

**Creating a Blueprint for Cargo-Oriented Development (COD)
in the Minneapolis – St. Paul Region (MSP)
Work Plan for a Planning Study
Conducted by the Center for Neighborhood Technology (CNT) and Prime Focus LLC
With Support from the McKnight Foundation
March – July, 2016**

Executive Summary

The goal of CNT's study is to identify ways through which the Minneapolis – St. Paul (MSP) region can fruitfully pursue cargo-oriented development (COD), *a form of development that integrates freight system efficiency with the development of manufacturing and logistics businesses in ways that benefit local economies, the environment, and public safety.* A committee of MSP experts in the fields of business and public policy entailed in COD will advise CNT throughout the study. In this project CNT will carry out five major tasks:

1. *Analyze the MSP region's manufacturing economy in relation to its freight transportation system and natural environment.* Building on previous studies and plans for MSP's industrial base, CNT will conduct a shift share analysis, to identify the strengths and weaknesses MSP's manufacturing sector, relative to peer regions. CNT will also study the geography of manufacturing in MSP to identify its clusters, orientation to the freight transportation system, and access to workers, especially via public transportation. Further, CNT will study MSP's workforce development program as a means of preparing workers for manufacturing employment.
2. *Analyze MSP's freight transportation system in relation to its industrial economy and natural environment.* Again working from extensive prior research and planning, CNT will study MSP's freight transportation system, initially conducting a freight commodity flow survey and assessing the region's position in continental freight corridors. The handling capacities of MSP's freight system will be compared to those of peer cities, and CNT will study the investments to date and planned of public agencies working to improve the infrastructure and flow of freight in the region. CNT will also examine the geography and workforce of MSP's logistics sector as a field of business distinct from, though related to, manufacturing.
3. *Analyze the MSP region's ongoing efforts and plans to improve its natural environment and level of public safety, in relation to its industrial economy and freight transportation system.* Once more building on a body of research in MSP, the CNT team will study the ways in which commitments to environmental quality and public safety are incorporated in development and freight transportation projects. Of particular note will be the ways that new technologies are being employed or considered as means to improving environmental quality and public safety.

In each of the three-pronged aspects of its study, the CNT team will visit industrial districts and freight facilities and conduct interviews with regional experts. CNT will write a memorandum of findings in regard to each of the three aspects of its investigation, and these memoranda will be reviewed by the project's regional advisors.

4. *CNT will conduct a workshop with MSP leaders that will chart a plan of action for realizing COD in this region.*
5. *Integrating its analysis with the action plan determined by regional leaders, CNT will write a Blueprint for next steps in achieving COD in the Twin Cities.*

A schedule for Minneapolis – St. Paul's COD blueprint project follows.

Project Schedule

Creating a Blueprint for Cargo-Oriented Development (COD) in the Minneapolis - St. Paul (MSP) Region					
DRAFT					
Tasks	2016				
	March	April	May	June	July
1.0 Analyze MSP's Manufacturing Economy					
1.1 Review relevant regional studies, reports, plans					
1.2 Assess relative strength of MSP's manufacturing sector					
1.3 Map MSP's manufacturing sector					
1.4 Evaluate transportation accessibility for workers					
1.5 Tour manufacturing clusters					
1.6 Interview regional manufacturing experts					
1.7 Memo: MSP manufacturing sector by COD metrics					
2.0 Analyze MSP's Freight Transportation System					
2.1 Review relevant regional studies, reports, plans					
2.2 Assess MSP's position in national freight corridors					
2.3 Describe intraregional freight assets and patterns					
2.4 Examine MSP's logistics business sector					
2.5 Tour representative freight facilities					
2.6 Interview regional freight experts					
2.7 Memo: MSP freight system by COD metrics					
3.0 Analyze MSP's Environmental, Safety, & Workforce Initiatives					
3.1 Review relevant regional studies, reports, plans:					
Land use interface with industrial & logistics development					
New technologies advancing efficiency & sustainability					
Safety enhanced by system efficiencies & technology					
Workforce attune with labor needs & community outreach					
3.2 Introduce models from other regions					
3.3 Interview regional experts					
3.4 Memo: MSP Environment, Safety, Workforce Initiatives					
4.0 Workshop with MSP Thought Leaders					
4.1 Prepare Briefing Book for workshop					
4.2 Conduct Workshop					
5.0 Prepare Blueprint for Next Steps in COD					

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