



IHS Transearch Freight Movement Data

Driving Data to Decision Making



Presented to:

Florida Model Task Force Meeting

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The Source *for Critical Information and Insight*

FLORIDA
MODEL
TASK
FORCE





IHS: Advancing Decisions

More than 5,500 people, in 30 countries, speaking 40 languages help our clients drive critical processes and make high-impact decisions with speed & confidence



- IHS serves businesses and all levels of governments in over 180 countries.

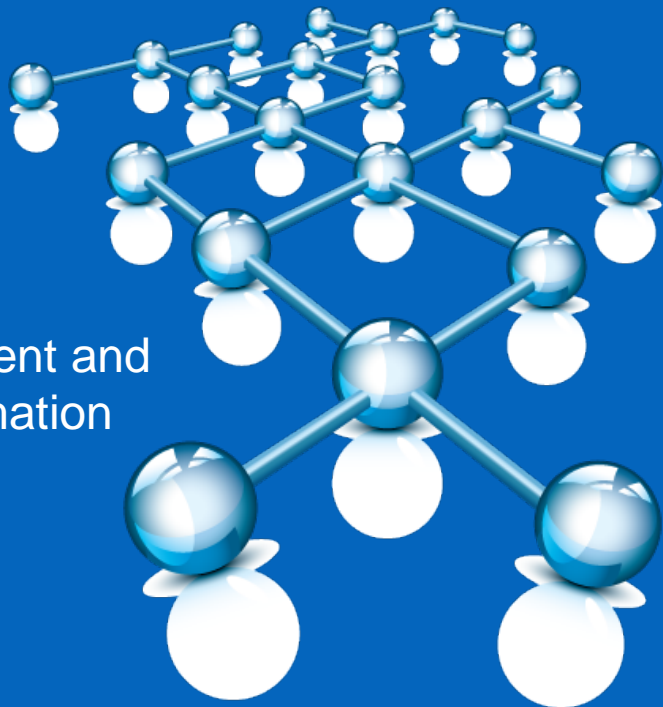
Florida clients include:

- Department of Revenue
- Legislature
- Executive Office of the Governor
- Florida Department of Transportation
- Several Ports and MPO's

- IHS gives clients access to cross-disciplinary content and expertise to offer more complete, integrated information and solutions for each part of the value chain.

Market focus:

- Energy & Power
- Design & Supply Chain
- Defense Risk & Security
- HS & Sustainability
- Country & Industry Forecasting
- Commodities Pricing and Forecasting





