

MPOAC Freight Committee

Outreach Survey Results | April 24th, 2014

Survey Design and Response Rate

- Total of eight questions
 - Two closed-ended (ranking)
 - Two open-ended
 - Four agency related
- Of the 14 total committee members, eight members completed the survey
 - Approximately 60% response rate

The screenshot shows a web browser window displaying a survey in preview mode. The title bar reads "[SURVEY PREVIEW MODE] MPOAC Freight Committee - Outreach Survey - Windows Internet Explorer". The address bar shows a SurveyMonkey URL. The survey header is "MPOAC Freight Committee - Outreach Survey" with a progress bar at 33%. The main text explains the survey's purpose and asks for responses by April 24th. The survey contains two ranking questions. Question 1 asks to rank presentation types by interest, and Question 2 asks to rank objectives by importance. Both questions use dropdown menus for selection.

[SURVEY PREVIEW MODE] MPOAC Freight Committee - Outreach Survey - Windows Internet Explorer

lnkey.com/s.aspx?PREVIEW_MODE=DO_NOT_USE_THIS_LINK_FOR_COLLECTION&sm=nASQVmlJh8Jd4kNV0X3%2b8Plun3rpZ1g%2bA%2fmG7hQA%3d

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MPOAC Freight Committee - Outreach Survey

33%

At the January 23rd meeting, the committee adopted its vision and mission statements (please visit [MPOAC's Freight Committee page](#)). To help guide your efforts in accomplishing these directives, please provide us your thoughts and ideas by taking our brief eight-question survey. The results and our findings will be provided to you at the April 24th meeting and will be used to help prioritize your future activities.

1. Please rank in order of interest the types of presentations you would like to see at upcoming meetings? (1 = greatest interest, 6 = least interest)

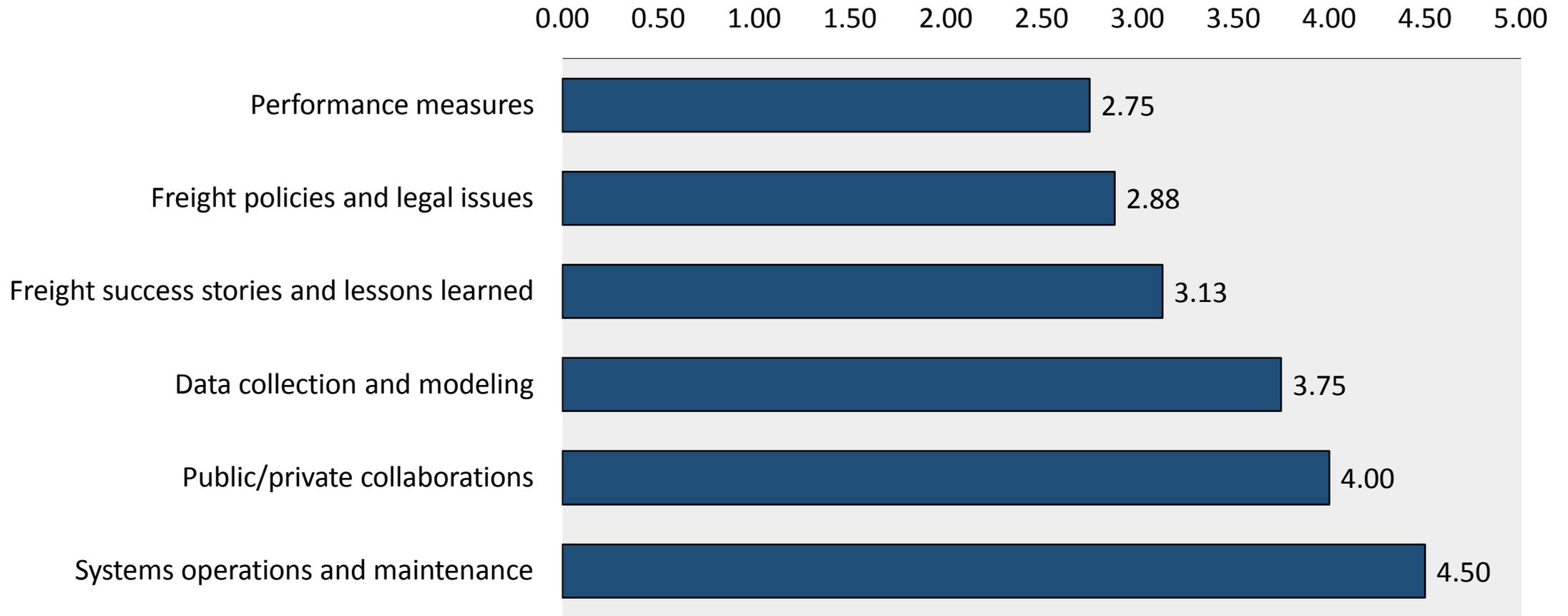
- Data collection and modeling
- Freight policies and legal issues
- Freight success stories and lessons learned
- Public/private collaborations
- Performance measures
- Systems operations and maintenance

