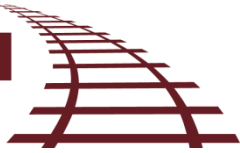


Input Exercises

2016 **IOWA RAIL PLAN**

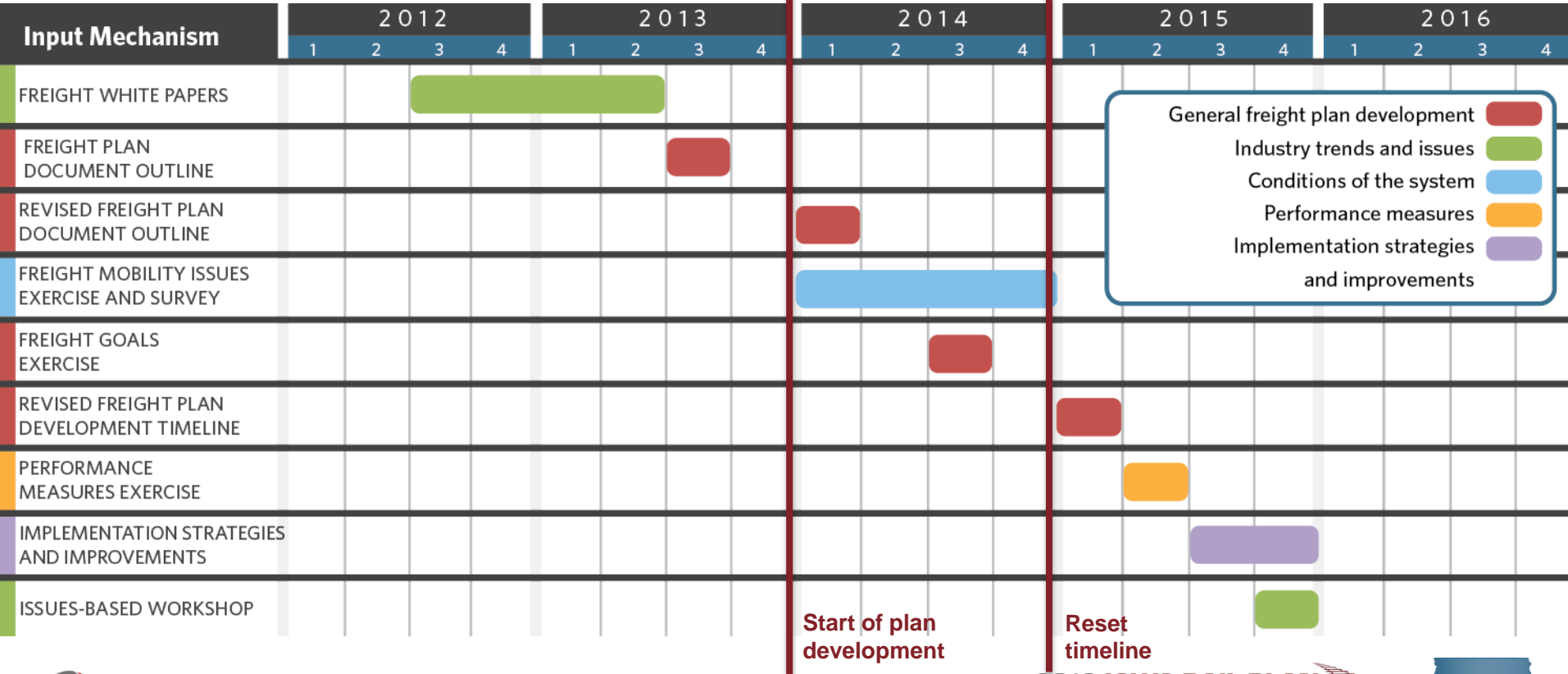


Input Exercise

State Freight Plan



Stakeholder Input Gathering



- General freight plan development ■
- Industry trends and issues ■
- Conditions of the system ■
- Performance measures ■
- Implementation strategies and improvements ■

