



# Florida Freight Advisory Committee (FLFAC) Meeting July 2019

## **Attendees**

1. Rickey Fitzgerald

2. Holly Cohen

3. Diana Elsner

4. Stephano Miranda

5. Santanu Roy

6. Jeremy Upchurch

7. Brian Hunter

8. Carroll Scott

9. Justin Ryan

10. Keith Robbins

11. Autumn Young

12. Robert Midgett

13. David Anderton

14. Joe Arbona

15. John Dohm

16. Alix Miller

17. Bob Ledoux

18. Bruce Lyon

19. Dan Liu

20. David Swanson

21. Larry Kahn

22. Mason Henson

23. Mike Rubin

24. Robert Hooper

25. Tori Bradley

26. John Freeman

#### Call to Order

• Rickey Fitzgerald – This meeting has begun.

#### Roll Call

- Holly Cohen Those in attendance (in-person or on the phone line) listed above. There is a quorum.
- Rickey Does a self-Introduction. Manager of FMO Office. This meeting and committee is vital for us for freight mobility planning.

# **Approval of Previous Meeting Minutes**

- Robert Midgett moves to approve the previous minutes
- John Dohm seconds
- Rickey asks if there are any changes on the agenda
- Robert Midgett moves to accept the agenda
- John Dohm seconds
- Rickey thanks Amy Miller for acting as chair for the past few years, and thanks Robert Midgett for acting as Vice Chair

## **Introductions**

- Rickey starts with introductions. First, those who aren't on the committee:
  - Brian Hunter, D7 Freight Coordinator
  - Justin Ryan, D2 Freight Coordinator
  - Carroll Scott, Freight Coordinator for the Turnpike
  - Jeremy Upchurch, D5 Freight Coordinator
  - Keith Robbins, D1 Freight Coordinator
- Rickey introduces the FMO team and consultants
  - Holly Cohen, Freight & Rail Planning Administrator, FDOT
  - Stephano Miranda, HDR
  - Rob Palmer, RS&H
  - Diana Elsner, HDR
  - Santanu Roy, HDR
- Rickey discusses the expectations of being a committee member: We need you to help us figure
  out how to plan better. Advise, promote, and not discuss committee happenings outside of
  meetings.
- Rickey discusses the expectations of being chair and vice chair: To help plan meetings with FMO team and follow the Robert's Rules protocol.
- Rickey moves on to introductions of the committee members using the Faces of Freight slides:
  - **Rickey Fitzgerald** why I'm here is my contribution. I can take my perspective, both military and industry, from my experience and use it to help Florida.
  - David Anderton I appreciate the opportunity. Always a pleasure to work with the
    Department. Acting Deputy Director at Port Everglades. I oversee a lot more of the
    operation than 3 months ago. It's a fulfilling place to work from a freight perspective.
    Every day I'm involved in freight mobility in some way. Ports continue to grapple with
    how freight can move more efficiently in and out of the state.
  - Joe Arbona Thanks Rickey. I'd like to think that we in the railroad industry in FL have a
    wonderful partner in FDOT. We look forward to working with FDOT to help enhance
    mobility in the state. Currently serve at Genesee and Wyoming. We work with economic
    development agencies, trucking, and various types of logistics opportunity. I've enjoyed
    being on this committee the past couple years.
  - Tori Bradley Commodity services and supply chain management issues. I advocate on behalf of our members in the fruit and veg realm. I'm here to learn as much as I can from you.
  - John Dohm real estate business. I started with the symphony business. I volunteer a lot. I'm trying to help the local municipalities understand what's coming down the road how it is zoned, and how it can be rezoned. Generally, all a developer needs is a good road. In the real estate business, we think about a triangle between your home, your work, and where you go to play. We are thinking about better ways to get around that triangle. Drive 'til you qualify.

