

# Freight Plan Showcase

## Recap and Photographs

*Presented to:  
The Delaware Valley  
Goods Movement Task Force*



Delaware Valley Regional Planning Commission

# Purpose

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- Increase the DVRPC planning community's knowledge of the logistics supply chain
- Create an engaging method for planners to interact with members of the DVRPC Freight Advisory Committee
- Lay the foundation for preparing a freight element for the DVRPC 2035 long range plan



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**DVRPC  
Long Range  
Plan Team**

**WELCOME**

**BRETT FUSCO**  
Delaware Valley Regional  
Planning Commission

  
**MIKE BOYER**  
Delaware Valley Regional  
Planning Commission



**DVRPC  
Management**

# Overview

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- **Who**
  - DVRPC planning community (guests)
  - Delaware Valley Goods Movement Task Force (presenters)
- **What**
  - Eleven supply chain stations
  - Presentations (interactive) and exhibits
  - DVRPC Welcome and Freight Plan stations
  - Giveaways and lunch
- **Where**
  - DVRPC Main Conference Room, Philadelphia, PA
- **When**
  - 10:30AM-12:30PM
  - Wednesday, October 15, 2008
  - Open House format (arrive/depart at own convenience)



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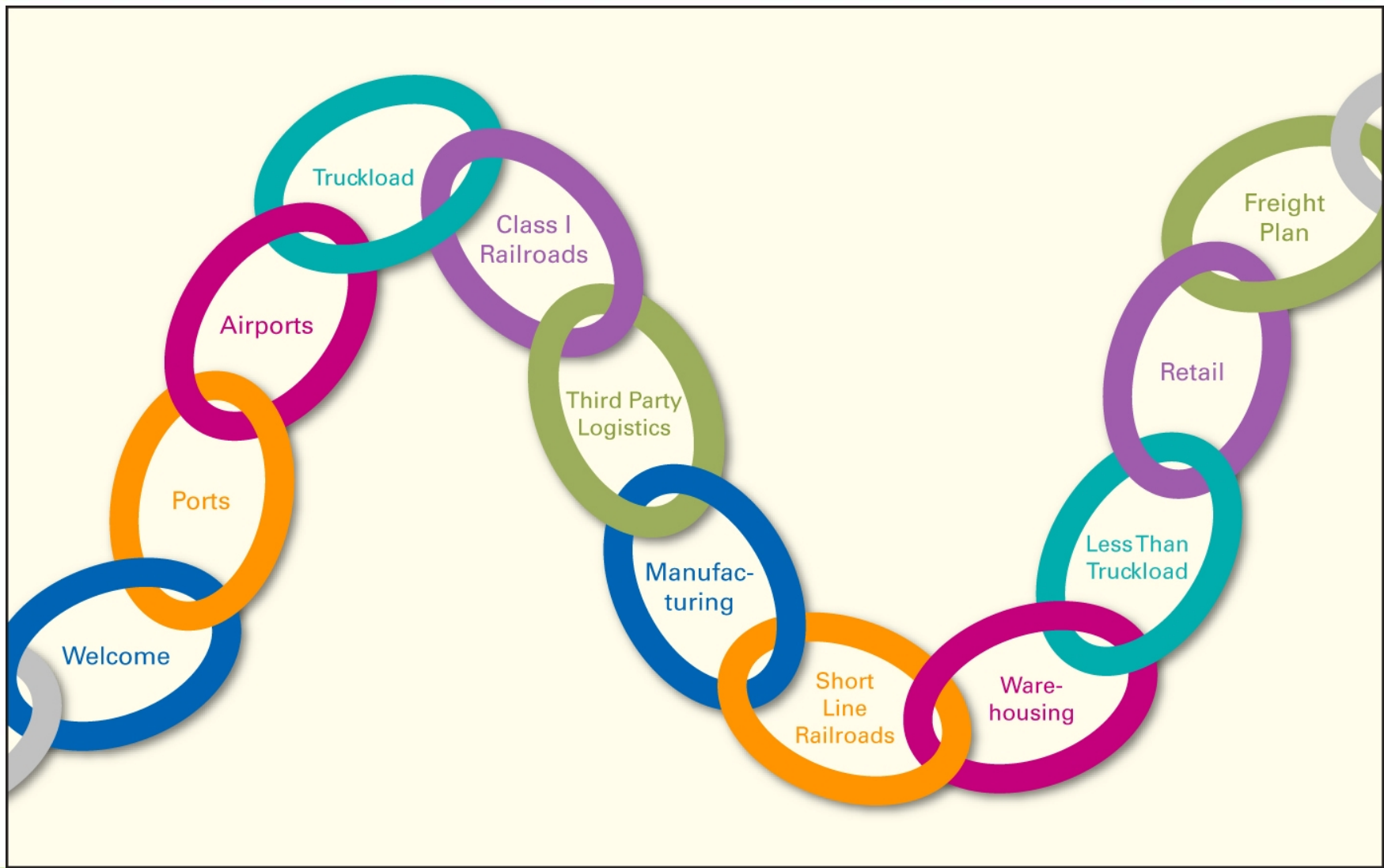


