equipment are major valuable commodities originating in the district. The district is a major destination for coal shipments, with the power plant in Becker receiving shipments from BNSF Railway daily. St. Cloud is a major trade center for Minnesota's manufacturing and service industries. Major destinations of freight generated in the district include the Twin Cities, New York, Los Angeles, and Chicago.

OBJECTIVES OF SCOPE

Effectively engaging and communicating with key stakeholders and the public is an important step in building a common understanding about the important relationships between freight transportation and economic development. Input from stakeholders is an important component of transportation planning and programming resulting in better decision making for people and goods movement. In freight oriented transportation planning efforts "engaging the private sector" is public involvement aimed at establishing two-way communication with private sector stakeholders most affected by freight related transportation planning and investment decisions.

The SCOP outlined below is designed to encourage stakeholders to share their knowledge and perspectives about their existing business transportation practices, challenges and opportunities affecting transportation and economic development in the region, and explore new opportunities that could enhance the economy in the future.

ENGAGING THE PRIVATE SECTOR - IN PERSON INTERVIEWS

Traditional approaches to public involvement have had only limited success in generating the interest of freight stakeholders. In-person interviews of key freight stakeholders in the region will be a primary method of reaching out directly to businesses that rely on the region's transportation networks to receive production inputs and move finished products to consumer markets. Approximately 17 in-person interviews will be conducted by staff as part of the Plan effort. **Table 1** provides the initial sampling plan developed by the project Steering Committee for in-person interviews.

Table 1: In-person Interview and Electronic Survey Targets

Industry Segment or Category	Face to Face Interviews	Electronic S	urvey's
Agriculture	CHSFarmer - TBD		
General Manufacturing/ Production	 C & L Distribution Cold Springs Brewery Nahan Printing Golden Plump Trident Seafoods Clow Stamping Prescription Optical 	Dezurik Jennie-O New Flyer Sunny Fresh Dan's Prize Long Prairie Packing Co. Team Industries Lindar Pequot Tool	Lexington Artic Cat J & B Wholesale ABF Freight Park Industries MN Minerals Wausau Paper Apperts Nasch Finch
Mining/Aggregate	Cold Springs GraniteAggregate Industries	Granite City Ready Mix	
Wood and Paper Products	Verso Paper		
Transportation and Warehousing	 Spee-dee Delivery Yellow Freight UPS Anderson Trucking Northern Lines Railway St. Cloud Airport 	Daggett Trucking ABF Freight Vistar Corporation Con-Way	
Electrical Equipment	Remmele Engineering	Electronics-Appliance	

The desire on the part is to expand the interview pool to include electronic surveys. Electronic surveys will be sent to as many private freight intensive entities as possible. The electronic survey summary information will be consistent (general sense of what needs to be provided) with data gathered during the face to face interviews. The face to face interview attendance should be limited to no more than two or three persons: 1) Mn/DOT Central office; 2) District office representative; and 3) Steering Committee member. Surveys and interviews will provide real-world feedback for analyses conducted in other tasks of the study. Stakeholder interviews will also provide contextual information by providing insights about supply chain interactions and the adequacy/deficiency of the current transportation network. The interviews should be completed using the interview guides found in **Appendices A, B, and C**.

1. ENGAGING THE PRIVATE SECTOR - WEB BASED SURVEYS

To provide the broadest opportunity for business sector input to the study it is proposed that interviews be supplemented with on-line or web based survey that would be communicated to regional businesses by regional chambers of commerce and economic development agencies. Potential communication outlets for the Western Minnesota Regional Freight Plan may include:

- Local and Regional Chamber Newsletters
- Municipal Websites
- Local Newspapers
- Media Liaisons
- MPO Newsletters

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The proposed survey questionnaires, one for shippers, one for regional motor carriers and one for drivers are presented as **Appendices A, B and C**. The public planning partners involved in the planning effort will introduce these survey instruments to regional chambers of commerce and other business groups and ask that they communicate information about the study and the online surveys using the following text or similar overview in their newsletters or other publications:

Central Regional Minnesota Freight Plan

The Minnesota Department of Transportation (Mn/DOT) is undertaking a district freight planning effort to learn more about business transportation needs across the region.

The Freight Plan will examine freight transportation issues in the Central Minnesota Region. The purpose of this freight transportation planning effort is to gain a better understanding about freight demands on the regional infrastructure and identify projects that can accommodate current and future freight mobility needs of regional businesses. Information from this planning effort will help guide future investment decisions of the participating public planning agencies.

