Memphis MPO
METROPOLITAN PLANNING ORGANIZATION

Talking Freight: Trucker Engagement, Outreach, and Parking Needs

Memphis MPO
Date: May 16, 2018
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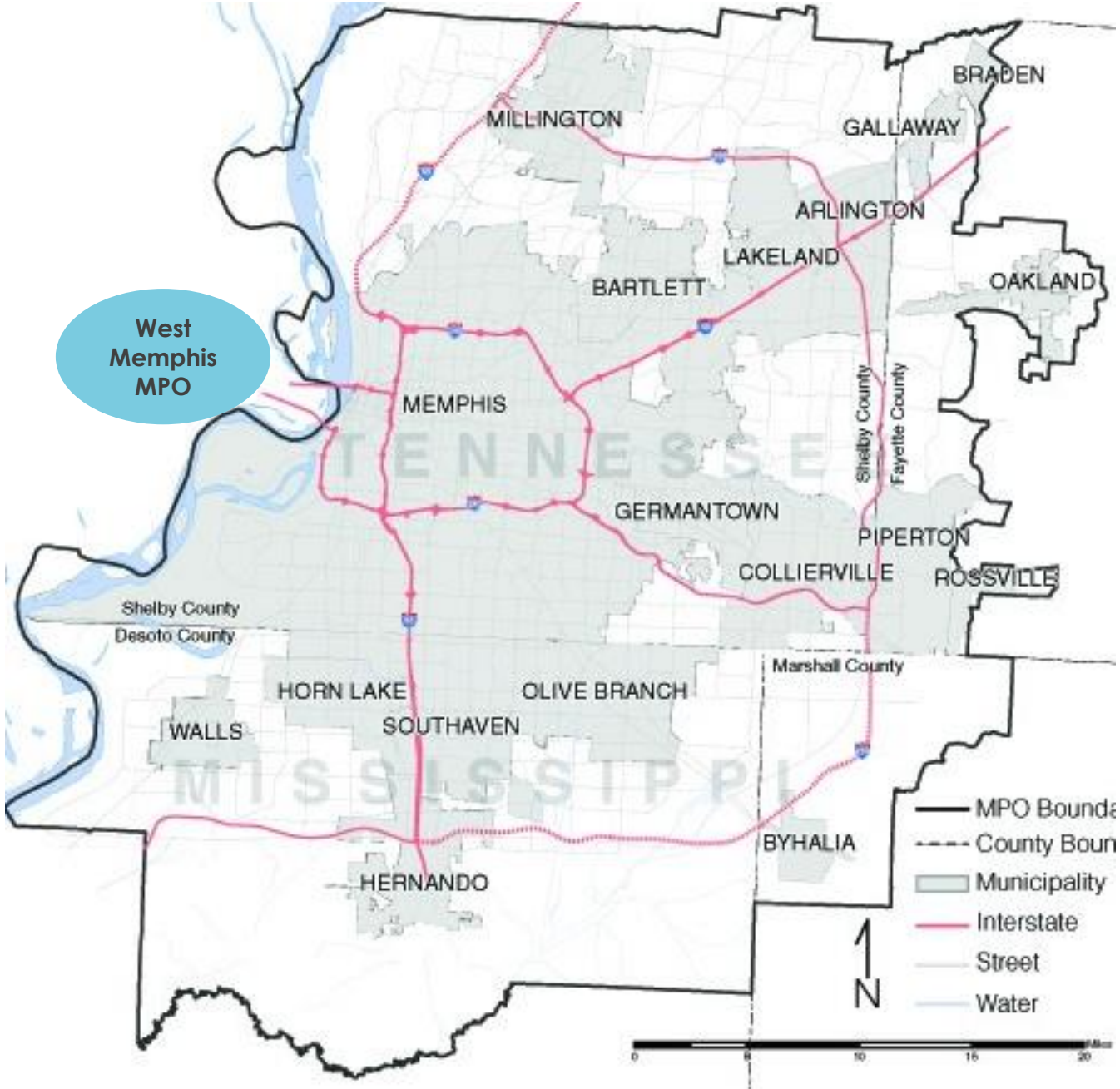
About Memphis MPO