Start of plan development

Reset timeline

2016 IOWA RAIL PLAN

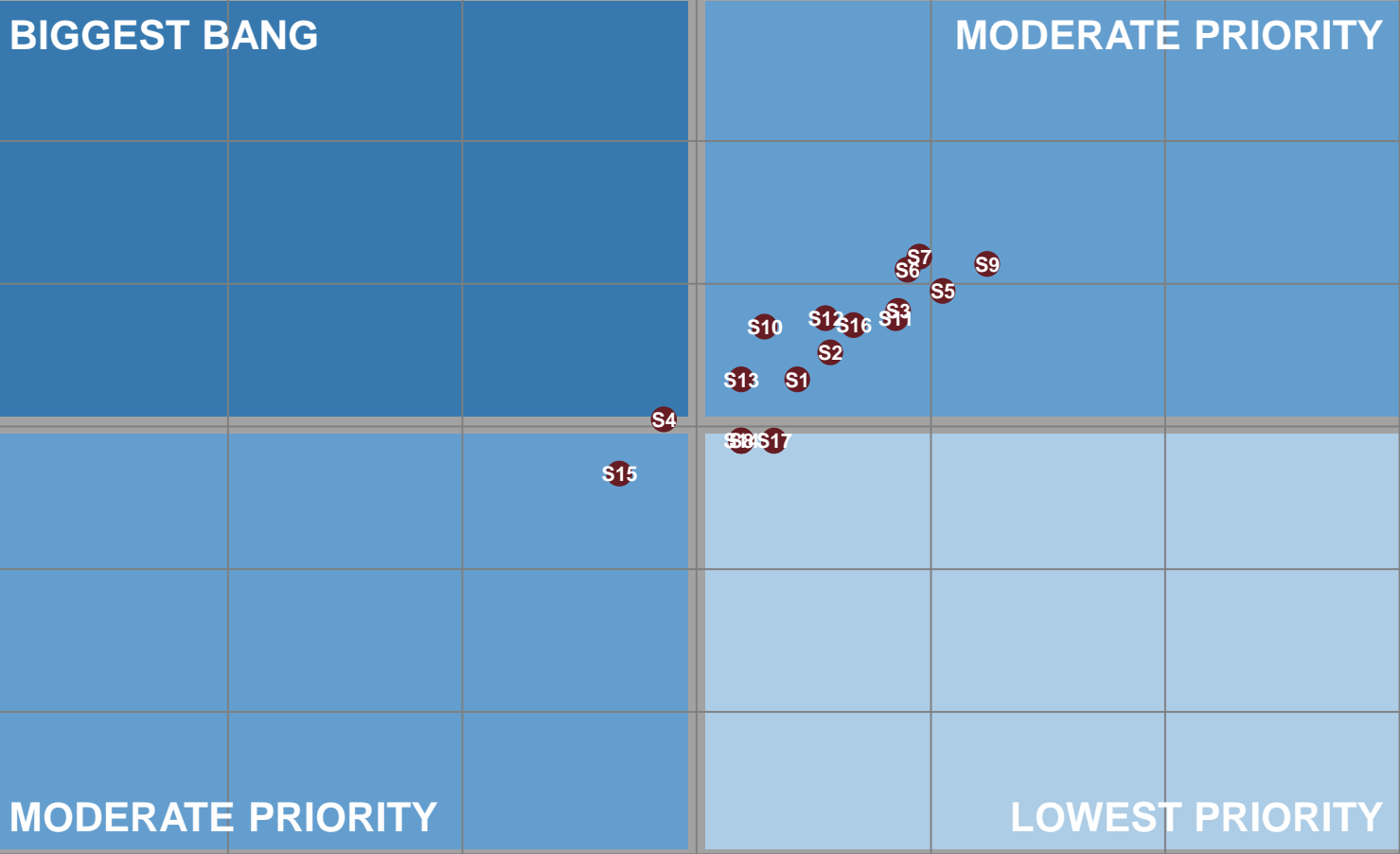
Strategy Improvement Process

Strategies for the State Freight Plan

- » You may suggest additional strategies or improvements to strategies.
- » You will vote on the level of impact and effort that each strategy would have on freight movement in the state.