The project is highly dependent on input from regional businesses. We will seek information from regional businesses about freight activity levels, supply chain structures, and opinions on transportation services within the study area. Outreach with the business community is taking place under several activities including personal interviews, a web-based survey and a regional freight forum to be held in St. Cloud at the Mn/DOT Conference Center on May 17, 2010.

We have established three survey instruments available via the web, or by mail. One survey is designed for companies that ship and/or receive products (shippers/receivers survey). Another survey has been developed for those businesses offering transportation services in the region (trucking companies, freight forwarders, etc.). And another for motor carrier drives with pick-up and delivery the products.

Businesses within the region are encouraged to complete the survey and provide their input to the study. All responses will remain anonymous. Responses and information gathered from the interviews and surveys will be presented only in summary formats. The surveys take approximately 20 minutes to complete.

Shippers/receivers wishing to complete the survey may go to the following link: http://www.surveymonkey.com/s.aspx?sm=yP 2b1FkoJw4YCkJa 2fwZu9RA 3d 3d

Transportation service providers wishing to provide input may go to: http://www.surveymonkey.com/s.aspx?sm=MOkF_2bkaZhanv9IDfzNdpna_3d_3d

Truck Drivers wishing to complete the survey may go to the following link: http://www.surveymonkey.com/s.aspx?sm=pwo3owJxlzePzse_2fkDz2lw_3d_3d

To learn more about the freight planning effort or the upcoming freight forum visit: http://www.dot.state.mn.us/planning/freightplan/

2. ENGAGING THE PRIVATE SECTOR - A DISTRICT FREIGHT FORUM

To enhance the scope of freight stakeholder input within the existing budget, existing institutional relationships with organizations like the Minnesota Freight Advisory Committee (MFAC) and regional industry groups should be leveraged to sponsor a freight forum in the Mn/DOT District 3 area. The forum will be held in St. Cloud, MN.

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The St. Cloud Freight Forum will be structured to share information from Tasks 1 and 2 of the study, as well as summary information gathered through interviews and web based surveys. The goal of the forums is to seek the opinions of the regions business leaders about the information gathered and preliminary directions emerging from the data gathered though the mid-point of the planning effort. After several initial presentations on the study process and initial findings, forum attendees would be divided into small groups to probe key issues, and identify and prioritize potential projects. A proposed agenda for the St. Cloud Freight Forum is shown in **Table 2**.

To save on travel it is proposed that the St. Cloud Freight Forum would be held in conjunction with a Steering Committee Meeting that would occur before the forum. The purpose of the meeting would be to discuss issues, seek clarification and gather input on prioritization regarding issues that will be addressed in the forum, or gathered through previous stakeholder activities.

Table 2: Sample Agenda for a Regional Freight Forum in St. Cloud

	Meeting Agenda for the Freight Forum
1:00 - 2:00	Steering Committee Meeting
2:45 - 3:00	Registration
3:00 - 3:15	Introductions and Welcome
3:15 – 3:45	Regional Freight Plan Overview and Purpose Presentation on Regional Freight Profile: Demographics, key commodity flows, markets and modes Presentation on Regional Freight Network Inventory: Nodes, Networks and Bottlenecks
3:45 – 5:00	 Small Group Breakout Sessions: Highway Issues - Truck size and weight, key corridors, operations and projects Railroad Issues - Service, capacity and projects Air Freight Issues - Capacity, future needs and projects
5:00 - 5:30	Small Group report out and Wrap-up

If the meeting arrangements allow, the forums can also provide opportunities to complete additional interviews.

3. OPEN HOUSE

Upon completion of the draft Freight Plan report, an Open House will be held to present the findings and recommendations. The Open House will be an informal setting in which the public and private sector interest will get information about the Plan. A short presentation will be made. Participants will be encouraged to give opinions, comments, and preference to staff either orally or in writing.

4. **COMMENT PERIOD – 30 DAYS**

Public and Private comments on findings and recommendation will collected within this 30 day period.

5. RESPONSE AND SUMMARY PERIOD – 30 DAYS

After the 30 day comment period, Mn/DOT will have 30 days to post comments and summarize responses in the final report.