2. Please rank in order of importance the objectives you believe can help to further the committee's directives. (1 = most important, 6 = least important)

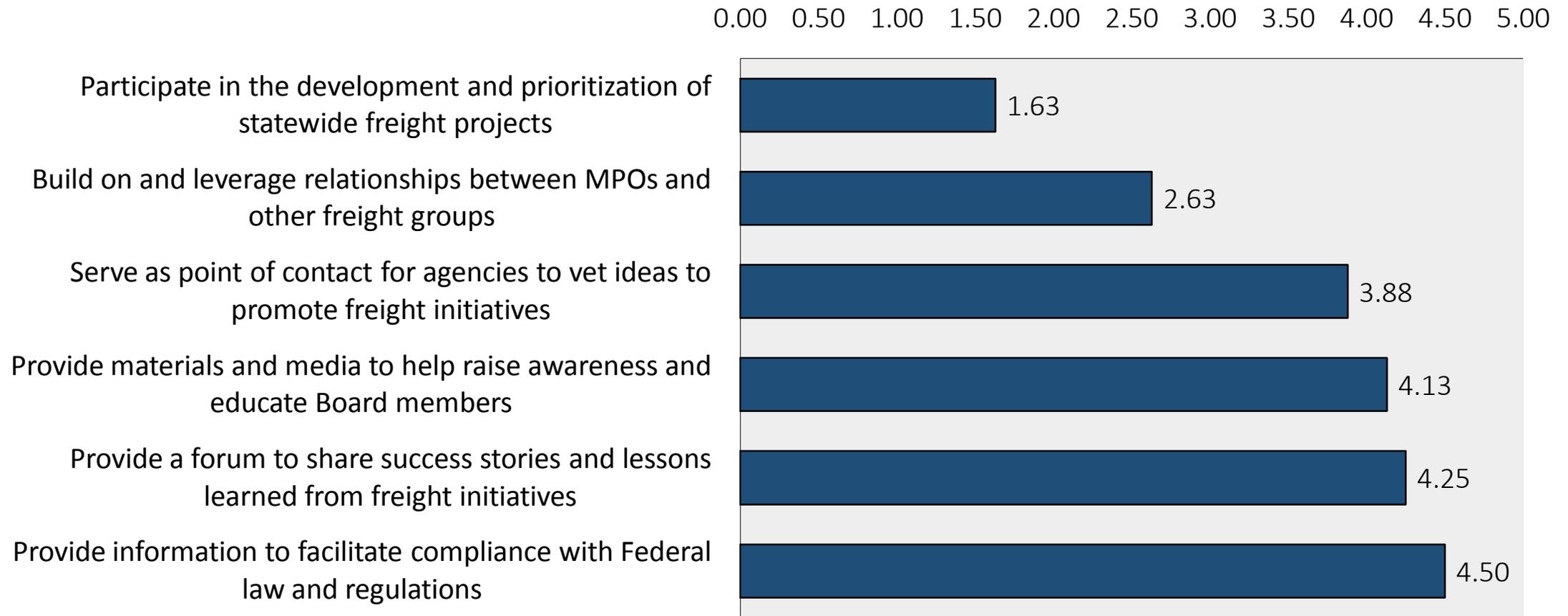
- Build on and leverage relationships between MPOs and other freight groups
- Provide materials and media to help raise awareness and educate Board members
- Provide a forum to share success stories and lessons learned from freight initiatives

95%

Freight/Goods Movement Topics of Interest (lowest score indicates highest rank)



Vision and Mission Objectives (lowest score indicates highest rank)



Open-ended Questions Results

- Please tell us any additional thoughts or ideas that you have to help the committee meet its directives.
 - Prepare a 1-2 page overview (map and narrative) of current freight movements throughout Florida (macro scale) to understand and communicate existing conditions to elected officials.
 - Outreach regarding regional initiatives, and an open dialogue between regions regarding freight priorities and progression.
 - Provide links between MPOs, FDOT and USDOT.

Open-ended Questions Results (cont'd)

- Please tell us any thoughts or ideas that you have on how the committee can help meet your agency's needs.
 - “Identify key players to attract freight growth and change existing trends. Identify key stakeholders and obstacles to improving freight path efficiencies in order to package the entire shipment cost and time most effectively in marketing materials and sales pitches to key players.”
 - Serve as a link to FDOT freight efforts, both Statewide and District
 - Need to spell out the various needs in each region and work on a plan to achieve common goals.

Discussion

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