


Table 54. Educate elected officials about freight.

Initiative 51: Educate Elected Officials About Freight	
<p>Description: The main goal of this initiative is to create an understanding among elected officials of the importance of freight for metropolitan areas, and their potential role in enhancing system performance. Ideally, members of the FAC and freight staff from MPOs should be responsible for the training.</p>	
<p>Targeted mode: All modes</p>	<p>Geographic scope: City, area</p>
<p>Type of initiative: Stakeholder engagement: educate elected officials about freight</p>	<p>Primary objective: Stakeholder engagement</p>
<p>Expected costs and level of effort to implement: This initiative requires coordination among the multiple stakeholders involved.</p>	
<p>Advantages:</p> <ul style="list-style-type: none"> • Facilitates the implementation of freight initiatives • Creates communication channels between different stakeholders • Improves initiatives' efficiency • Reduces probability of unintended consequences • Improves engagement of stakeholders 	<p>Disadvantages:</p> <ul style="list-style-type: none"> • Requires high coordination among different stakeholders
<p>Examples:</p> <ul style="list-style-type: none"> • Metropolitan planning agencies, Philadelphia, Pennsylvania; Columbus, Ohio; Seattle, Washington, United States • City of Philadelphia, Mayor's Office of Transportation and Utility (MOTU), Philadelphia, Pennsylvania, United States • Economic Development Corporations (various locations) • Trade groups, such as the American Trucking Associations (ATA) and New York State Motor Truck Association, United States • Philly Freight Finder, Philadelphia, Pennsylvania, United States 	
	
<p>Source: Delaware Valley Regional Planning Commission</p>	
<p>References: Delaware Valley Regional Planning Commission; Steele et al. 2011</p>	