Freight Study - Shipper/Receiver Survey

Resp	ondent's Name:	Title:
Comp	pany Name:	Telephone:
Address:		E-mail:
		Website:
If we	have questions, can we contact you?	Yes
Over	view of Operation	
1.	How would you describe your operatio ☐ Agri-Business ☐ Construct	
	☐ Manufacturer ☐ Mining	☐ Service/Utility
	☐ Warehouser/Distributor	☐ Wholesale
	Other (specify):	
2.	How many people are employed by yo Please check all the most appropria	
	☐ 1-9 ☐ 10-25 ☐ 26-50	☐ 51-100 ☐ 101-500 ☐ 500+
3.	Where are you located (town, country,	state)?
	Is this your headquarters?	□ No
Inbοι	und Freight Flows	
4.	What is your primary inbound freight? A B C	D
5.	Does your inbound freight originate fro countries and which ports or gateward Yes No	m foreign countries? If yes, please indicate which ays are used.
6.	On average, how many days of inbour	nd inventory does your facility keep on-site?

7.

Central Minnesota Regional Freight Plan Stakeholder Coordination and Outreach Plan Appendix A: Freight Plan – Shipper/Receiver Survey

	apply and note key routes, frequency of shipments and average monthly volumes.		
	Kev Routes	Frequency of Shipments	Average Monthly or Weekly Volume
	Truck	<u> </u>	
	Rail		
	Water		
	☐ Air		
Outb	oound Freight Flows		
8.	What are the primary products y provide STCC code if known:	you ship from your location? F	Please list product type and
	Α	В	
	С	D	
9.	What are the primary market(s) states or countries (if the market		
	A	В	
	С	D	
10.	On average, how many days of	outbound inventory does your fa	acility keep-on site?
11.	Is any of your outbound freight which countries and which po	•	s? If yes, please indicate
12.	What modes of transportation do that apply and note key routes		
	Kev Routes	Frequency of Shipments	Average Monthly or Weekly Volume
	Truck <u>Rey Routes</u>	Silipilients	<u>voiulile</u>
	Rail		
	☐ Water		
	☐ Air		

What modes do you use to transport your inbound shipments? Please check all that

<u>Truck</u>	<u>and</u>	Higl	hway	<u>Usage</u>

13.	What type of ground transportation services do you use? Private Fleet Common Carrier Contract Carrier Leased Equipment Third-Party Logistics Dedicated Transportation Management
14.	What type of equipment is utilized to ship your freight? Please check all that apply and indicate the number.
	Number of Units in Operation Length of Each Trailer Unit
	☐ Single Unit
	Tractor
	☐ Trailers
	☐ Containers
15.	What is the closet major highway intersection to your facility?
16.	How many miles is it to the nearest interstate highway from your facility? Please check the most appropriate. 1-5 6-10 11-25 26-50 50+
<u>Rail U</u>	<u>sage</u>
17.	Does your facility have a rail siding?
18.	Where is the closest railyard to your facility located? Please provide the name of the city/town and state.
	Do you use this rail yard? Yes No
19.	What type of railroad carrier do you currently receive service from? Class 1
20.	Who is your primary rail carrier?
21.	What type of rail facilities do you use for shipping or receiving products? Intermodal Bulk transload Break bulk transload Direct railcar service
22.	If you currently use intermodal rail facilities, which terminal do you use?
23.	If you do not currently use intermodal rail facilities, why not?
24.	What type of railroad equipment is used to move your products? ☐ Container ☐ Box Car ☐ Hopper Car ☐ Tanker Car ☐ Other

25.	Are there any service or access improver railroad transportation? If yes, Please explain. No	ments that wo	ould increase	your curre	nt use of
Air Ca	argo Service				
26.	Does your company use air cargo? ☐ Yes ☐ No				
	If Yes, what is the service provider or type? ☐ Express Carrier ☐ Freight Fo		☐ Cha	rter	
27.	Do you ship international air cargo? ☐ Yes ☐ No				
	If Yes, what % is international?	What airport	?		
28.	What are the primary airports used for air c	argo shipmen	ts?		
	Domestic Air Cargo	International	Air Cargo		
Infras	structure Issues				
29.	Does the existing limit on 53-foot traile operation? If yes, Please explain. No	er access to	certain state	roads aff	ect your
30.	Would you consider shipping/receiving your If yes, please explain what factors would Yes No	•		of transpo	rtation?
31.	What are the strengths of the state's freig Areas?	ght infrastruct	ure in the St.	Cloud or	TC Metro
32.	What physical impediments/bottlenecks cur the St. Cloud or TC Metro Areas?	rrently exist in	the state's fre	eight infrast	ructure in
33.	Please provide and additional comments, state's infrastructure.	concerns, or	recommenda	ations rega	rding the

