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I do hereby certify that in accordance with the requirements of 23 CFR 635.411(a)(2), no equally suitable alternate exists for this patented or proprietary item.



Joseph T. Jones (FOR)
State Design Engineer

To: Eva Steinman, MoDOT Kansas City District Planning

From: Darryl Fields
Senior Transportation Planner, Mid-America Regional Council

Date: June 6, 2014

Re: FHWA's SHRP2 – C20 Data Improvement – Local Data Proof of Concept Pilot with Delcan (now Parsons):

MARC successfully competed in partnership with Delcan (now Parsons) to secure funding for a project that would fulfill FHWA's SHRP2 – C20 Freight Modeling Data Improvement proof of concept. The SHRP2 - C20 directive is to produce a product that offers a road map that will lead to improved freight data sets and freight modeling practices. The project will support the national Data Improvement Strategic Plan that outlines an organizational approach that will help identify freight modeling and data priority needs, spur innovative ideas, and result in breakthrough solutions for wide application. Selected projects will encompass an analysis of the current state of the practice, freight decision making needs, and gaps between current freight forecasting models and real-world needs.

It is generally recognized that commodity-based freight information necessary for freight planning should be as current as possible and should include, but not necessarily be limited to:

- Origin/destination information;
- Shipment routing;
- Shipment value and weight; and
- Mode.

Traditionally, these data are extracted from a combination of public (e.g., CFS) and private (e.g., TranSearch) datasets. These data are useful and represent what, over time, has become the standard approach to goods movement data for planning purposes. While these are likely to continue to be foundational sources, they offer limited geographic detail regarding origins and destinations, rely on older source data, and do not contain the actual costs associated with freight movement. Currently there are no private companies (other than Delcan) that offering freight waybill data that is:

- Current – available to the current month;
- Provide actual cartage cost; and
- Provide data to the street address.

To MARC's knowledge Delcan is the only freight data provider that provides freight data that represents a more complete transportation picture, such as data available from private vendors. Delcan leverages a

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combination of proprietary and traditional data sources to provide information that is detailed and near real-time. It includes information such as actual shipment cost, a key variable for freight analysis and planning that is not present in other freight data sources, and is essential to effectively assessing freight transportation system performance. Delcan serves as the sole author for the annual State of Logistics Report, which is widely used by supply chain management as well as logistics professionals and organizations as the premier benchmark for U.S. logistics activity.

Delcan's team of freight experts includes economists, modelers and planners that have an established track record of providing exceptional industry leadership. Freight technology/data integration is a common theme in Delcan's freight work and their expertise has opened the door to a revolution in how to make the movement of goods run more efficiently on all fronts and benefits all parties. As such, Delcan is the only provider that can ensure the success of the proposed project.

MARC was selected based on the proposed public/private partnership between MARC and Delcan to complete the project. The project's scope of work was developed based on Delcan's freight expertise, attributes of their real time freight data service and their State of the Logistics Report. We request your concurrence in authorizing MARC to complete this work with Delcan.

Sincerely;



Darryl E. Fields
Senior Transportation Planner