- Bi- State MPO – TN and MS
  - **Planning area:** 2 full counties and 2 partial counties
- Coordination with West Memphis MPO, AR
- Population approx. 1.1 million
- Employment – 1 in 4 in transportation and warehouse sector



About Memphis MPO – Freight Overview

4 R's

ROADS

RIVER

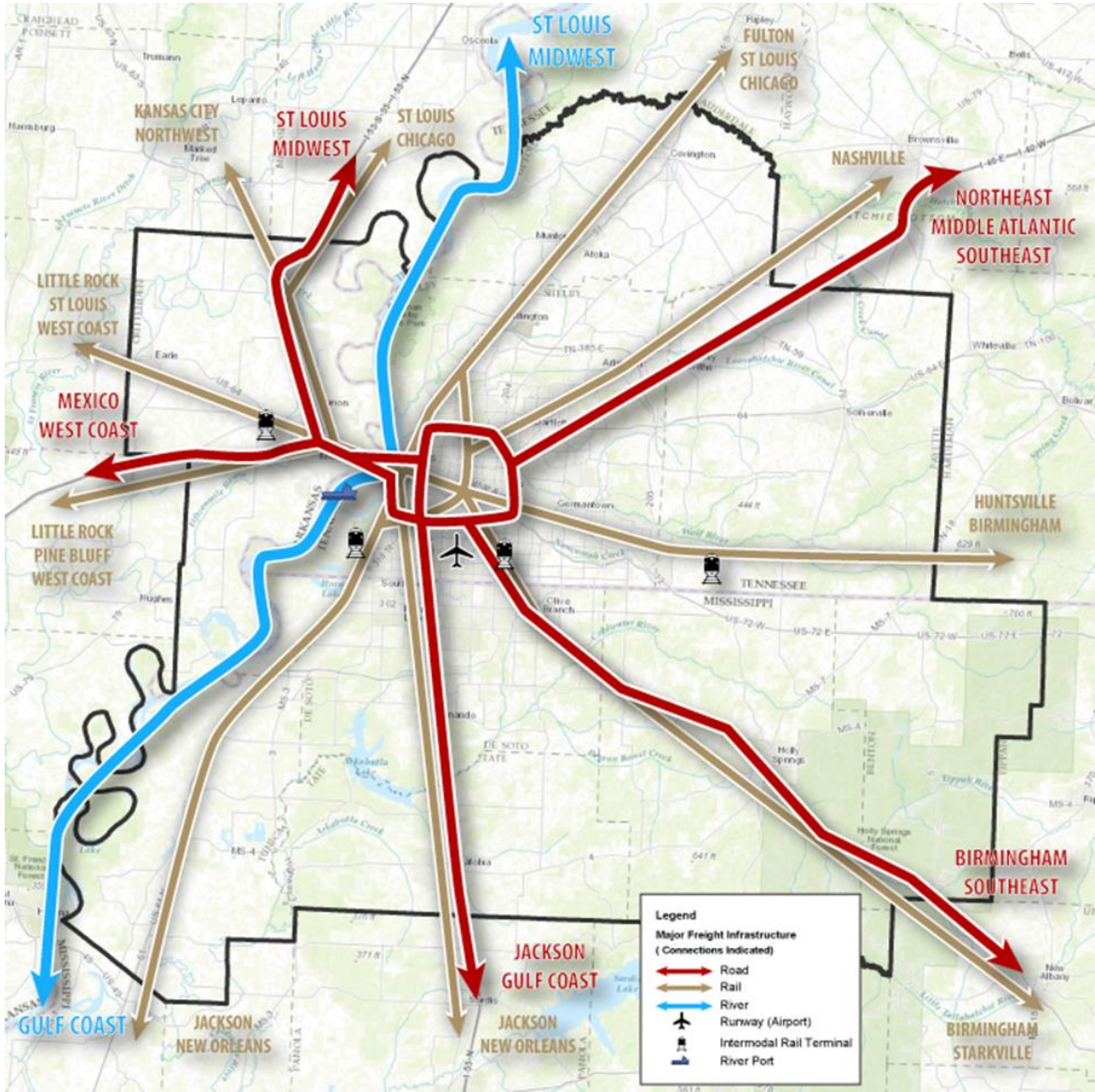
5th
Largest Inland Port

RAIL

5 class 1's railroads with over **$400 million invested** in last few years

