



MINNESOTA FREIGHT ADVISORY COMMITTEE

MEETING MINUTES

September, 22 2017
9:30 a.m. to 12:00 p.m.

Attendees:

MFAC Executive Members Present:

Bruce Abbe, *Midwest Shippers Association*; Jason Craig, *C.H. Robinson*; Ron Dvorak, *Lake Superior Warehousing Co. Inc.*; Bill Gardner, *MnDOT-Central Office*; Bill Goins, *FedEx*; Steve Elmer, *Metro Area MPO*; Chip Smith, *Bay and Bay Transportation*; Neal Young, *Minnesota Department of Employment and Economic Development*.

MFAC Members Present:

Ron Chicka, *Greater Minnesota Metropolitan Planning Organizations.*; Denise Dvoracek, *Transportation Club of Minneapolis & St. Paul*; John Hausladen, *Minnesota Trucking Association*; Wayne Knewtson, *Knewtson Soy Products, LLP*; Shelley Latham, *Perkins STC*; Michael Loney, *Medtronic*; James McCarthy, *Federal Highway Administration (FHWA)*; Dan Murray, *American Transportation Research Institute*; Lee Nelson, *Upper River Services, LLC*; Phillip Qualy, *UTU-SMART-TD*; Neil Ralston, *Metropolitan Airports Commission*; Kathryn Sarnecki, *St. Paul Port Authority*; George Schember, *Cargill*; Troy Schroeder, *Minnesota Association of Regional Development Organizations*; Shannon Stassen, *Coalition of Greater Minnesota Cities*; Dean Zuleger, *Valley Cartage*.

Members' Alternates Present:

Anna Gedstad, *MN Regional Railroad Association*; Steve Peterson, *Metro Area MPO*.

Guests Present:

Kyle Chank, *MN Super Bowl Host Committee*; Jason Culotta, *Progressive Rail*; Margaret Donahoe, *Minnesota Transportation Alliance*; Peter Glessing, *Lockridge Grindal Nauen P.L.L.P.*; Ann Lenczewski, *Lockridge Grindal Nauen P.L.L.P.*; Bjorn Olson, *Environmental Initiative*; Kate Webb, *Metropolitan Airports Commission*.

Staff Present:

Andrew Andrusko, *MnDOT*; Shannon Engstrom, *Center for Transportation Studies (CTS), University of Minnesota*; Nicole George, *MnDOT*; Michael McCarthy, *CTS*; Courtney Peters, *CTS*.

Welcome and Call to Order

Chairman Goins opened the meeting by expressing gratitude and appreciation to the committee for hosting the NE MN Freight Forum in Duluth. The event drew 70+ attendees. Vice Chair Dvorak mentioned the importance of creating awareness of the committee in different regions, as Duluth was initially surprised and unaware of what they do, but appreciative of the committee's efforts. The executive committee will be expanding on this conversation.

He then reminded members of upcoming events in Minnesota and the opportunities they pose to Minnesota. Super Bowl VII will help put Minnesota on the map with elevated media. Goins also mentioned the possibility of hosting the first ever World's Fair in Minnesota in 2023. A bid decision will be made in November of this year.

Goins concluded with an update on the committee structure, particularly executive leadership and committee membership. Introductions followed.

Bjorn Olson with Environmental Initiative gave an update on [Project Green Fleet's](#) focus on air quality and working on both private and public partnerships. He mentioned opportunities available through grants, specifically the Volkswagen supplement, and the current processes.

Regional Highway and Freight Planning Overview – Steve Elmer & Steve Peterson, Met Council

What is the Transportation Policy Plan (TPP)

- The plan consists of both long and short term planning. The long range plan focuses on gathering information and advice from the freight community. The plan covers various modes and users.
- In addition to TPP, planning also includes regional studies and transportation system performance evaluations. This information will soon feed into the new update coming in 2018. Regional planning framework ultimately feeds out through the 90 million federal dollars.
- Funding: Selected 63 projects in 2017 with freight impact taken into consideration.

Project Highlights

- Scott County Hwy 169 Interchanges
 - This project has two new interchanges and frontage roads to lead to congestion reduction.
- Anoka Co Foley Blvd RR Overpass: overpass of the BNSF RR to help improve the safety

of freight movement through this area.

