

Goods Movement Strategies for Communities (GMSC)

Planning Tools Expo

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What is GMSC?

Goods Movement is an **engagement** tool for **freight practitioners** and **public stakeholders** to learn and discuss the community **impacts** of freight and **best practices** for remediation



Stakeholders & the Region

We are all affected by freight movement

...Especially in the NJTPA region

- Dense population
- High industrial concentration
- Massive shipping facilities



Issues

Some of those impacts include:

- Parking challenges
- Traffic congestion
- Pavement/bridge wear
- Noise impacts
- Safety conflicts



Strategies

Strategies to address these issues include:

- Curb space regulations
- Truck access controls
- Noise reduction



Purpose of the tool

Bring together a wide range of stakeholders for informed conversations about freight, using a common framework of issues and strategies

Tool Access



GMSC is online for anyone to use:
<https://goodsmovement.njtpa.org>

It is available in desktop web browsers and in mobile browsers

The tool steps users through a process to identify an issue and returns applicable strategies



Demo

 **Goods Movement Strategies for Communities** f t @ in 




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Search Tools [All Strategies](#) [Reset Filters](#)

STEP 1: About you and the truck activities Select at least one filter to view applicable issues




Location

 Rural  Suburban  Urban



Truck Activity

Select Activity




Truck Size




 Semi-trailer  Single unit  Delivery


Time of Day

 Daytime  Overnight

STEP 2: Issue Categories Select one category at a time to view issues

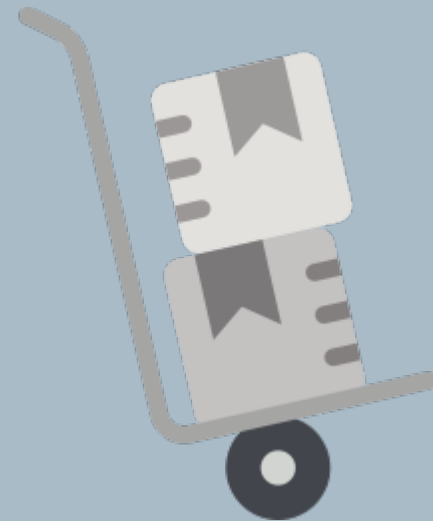
  



Complete steps 1 and 2 to view issues

Development Process

- 1) Requirements gathering
- 2) Code and data development
- 3) Design and graphics
- 4) Testing



Data



- Two key data types: Issues and Strategies
- 21 specific Issues
- 34 Strategies organized into 10 groups
- Each strategy has its own report for further info

Data



Data was gathered from literature reviews:

- National/state/local project reports and studies
- Academic papers
- Transportation research institution websites

Development



Development was iterative:

- Meetings between developer and product owners once every two weeks to clarify approach
- Milestone meetings with Communications to clarify language and overall message

Design



- Wizard design: user completes steps in a specific sequence
- Image-heavy: show examples of the issues and strategies
- Incorporates user-friendly graphics

Testing



- Internal beta testing with freight, communications, and planning tools staff
- External beta testing with select members from the freight planning community

Where has GMSC been featured



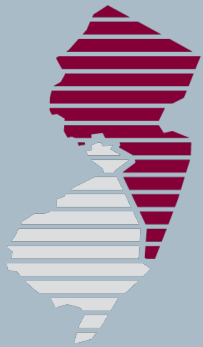
- New Jersey chapter of NAIOP
- Board of the New Jersey Motor Truck Association, the Council on Port Performance
- North Jersey Transportation Planning Authority (NJTPA)'s Regional Transportation Advisory and Freight Initiatives committee
- Poster session at 2020 Transportation Research Board Summit (TRB)

Next steps

- Incorporate new strategies to the database
- Incorporate a freight rail module
- Tool is accessible at <https://goodsmovement.njtpa.org>

Thank You!

Defining the Vision. Shaping the Future.



NJTPA

**NORTH JERSEY
TRANSPORTATION
PLANNING AUTHORITY**

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