RUNWAY

Busiest cargo airport in N. America



Greater Memphis Regional Freight Plan

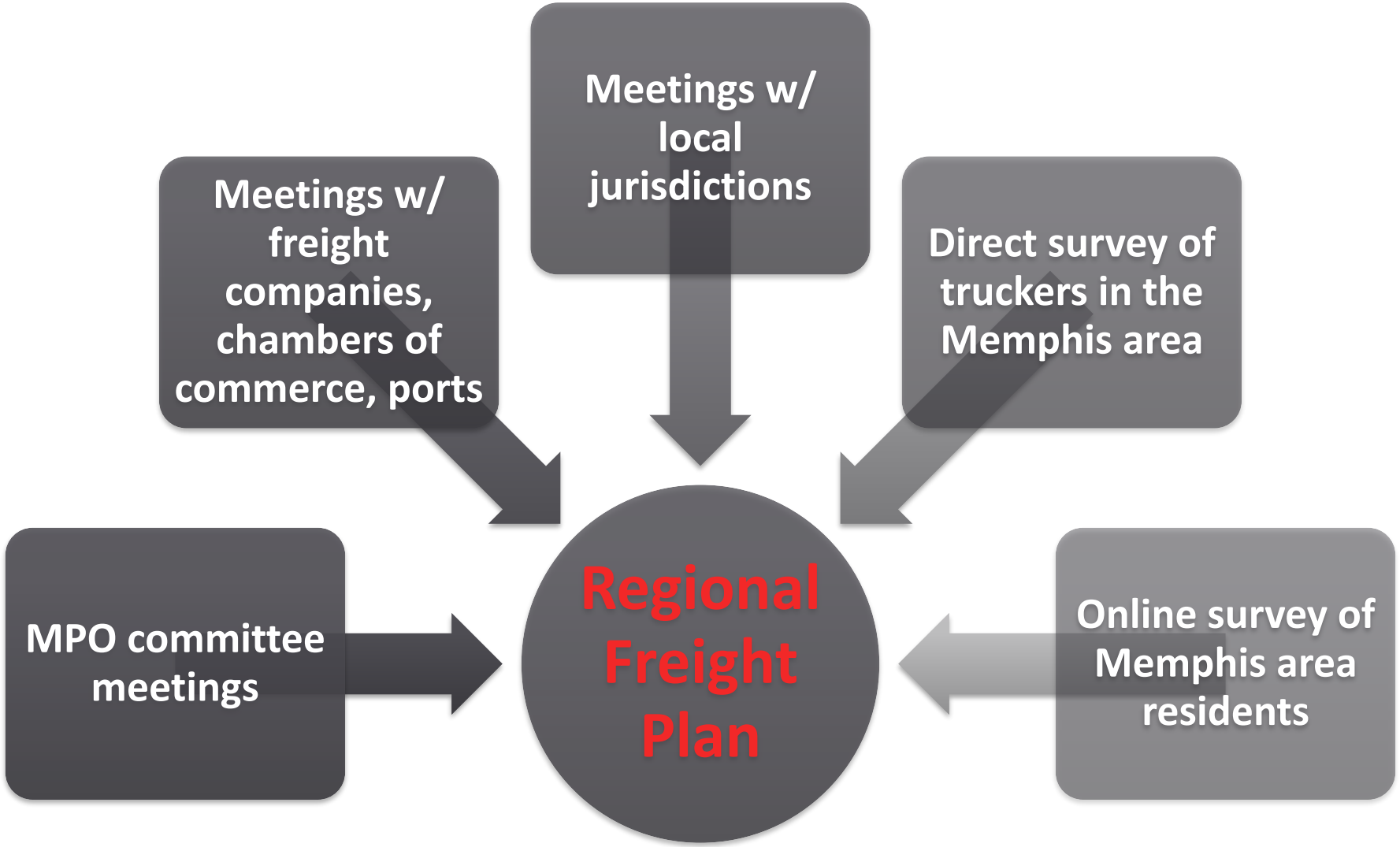
- The Greater Memphis Regional Freight Plan is a comprehensive examination of multimodal transportation and industrial area inventory, project needs, environmental impacts, and emerging trade & technological trends – Including West Memphis, AR