- Mason Henson business development manager for logistics and distribution. As an economic developer, we see things differently and have a different perspective. This will be a great learning experience for me.
- Robert Hooper CEO of Atlantic Logistics. We do over 19,000 shipments in the US and Canada annually right now. I'm looking at how autonomous trucks and how that will change the landscape of this industry. It's a dynamic time. We are shipping trucks all over the state of Florida, so mobility is key to our business.
- Larry Kahn I'm in the industrial real estate business. Franklin Street. I've been around this for about 10 years. The freight study in 2010 in D5 got me enthused about this stuff. I spend a great deal of time with developers looking to build industrial parks. This is fun. This is an exciting place with 23 million people.
- **Bob Ledoux** I do work with small railroads. Currently looking at relieving traffic on I-75 to get shipments to customers.
- Dan Liu post doc researcher at FAU. Happy to be here. I'm involved in several in freight projects in Europe. Currently working on freight tonnage estimation project for FDOT. Looking at the corridors. Thank you.
- Bruce Lyon started my career in economic development in inner city Philadelphia. I
  manage winter haven economic development council. Currently ILC with the CSX
  terminal there transport operation terminal there is pretty impressive. We have jack
  of all trades and masters of none...it may be as much about labor, aviation, or
  community implications as anything.
- **Robert Midgett** background in planes, trains, and trucks. I've had a great time and that's why I'm back to serve.
- Alix Miller VP of FI trucking association. We represent 300 carriers, and 300 suppliers across the country. Transitioned through state agencies into transportation handling affairs and communications. This is one of the fastest evolving periods for trucking ecommerce, last mile challenges, parking & unloading, autonomous vehicles we are trying to advocate for those and progress the industry.
- David Swanson professor of logistics and transportation at UNF. My first job was in logistics as a warehouse supervisor. Was a consultant for 10-15 years. Went to work for Walmart. I've always been involved in the technology side of logistics, and now as a professor, most of my research is on that as well. Glad to be here.
- **John Freeman** business development director for JAXUSA. Oil tanker, trade developer, then enterprise Florida for a period. Purchased and ran a company for a few years. Focused on projects that are port related, port intensive, and supply chain related. I enjoy anything to do with moving freight.

# Nominations & Approval of Chair/Vice-Chair

- Rickey proposes a motion to carry out nominations for Chair and Vice-Chair
- Larry Kahn approves the motion
- Robert Midgett seconds the motion
- Un-identified caller asks if it is possible to have previous chairs/vice chairs serve again
- Holly & Rickey answer that yes, they did not specify, and so anyone on the committee can serve

- · Robert Midgett nominates himself for Chair
- Rickey asks if anyone else wants to nominate themselves.
- Rickey proposes a motion for Robert Midgett to be Chair of the FLFAC
- Robert Midgett approves the motion
- All committee members in attendance voted "aye" in favor
- Rickey opens nominations to serve as Vice Chair
- John Dohm says he'd be happy to serve in the capacity
- Rickey asks if anyone else like to nominate themselves or someone else
- Robert Midgett proposes a motion to close nominations. Anyone in favor signify by saying "aye".
- All committee members in attendance voted "aye" in favor. The motion carries.
- Robert Midgett says that the success of this committee is your involvement. We can't come to a
  plan for the state of Florida without your input. Don't be afraid to jump in and share your
  opinion. We can all learn from everyone.

## Florida's Freight Mobility and Trade Plan (FMTP) Update Recap

- Holly takes over to present on the FMTP Update Recap. It is crucial that we have your input.
  - O Holly notes that we did our FMTP over 2013 and 2014 in two pieces. We started by building a policy element. We had many Business Forums and a Freight Leadership Forum to gather input. We didn't have a committee or freight funding. We created an investment element to gather and prioritize projects in a multimodal unfunded freight needs list. The benefits of the freight plan to the general public, to local governments, elected officials, manufacturers, and for communication, the media and news. We end up with a crazy web of partners that help us build the FMTP.
  - A lot has changed since the last plan; we institutionalized freight in the department through the FMO office. There are new requirements with the FAST Act, and of course, technology.
  - We have some key themes that we want to focus on, including being unique, visual, outward looking, tactical, and focused on technology. We want this plan to have near term solutions that we focus on immediately.

## FMTP Issues/Trends Validation

- Rob Palmer takes over to discuss issues/trends
  - What we are seeing in the industry; technology is at the top Connected and autonomous vehicles – we just had a conference last week in Orlando – the players I met from a freight standpoint believe that this will happen first in the freight industry. Ecommerce, big data, etc.
  - Funding we are seeing much more diversity in terms of funding. More is available for freight.
  - Energy the alternative fuel industry is growing quickly.
  - Regulations the Hours of Service rules have made a big change in the industry it's a safety consideration, but how can the state of Florida help the industry need?