IHS Transearch Freight Movement Data

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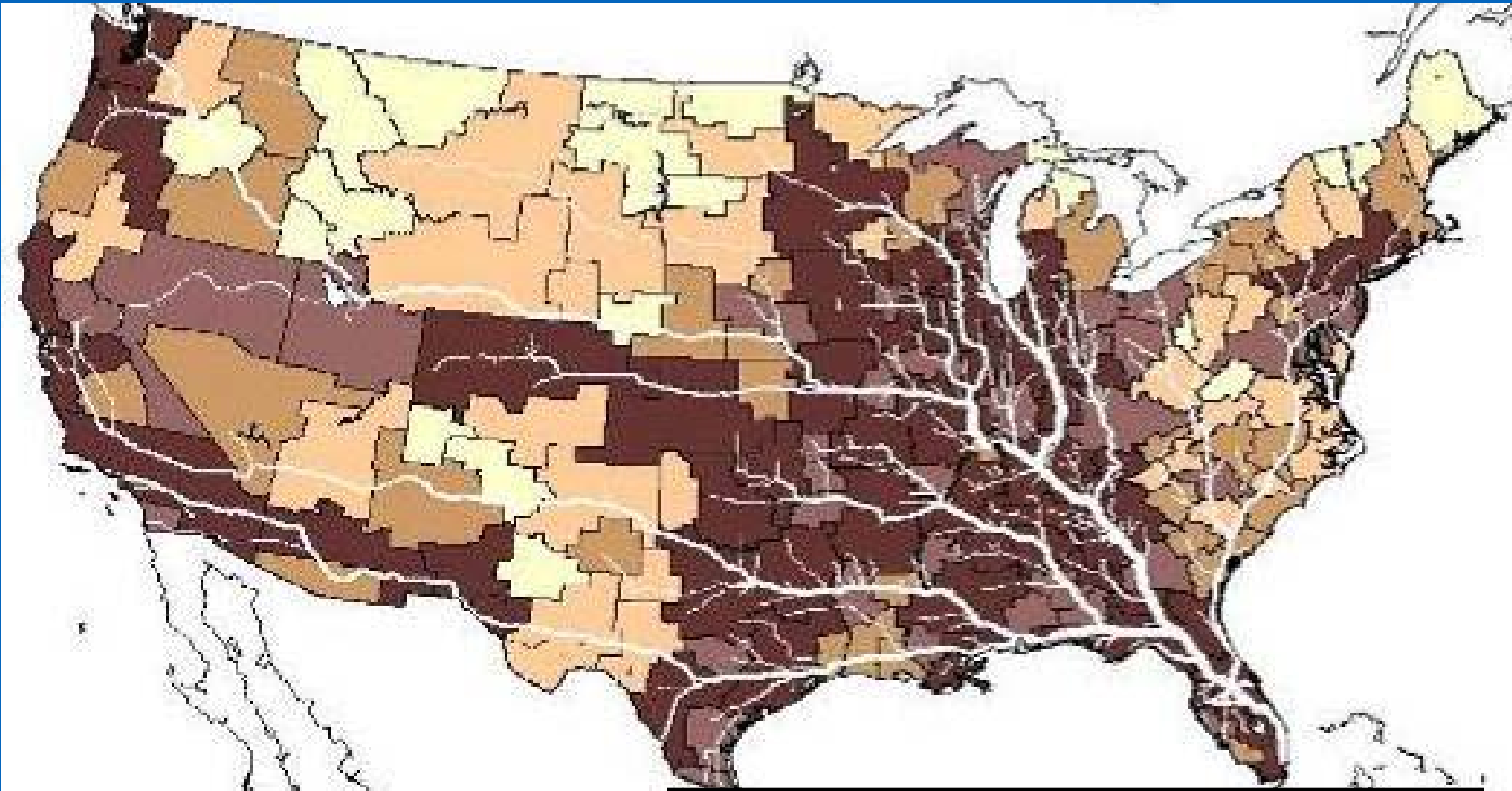
About Transearch -

The Transearch Service is Based on Client Engagement and Custom Data Fusion



Transearch: Visualizing Freight Analytics

Where does freight go now? Where will freight go in the future?



CENTRAL FLORIDA LTL HUB
Density of Through Routes & Markets



Standard Transearch Sample Extract

Origin State FIPS	Origin State	Origin BEA	Origin County	Destination State FIPS	Destination State	Destination BEA	Destination County	STCC4	Mode	Tons	Loads
01	AL	36	Houston County, AL	12	FL	32	Lee County, FL	27 41	PVT	4	1
01	AL	36	Houston County, AL	12	FL	32	Lee County, FL	30 72	TL	18	1
01	AL	36	Houston County, AL	12	FL	32	Lee County, FL	32 81	PVT	15	1
01	AL	36	Houston County, AL	12	FL	32	Lee County, FL	50 1	TL	231	18
01	AL	36	Houston County, AL	12	FL	33	Sarasota County, FL	20 14	TL	172	9
01	AL	36	Houston County, AL	12	FL	31	Broward County, FL	30 31	TL	55	7
01	AL	36	Houston County, AL	12	FL	31	Broward County, FL	50 1	LTL	3,927	307
01	AL	36	Houston County, AL	12	FL	32	Lee County, FL	39 94	TL	42	3
01	AL	36	Houston County, AL	12	FL	33	Sarasota County, FL	20 17	TL	4,121	221
01	AL	36	Houston County, AL	12	FL	33	Sarasota County, FL	20 39	TL	67	3



Transearch Database Features

Time Period: Base year and forecast databases

- 2010 annualized freight traffic plus forecast databases through 2040.
- State specific economic/employment/industry data and information integrated into the base year and forecast process

Shipment Metrics

- Short tons (2,000 lbs.)
- \$ value
- trips/truckloads
- rail carloads/containers

Geographic Coverage

- *Internal market:* Florida counties, ports-to-county origination/destination
- *External market:* All other U.S. BEAs and GA and AL counties along the border



Transearch Database Features

Commodity Detail

- 4-digit Standard Transportation Commodity Codes (STCC)