Results

HIGH



LOW



HIGH

Draft Freight Strategies

1. Maximize the advantages inherent to Iowa's geographic proximity
2. Explore/create other funding sources to increase investment in the freight transportation system
3. Target investment to address mobility issues that impact freight facilities
4. Utilize designs that are compatible with oversize/overweight freight movements
5. Target investment on the interstate system at a level that reflects the importance of this system for moving freight



Draft Freight Strategies

6. Right-size the highway system and apply cost-effective solutions to locations with existing and anticipated issues
7. Advance a 21st century farm-to-market system that moves products seamlessly across road, rail, and water to global marketplaces
8. Implement asset management tools and practices and promote their use at the local level
9. Optimize the freight transportation network to minimize cost and travel time and improve supply chain efficiency
10. Optimize the availability and use of freight shipping containers



Draft Freight Strategies

11. Explore opportunities for increasing value-added production within the state
12. Promote freight movement and continue to advance efforts on the M-35 Marine Highway Corridor and M-29 Marine Highway Connector
13. Provide real-time information on system conditions to support the movement of freight
14. Leverage real-time information from users of the system to support advanced decision-making and incident avoidance
15. Provide measured, clear, non-technical performance results for the freight system
16. Streamline and align freight-related regulations and minimize unintended consequences
17. Act as a point of contact and educator on freight transportation options



How to Use the Survey Device

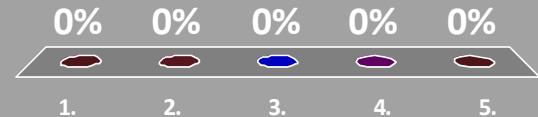
- » Technology - *Turning Point Technologies* Audience Survey Devices
- » Time Limit - Approximately 30 seconds per question
 - » Read the presentation slide and determine your answer.
 - » Press the corresponding number on your device that matches the entry for which you are voting.
 - » Your device will light up to show your vote was cast.
 - » You can change or re-enter your vote during the voting period; the device will only record your last answer.
- » **Let's practice!**



Practice Poll Question

TEST: What is your favorite kind of cake?

1. White cake with white frosting
2. Yellow cake with chocolate frosting
3. Chocolate cake with chocolate frosting
4. Chocolate cake with cream cheese frosting
5. I like every kind of cake!



Practice Poll

» Any questions or concerns?

» **Let's begin!**

To what level of **impact** will this strategy optimize freight operations in the State of Iowa?

Maximize the advantages inherent to Iowa's geographic proximity

1. **No Impact** on the Desired Outcome
2. **Minor Impact** on the Desired Outcome
3. **Some Impact** on the Desired Outcome
4. **Significant Impact** on the Desired Outcome
5. **Greatest Impact** on the Desired Outcome

Mean =

0% 0% 0% 0% 0%



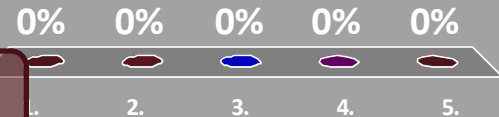
1. 2. 3. 4. 5.

To what level of **effort** will this strategy optimize freight operations in the State of Iowa?

Maximize the advantages inherent to Iowa's geographic proximity

1. **Minimal Effort** to accomplish Desired Outcome
2. **Minor Effort** to accomplish Desired Outcome
3. **Moderate Effort** to accomplish Desired Outcome
4. **Significant Effort** to accomplish Desired Outcome
5. **Greatest Effort** to accomplish Desired Outcome

Mean =



To what level of **impact** will this strategy optimize freight operations in the State of Iowa?

Explore/create other funding sources to increase investment in the freight transportation system

1. **No Impact** on the Desired Outcome
2. **Minor Impact** on the Desired Outcome
3. **Some Impact** on the Desired Outcome
4. **Significant Impact** on the Desired Outcome
5. **Greatest Impact** on the Desired Outcome

Mean =

0% 0% 0% 0% 0%



1. 2. 3. 4. 5.

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Explore/create other funding sources to increase investment in the freight transportation system

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3. **Moderate Effort** to accomplish Desired Outcome
4. **Significant Effort** to accomplish Desired Outcome
5. **Greatest Effort** to accomplish Desired Outcome

Mean =

0% 0% 0% 0% 0%



1. 2. 3. 4. 5.