34.	Would you be willing to participate in a Freight transportation issues and concerns?	Advisory Committee to adv	rise Mn/DOT on
	☐ Yes ☐ No		
Facto	<u>or</u>	<u>Poor</u> <u>F</u>	air Excellent
	el of industry regulation (weight, lane use, etc.) Comment:		
	el of operational costs (tolls, fuel, etc.) Comment:		
Othe	er conditions that affect you (explain)		
ST. (ASE IDENTIFY KEY ISSUES OR BOTTLENECH CLOUD OR TC METRO AREAS. WHAT WOUL ROVE THESE BARRIERS?		
	lld you be willing to participate in a Freight Ad sportation issues and concerns? ☐ Yes ☐ No	visory Committee to advi	se Mn/DOT on

Regional Freight Plan Motor Carrier Interview Guide

Purpose:

Collect information about transportation operations and challenges.

Gather input about strategies for improving transportation systems.

Provide a reality check for data sources about goods movement.

- Specific commodities moving in large quantities to and from the state.
- Major originations of process of production inputs.
- Major market destinations for outbound products.

NOTICE TO SURVEY RESPONDENTS

All information provided by this survey will remain strictly confidential. No statements or other information will be linked directly to individual respondents in any publication without the express permission of the respondent (e.i., the respondent would be contacted after the survey for permission to attribute any data or quotations). Demographic, organizational, and other individual information collected from survey respondents will be released only to members of the project team and staff acting on their behalf in the course of project-related activities only, including for record-keeping and follow-up purposes. Demographic, organizational, or data related to respondents will be reported only in aggregate formats with other survey responses.

Freight Study - Motor Carrier Survey

Respondent's Name: Company Name: Address:		Title: Telephone: E-mail:
If we l	have questions, can we contact you? Y	es 🗌 No
Termi 1.	inal Operations How many terminals does your company or company o	operate in the state? 10-15
2.	How many doors does your facility(ies) ha	ve?
3.	What is the average number of trucks inbo	ound to each of your facilities in a month?
4.	What is the average number of trucks or	utbound from each of your facilities in a month?
5.	What is the average number of loads you	carry in a month?
6.	Do you usually have a backhaul?	s 🗌 No
7.	How many power units do you operate in	the state?
8.	How many trailers does your company op ☐ 28-foot ☐ 48-foot ☐ 53-foot	erate in the state? Please check all that apply. Other:
9.	What is the average length of haul for you 1-25 miles 26-49 miles 100-249 miles 250-500 miles	r vehicles serving in the state? 50-99 miles 501+ miles
10.	What products does your company haul (i Please check all that apply.	nto/out of/through) the state?
	☐ Automobiles ☐ Concrete ☐ Electrical Equipment ☐ Fabricated Metal Products ☐ Farm Fresh/Dairy Products ☐ Furniture ☐ Hazardous Materials ☐ Household Goods-Movers ☐ Lumber/Processed Wood Products ☐ Machinery ☐ Metallic Ores ☐ Nonmetallic Minerals ☐ Paper/Paper Products ☐ Parcels ☐ Petroleum Products	 □ Processed Foods □ Raw Forest Products/Log □ Refuse □ Retail Store Delivery □ Rubber/Plastic □ Stone □ Transportation Products □ Equipment □ Textile Products □ Wood Pulp/Wood Products □ Other: □ Other: □ Other:

11.	Which commodity is your primary freight hauled in the state?
12.	What are the primary roads you use in the state? Please indicate route number.
13.	What road(s) do you use as primary point(s) of entry into the state? Please indicate route number and location.
14.	What road(s) do you use as primary point(s) of exit from the state? Please indicate route number and location.
15.	What percentage of your loads destined for the state involve intermodal movements? ☐ 0 ☐ 1-24% ☐ 25-49% ☐ 50-74% ☐ 75-100%
16.	What intermodal terminates (rail, water, and air) do you most often use these movements? Please indicate city/town and state.
17.	What percentage of your loads originating in the state involves intermodal movements? ☐ 0 ☐ 1-24% ☐ 25-49% ☐ 50-74% ☐ 75-100%
18.	What intermodal terminals (rail, water, and air) do you most often use for these movements? Please indicate city/town and state.
19.	What percentage of your inbound freight shipments originate in a foreign country? ☐ 0 ☐ 1-24% ☐ 25-49% ☐ 50-74% ☐ 75-100%
20.	In what countries do these international shipments most often originate? Please indicate the primary routes used to enter the United States, if known:
21.	What percentage of your outbound freight shipments are destined for a foreign country? ☐ 0 ☐ 1-24% ☐ 25-49% ☐ 50-74% ☐ 75-100%
22.	For what countries are these international shipments most often destined? Please also indicate the primary routes used to exit the United States, if known:
23.	What is the closest major highway intersection to your facility?
24.	How many miles is it to the nearest Interstate Highway? Please check the most appropriate. 1-5 6-10 11-25 26-50 50+
25.	Does the existing limit on 53-foot trailer access to certain state roads affect your operation? If yes, please explain. \square No \square Yes
26.	What are the strengths of the state's freight infrastructure?
27.	What physical impediments/bottlenecks currently exists in the state's freight infrastructure in St. Cloud or TC Metro Area?

