

TRB SHRP2 Second Symposium: Innovations in Freight Demand Modeling and Data Improvement • Final Program

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Day 1
Monday, October 21, 2013

7:00 – 8:00 am	Symposium Packet Pick-Up and Deluxe Continental Breakfast
8:00 – 8:10 am	Welcoming Remarks: Richard Easley, E-Squared Engineering
8:10 – 8:35 am	Introductory Remarks: Rob Handfield, Ph.D., Director, Supply Chain Research Cooperative, NC State, Trends in Logistics and Supply Chain Management - Embracing Global Logistics Complexity to Drive Market Advantage
SESSION 1: State DOT Freight Modeling	
8:35 – 9:10 am	Creating a Supply-Chain Methodology for Freight Forecasting in Wisconsin Presenter: Jennifer Murray, Wisconsin Department of Transportation
9:10 – 9:45 am	Rail Freight Commodity Models: A First Generation Effort in Iowa Presenter: Phillip Mescher, Iowa State Department of Transportation
9:45 – 9:55 am	Break: Refreshments Provided
SESSION 2: Regional/Urban Tour Modeling	
9:55 – 10:30 am	Innovative Tour-Based Truck Travel Model using Truck GPS Data Presenter: Arun Kuppam, Cambridge Systematics Inc.
10:30 – 11:05 am	Design of an Agent-Based Computational Economics Approach to Forecasting Future Freight Flows for the Chicago Region Presenter: John Gliebe, Resource Systems Group Inc.
11:05 – 11:40 pm	Florida Multimodal Statewide Freight Model: A Model Incorporating Supply Chain Methods and Providing Linkages to Regional Tour-based Truck Models Presenter: Colin Smith, Resource Systems Group Inc.
11:40 – 12:40 pm	Lunch Provided
SESSION 3: International Models	
12:40 – 1:15 pm	Logistics in Freight Modeling – A Report from the Delft Group Presenter: Lori Tavasszy, Delft University of Technology and TNO
1:15 – 1:50 pm	Discrete Model of Freight Mode and Shipment Size Choice Presenter: Magersa Abate, VTI
1:50 – 2:25 pm	Freight Models, Constrained Economic Models and Natural Resource Data Presenter: Ming Chen, TNO
2:25 – 2:35 pm	Break: Refreshments Provided
SESSION 4: Private-Sector Supply-Chain Decision Making	
2:35 – 3:10 pm	NMHG Shipment Modeling Andy Street, NACCO Materials Handling, Inc.
3:10 – 3:45 pm	The Caterpillar BCP Transportation Strategy: Thinking Outside AND Inside the Box William Lucas, Caterpillar, Inc. and Matthew Drown, Caterpillar, Inc.
3:45 – 4:35 pm	Panel Discussion – Bridging the Gap between the Public Sector and Private Sector – Is it Possible?
4:35 – 4:45 pm	Parting Remarks and Adjourn

Day 2
Tuesday, October 22, 2013

7:00 – 8:00 am	Deluxe Continental Breakfast
8:00 – 8:20 am	Introductory Remarks: Anne Strauss-Wieder, Engaging Freight and Supply Chain Representatives in Public Sector Projects
SESSION 5: Freight Data Innovations	
8:20 – 8:55 am	Exploratory Use of Raster Images for Freight Modeling Presenter: Pedro Camargo, University of California, Irvine
8:55 – 9:30 am	Disaggregate State Level Freight Data to County Level Presenter: Ho-Ling Hwang, Oak Ridge National Laboratory
9:30 – 10:05 am	State-wide Freight Demand Modeling to Support Long-Range Transportation Planning in North Dakota Presenter: EunSu Lee, North Dakota State University
10:05 – 10:15 am	Break: Refreshments Provided
SESSION 6: Business Implications	
10:15 – 10:50 am	On the Evaluation of Incentive Structures Fostering Off Hour Deliveries Presenter: Felipe Aros-Vera, Rensselaer Polytechnic Institute
10:50 – 11:25 am	Analyzing Future Freight Challenges in Maryland Using Freight Data Sources and the Maryland Statewide Transportation Model (MSTM) Presenter: Subrat Mahapatra, Maryland Department of Transportation
11:25 – 12:00 pm	Examining Carrier Transportation Characteristics Along the Supply Chain Presenter: Anne Goodchild, University of Washington
12:00 - 12:15 pm	Closing Discussion – Feedback on Symposium and Its Future
12:15 – 1:15 pm	Award Presentation: Lunch Provided

Symposium Planning Team

Jim Brock, Avant IMC, LLC, Chair
David Plazak, Transportation Research Board/SHRP 2
Patrick Anater, Gannett Fleming, Inc.
Richard Easley, E-Squared Engineering
Sharon Easley, E-Squared Engineering
Wade White, Whitehouse Group
Tom Phelan, VHB Inc.
Erik DeLine, VHB Inc.
Rob Handfield, Ph.D., North Carolina State University
George List, Ph.D., North Carolina State University
Ram Pendyala, Ph.D., Arizona State University
Arnie Maltz, Ph.D., Arizona State University

Technical Expert Task Group

Susie Lahsene, Port of Portland
Alison Conway, City College of New York
Jose Holguin-Veras, Rensselaer Polytechnic Institute
Charles E. Howard, Jr., Puget Sound Regional Council
Barbara Ivanov, Washington State Department of Transportation
Thomas J. Kane, Thomas J Kane Consulting
Rebekah Karasko, North Central Texas Council of Government
Michael D. Meyer, Parsons Brinckerhoff
Gordon Proctor, Gordon Proctor & Associates, Inc.
Joseph L. Shofer, Northwestern University
Edward Strocko, Federal Highway Administration

Guest Judges

Rolf Schmitt, U.S. DOT
Jakub Rowinski, NJTPA
Selected Project Team Members
Selected Task Group Members