To what level of **impact** will this strategy optimize freight operations in the State of Iowa?

Target investments to address mobility issues that impact freight facilities

1. **No Impact** on the Desired Outcome
2. **Minor Impact** on the Desired Outcome
3. **Some Impact** on the Desired Outcome
4. **Significant Impact** on the Desired Outcome
5. **Greatest Impact** on the Desired Outcome

Mean =

0% 0% 0% 0% 0%



1. 2. 3. 4. 5.

To what level of **effort** will this strategy optimize freight operations in the State of Iowa?

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1. **Minimal Effort** to accomplish Desired Outcome
2. **Minor Effort** to accomplish Desired Outcome
3. **Moderate Effort** to accomplish Desired Outcome
4. **Significant Effort** to accomplish Desired Outcome
5. **Greatest Effort** to accomplish Desired Outcome

Mean =

0% 0% 0% 0% 0%



1. 2. 3. 4. 5.

To what level of **impact** will this strategy optimize freight operations in the State of Iowa?

Utilize designs that are compatible with oversize/overweight freight movements

1. **No Impact** on the Desired Outcome
2. **Minor Impact** on the Desired Outcome
3. **Some Impact** on the Desired Outcome
4. **Significant Impact** on the Desired Outcome
5. **Greatest Impact** on the Desired Outcome

Mean =

0% 0% 0% 0% 0%



1. 2. 3. 4. 5.

To what level of **effort** will this strategy optimize freight operations in the State of Iowa?

Utilize designs that are compatible with oversize/overweight freight movements

1. **Minimal Effort** to accomplish Desired Outcome
2. **Minor Effort** to accomplish Desired Outcome
3. **Moderate Effort** to accomplish Desired Outcome
4. **Significant Effort** to accomplish Desired Outcome
5. **Greatest Effort** to accomplish Desired Outcome

Mean =

0% 0% 0% 0% 0%



1. 2. 3. 4. 5.

To what level of **impact** will this strategy optimize freight operations in the State of Iowa?

Target investments on the interstate system at a level that reflects the importance of this system for moving freight

1. **No Impact** on the Desired Outcome
2. **Minor Impact** on the Desired Outcome
3. **Some Impact** on the Desired Outcome
4. **Significant Impact** on the Desired Outcome
5. **Greatest Impact** on the Desired Outcome

Mean =

0% 0% 0% 0% 0%



1. 2. 3. 4. 5.

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3. **Moderate Effort** to accomplish Desired Outcome
4. **Significant Effort** to accomplish Desired Outcome
5. **Greatest Effort** to accomplish Desired Outcome

Mean =

0% 0% 0% 0% 0%



1. 2. 3. 4. 5.

To what level of **impact** will this strategy optimize freight operations in the State of Iowa?

Right-size the highway system and apply cost-effective solutions to locations with existing and anticipated issues

1. **No Impact** on the Desired Outcome
2. **Minor Impact** on the Desired Outcome
3. **Some Impact** on the Desired Outcome
4. **Significant Impact** on the Desired Outcome
5. **Greatest Impact** on the Desired Outcome

Mean =

0% 0% 0% 0% 0%



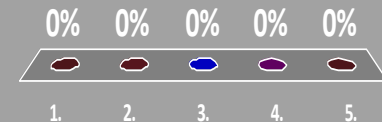
1. 2. 3. 4. 5.

To what level of **effort** will this strategy optimize freight operations in the State of Iowa?

Right-size the highway system and apply cost-effective solutions to locations with existing and anticipated issues

1. **Minimal Effort** to accomplish Desired Outcome
2. **Minor Effort** to accomplish Desired Outcome
3. **Moderate Effort** to accomplish Desired Outcome
4. **Significant Effort** to accomplish Desired Outcome
5. **Greatest Effort** to accomplish Desired Outcome

Mean =



To what level of **impact** will this strategy optimize freight operations in the State of Iowa?