28.	Please provide and additional comments, concerns, or recommendations regarding the state's infrastructure in St. Cloud or TC Metro Area.
29.	Would you be willing to participate in a Freight Advisory Committee to advise Mn/DOT on transportation issues and concerns? ☐ Yes ☐ No

Regional Freight Plan Truck Driver Interview Guide

Purpose:

Collect information about transportation operations and challenges.

Gather input about strategies for improving transportation systems.

Provide a reality check for data sources about goods movement.

- Specific commodities moving in large quantities to and from the state.
- Major originations of process of production inputs.
- Major market destinations for outbound products.

NOTICE TO SURVEY RESPONDENTS

All information provided by this survey will remain strictly confidential. No statements or other information will be linked directly to individual respondents in any publication without the express permission of the respondent (e.i., the respondent would be contacted after the survey for permission to attribute any data or quotations). Demographic, organizational, and other individual information collected from survey respondents will be released only to members of the project team and staff acting on their behalf in the course of project-related activities only, including for record-keeping and follow-up purposes. Demographic, organizational, or data related to respondents will be reported only in aggregate formats with other survey responses.

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Freight Study -Truck Driver Survey

Interv	viewer:	Date:	Location: _	Time:		
1.	Are You: Employed by the con		•	☐ An owner-operator?		
	An independent driver hauling by the job?					
2.	How long have you been driving professionally in the country?					
3.	What kind of vehicle do		oe/#axles			
	☐ Straight (single unit)					
4.	What kind of company ☐ Steamship line	are you driving		☐ Municipal waste		
	☐ Trucking	☐ Retail	!	Other		
	☐ Construction	☐ Petroleu	ım distributor			
	☐ Food Products	☐ Moving/	Storage			
5.	Describe your typical lo	oad:		Route Variability		
	Load Size (by weight):		1	Set Route		
	Trip Frequency:		!	☐ Variable Routes		
			•	Type of Load		
				☐ Truck Load		
			!	Less than truck load		
6.	For the load you have representation (please provide major i			II terminate at		
7.	Where do you typically ☐ Within County Only		state			
	☐ Within Region	Outside	State			
8.	What roads do you use most frequently?					
	Primary East/West: Primary North/South:					
	☐ TH 23 ☐ TH 2	5, Buffalo to Mor 00 in Cass Coun 0		94		

HOW WOULD YOU RATE THE FOLLOWING?

<u>Factor</u>	<u>Poor</u>	<u>Fair</u>	<u>Excellent</u>
Travel conditions in St. Cloud during a.m. and p.m. Peak Periods Comment:			
Travel conditions in TC Metro Areas during a.m. and p.m. Peak Periods Comment:			
Travel conditions in St. Cloud during Off-Peak Periods Comment:			
Travel conditions in TC Metro Areas during Off-Peak Periods Comment:			
Travel time reliability in St. Cloud (how well can you predict your trip time) Comment:			
Travel time reliability in TC Metro Areas (how well can you predict your trip t Comment:	ime)		
Regional traffic signal operations Comment:			
Informational signage (directional and restrictions) Comment:			
Real time traveler information (511, ITS messages) Comment:			
At-grade railroad crossing operations Comment:			
Number/location of interchanges on the Turnpike system Comment:			
Number/location of interchanges on the interstate system Comment:			
East-West roadway network Comment:			
North-South roadway network Comment:			
Local street conditions (landscaping, lane widths, parking) Comment:			
Urban area loading zone availability Comment:			
Regional truck service facilities Comment:			