

TRB 8th Annual Competition and Call 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. This call is seeking 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

Freight transportation—the process of transporting goods by truck, rail, marine, air and pipeline—is the economic engine that sustains and grows our global economy. The complexity of the freight transportation system makes it difficult to communicate freight transportation needs and issues to stakeholders and the average citizen when planning and implementing transportation plans and projects.

With our growing population, freight demand across the United States and the world is increasing significantly, contributing to congestion on roadways, at ports and at border crossings. This growth in freight transportation places additional burdens on an already vulnerable transportation infrastructure; affects the safety, security and efficiency of the overall transportation network; impacts the environment; and generates public policy issues and concerns. Adding to this complexity are different public/private roles by modes; rapidly developing Intelligent Transportation System (ITS) technologies affecting the freight network; freight planning and funding challenges; multi-modal connectivity problems; and community impacts.

To stimulate creative thinking and share innovative approaches, the Planning and Environment Group of the Transportation Research Board is searching for best practices in communicating freight needs and issues to the public and incorporating public input into transportation plans and projects involving freight transportation and freight corridors.



What qualifies? Contest entries can include, but are not limited to studies, publications, websites, graphics, illustrations, social media strategies, photos, videos, software, interactive exercises, or multi-media campaigns. Most important, this call is looking for how the results are delivered in terms that John and Jane Q. Public can understand.

Who can submit an entry? Individuals, agencies, and private companies working for agencies that communicate transportation analyses

How will the winning entries be showcased at the TRB Annual Meeting? The top entries, as judged by a panel of transportation and communication professionals, will be showcased at the TRB 94th Annual Meeting in Washington, D.C. (January 11-15, 2015) and featured in an edition of TRB's *Transportation Research News* magazine.

What are the submission requirements? Visit the competition website (<https://sites.google.com/site/trbcommitteeada60/jppcompetition>) for the online submission form

When are entries due? July 25, 2014 (Winners will be notified in early October.)

Questions? Contact Terri Parker at t-parker@tamu.edu or 979-862-8348