Advance a 21st century farm-to-market system that moves products seamlessly across road, rail, and water to global marketplaces

1. **No Impact** on the Desired Outcome
2. **Minor Impact** on the Desired Outcome
3. **Some Impact** on the Desired Outcome
4. **Significant Impact** on the Desired Outcome
5. **Greatest Impact** on the Desired Outcome

Mean =

0% 0% 0% 0% 0%



1. 2. 3. 4. 5.

To what level of **effort** will this strategy optimize freight operations in the State of Iowa?

Advance a 21st century farm-to-market system that moves products seamlessly across road, rail, and water to global marketplaces

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2. **Minor Effort** to accomplish Desired Outcome
3. **Moderate Effort** to accomplish Desired Outcome
4. **Significant Effort** to accomplish Desired Outcome
5. **Greatest Effort** to accomplish Desired Outcome

Mean =

0% 0% 0% 0% 0%



1. 2. 3. 4. 5.

To what level of **impact** will this strategy optimize freight operations in the State of Iowa?

Implement asset management tools and practices and promote their use at the local level

1. **No Impact** on the Desired Outcome
2. **Minor Impact** on the Desired Outcome
3. **Some Impact** on the Desired Outcome
4. **Significant Impact** on the Desired Outcome
5. **Greatest Impact** on the Desired Outcome

Mean =

0% 0% 0% 0% 0%



1. 2. 3. 4. 5.

To what level of **effort** will this strategy optimize freight operations in the State of Iowa?

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1. **Minimal Effort** to accomplish Desired Outcome
2. **Minor Effort** to accomplish Desired Outcome
3. **Moderate Effort** to accomplish Desired Outcome
4. **Significant Effort** to accomplish Desired Outcome
5. **Greatest Effort** to accomplish Desired Outcome

Mean =

0% 0% 0% 0% 0%



1. 2. 3. 4. 5.

To what level of **impact** will this strategy optimize freight operations in the State of Iowa?

Optimize the freight transportation network to minimize cost and travel time and improve supply chain efficiency

1. **No Impact** on the Desired Outcome
2. **Minor Impact** on the Desired Outcome
3. **Some Impact** on the Desired Outcome
4. **Significant Impact** on the Desired Outcome
5. **Greatest Impact** on the Desired Outcome

Mean =

0% 0% 0% 0% 0%



1. 2. 3. 4. 5.

To what level of **effort** will this strategy optimize freight operations in the State of Iowa?

Optimize the freight transportation network to minimize cost and travel time and improve supply chain efficiency

1. **Minimal Effort** to accomplish Desired Outcome
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3. **Moderate Effort** to accomplish Desired Outcome
4. **Significant Effort** to accomplish Desired Outcome
5. **Greatest Effort** to accomplish Desired Outcome

Mean =

0% 0% 0% 0% 0%



1. 2. 3. 4. 5.

To what level of **impact** will this strategy optimize freight operations in the State of Iowa?

Optimize the availability and use of freight shipping containers

1. **No Impact** on the Desired Outcome
2. **Minor Impact** on the Desired Outcome
3. **Some Impact** on the Desired Outcome
4. **Significant Impact** on the Desired Outcome
5. **Greatest Impact** on the Desired Outcome

Mean =

0% 0% 0% 0% 0%



1. 2. 3. 4. 5.

To what level of **effort** will this strategy optimize freight operations in the State of Iowa?

Optimize the availability and use of freight shipping containers

1. **Minimal Effort** to accomplish Desired Outcome
2. **Minor Effort** to accomplish Desired Outcome
3. **Moderate Effort** to accomplish Desired Outcome
4. **Significant Effort** to accomplish Desired Outcome
5. **Greatest Effort** to accomplish Desired Outcome

Mean =

0% 0% 0% 0% 0%



1. 2. 3. 4. 5.

To what level of **impact** will this strategy optimize freight operations in the State of Iowa?

Explore opportunities for increasing value-added production within the state

1. **No Impact** on the Desired Outcome
2. **Minor Impact** on the Desired Outcome
3. **Some Impact** on the Desired Outcome
4. **Significant Impact** on the Desired Outcome
5. **Greatest Impact** on the Desired Outcome

Mean =

0% 0% 0% 0% 0%



1. 2. 3. 4. 5.