- Formal planning began May 2016

- Trucker and Public surveys conducted February 2017

- Freight Plan adopted in November 2017

Stakeholder Meetings



Trucker Engagement

- Reaching out to truckers captured “Man on the Street” perspectives and concerns beyond that of corporate management
- **Obstacle:** Truck stops refused to allow surveys on premises
- **Solution:** Conducted trucker surveys at multiple repair shops, dealerships, and truck washes throughout the region
- Trucker survey conducted over two weeks at 7 locations in Tennessee, Arkansas, and Mississippi using iPads
- A survey link was also included in the back of Tennessee Trucking Newsline, but no responses were received

INDUSTRY UPDATES

GAS TAX POLL
NASHVILLE, Tenn. (AP) — Republican Gov. Bill Haslam gave his annual State of the State address to a joint convention of the Tennessee General Assembly on Monday. Haslam's top legislative priority this year is to boost state funding to begin tackling a more than $10 billion backlog in road and bridge projects in the state. The governor wants to raise $278 million a year in new transportation funding, largely paid for by a tax increase on gasoline and diesel.

Attached is a one question survey that we would like you and all of your employees to participate in. **Please vote.**

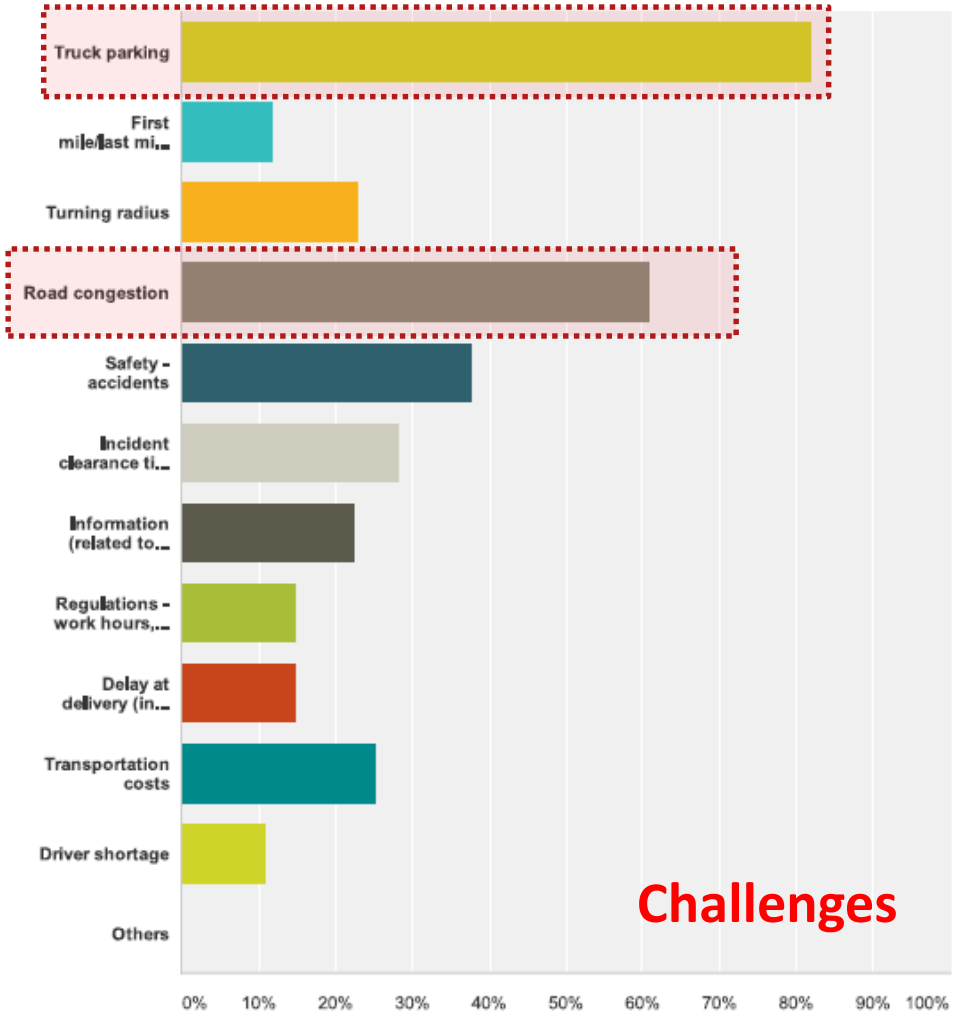
TRUCK DRIVERS SURVEY MEMPHIS URBAN AREA METROPOLITAN PLANNING ORGANIZATION
Bad roads. No room for your truck. Let your voice be heard in the Regional Freight Plan Survey. The Memphis Urban Area Metropolitan Planning Organization is looking for strategies to improve truck routing and congestion, to name a few. Your input is vital to this study. Please take less than 2 minutes to share your opinion and concerns. The information you provide will assist planners in learning about your professional needs as a trucker. Please take time to give your opinion. Click **here** for the **Truck Driver Survey**

