

## Florida Model Task Force Freight Data Subcommittee

### Subcommittee. Freight Data.

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**Motivation.** Freight data has inspired good planning processes and informed decision-making for decades. The production and availability of appropriate data is fundamental to gaining insights into the travel markets and transportation challenges faced by the industry in today's ever changing economic and regulatory climate. Technological advancements have enabled exponential growth in data products and opened doors to new possibilities in recent years. The interest and synergy within the transportation planning community to utilize emerging datasets and technologies (cellular, Bluetooth, GPS probe, crowdsourcing, sensor, video data, Big Data, cloud computing, and internet of things for example) have never been greater. Several initiatives are underway at the federal level to develop data products and tools (like the National Performance Management Research Data Set). FDOT's data focus has also evolved from a highway and traffic program to a multimodal program. The Department has mobilized a freight and modal data program in order to produce information that supports multimodal planning for the mobility of people and goods as well as the economic prosperity of Floridians. FDOT has also developed a statewide Freight Supply-Chain Intermodal Model (FreightSIM) that includes both supply chain and tour-based delivery methods at the national and regional scales and utilizes a number of freight datasets. Identification and utilization of appropriate freight datasets is critical to enhancing the model performance over time.

**Vision.** The Freight Data Subcommittee intends to fully understand the data needs of the Florida freight community; make data more accessible; enhance the Freight Supply-Chain Intermodal Model (FreightSIM); and ultimately convert data into meaningful information for multimodal planning and decision-making.

**Specific Objectives.** The main objectives of this effort are:

1. Understand the needs of the freight data customers (build on existing surveys and conduct a new survey as needed).
2. Inventory available freight datasets and how they can be leveraged (build on the freight and modal data inventory matrix).
3. Identify what datasets are needed and how they can be utilized to enhance FreightSIM.
4. Identify/ develop applications to convert freight data into meaningful information for multimodal planning and decision-making.
5. Design training and outreach program to increase freight data awareness and use.