International Freight Identifiers

- Identification of import, export, domestic, and NAFTA activity

Statewide/Regional Freight Generators: Freight Finder

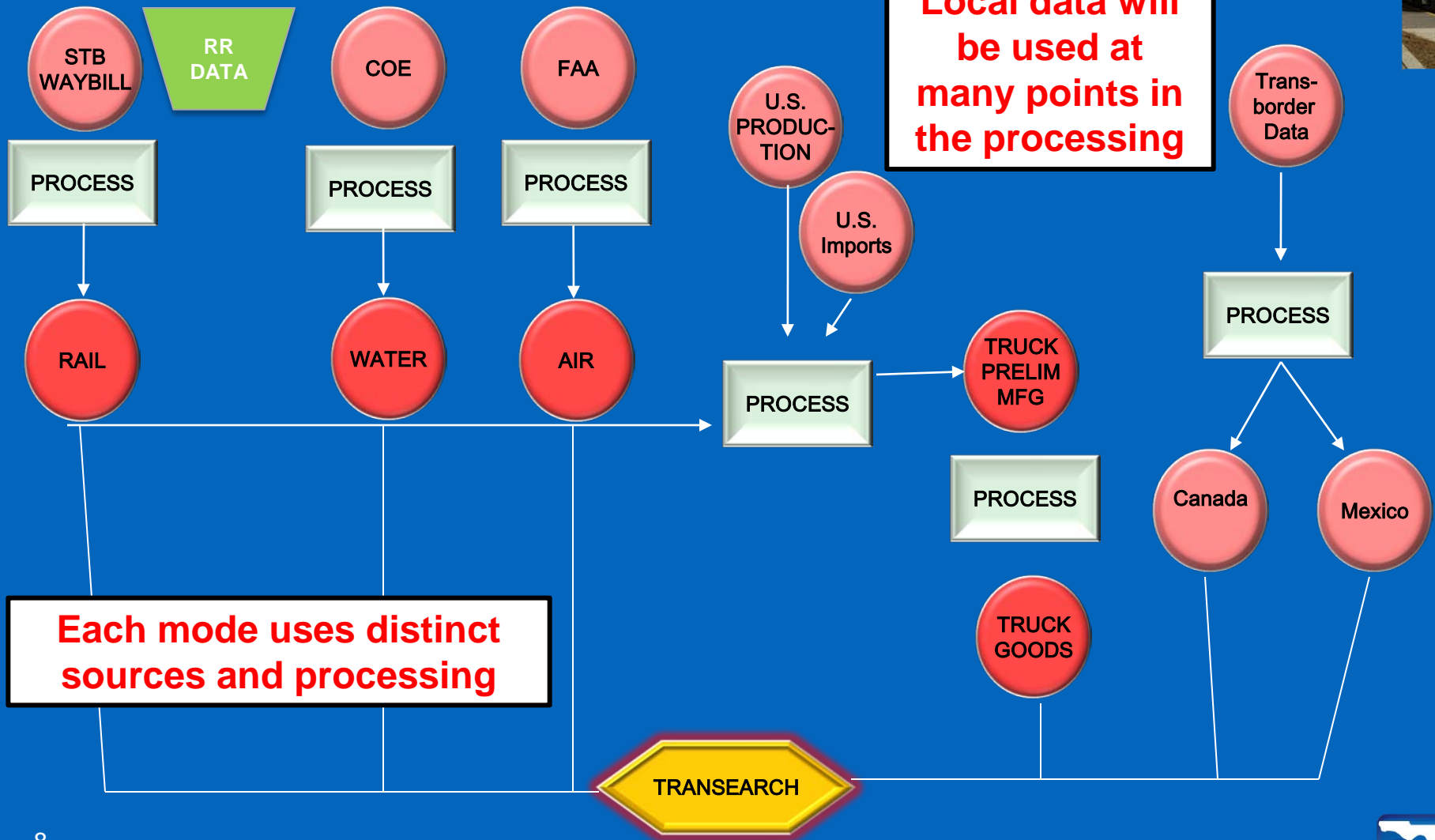
- Identification of Freight Activity by Business Establishments

Multi-mode Identification

- Truck (O/D's and routing): Less-Than-Truckload, Truckload, and Private Motor Carrier. Custom integration of Florida's truck count and motor carrier shipment data.
- Rail (O/D's and routing) Intermodal & Carload using STB Private Waybill Sample
- Waterborne
- Air



Transearch Processing Overview





Transearch Custom Engagement Process

1: Review Alternatives and Establish Specifications

- *Understand clients needs*
- *Discuss available options and customizations*
- *Finalize specifications*

