towards a more sustainable Buffalo Niagara

Transportation Working Team
Duane Diggs, Co-Chair (VOICE Buffalo)
Kelly Dixon, Co-Chair (GBNRTC)
Paul Ray, Facilitator (UB Regional Institute)
Working Team Process and Timeline

6 Meetings/4 Tasks

1 Establishing Goals
2 Frame Strategies
3 Identify Actions
4 Construct Indicators

+2 Additional Meetings

Nov 2013 Community Congress Workshops

2014

Winter 2014

Review & Refine

At two more meetings in 2014 the working teams will consider feedback from the Fall Council and Community Congress sessions.

Regional Plan for Sustainable Development

Draft Plan Spring 2014

#oneregionfwd
Working Team Meeting #5 Agenda

• Welcome, Community Congress Update and Review

• Getting to a Hub & Corridor System
  - Education & Advocacy

• Transportation Management Associations (TMA) & Taking Action

• Cargo Oriented Development (COD) & Taking Action

• Next steps
Strategy Themes: Transportation and Mobility

Develop a regional "Hub and Corridor" Transportation System

Create innovative funding sources and financing mechanisms and/or programs for service sharing across departments/non-profit/private sector

Connect to National and Bi-National Freight and Passenger Rail

Create a regional Transportation Management Association (TMA) that provides education on transportation choices and programs to employers and commuters.
Best Practices in Transit Oriented Development (TOD)

74 study areas
- Current and future light rail station areas
- Select RapidRide and Swift BRT station areas
- Other major transit nodes

Diverse places with diverse challenges and opportunities
Getting to a Hub & Corridor System

Review of Design Discussion

• TOD doesn’t look the same everywhere
• TOD occurs around rail and bus lines
• TOD has suburban applications
• Best Practices
  The Bridges - municipality led effort)
  Fruitvale Village - transformation of LRT station parking lot
  Clarendon Metro Station - growth of a transit-oriented neighborhood
  Mission Meridian Village - TOD incorporated in a historic section of a city.
Getting to a Hub & Corridor System

Elements of Successful TOD

- Walkability
- Density
- Mix of Uses
- Travel Options
- Public Spaces
- Community Engagement
- Create Residential Living
- Live, Work, Play
- Economic Development/Market Potential
Getting to a Hub & Corridor System

Promoting TOD in Buffalo Niagara

• Integrating existing communities into TOD schemes

• Evaluating corridors and centers of activity within a corridor for TOD potential

• Looking at station areas in the transit system for TOD potential

• Educating the public and surrounding neighborhoods
Strategy Themes: Transportation and Mobility

Develop a regional "Hub and Corridor" Transportation System

Create innovative funding sources and financing mechanisms and/or programs for service sharing across departments/non-profit/private sector

Connect to National and Bi-National Freight and Passenger Rail

Create a regional Transportation Management Association (TMA) that provides education on transportation choices and programs to employers and commuters.
Transportation Management Associations (TMAs)

• TMAs are non-profit, organizations that provide transportation services in a particular area, such as a commercial district, mall, medical center or industrial park. They are generally public-private partnerships, consisting primarily of area businesses with local government support.
Cargo Oriented Development (COD)

• TMAs are non-profit, organizations that provide transportation services in a particular area, such as a commercial district, mall, medical center or industrial park. They are generally public-private partnerships, consisting primarily of area businesses with local government support.

• TMAs provide an institutional framework for TDM Programs and services. They are usually more cost effective than programs managed by individual businesses. TMAs allow small employers to provide Commute Trip Reduction services comparable to those offered by large companies.

Victoria Transport Policy Institute
http://www.vtpi.org/tdm/tdm44.htm
The Importance of Freight & Logistics

Getting to a Hub & Corridor System

Education & Advocacy

-Steps to Attract Development Near Transit in a Slow Growth Market

  • Engage the surrounding neighborhoods
  • Start small and invest in walkability
  • Pursue catalytic public projects
  • Change the perception of transit
  • Revise Local Policies

-What actions will help us accomplish these strategies?
Getting to a Hub & Corridor System

Education & Advocacy

-TOD Tools Roadshow – focus training and information exchanges for developers and the public on the benefits of TOD.

-Engaging surrounding communities – what design, uses and density will work for a particular area
Getting to a Hub & Corridor System

Education & Advocacy – Passenger Rail
Getting to a Hub & Corridor System

Education & Advocacy

Empire Rail Corridor – High Speed Rail

- Coordination with Canadian officials on EIS study –
  - Track Alternatives

- Status of the ownership of the tracks on Whirlpool Bridge
If you have any questions, please feel free to contact us

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The Buffalo Niagara Medical Campus

120-acre urban campus

9 major institutions, including:

- Roswell Park Cancer Institute
- Kaleida Health
- SUNY at Buffalo

Over 50 smaller companies

Over 12,000 employees
Buffalo Niagara Medical Campus - TMA

Campus Growth
Over 17,000 employees by 2017

Conventus MOB
UB School of Medicine
Oishei Children’s Hospital
RPCI Clinical Science Center
Major Challenges