Trucker Survey Questions

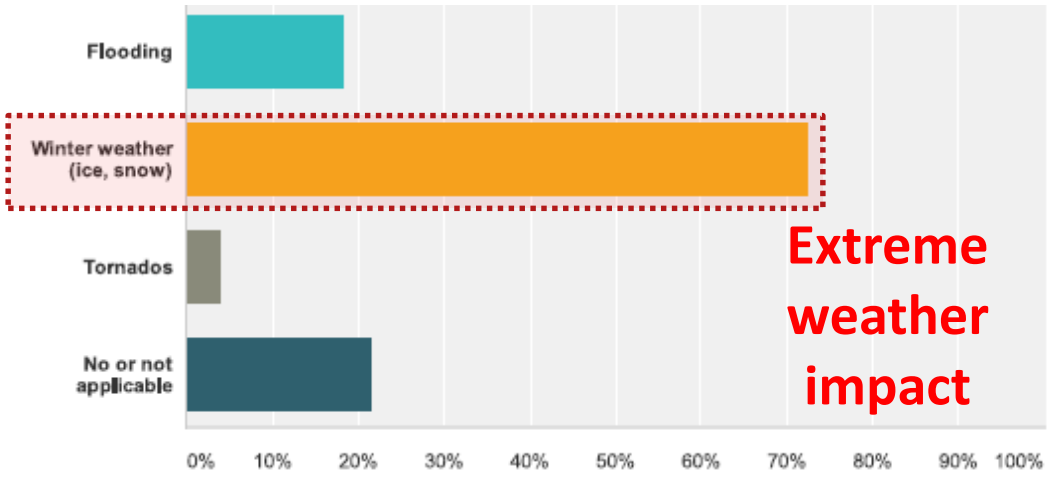
- **10 Questions total, including:**
- Where did your trip start and what is your final destination?
- What are some potential opportunities or solutions to improve freight movement?
- Were you or your business impacted by extreme weather situations in the past 5 years? If so, how and by what?
- In your opinion how would you rate the freight infrastructure condition in the Greater Memphis Area?