- Economy the growth of Florida tourism numbers are huge. They use resources which
  is driving a lot of freight into the state. 50% of our tourism arrives by surface
  transportation, but when we combine those with the 15 million trucks that are entering
  and exiting highways. It's great for the state but also a challenge.
- Industry Autonomous trucking has the potential to impact the driver shortage. A lot more is being looked out in terms of truck parking, connecting trucks, etc.
- Rob asks if there is anything else that comes to mind
- Larry Kahn says that ILCs impact on driver shortage is significant. In CSX/Winter Haven you have 1000 inbounds and outbound that don't have a driver. That means less parking needed and fewer drivers needed. This should be looked out.
- Robert Midgett notes that on the regulatory aspect we have operators that we have to deal with they are obligated to meet certain requirements. Florida is a 24/7 state, but most of the ports are closed on the weekends. If you want to move more freight faster, something's got to change. The hours of operating within the state need to be adjusted.
- Rob Palmer asks is that labor issues, with the unions, causing some of that?
- Robert Midgett responds that yes, everyone's success depends on the hours we operate. We need to have this discussion at a higher level. We need more flexibility.
- Mike Rubin says CBP needs to be mentioned too. We've got a couple man-power issues as well. Our tenants are limited by certain hours.
- John Dohm says they would operate a third shift if they could, but it doesn't work that well.
   Changing work schedules if we could get additional gate times at the ports, we could find times that don't conflict as much with school zones, etc.
- Larry Kahn says there's an off-hours study recently done on the hospitals, etc. There is willingness for off-hours to avoid congestion. The flexible hours could be a benefit to say the port of Jax over Savannah. Let's study it and see if there's demand for it.
- Robert Midgett says the two three hours before the heavy traffic when we get an early gate, we can get deliveries in by noon.
- Alix Miller says we are cautiously optimistic that FMCSA will provide us with some of that
  flexibility. It improves safety for everyone on the road we lose \$5.67 Billion a year in trucking –
  trucking tends to be a little reactionary. We need to consider diesel technician shortages, and
  the autonomous vehicle technicians. I was talking to an administrator at FMCSA the other day –
  he said the biggest issue with AVs breaking down is that there's no one to put out the orange
  triangles. It's all well and good to deploy an AV for a test run, but we need to be proactive about
  the issues at hand.
- Robert Midgett calls a recess. The meeting is adjourned until 12:45.

#### Lunch Break

- Robert Midgett calls back into session the FLFAC meeting
- Rob Palmer brings up the issues we've been putting together. You'll see space that is a freight mode here in Florida. Aviation is seeing a lot more activity lately, especially with high value goods and with the Amazon agreement in Lakeland. We want to have more thought in aviation. From a rail standpoint how do we expand rail activity? About 85% of our freight activity in the state is moved by truck how can we balance that a little bit more with rail? As highway

