Data and Model Applications in the Ocala ILC Feasibility Study

presented by
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• Feasibility of an Inland Logistics Center
  – Funded by City of Ocala and FDOT
    • Managed by Astrida Trupovnieks, City of Ocala
    • Supported by John Zielinski, Ryan Marks, Lori Sellers (FDOT District 5) and the study Technical Working Group
    • Parsons Brinckerhoff, Martin Associates, Investment Consulting Associates, Greenman-Pedersen Inc.
  – Phase I in progress
    • Market analysis looks at primary indicators of feasibility
    • Nine month process, nearly complete
    • Data-driven process: “preponderance of evidence”
Data Utilization and Analysis

- Data/models provided by FDOT
  - Transearch
  - ATRI
  - Chain Store Guide
  - PIERS
  - STB Waybill
- Data/models obtained by consultant team
  - FAA
  - FAF
  - Census
Transearch Model Truck Tons/O-D

Source: PB Analysis of FDOT Transearch for Year 2011
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ATRI Truck Data Metrics

Number of Trips Ending in Each County

Average Dwell Time at Destination (hrs)

Source: PB Analysis of ATRI Data for March-June 2010
ATRI Truck Data Flow Mapping

Source: PB Analysis of ATRI Data for March-June 2010
ATRI with Business Cluster Mapping

Source: PB Analysis of ATRI Data for March-June 2010
Rail Waybill Data

- Rail commodities by carloads, tons and revenues
- Originating and terminating counties
- Originating and terminating railroads

Source: PB Analysis of FDOT STB Confidential Waybill for Year 2013
All Cargo Tonnage at Florida Airports, 2013

Fed Ex Cargo Tonnage at Florida Airports, 2013

Source: PB Analysis of FAA Data for Year 2013
1.3 M “Twenty-foot Equivalent Units” (TEUs) imported to Florida in 2013 by various modes

Total market of 3.3M TEUs; forecast to double by 2040

Reflected in FAF FL truck forecast

Source: Martin Associates and PB Analysis of FAF 3.5 for Years 2012 and 2040
Projected FL Population, 2030

Percentage Growth in FL Population through 2030

Source: Martin Associates
Planned work order to make the same kinds of information available for all of Florida:

- Compile available state and federal resources
  - Publicly-available data and models
  - Commercial and restricted info, with new acquisitions
  - FDOT model inputs/outputs and other products
- Create integrated analysis tool
  - “One stop” for handling different information sources
  - Graphical interface for queries, filtering and user feedback
  - Map, chart, and data table outputs
  - Ability to swap in future data to stay current
- Get more from FDOT’s data investments
  - Primarily for internal use – external use limited by licensing and confidentiality requirements
  - Analysis support
  - Summary extracts for publications