**DVRPC  
Conference  
Room Foyer**



**Showcase  
In Full  
Progress**

# Station Sequence

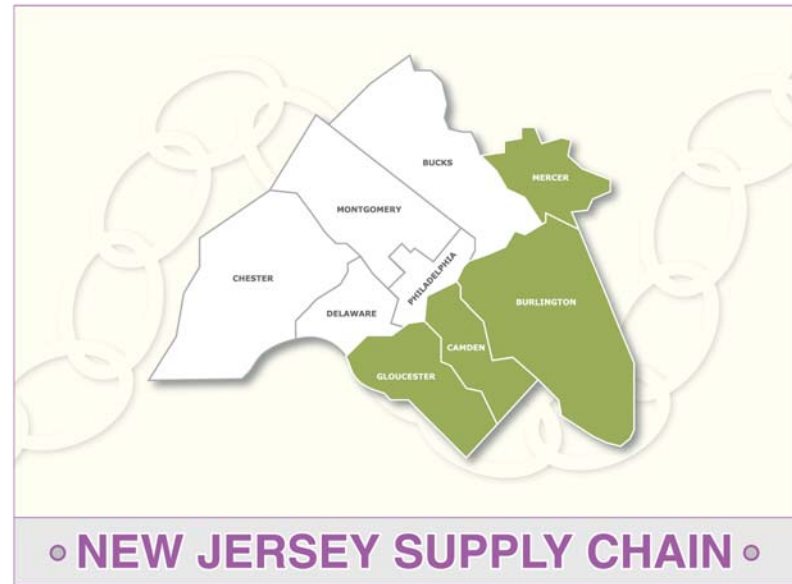






**Conference  
Room  
Organization**

# Geographic Options



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# Station Members-A

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- Ports
    - Phila. Regional Port Authority and South Jersey Port Corp.
  - Airports
    - UPS and Emo Trans Inc.
  - Truckload
    - Evans Delivery Company and H&M International
  - Class I Railroads
    - Norfolk Southern Corporation and CSX Corporation
  - Third Party Logistics
    - 5K Logistics and Tucker Company
  - Security Check
    - PA State Police and Delaware River Port Authority
- 



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# Station Members-B

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- Manufacturing
    - Camden Iron & Metal
  - Short Line Railroads
    - East Penn Railroad and SMS Rail Lines
  - Warehousing
    - Lansdale Warehouse and Flynn Company
  - Less Than Truckload
    - Roadway Express and A. Duie Pyle
  - Retail
    - PA Liquor Control Board and Unique Industries
  - Other
    - EPA and Rutgers University
- 



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# Table Displays

- Supply chain locator
- Regional map with tailored information
- Team member tent cards
- Handouts, maps, and promotional materials
- Sample commodities and equipment



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**Sample  
Commodities**



**Sample  
Equipment**

# Participants

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- DVRPC member governments
- DVRPC committee members
- Citizens and students
- Economic development agencies
- Legislative staff
- Freight advisory committee members
- Consultants
- Neighboring MPOs and DOTs
- DVRPC staff