- congestion builds, the issue of grade separation comes to light. With trucking, of course there is truck parking and last mile delivery. Do you have any comments on that?
- Alix Miller says that last mile is shifting rapidly. Opportunities we've seen a 27% decrease in how far a truck is having to travel in the past 10 years; fewer VMTs over the road. Looking at the next generation of truck drivers, it's more appealing. Less dealing with truck parking, congestion, hours of service, etc. One of the biggest challenges is lack on infrastructure from the last mile. We are expecting small and large trucks to make pickups and deliveries throughout the whole day. In Miami Beach, they were charging \$1,000 for the first parking ticket, \$5,000 for the second, and \$10,000 for the third. I think DC has put out a pilot program for last mile delivery. Lots to consider.
- David Swanson says he's seeing a lot of creativity. It starts with the need to make a profit. Just in my neighborhood there's a UPS golf cart to deliver things. People are trying to figure out how to be profitable.
- Bruce Lyon says I concur with the creativity. The University of Portland has started New Urbanists Next to study a lot of those challenges. There may be some smart alignments there.
- Dan Liu says a lot of initiatives are coming to last mile deliveries. For dense areas, they might use a new technology, and for less dense, maybe electric bikes, and rural, maybe drones. It depends on the infrastructure.
- Rob Palmer asks if we'll see more pilot projects with these new technologies.
- Dan Liu responds that Amazon and Walmart already have some of these; a lot of attention should be paid to what the customer wants. Are they willing to pay for a robot delivery?
- Robert Midgett says Amazon is using a lot of independent contractors who in some cases are violating the contracts...this could come up between the three major companies.
- John Dohm says Miami is such a dense urban area, and we run into this all the time. Parking for employees vs truck parking. Older buildings that are about to be torn down could be used as loading/staging areas. What we see about people picking up they are regular people in their own cars/Ubers, etc. Non-professional drivers. The pickup and drop off areas aren't designed for these personal vehicles.
- Larry Kahn says one of the unintended consequences of this crowd is that they're using private vehicles for commercial. They don't have commercial insurance. If they are in an accident, or they are parked illegally you the person being delivered to could be liable for the actions of the non-professional drivers. They are also violated a loan covenant by borrowing money on a personal vehicle and then using it for business.
- John Dohm says that's the problem we faced with Uber, Airbnb.
- Larry Kahn says the business model is based on cheating. It looks attractive and people sign up for that behavior, but the recipient has no idea what they're getting caught up in.
- Rob Palmer says we're going to push on to intermodal connectivity DOT has done a great job
  of this but there are still challenges. Seaports and waterways post-Panamax ships are
  changing. Surrounding traffic congestion/traffic.
- Mike Rubin says he's not sure why tariffs are on there. It's a presidential issue. Tariffs will be there no matter what. It seems like a waste of the group's time.
- Rob Palmer says it's not something we are trying to solve, but it does have an impact.

#### Holly plays Regional Freight Forum Outreach Video

- Rob Palmer says that from the Regional Freight Forums we came away with top three challenges across the Districts. The first is congestion.
  - o Bottleneck analyses are part of some ongoing efforts to help.
  - We are finding more and more trucks willing to pay the price of turnpikes/truck only lanes to avoid congestion.
- John Dohm says a lot of the congestion is on the NHFN the reliever option is US 27. If there's a break in the chain, we're really screwed in South Florida. What happened to the Sawgrass piece swap to add the last segment of US 27 to the NHFN?
- Holly says we do have the majority of US 27 designated, but we are still working with FHWA on approval of the latest designation change request.
- Dan says there are 37 WIM sites could they cover all the trucks across Florida? Or do they just cover just a portion?
- Unidentified caller asks are they allowing you to give input on M-CORES about freight?
- Rickey says yes, we are providing them input data, and I am in the loop.
- Holly says for those that don't know, M-CORES is the new future corridors initiative directive from the state legislature, and those corridors include the Northern Turnpike Connector, Suncoast Connector, and heartland corridor in SW-Central FL.
- Rob Palmer continues with the challenges. Truck Parking is another top issue
  - A lot of the answers might be on the private sectors looking at options.
- Rickey asks if the real estate folks have any resources?
- Larry Kahn says this is a soap box issue for me. You're having smaller communities banning
  outside storage and dust from their comprehensive plans. They won't approve anything when
  you want to build a facility. The comp plans need to have a provision for heavier industrial
  somewhere in the plan. Then you have zoning that allows for private truck stops coming in. The
  type of zoning necessary must be allowed. Someone in the legislature needs to speak up about
  this.
- Rob Palmer says it's not always a large company, we have a lot of owner-operators.
- John Dohm says a lot of them live in urban areas, in apartments, etc.
- Alix Miller says we get a lot of complaints about trucks in someone's front yard. We are in conversation with the International Speedway. They are a perfect partnership with NASCAR and Trucking.
- Larry Kahn says they have a concessions area, restrooms, infrastructure.
- John Dohm says that having a celebrity name goes a long way.
- Larry Kahn says one of the dots on the slide is the intersection of US 27...and right there. There is a Love's Travel Center. It's full every night. Employs 50 people. 81 trucks have a place to park. There's a place for this, and a business opportunity, but you must address the urban places (Jax, Orlando, Tampa...) because there is pushback.
- John Dohm says the cost of land is the problem. For financing, can federal funds be funneled through the state for truck parking by paying a county agency? The state owns a lot of land can that be leased to a District? If an airport or seaport has extra land, can we use it? If they sell it, it leaves the state. We've looked at that in South Florida. They've done something similar with a Driver's club.