2: Collect Client & Internal Data

- Data for input /benchmarking*
- * *Truck counts* * *Industry Data*
 - * *Surveys* * *Port data*
 - * *Fleet and Rail data*
 - * *IHS industry expert input*
 - * *FDOT and MPO Inputs*

**Turning
Freight
Data into
Market
Insight**

3: Output and Review

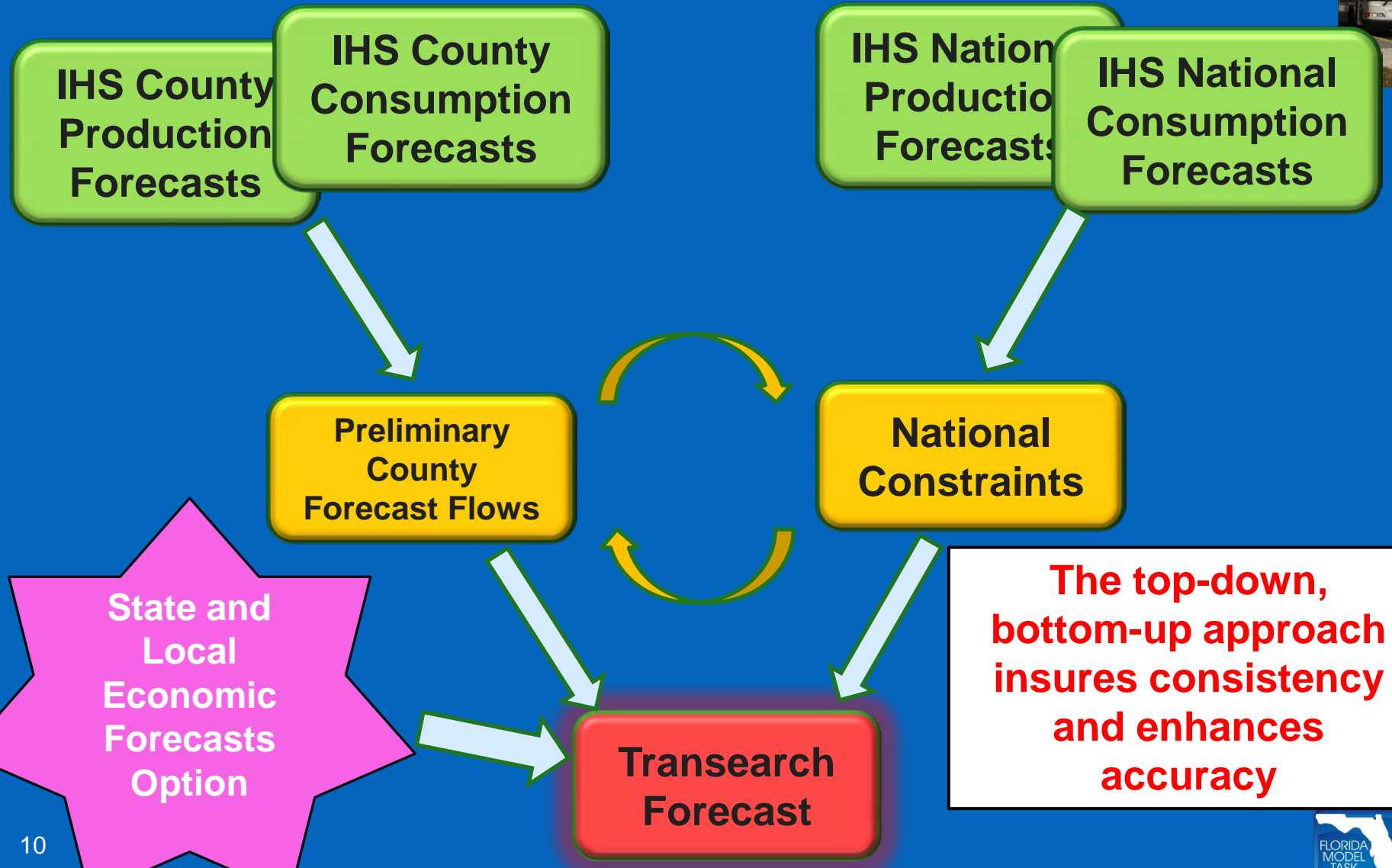
- *Preliminary dataset and provide samples to client for review*
- *Adjust if appropriate*
- *Final database delivery*
- *On-going client review and adjustments as needed*