Trucker Survey Results

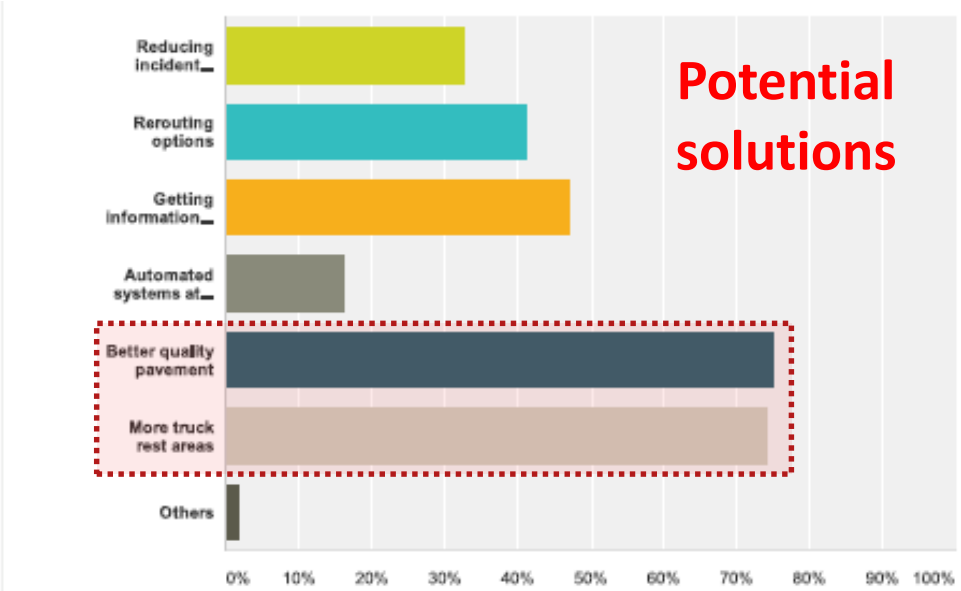
294 Survey Responses



Challenges



Extreme weather impact



Potential solutions

Trucker Survey Results

More Findings:

- ~25% of truckers surveyed identified as independent, and many of the rest worked for companies of 50 people or less
- Truckers did not express concerns about driver shortages or technological changes that troubled management

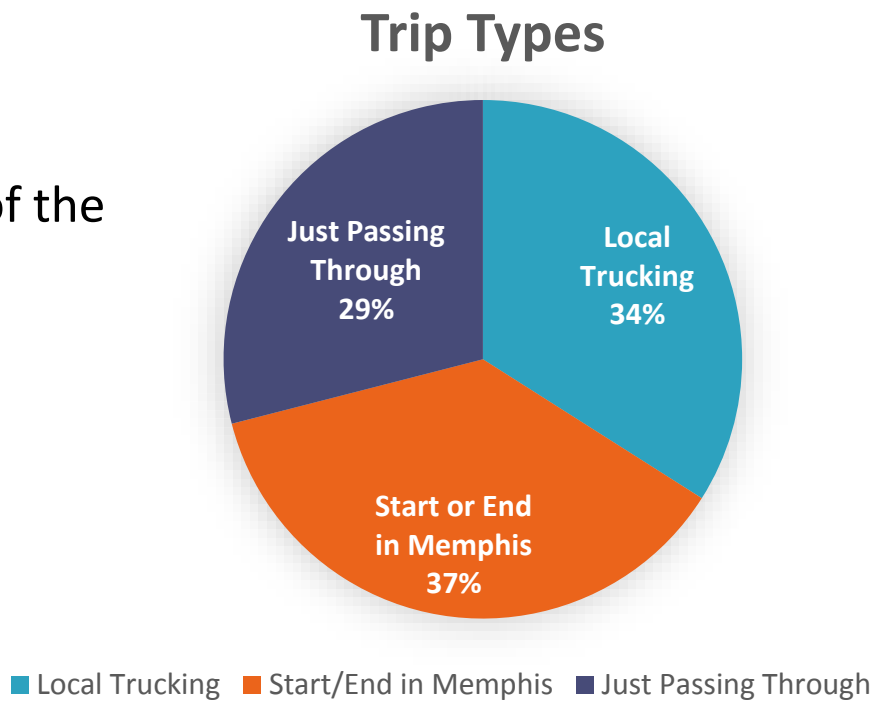
Open-Ended Responses

Some "Most Favorable Memphis Area Conditions" Responses

- ❑ Great BBQ/Great food (x5)
- ❑ Good Weather
- ❑ Elvis Presley (x2)
- ❑ "Y'all keep it moving"

Some "Most Challenging Memphis Area Conditions" Responses

- ❑ Bad drivers
- ❑ Bad Weather
- ❑ Missed Superbowl
- ❑ "Everything is bad" (x3)