- Larry Kahn says an example GOA was looking for a 15-acre site, and the airport authority said
  it's not an aviation use. You think about the rental car fleet going through an airport. They don't
  want trucks.
- Rob Palmer says we've moved in land use compatibility. We have a very limited area to deal
  with
- John Dohm says the use of federal funds coming through the state that would be for a public private partnership.
- Holly says that's something we have considered, but we know there are restrictions. When are state lands don't match up with where the needs are, we don't have many options.
- Larry Kahn says Dade County is min \$1 M/acre. There's so much you can't do at that rate. It's a different problem than Orlando or Tampa or Jax.
- Rob Palmer says this graphic on the land use slide is parcel data looking at where the freight facilities in the state are. We are looking to update this.
- Larry Kahn says we do this at my firm I can give it to you.
- Holly says I'll take any data you are willing to share, thanks!
- Rob Palmer says we also heard some other recurring topics at the Regional Freight Forums, including about attracting talent to the industry, funding needs, the benefits of freight-only corridors, and the opportunities with collaboration and data sharing.
- Rob Palmer says these are the topics that we heard at the freight forums any comments from the group for validation?
- Unidentified Caller says one of the issues we are hearing about is Block Chain with data sharing.
- Holly says thanks, we'll make a note of it.
- Rob Palmer asks if there are any other thoughts?
- Holly asks if the District Freight Coordinators want to share any other insights from the Regional Freight Forums from their perspective.
- Keith Robbins says, what are the elected officials going to do about it? You can have great ideas, but if you can't get it past your MPOAC, nothing will happen. Officials will go along with the NIMBY mentality that hurts freight mobility. Some barriers are physical and can't be moved, but some are attitudes that can be changed. Complete streets narrative has been a focus in the Department, but it has shifted to bike ped. That needs to be shifted back to COMPLETE streets that consider freight mobility, not just bike ped.
- Robert Midgett asks if it would be possible to send the complete streets document to all the members?
- Holly says yes.
- Robert Midgett says business drives a lot of initiatives, versus a state agency needing something.
- Justin Ryan says to Florida's success we've seen a lot of growth in the last 8 or 9 years trucks are parking wherever they can park. We have demands we've never had before. Information sharing is critical I send out crash warnings to our trucking companies. We can do that with TPAS as construction is coming along statewide.

#### 10 Minute Break

# **FMTP Objectives Validation**

- Holly says we spent almost a year developing a statewide freight policy framework last time, but
  this time we wanted to build on that effort rather than starting from scratch. Updated FTP goals
  will be our goals, with some emphasis areas for consistency with the Florida Transportation Plan
   technology and emerging trends, resiliency, and some land use and compatibility pieces.
  - We developed objectives that fit within those goals. These objectives take into account
    the latest objectives and strategies from updated FDOT modal system plans, other
    policy plans across the Department, and policy from related partners agencies. These
    objectives are what we are hoping you can help us validate and tweak today.

#### Live Polling Exercise to get initial thoughts on the acceptability of Objectives

- Discussion on the objective "Capitalize on emerging freight trends to promote economic development"
- Robert Hooper asks what is an example of a freight trend that would promote economic development
- Rickey says blockchain.
- Rob Palmer says inter-modalism.
- John Freeman asks are we looking at this in terms of competitiveness to our state neighbors?
- Robert Midgett says pre-alert to bypass weigh stations, customs, etc. Technology used for efficiency.
- Bruce Lyon says we are trying to position Winter Haven for 2020, 2030. We want to look ahead. Focused on looking ahead instead of focused on one.
- Robert Midgett asks if that would include fiber optics, etc.
- Bruce Lyon says yes, business opportunities, glass block technology can we bring this over from Europe where they're testing it? It's a philosophy we all must adopt.
- John Dohm says one thing to think about is what is competitive? It's easier to get buy-in if we can show a benefit. It allows rural areas to be more competitive.
- Rob Palmer says there is a huge focus on M-CORES.
- Larry Kahn says Florida has an area of economic opportunity that provide incentives. A lot of things that are NIMBY in urban areas, are attractive in rural areas.
- Rob Palmer says the 2030 Plan produced by the Florida Chamber focuses on all zip codes. If
  everyone had the same internet connectivity around the state, people would live a lot of other
  places.
- Joe Arbona says from a short line standpoint, we can provide the connectivity to a large manufacturer, and mostly on private property.
- Robert Midgett asks all those in favor of the language to stay as is in this objective say aye. All
  committee members in attendance said "aye."
- Larry Kahn asks what State of Good Repair means.
- Holly says it is part of the recent federal performance measure recommendations and relates to maintaining facilities in good condition (bridge rating, pavement condition, etc.)
- Discussion on the objective "Leverage technology to improve freight system safety and security."
- Bruce Lyon says "leverage" technology seems a little vague.