4: Training, Support and Applied Research

- *Provide training*
- *On-going support*
- *Retainer services for project applications*



Transearch Forecast Process



Expanded Trucking Coverage

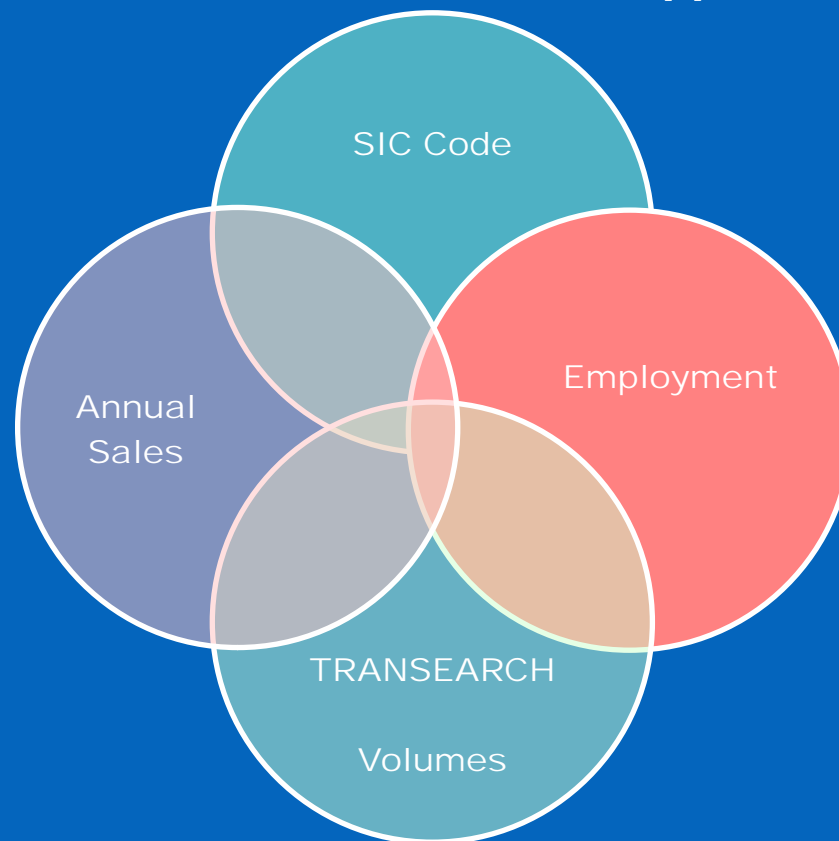
Included Traffic	Pct	Excluded Traffic	Pct
Domestic Mfg Goods		Domestic Waterway Drayage	
Inland International		Rail Carload Transfers	
Agriculture		Fish/Logging	
Coal, Ores, Minerals		Municipal Waste	
Air Drayage - Domestic		Small Packages OTD	
Rail/Highway Intermodal		Military	
		Household Goods	
		Service Vehicles	
		Local Retailer & USPS	
		Air Drayage - International	
Share of Truck Traffic	66%		33%

State and local surveys, fleet and other data collection will expand coverage



Freight Finder Identifies Freight Generators

Freight Finder identifies freight generating/consuming facilities, linking TRANSEARCH data to actual shippers and receivers



Outbound & Inbound Tonnage



Transearch Applications -

Applying Transearch to Florida's Statewide Freight Programs -

- Mobility, Capacity and Reliability
- Safety and Security
- Regulatory/Land-Use Planning
- Travel Demand Modeling



Capacity & Mobility Assessment

Infrastructure Analysis to Support Key Sectors and Companies

Need: A Chamber of Commerce needed an assessment and analysis of its region's infrastructure capacity and supply chain efficiencies. The need was to compare current conditions against future needs and develop a regional freight enhancement program. The focus was to develop public-private partnerships to prioritize and fund improvements.

Solution: A capacity assessment of multimodal freight linkages, infrastructure and activity centers was conducted integrating surveys, interviews, **Transearch**, and **Freight Finder**. Transearch forecasts of freight flows demonstrated future needs, and Freight Finder identified facilities, their supply chains, and aided in prioritizing 14 structure needs.