Current Freight Planning Efforts

- There are six overall goal areas with freight operations integrated into the planning framework, highlighting safety and security, freight transport, increasing travel time reliability and predictability, and meeting existing and future demand.
- Regional Truck Corridors Study
 - Will determine how trucks are using existing highway system and identify needs for freight transportation. Ultimately proposes a key set of truck corridors that need to be updated. Factors include truck and land usage, through potential roadways in the highway system and outer suburban roadways connecting to more congested and interchanging urban roadways.
 - Further analysis on truck congestion hot spots highlighting the top 30 areas of congestion. US 169 is the most congested corridor for trucks, with US 52 Lafayette bridge coming into downtown Saint Paul following in second.
- Freight chapter of the TPP: expecting to update freight mode trends, freight system map, and the railroad bottleneck map. The biggest change is to incorporate results from the regional truck corridors study. Emphasizing the need for coordinating data collection at both state and local levels.
- Work Plan chapter of the TPP: Three items recommended from the study is to update key regional truck corridors periodically, developing process for coordination of truck counts on key truck corridors, and investigation of emerging technologies.

Highway Planning

- Goins made note this is an ongoing topic and good education. He stated freight commerce is the lifeblood of the market, and mentioned how well freight can play with computes.

Q&A:

Dan Murray raised the issue of changes in e-commerce and the impact on freight. There is a massive increase in truck trips and shorter trips, focusing on suburban urban activity. Average truck trip length gets shorter and shorter, transportation from truck to railroad is shortening.

Goins noted that local companies are now bringing small packages into neighborhoods and trucks are blocking neighborhood streets. Local politicians are hearing concerns from constituents. Goins noted that FedEx has developed a relationship with Walgreens, where individuals can pick up packages or send packages at Walgreens. This has increased retail traffic.

George Schember raised questions regarding projected population increases, MnPASS lane selection process and plans for future MnPASS lanes. Lanes that are projected to be funded: 35W Roseville to Lino Lakes, 94 between the two downtowns, corridors on highway 36 and 252, and 494 Bloomington strip.

Truck Driver Recruitment Initiatives – Dean Zuleger, MFAC Member, Valley Cartage

Zuleger discussed the class A driver shortage and reluctance of people to drive class B. Seeing more Uber drivers to deliver packages to suburban areas, competing directly with trained drivers.

Driver Impacts on the Economy

- Zuleger discussed the perception of truck driving and the impact this has on recruitment. There is a need for highlighting emerging truck technology to millennials to reach younger generations and introduce them to truck driver opportunities.
- Issues in Minnesota include struggling with enrollment in driving schools as there are less public school opportunities and more private specialist opportunities.

August 16, 2017 – Driver Recruitment Summit

- This summit was held to launch a strong effort to improve driver recruitment. It will need to be a multi-faceted approach with alternative methods of training and awareness. They are working with UW-Stout for logistics training.

Future Strategies & Outcomes

- Raising awareness of the job itself, highlighting compensation, emerging technologies and forms. The future truck will hopefully meet the needs and interest of millennials. Zuleger feels the country is at a critical mass of employment shortage.

Q&A:

Jason Craig: do you see a smaller pool of qualified applicants given the decrease in high school students getting their driver's license? And how do we balance the desire to influence transit options? Zuleger: when he talks to high schools he does not get interest from young people, but they do want to drive for Uber. Zuleger is working with a representative to put full scale logistics curriculum together. They need to try to turn around interest in the profession.

John Hauslauden mentioned that the American Trucking Association has observed that public truck driver programs largely exist in their own college and own world. There is not a system-wide state approach to assist private truck driver training. Doesn't seem to be particularly transferrable to markets. There are challenges and it will take an effort to make a change. Touched on the replacement of AV replacing truck drivers and the concern of millennials seeing that and not wanting to start careers in these industries.

Bruce Abbe: Could MFAC make a formal resolution and/or policy recommendation that says we are here to set up publicly funded truck driver program in MN and that we need some backup? Goins noted that he has been talking with Shannon and Nicole about putting something together for MFAC member reactions in December.

Phillip Qualy: How do you feel about working with the Teamsters on truck driver recruitment? Are they a friend and ally? Hauslauden: No, they have not formally connected as an organization but would be open to a conversation.

Super Bowl LII Transportation Management – Kyle Chank & Neil Ralston

Kyle Chank, VP of Operations & Logistics, MN Super Bowl Host Committee

Chank highlighted the many events going on throughout the 10-day festival. There will be a heavy increase in activation in Minneapolis, Saint Paul, Bloomington as well as surrounding local airports.

Downtown Minneapolis Engagement and Transportation Impacts

- The Super Bowl will be walking accessible with several engagements throughout downtown. All transportation for those going to and from the game are being planned and operated by super bowl committees. Chank touched on key differences from past operations such as partnering with vendors on surface lots and parking to ensure large space maximization. Also partnering with transit agencies to ensure swift transit service and adequate parking for park-and-ride users.
- Major road closure of 8th street between LaSalle and Marquette. Road closures starting January 6 that should not affect day-to-day travel. Friday before Super Bowl there will be additional road closures and adjustments, and Super Bowl Sunday with the most road closures and activation.