- Robert Midgett says if a carrier doesn't have a GPS, etc. Online visibility about rest area spaces that are available.
- Autumn Young asks if we can use technology to help drivers and their loads feel safe when they
  are stopped.
- Santanu Roy says the intent behind this came from CAV tech having promise to reduce humanerror crashes.
- Robert Midgett makes a motion to keep to language for "leverage technology to improve freight system safety and security."
- John Dohm seconds the motion.
- Robert Midgett asks all those in favor of the language in this objective say aye. All committee members in attendance said "aye."
- Discussion on the objective "Improve last mile connectivity between freight modes."
- Robert Hooper suggests "improve connectivity with various freight modes to enable/improve/enhance connectivity."
- Rickey says we often don't have purview over the last mile connections.
- Tori Bradley notes that we should make sure that we keep in mind the audience they might not know what this language is.
- Dan Liu recommends "leverage multisource data and technology."
- Robert Midgett proposes motion to change objective to "improve last mile connectivity for all freight modes."
- All those in favor of the language in this objective say aye. All committee members in attendance said "aye."
- Robert Midgett proposes motion to reopen and change language of the objective to "leverage
  multisource data and technology to improve freight system safety and security." All those in
  favor of the language in this objective say aye. All committee members in attendance said
  "aye."

#### **Public Comments**

• Robert Midgett opened the floor for public comments. Hearing no comments, I'm closing public comments. Moved on to member comments.

#### **Member Comments**

- Autumn Young asks what did you think about how today went and what you're hoping to get out of it going forward?
- Joe Arbona says it's important that we keep in mind all modes with this, and not winners and losers. We need a fair and open mind when it comes to these recommendations.
- Tori Bradley asks will we have specific topics I can read up on for each meeting?
- Rickey responds yes.
- Bruce Lyons says I appreciate being here and I learned a few things.
- David Swanson brings up a general thought on the objectives it looks like a lot to do. What's a priority? I think that could be helpful.
- Mason Henson says I look forward to being able to participate more as I learned more.
- Dan Liu says she is hoping to learn more and contribute more.

- Alix Miller says she enjoyed the open conversation today. There is a lot of creativity that we bring to the table and that's what's needed.
- John Dohm says I'm glad we met in person. I would love to make a template to show the
  economic benefit across the state for all modes.
- Larry Kahn says I appreciate all the perspectives.
- John Freeman says I'm impressed and encouraged that you guys are promoting these initiatives
- Robert Hooper says ditto to everything. I hope I can participate and contribute more, I have lots of notes to look up.
- Robert Midgett says remember these conversations stay in here (Florida Freight Advisory Committee meetings) and should not be discussed between meetings.

## **Successes & Accomplishments**

- Rickey says we know we are a leader when it comes to innovations in freight. The FLFAC I've
  heard nightmares about other state's committees. I don't want to waste your time. I want to
  deliver something valuable to you.
  - Your input is vital to us we want to advance the ideas that come up here. I am a man
    of action and implementation and I want you to hold me to that.
  - We want to put the faces of freight online because we want to show off your initiatives as well.
- Rickey reviews future meeting dates, tentative, and the timeline.
- Holly and Rob give final statements thanking the group.
- Santanu gives his final statement, noting nationally, the states look to Florida as a leader.

## **Adjourn**

- Rickey provides closing statements.
- Robert Midgett motioned to adjourn the meeting. Motion was second and approved by all members.
- Meeting adjourned.