Public Private Partnership for Transportation Improvements





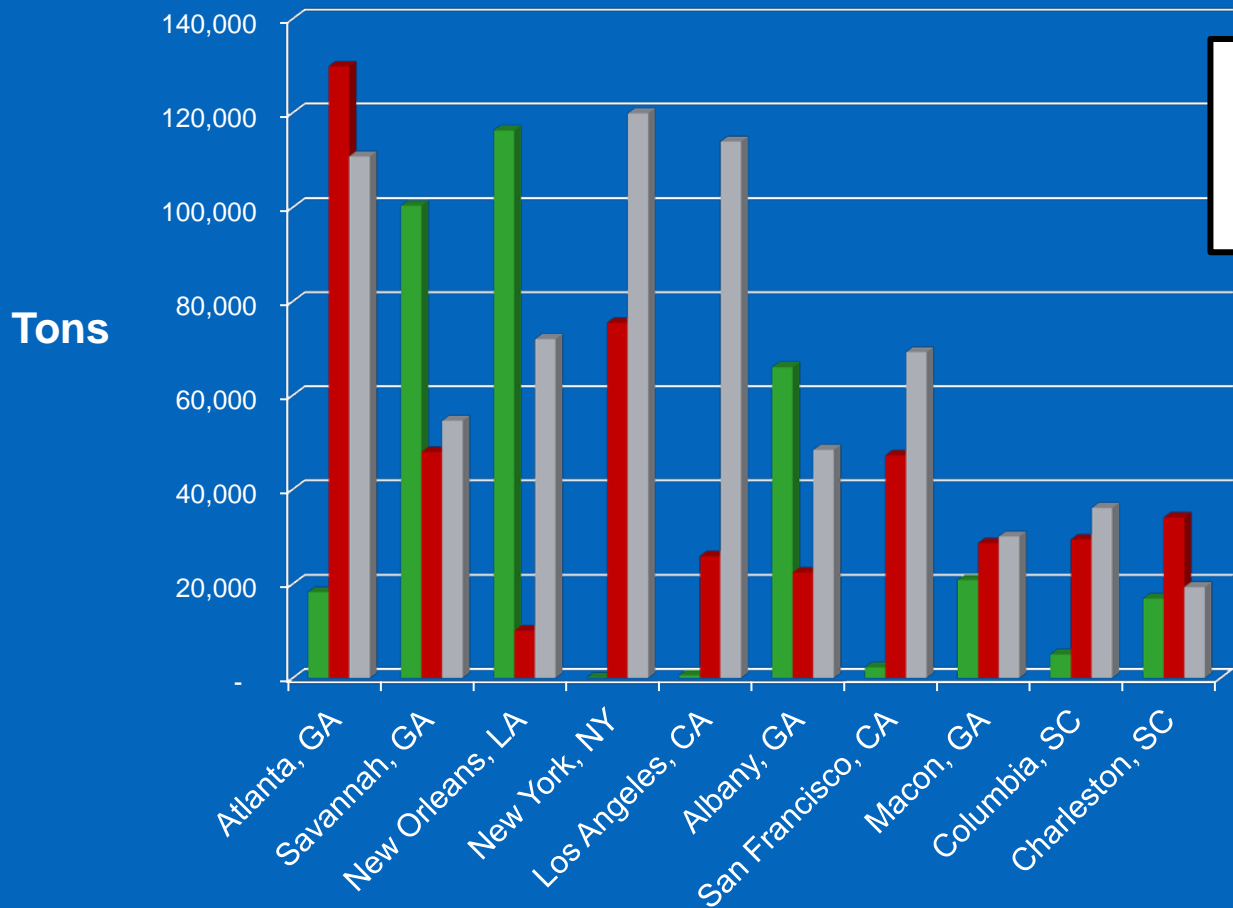
Capacity & Mobility Assessment

Evaluate Lane Density

Interstate Import Destinations by Truck from Florida Ports



Top ten markets account for 50% of interstate volume



2009 Data



Capacity & Mobility Assessment

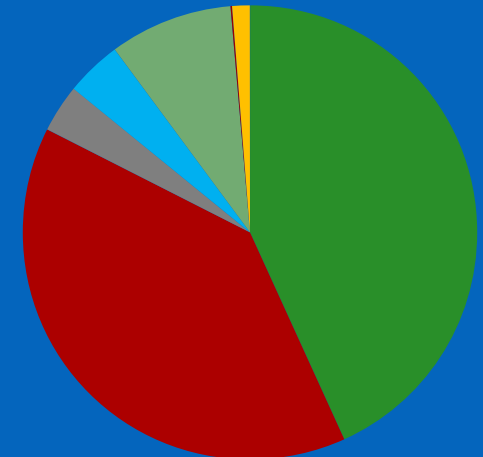
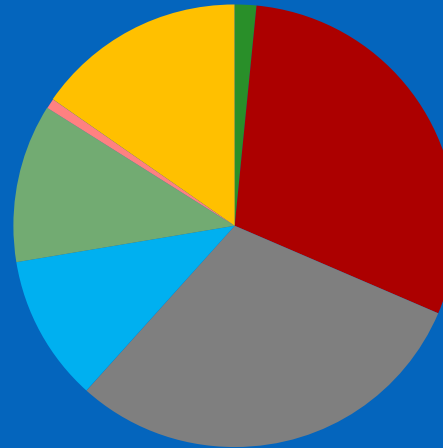
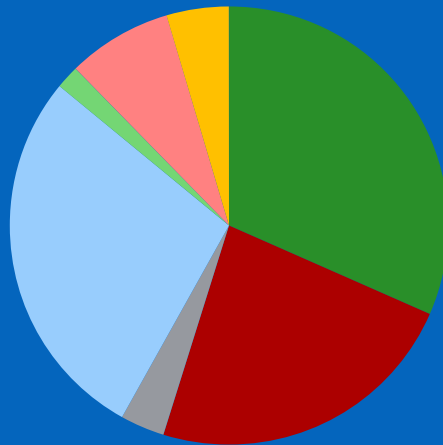
Quantify the Linkage of Trade & Freight

Commodity Composition of FL Port's Truck Traffic

Jacksonville

Miami

Tampa



	Jacksonville	Miami	Tampa
Ores & Minerals	31.6%	1.6%	43.2%