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# Registration Materials

**UNIFORM STRAIGHT  
BILL OF LADING  
ORIGINAL - NOT NEGOTIABLE**

CONSIGNED TO: \_\_\_\_\_  
DESTINATION: DVRPC FREIGHT PLAN SHOWCASE  
ROUTE: DELAWARE VALLEY SUPPLY CHAIN

\_\_\_\_\_

**OCTOBER 15, 2008**

  
FREIGHT PLAN  
SHOWCASE

- Name badge
- Welcome letter
- Station member line-up
- Philadelphia CSA commodity flow profile (source: Freight Analysis Framework)
- Commodity brochure (e.g., coffee, crayons) (source: Coalition for America's Gateways and Trade Corridors)
- 2035 long range plan workshop schedule
- Small tote bag
- Key chain (upon completion of supply chain exercise)



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**Participant  
Registration  
Materials**

**Jennifer Sneed**  
Special  
Operations

**Chris Zearfoss**  
City of Philadelphia

OCTOBER 15, 2008



Regional Planning Commission and  
Valley Goods Movement Task Force  
Freight Plan Showcase. This first  
community a unique  
to discuss the



**Ports  
Station**



**Airport  
Station**



**Truckload  
Station**

TS • **TRUCKLOAD** • CU



**Class I  
Railroad  
Station**

**CLASS I RAILROADS**



PHOTO PLAN INCREASE: A QUICK JOURNEY THROUGH THE DELAWARE VALLEY SUPPLY CHAIN

**TOM WASHBON**  
Norfolk Southern Corporation

*Class I Main Lines*