Neil Ralston, MFAC Member, Airport Planner, Metropolitan Airports Commission (MAC)

40,000 individuals are processed and security checked, etc. on a given busy day at MSP. The Super Bowl is expected to swell this number to 60,000/70,000 in February. They are setting up to experience the busiest day in MSP's history.

Key Aspects

- Focusing on safety and security, ground transportation and human trafficking, in which law enforcement teams have been educating volunteers on how to respond if they see common signs of human trafficking. MSP is being very intentional about staffing strategies and the placement of volunteers and committee members. Touched on several contingency plans for Minnesota's "wildcard" weather. Overall goal of providing an exceptional customer experience while managing the busiest day in MSP history.

Questions

- Hauslauden commented that freight movement during high visibility events gets limited - he asked, where are we at and how do we facilitate the risk of terror?
 - Chank: Planning committees are dedicated to this topic. Looking to connect MFAC with the MN Super Bowl committees to have the conversation in whatever extent, whether December or earlier. Hauslauden mentioned that MnDOT's advanced notice for recent road and tunnel closures made a huge difference for the freight community. He underscored the importance of broad communication well before the event.

- Goins: Market council within FedEx and asking what conversations have taken place.
- Hauslauden: We need all modes to deliver the event successfully. What is the freight role of the Super Bowl? Goins noted the importance of this conversation. Goins encouraged members to email, call or connect with MFAC Executive Committee members and MFAC staff to give comments, ask questions and participate in the conversation around the Super Bowl.

Resource:

Kate Webb, MAC, highlighted FAA's Super Bowl preparation website for Super Bowl LII: <http://www.fly2sb52.org/SuperBowlPlanningMeetings.aspx>. The website highlights committee meeting updates, planning updates and more. Committees meet every month, if not more frequently.

Developing Policy Messages for Legislative Session – Peter Glessing & Ann Lenczewski, Lock Law

Peter Glessing

Messaging

- Glessing discussed the important key aspects of messaging. Messaging is, “Taking target audience from unawareness, to awareness, to action.” He stressed message consistency across all platforms, identifying what is most important and urgently needed, avoiding broad concepts and being concrete with your general message, and incorporating your audience's needs and values.

Goins: How does Grassroots get that message into the legislature?

- Glessing: Getting it into the media or going straight to the legislature. Those working at the House are receiving and noticing the public's messages through email.

Transportation

- Transportation often comes down to public and road safety and proposals should exemplify how this is going to help and improve people's day-to-day lives. Top priorities included road safety, relieving congestion, increasing options for transit, and providing reliable infrastructure in relation to our harsh winters. Glessing mentioned the importance of spelling out priorities and not getting too specific about funding and costs, legislature will focus on these aspects.

Ann Lenczewski

Legislature Session

- Legislators have their own processes and how to fund project's. They help develop and find out who is in support of the mission and the change proposals are trying to make. Legislators are not equal in what they are doing at the capitol and power is not equal. They help people understand where the power is and in what areas. Legislators are under a lot of pressure and have heavy agendas. Make sure your message is prepared when you

do receive a portion of their time. Do not assume that because you know a few legislators that you're covered. There is too much change in Minnesota politics for that to be true. The power is always changing.

Q&A:

Chip Smith: To what extent do we need to focus on committees at the state level? Lenczewski: Yes, committees are critical as well as showing up at the right time. If they are in session and you don't make a deadline, then you're done. You really need to be in communication with all committees and understand the calendar. Politics is relationship-based. Companies and people hire others to do the daily door-to-door knocking because it takes a lot of time.

Ron Dvorak: What approach would you advise for MFAC? Glessing: First step is to finalize what your group is willing to recommend to the legislature. Then you begin working with the departments on the particular issues. Lenczewski: Maybe as a group you're never interested in advising the legislature, but being a resource to each other will be effective.

Goins: Advising, advocacy and lobbying are three different words. The state-wide freight plan notes describe MFAC's role. Additionally, a fall survey will be sent out following this meeting that will ask members for their key topics to bring to the legislature in the spring.

Closing Remarks

Goins reminded attendees of Bjorn's Project Green Fleet handouts, as well as the next MFAC meeting at the Radisson St. Paul North on December 1, in conjunction with the 20th Annual Freight and Logistics Symposium. Goins closed by thanking the committee for their time and attention.

Adjourn

The meeting adjourned at 12:07 p.m.