Chemicals & Petroleum	23.2%	29.9%	39.3%
Agriculture & Food	3.3%	30.2%	3.4%
Intermodal Drayage	27.9%	10.7%	4.0%
Building Materials	1.7%	11.6%	8.8%
Transportation Equipment	7.7%	0.7%	0.1%
Other	4.6%	15.3%	1.3%

**2009
Data**



Safety & Security

Risk, Redundancy and Mitigation Planning with Hazmat Commodity Flows

Optional Transearch Hazmat commodity flow data and visual tool for emergency management when evaluating safety and security risk, identifying needed transportation redundancy and mitigation programs, and incident response.

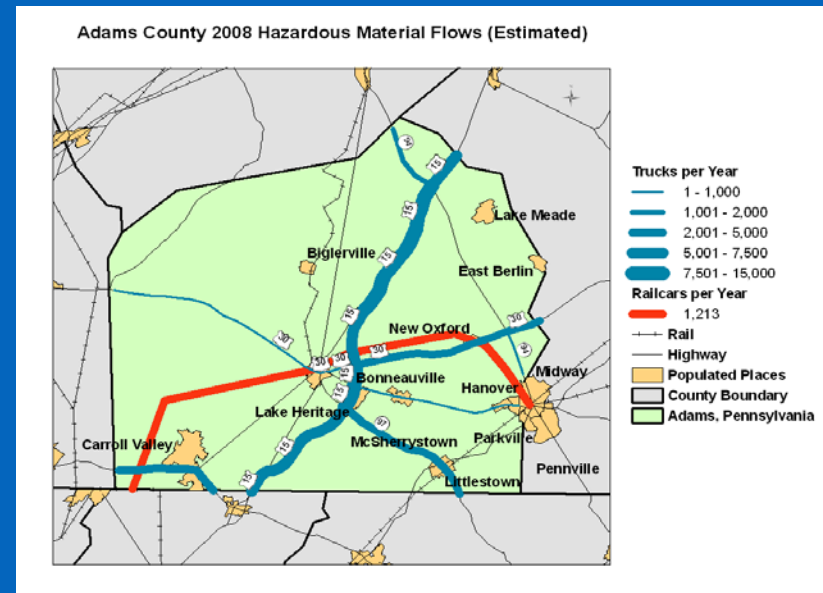
Hazmat Flow Database Features -

Transearch is its core.