2012 Mode Share

- Drive Alone: 88%
- Carpool: 5%
- Metro Bus: 2%
- Metro Rail: 2%
- Walk: 1%
- Bike: 2%
Buffalo Niagara Medical Campus - TMA

Major Challenges

Employee parking demand and limited developable space

2010 BNMC Master Plan
Major Challenges

Cost of constructing parking garages
Impact on surrounding communities

$39 million to construct 2,036 space parking garage
Major Challenges

Maintaining an ample supply of parking for patients and visitors
Creating a Plan

Comprehensive transportation study conducted that identified ways to reduce employee parking demand

Recommendations:

• Develop a Campus parking and transportation system

• Create a BNMC Transportation Management Association

• Implement Transportation Demand Management Initiatives (TDM)
Why a TMA?

To coordinate Campus, City and regional efforts

To increase collaboration between Campus and local transportation organizations

To take advantage of the different tools TMA partners bring to the table
Buffalo Niagara Medical Campus - TMA

NYSERDA and NYSDOT Pilot Program

Awarded $121,000 to advance TDM strategies on the BNMC through collaborative efforts

NYSERDA

New York State
Department of Transportation

#oneregionfwd
BNMC TMA

Comprised of representatives from:

BNMC, Inc.
Major Campus Institutions
NYSERDA
NYSDOT
NFTA
GBNRTC
City of Buffalo
Gobike Buffalo
Buffalo CarShare
BNMC TMA

TMA oversees GO BNMC

GO BNMC programs aim to increase awareness of, encourage the use of and improve access to alternative transportation services
Buffalo Niagara Medical Campus - TMA

Increasing Awareness of Alternative Transportation Options

Online TDM Toolkit:

• GO BNMC website provides information about transportation options and programs available to employees

• Offers trip planning help
Increasing Awareness of Alternative Transportation Options

GO BNMC Events:

• Summer Block Party
• Bike to Work Day
• Other tabling events
Increasing Awareness of Alternative Transportation Options

Marketing / Educational Outreach

• Brochures / handouts
• Campus signage
• New employee orientations
• GO BNMC Champions
Buffalo Niagara Medical Campus - TMA

Encouraging the Use of Alternative Transportation Options

Parking Pricing

- Create market-rate parking system
- Reduce parking subsidies
- Implement parking cash-out programs where applicable
Encouraging the Use of Alternative Transportation Options

- Encourage carpooling
  - Shared parking accounts
  - Carpool-Reserved spaces
  - Online carpool matching
Encouraging the Use of Alternative Transportation Options

Incentivize the use of Transit

- Pre-tax passes
- Give Transit a Try Programs
  - 3 month program
  - 2 week program
Encouraging the Use of Alternative Transportation Options

Added Mobility and Support Services

- Buffalo CarShare
- Buffalo BikeShare
- Guaranteed Ride Home Program
Buffalo Niagara Medical Campus - TMA

Improving Access to Alternative Transportation Services

Creating an Integrated Mobility Hub

- Center to learn about transportation options
- Bike n Ride for Metro Rail
- Access to CarShare, BikeShare, EV Charging Stations, etc.
Buffalo Niagara Medical Campus - TMA

Improving Access to Alternative Transportation Services

Making Metro Rail a more enjoyable experience:

- A new Allen/Medical Campus Station
- Coatless connections between buildings
- Better intermodal connections
Improving Access to Alternative Transportation Services

Complete Streets Projects:

- Working with TMA partners on a Complete Street Prioritization Plan
- Ensuring coordination between other infrastructure plans taking place
Buffalo Niagara Medical Campus - TMA

Improving Access to Alternative Transportation Services

Creating an Alternative Transportation Smart Card:

• Developing smart card that can be used to access many alternative transportation services
Buffalo Niagara Medical Campus - TMA

Improving Access to Alternative Transportation Services

TDM Assessments for Campus Organizations:

- Analyze existing employee behavior and company policies
- Provide TDM recommendations
- Help implement TDM recommendations
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Thank you!
International Trade Gateway in Western New York

Jack Ampuja
Niagara University
Supply Chain Optimizers
• Founded 25 years ago in Toronto
• Focused on driving supply chain efficiency via:
  – Packaging Optimization - Network Optimization
  – Transport Optimization - International Logistics
• Top 100 Solutions Provider to US food industry
• Top Green Provider to US food industry
WNY Clients

• Associated Brands          Medina
• Catholic Health System     Buffalo
• Mentholatum                Orchard Park
• Perry’s Ice Cream          Akron
• Petri Baking               Silver Creek
• Rosina Foods               Buffalo
• Lactalis American [Sorrento] Buffalo
SCO Clients

• Nestle
• H J Heinz
• Birdseye Foods
• Cadbury
• Schwan’s
• Chef Pierre
• Pinnacle Foods
• Land O’Lakes
• ConAgra

• Target
• Macy’s
• Office Depot
• Toys-R-Us
• Batteries+
• Staples
• Clarks Shoes
• Lillian Vernon
• Winston Brands
Network Optimization

Historical Flows from Baseline
$34,500,000 Transportation + $19,750,000 Inventory and Overhead
Definition of Logistics

That part of the supply chain process that plans, implements and controls the efficient flow and storage of goods, services and related information from point of origin to the point of consumption in order to meet customer requirements.

