2014 WINNER:

Transportation Research Board
8th Annual Competition for Communicating Concepts with
John and Jane Q. Public: Freight Transportation Needs and Issues

Goal: There is a lack of public understanding about the vital role of freight transportation in delivering goods, growing the economy and ensuring quality of life. Identifying best practices in:

- communicating freight transportation needs and issues to the public
- engaging the public in discussing these issues
- incorporating public input into transportation plans and projects with freight components

ACKNOWLEDGEMENTS:

Ami Koreh – Visual Specialist

Barb Ivanov – Plan Perfectionist

Chris Herman – Freight Rail Data Expert

Colleen Gants – Communications Master

Dave Radford – Digital Specialist

Joy Dopita – Coordinator of People, Places, Things

Matthew Pahs – Poster Master

Rachel Knutson – Freight Economist

Steve Riddle – Graphics Guru

Wenjuan Zhao – Map Master

Washington State
Department of Transportation

Washington State

FREIGHT MOBILITY PLAN

The Washington State Freight Mobility Plan was guided by three key objectives:

- Developing an *urban goods* movement system that supports jobs, the economy, and clean air for all; and provides goods delivery to residents and businesses.
- Maintaining Washington's competitive position as a *global gateway* to the nation with intermodal freight corridors serving trade and international and interstate commerce, and the state and national Export Initiatives.
- Supporting rural *economies'* farm-to-market, manufacturing, and resource industry sectors.

Washington's regional and state economies, workers and residents depend on an effective and efficient freight transportation system.

There are five key findings in the Washington State Freight Plan:

- Washington has a strong freight system
- Preserving Washington's multimodal freight system is our greatest need
- Top trends shaping future freight demand are population growth, U.S. energy production, port competition, and automated vehicles
- If we want more jobs, more regional domestic product, and a larger tax base in the future we must make needed policy changes at the federal and state levels and invest in freight mobility improvements
- We can meet the challenge together

In their own words

Washington business leaders speak up about freight's impact on our economy. Please visit these online testimonials, complete with statistics, videos, and infographics at: http://www.wsdot.wa.gov/Freight/FreightMobilityPlan

For more information, please contact:

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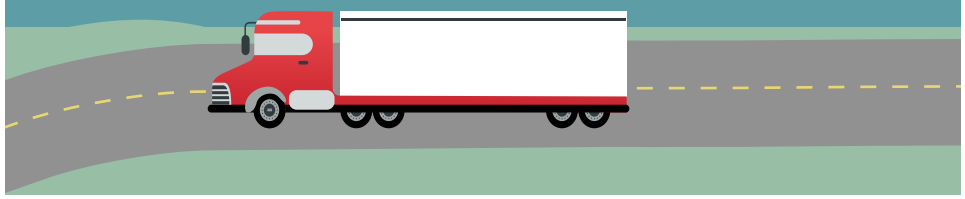


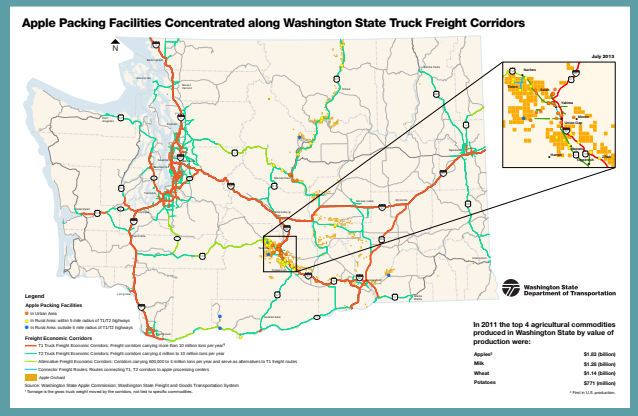
APPLES

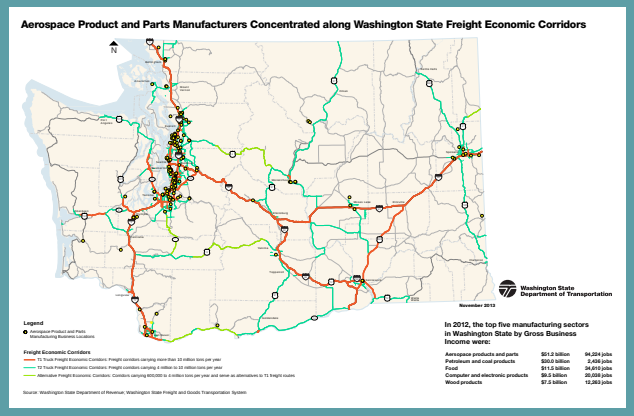
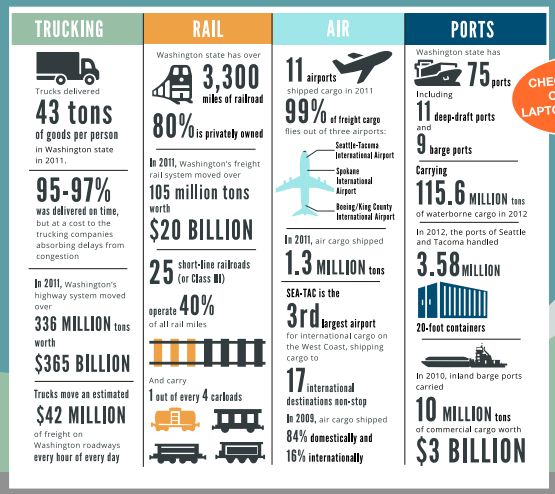
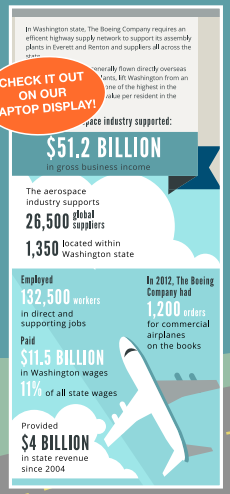
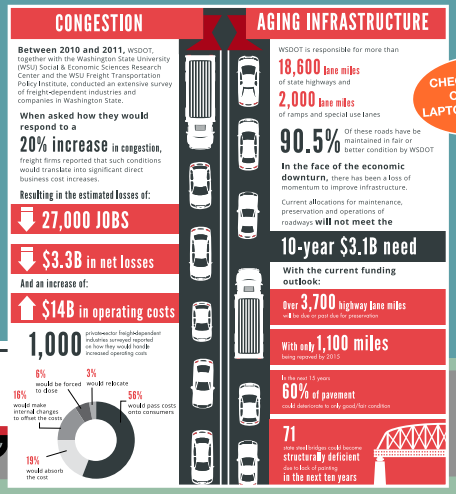
AEROSPACE

WHEAT

VIDEO

SUPPLY CHAIN MAPS

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