To what level of **effort** will this strategy optimize freight operations in the State of Iowa?

Explore opportunities for increasing value-added production within the state

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3. **Moderate Effort** to accomplish Desired Outcome
4. **Significant Effort** to accomplish Desired Outcome
5. **Greatest Effort** to accomplish Desired Outcome

Mean =

0% 0% 0% 0% 0%



1. 2. 3. 4. 5.

To what level of **impact** will this strategy optimize freight operations in the State of Iowa?

Promote freight movement and continue to advance efforts on the M-35 Marine Highway Corridor and M-29 Marine Highway Connector

1. **No Impact** on the Desired Outcome
2. **Minor Impact** on the Desired Outcome
3. **Some Impact** on the Desired Outcome
4. **Significant Impact** on the Desired Outcome
5. **Greatest Impact** on the Desired Outcome

Mean =

0% 0% 0% 0% 0%



1. 2. 3. 4. 5.

To what level of **effort** will this strategy optimize freight operations in the State of Iowa?

Promote freight movement and continue to advance efforts on the M-35 Marine Highway Corridor and M-29 Marine Highway Connector

1. **Minimal Effort** to accomplish Desired Outcome
2. **Minor Effort** to accomplish Desired Outcome
3. **Moderate Effort** to accomplish Desired Outcome
4. **Significant Effort** to accomplish Desired Outcome
5. **Greatest Effort** to accomplish Desired Outcome

Mean =

0% 0% 0% 0% 0%



1. 2. 3. 4. 5.

To what level of **impact** will this strategy optimize freight operations in the State of Iowa?

Provide real-time information on system conditions to support the movement of freight

1. **No Impact** on the Desired Outcome
2. **Minor Impact** on the Desired Outcome
3. **Some Impact** on the Desired Outcome
4. **Significant Impact** on the Desired Outcome
5. **Greatest Impact** on the Desired Outcome

Mean =

0% 0% 0% 0% 0%



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4. **Significant Effort** to accomplish Desired Outcome
5. **Greatest Effort** to accomplish Desired Outcome

Mean =

0% 0% 0% 0% 0%



1. 2. 3. 4. 5.

To what level of **impact** will this strategy optimize freight operations in the State of Iowa?

Leverage real-time information from users of the system to support advanced decision-making and incident avoidance

1. **No Impact** on the Desired Outcome
2. **Minor Impact** on the Desired Outcome
3. **Some Impact** on the Desired Outcome
4. **Significant Impact** on the Desired Outcome
5. **Greatest Impact** on the Desired Outcome

Mean =

0% 0% 0% 0% 0%



1. 2. 3. 4. 5.

To what level of **effort** will this strategy optimize freight operations in the State of Iowa?

Leverage real-time information from users of the system to support advanced decision-making and incident avoidance

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2. **Minor Effort** to accomplish Desired Outcome
3. **Moderate Effort** to accomplish Desired Outcome
4. **Significant Effort** to accomplish Desired Outcome
5. **Greatest Effort** to accomplish Desired Outcome

Mean =

0% 0% 0% 0% 0%



1. 2. 3. 4. 5.

To what level of **impact** will this strategy optimize freight operations in the State of Iowa?

Provide measured, clear, non-technical performance results for the freight system

1. **No Impact** on the Desired Outcome
2. **Minor Impact** on the Desired Outcome
3. **Some Impact** on the Desired Outcome
4. **Significant Impact** on the Desired Outcome
5. **Greatest Impact** on the Desired Outcome

Mean =

0% 0% 0% 0% 0%



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4. **Significant Effort** to accomplish Desired Outcome
5. **Greatest Effort** to accomplish Desired Outcome

Mean =

0% 0% 0% 0% 0%



1. 2. 3. 4. 5.

To what level of **impact** will this strategy optimize freight operations in the State of Iowa?