*Half of US CEOs are using supply chain planning in corporate strategy*
SCM Today

• Many colleges have SCM majors
• Virtually every large company which deals in products has a department titled logistics, operations or supply chain management
• Supply Chain head is a corporate officer
• Lee Scott former CEO of Wal-Mart came from logistics organization
SCM Functions

- Finished Goods Field Warehousing
- Outbound Transportation
- Raw Material/Work in Process Inventory Management
- Intra-company Transportation
- Finished Goods Inventory Management
SCM Functions Cont...

- Order Processing
- Customer Service
- Logistics Systems Planning
- Logistics Engineering
- Logistics Administration
SCM Functions Cont...

- Sales Forecasting
- Production Planning
- Sourcing/Purchasing
- Raw Material/Work in Process Inventory Management
- Finished Goods Inventory Management
SCM Leverage

• Largest firms ($1B+) are most integrated
• Companies focused on SCM have:
  - higher service levels
  - lower total cost
• Integration provides best opportunity for competitive advantage like Wal-Mart
• SCM is base business for UPS, FedEx, YRC, ABF, Conway, Purolator, DHL/Exel, Maersk-Damco
U.S. Logistics System 2012

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<tr>
<td>Rail, Air, International etc</td>
<td>14%</td>
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<td>Inventory Carrying Cost</td>
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<td>[includes warehousing]</td>
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<tr>
<td>Admin</td>
<td>5%</td>
<td>+4%</td>
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2012 Total: $1.33 Trillion* +3.4%

* 8.5% of US GDP
What is a trade gateway?

At a March, 2012 strategic planning session facilitated by UB’s Regional Institute, stakeholders evaluated a number of proven concepts related to regional logistics and trade and built a consensus around the appropriate strategic direction.

Based upon Buffalo Niagara’s existing assets and other factors, the group determined that its work should focus on positioning our region as an international trade gateway.

**International Trade Gateway**

- **Integrated center** for transshipment, storage, collection and distribution of goods, regionally-centered around a convergence point of rail lines, truck routes, water shipping routes and air transport modes and facilities
- Heavily features “soft” **infrastructure** assets related to trade – customs brokerage, 3PL, legal, financial, etc. – with an added emphasis on workforce development, education and training to ensure the strength of industry clusters served
- May include a single location in a region or simply a **philosophical and political connection** of all of a region’s public and private sector assets
What does that mean in English?

- Coordinated marketing of Buffalo Niagara as an intelligent option for cross-border trade
- “Single-window service” for trade resources
- Cataloguing of regional trade assets
- Collaborative engagement in regional planning discussions
- Targeted advocacy to fill holes, exploit opportunities
Why Buffalo Niagara?

- Strong advanced manufacturing base
- Skilled workforce
- Second largest port of entry along the nation’s northern border
- 15% of all trade between the U.S. and Canada
- “One day’s trip” access to GTA and East Coast
- Unmatched “soft” infrastructure for trade
The Goal: Creation of a logistics ecosystem

- "Soft" Infrastructure / "Know-how"
- Intermodal Capabilities: Road, Rail, Air, Great Lakes
- Skilled Workforce
- Buffalo Billion Manufacturing Investment
- Proximity to Markets
- External Relationships

International Trade Gateway
Who else has made it work?

Virginia Inland Port – Front Royal, VA

“Development in the last 21 years surrounding VIP has been significant, as 39 major companies have located near VIP investing over $747 million and developing over 8.5 million square feet of space.”
- Virginia Inland Port Case Study – www.freightlocation.org

“At full build-out, LPKC will have in excess of 7 million square feet of vertical development, creating over 7,700 direct and indirect new jobs and providing in excess of $1 billion economic impact to the State of Kansas.”
- www.kcsmartport.com

“In a study conducted for the Winnipeg Airports Authority developing just the lands west of the airport alone would generate 2,600 jobs and $150 million in annual wages.”
- “Why CentrePort Canada? Presentation” – www.fmi.ca
Who’s involved?

During the fall of 2011, over 40 regional stakeholders in logistics and trade engaged with the WNY Regional Economic Development Council as part of its Bi-National/Logistic Workgroup.

Under the guidance of the WNY Regional Economic Development Council, approximately 50 stakeholders in logistics and trade participated in a strategic planning session in March, 2012.

In June of 2012, the Buffalo Niagara Partnership’s Logistics Council was asked by the WNY REDC to convene stakeholders and move the trade gateway initiative forward.

For the last 16 months, stakeholders representing both the private and public sectors have met at least bi-monthly to develop the International Trade Gateway strategic plan, which was rolled out on August 1.
Who have we engaged?

- Port of NY/NJ
- CSX
- Norfolk-Southern
- Port of Buffalo
- NYS Department of Transportation
- Peace Bridge Authority
- Niagara Falls Bridge Commission
- TransHub Ontario