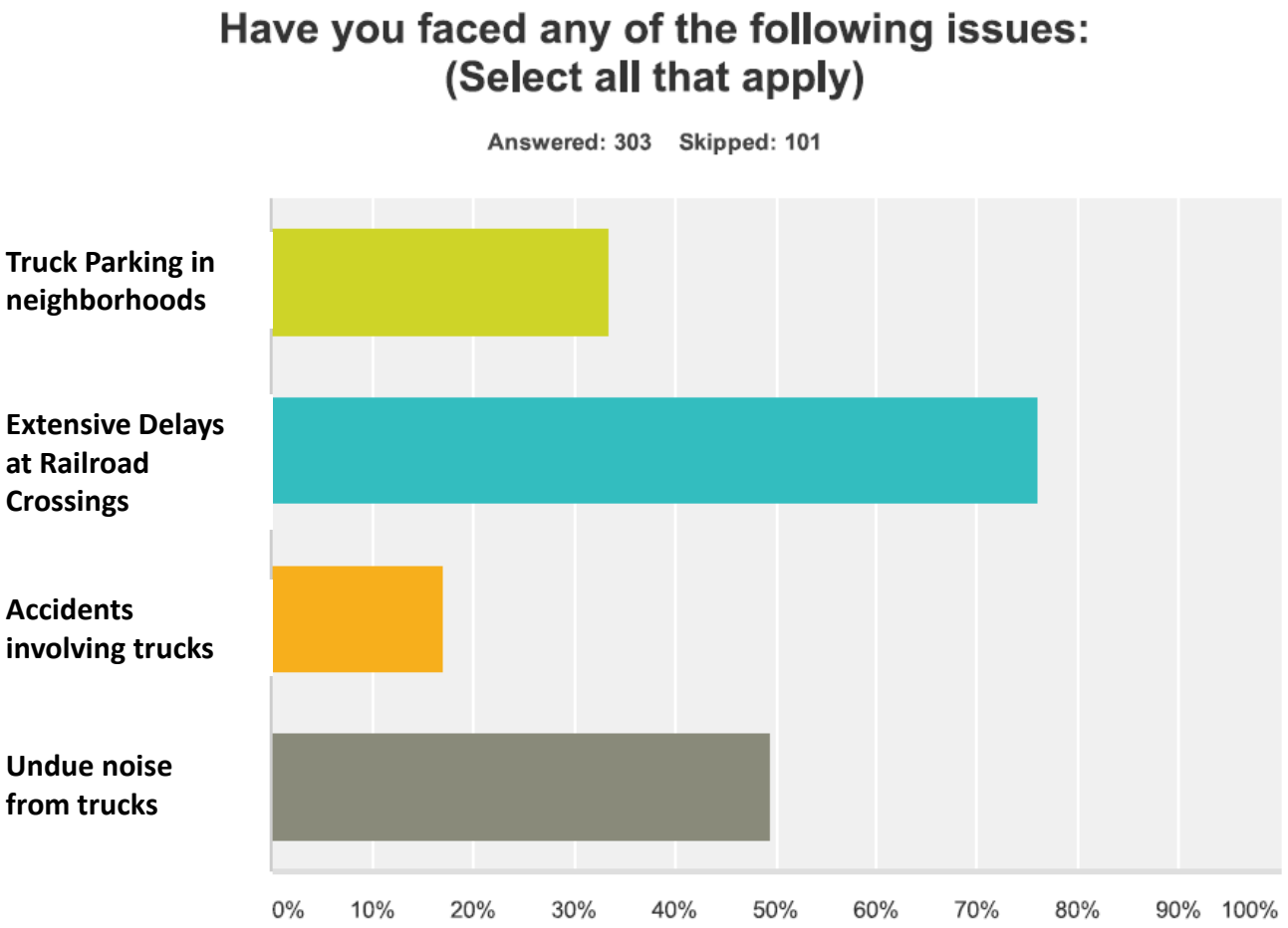


Public Survey

Online Public Survey

- Promoted through social media, email, TV & print news media, public notices, etc
- Short survey intended to be quick and easy to complete
- Informs Memphis MPO about public opinion AND gets public to think about the importance of freight & shipping for the region

Public Survey Results



404 Survey Responses

Note:

- Both truckers **and** the public had concerns about lack of dedicated truck parking