Streamline and align freight-related regulations and minimize unintended consequences

1. **No Impact** on the Desired Outcome
2. **Minor Impact** on the Desired Outcome
3. **Some Impact** on the Desired Outcome
4. **Significant Impact** on the Desired Outcome
5. **Greatest Impact** on the Desired Outcome

0% 0% 0% 0% 0%

Mean =

1. 2. 3. 4. 5.

To what level of **effort** will this strategy optimize freight operations in the State of Iowa?

Streamline and align freight-related regulations and minimize unintended consequences

1. **Minimal Effort** to accomplish Desired Outcome
2. **Minor Effort** to accomplish Desired Outcome
3. **Moderate Effort** to accomplish Desired Outcome
4. **Significant Effort** to accomplish Desired Outcome
5. **Greatest Effort** to accomplish Desired Outcome

Mean =

0% 0% 0% 0% 0%



1. 2. 3. 4. 5.

To what level of **impact** will this strategy optimize freight operations in the State of Iowa?

Act as a point of contact and educator on freight transportation options

1. **No Impact** on the Desired Outcome
2. **Minor Impact** on the Desired Outcome
3. **Some Impact** on the Desired Outcome
4. **Significant Impact** on the Desired Outcome
5. **Greatest Impact** on the Desired Outcome

Mean =

0% 0% 0% 0% 0%



1. 2. 3. 4. 5.

To what level of **effort** will this strategy optimize freight operations in the State of Iowa?

Act as a point of contact and educator on freight transportation options

1. **Minimal Effort** to accomplish Desired Outcome
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4. **Significant Effort** to accomplish Desired Outcome
5. **Greatest Effort** to accomplish Desired Outcome

Mean =

0% 0% 0% 0% 0%



1. 2. 3. 4. 5.