Database and Maps Illustrate -

- ✓ Points of origin/destination of hazardous goods
- ✓ Specific traffic routes that hazardous goods are flowing (highway and rail) through states, BEA's, MSA's and counties.
- ✓ Modes by which hazardous goods are moving

County EMA Summary Hazmat Flow Map





Land-Use

Inland Intermodal Port Market Opportunity Analysis



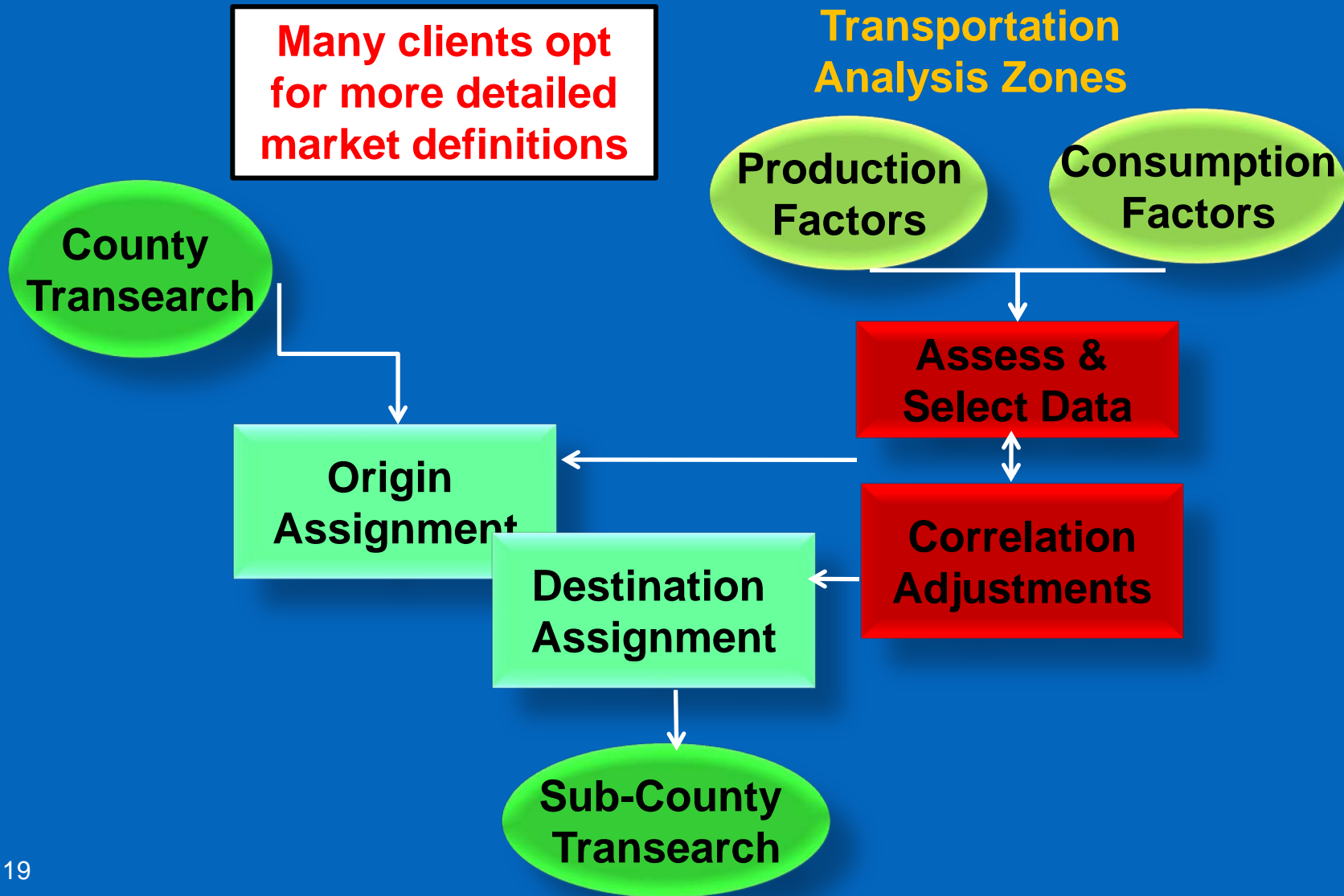
Need: An inland port authority was given the opportunity to build a multimodal facility with funding and land contributed by a Class I, if the authority proved its viability and gained additional funds from the State. The client needed a fact based and highly credible business opportunity and infrastructure analysis to present to all stakeholders.

Solution: *Transearch* determined regional freight volumes by mode & route, and quantified the potential to divert freight to the proposed site. *Freight Finder* identified key industries to attract, and the *IHS Transportation Economic Impact Model* evaluated the economic impact of the facility on the State.

If, Where and How to Build an Inland Port



Travel Demand Modeling & MPO Planning





Questions



Thank you!

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