

Table 52. Designate a “freight person” at key agencies.

Initiative 49: Designate a “Freight Person” at Key Agencies	
<p>Description: Designating a freight person at key agencies facilitates outreach efforts because, in time, this individual becomes the focal point of communications between the public and private sectors. In addition to training in transportation planning, the designated person should have a basic background in urban design concepts, logistics, and most importantly, communications skills. As for any focal position, succession planning is advisable.</p>	
<p>Targeted mode: All modes</p>	<p>Geographic scope: City, area</p>
<p>Type of initiative: Stakeholder engagement: designate a freight person at key agencies</p>	<p>Primary objective: Stakeholder engagement</p>
<p>Expected costs and level of effort to implement: The main cost of this initiative is related to hiring an analyst with a background in freight transportation, or training a member of the staff in urban design concepts and logistics.</p>	
<p>Advantages:</p> <ul style="list-style-type: none"> • Facilitates the implementation of freight initiatives • Creates communication channels between different stakeholders • Improves outreach efforts • Reduces probability of unintended consequences 	<p>Disadvantages:</p> <ul style="list-style-type: none"> • Requires high coordination among different stakeholders
<p>Examples:</p> <ul style="list-style-type: none"> • Office of Freight Mobility at the New York City DOT, New York City, New York, United States • Delaware Valley Regional Planning Commission (DVRPC), Philadelphia, Pennsylvania, United States • City of Seattle Department of Transportation, Policy and Planning Division, Seattle, Washington, United States • Mid-Ohio Regional Planning Commission (MORPC), Columbus, Ohio, United States • Chicago Metropolitan Agency for Planning (CMAP), Chicago, Illinois, United States 	
<p>References: Holguín Veras et al. 2013b</p>	