



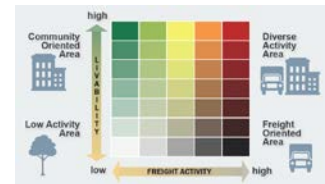
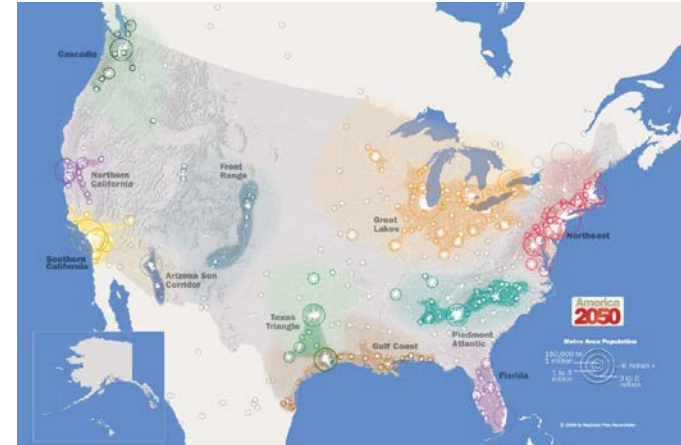
Improving Freight Demand Analysis Tools



RENAISSANCE
PLANNING

EMERGING ISSUES

- Demographics (millennials, goods, needs)
- Expectations (value pricing, resiliency)
- Technology (data, CV / AV)
- Governance (megaregions, P3)
- Land Use Applications (zoning >> design)



AGENDA

1

Where are we now?

State of the Practice in Incorporating Land Use and Demographic Trends into Freight Trip Demand

2

Where are we going?

Advances in Freight Travel Demand Evaluation

3

How do we get there?

FHWA Freight Resources – Existing and Forthcoming!

NON-TRADITIONAL TALKING FREIGHT FORMAT

- Interactive session with facilitated conversation and polls to gather feedback on the topics discussed
- Question / Answer after each presenter