**Third Party  
Logistics  
Station**



Security  
Station





Manufacturing  
Station



**Short Line  
Railroad  
Station**



**Warehousing  
Station**



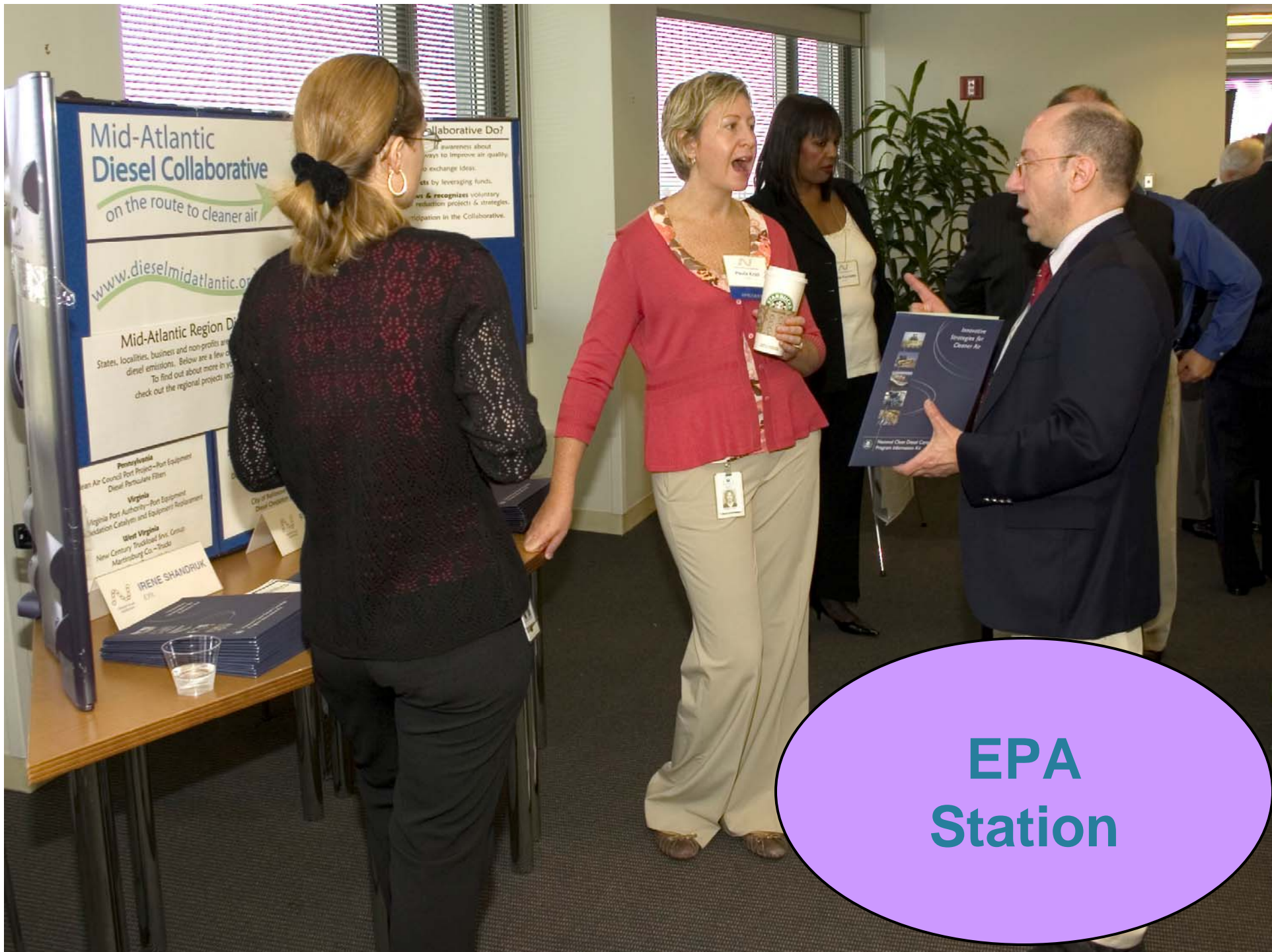
**Less Than  
Truckload  
Station**



**Retail  
Station**



**Freight Plan  
Station**



**EPA  
Station**



# Weigh-in-Motion Station

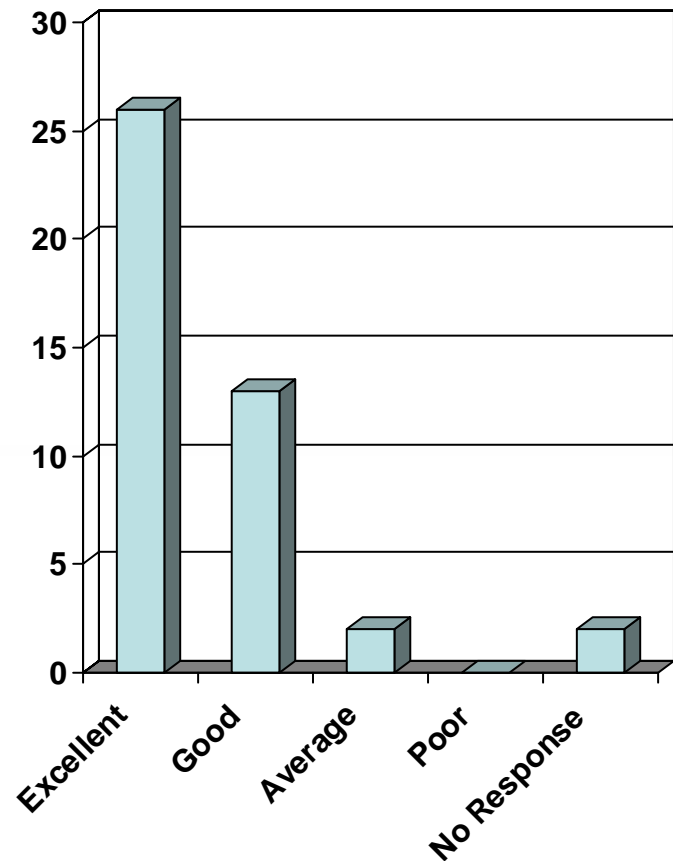




**Questionnaire  
Station**

# Questionnaire Results

- How would you rate the overall experience?
  - Two-thirds rated it excellent (See graph to right.)
- What was most helpful?
  - Interaction with experts
  - Increased understanding of overall Supply Chain concept
- What could have been improved?
  - More spread out
  - Introductory speaker
- What should the DVRPC Freight Unit focus on?
  - “Greening” of Goods Movement
  - Facilitation of Freight Rail needs
  - Truck Rest Stops



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**Closing  
Remarks**

# Staff Summary

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- Excellent attendance: 100 participants
- Extraordinary support: 30 speakers
- Lively interaction
- Unprecedented access to numerous freight experts
- Useful comments received for DVRPC's freight element of the long range plan
- Event objectives accomplished



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