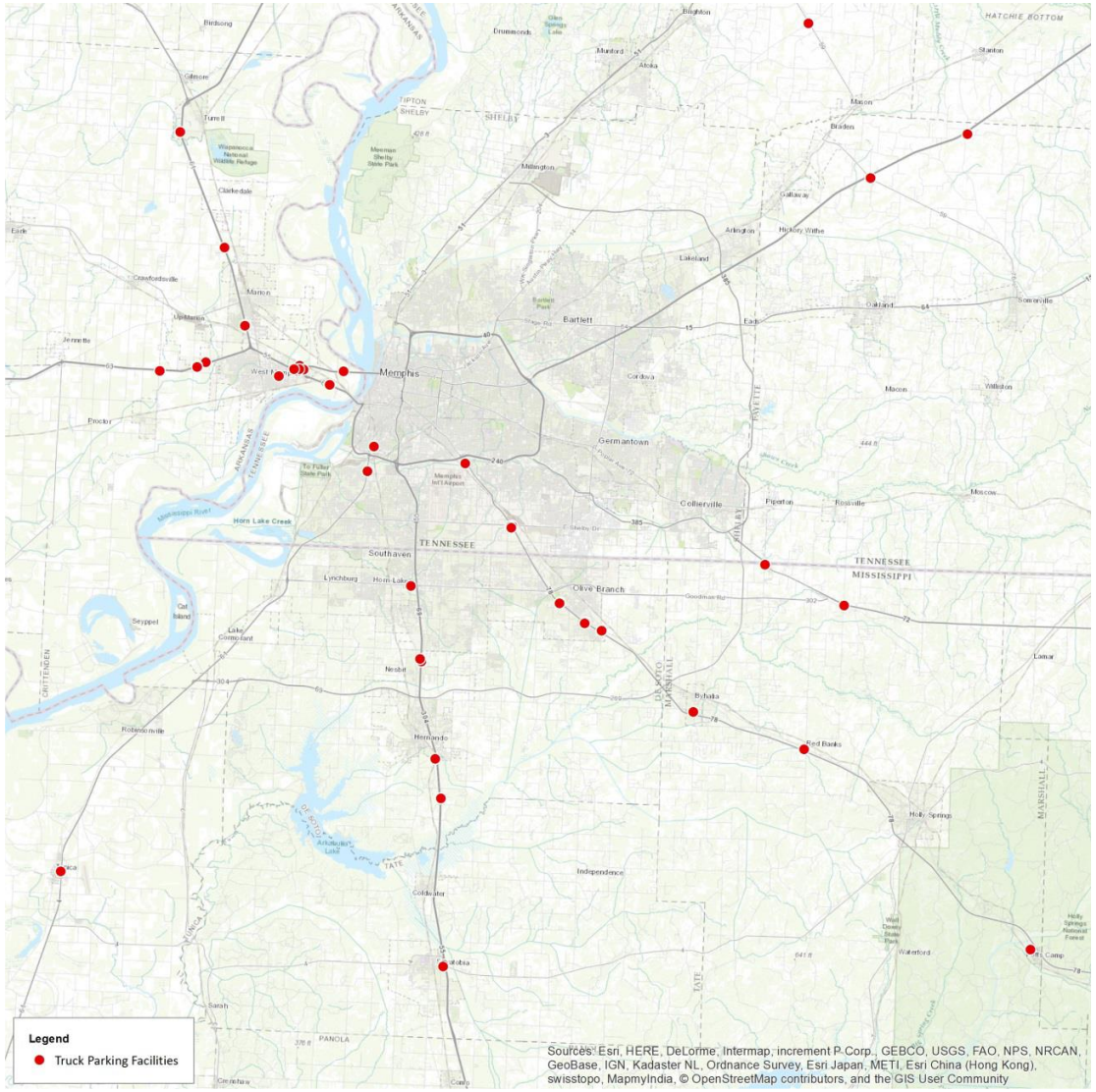
Lessons Learned

- Identify multiple methods of outreach and discover what works
- Get creative about finding new places and workarounds when things fall through
- Shorter surveys get more results
- Look for common points among multiple groups:
  - e.g. A need for more truck parking

Next Steps

- Inventoried (High level) existing truck parking facilities, as part of Greater Memphis Regional Freight Plan

- Possibly working with State DOTs to address truck parking issues:
  - Further engage truckers and trucking association
  - Location identification
  - Explore usage of ITS solutions in providing parking availability to truckers



Existing Truck Parking Facilities, Memphis Region