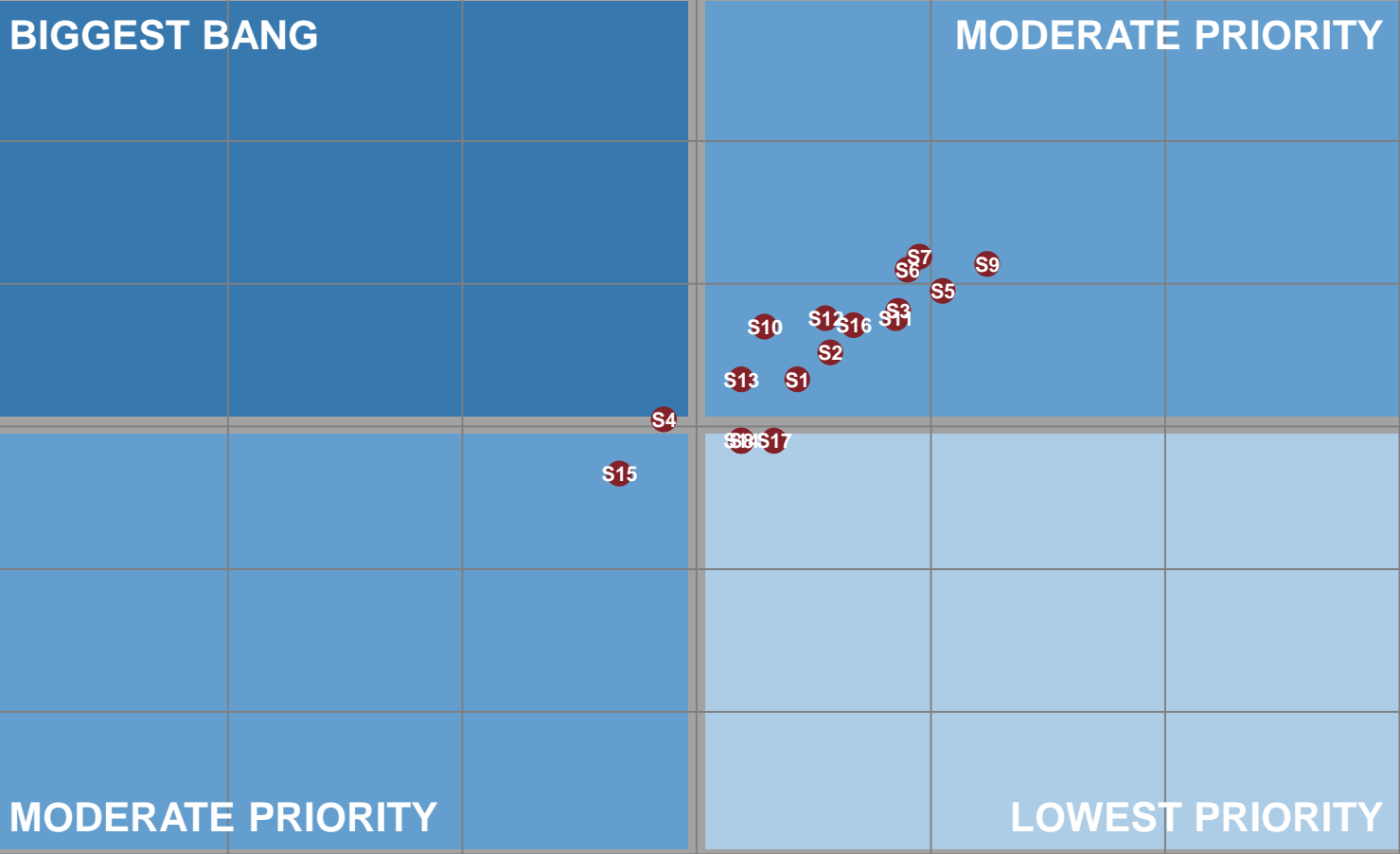
Issues Matrix Exercise

Five minute break



Results

HIGH



LOW



HIGH

Input Exercise

State Rail Plan



State Rail Plan Draft Vision Statement

A safe and efficient state rail system that enables the economic wellbeing of Iowans by expanding access and enhancing mobility for people and goods in an environmentally sustainable manner.



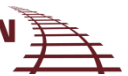
Draft Rail Plan Objective Exercise

- Groups will discuss the draft goals and current corresponding, draft objectives and identify any additional objectives that could be considered.
- Facilitators will rotate to each group every 20 minutes.
- Instructions:
 - Each facilitator will have two goals and will ask participants to identify any additional objectives needed for the corresponding goals.
 - Facilitators will scribe responses.



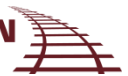
Goals, Objectives

Goals	Objectives
Enhance the Safety & Security of the Rail System	<ol style="list-style-type: none">1. Minimize accidents, injuries and fatalities at highway at-grade crossing in Iowa2. Continue Grade Crossing Safety Improvement Actions3. Provide Public Education Programs4. Continue to build upon coordination with and between the railroads5. Reduce track-caused accidents6. Monitor crude oil and ethanol routes for safety
Maintain the rail infrastructure	<ol style="list-style-type: none">1. Upgrade rail line segments and bridges to accommodate heavier railcars and address aging infrastructure to meet current/future needs of modern rail transport2. Continue to promote the research opportunities for intermodal and transload facilities3. Support the improvement of passenger rail service throughout the state4. Leverage public-private partnerships for funding rail improvements
Provide Access and Connectivity	<ol style="list-style-type: none">1. Passenger Rail<ol style="list-style-type: none">1. Improve existing station facilities2. Encourage multimodal integration with transit, air and highway travel.3. Continue to study the implementation of enhanced passenger rail services on existing corridors and new service on intercity corridors4. Support a federal funding program for passenger rail initiatives2. Freight Rail<ol style="list-style-type: none">1. Continue to promote the research opportunities for intermodal and transload facilities2. Continue to promote railroads and a shipping option for new and existing customers3. Fund feasibility studies



Goals, Objectives

Goals	Objectives
Improve Efficiency	<ol style="list-style-type: none">1. Upgrade rail line segments and bridges to accommodate heavier railcars and meet current/future needs of modern rail transport2. Leverage public-private partnerships for funding rail improvements3. Capacity improvements, especially on short lines4. Promote yard or interchange improvements
Ensure Economic Competitiveness and Development	<ol style="list-style-type: none">1. Encourage new and enhanced industrial spurs or industrial parks when suitable2. Continue to support efforts that attract and sustain businesses in Iowa3. Encourage economic development in Iowa through investments in rail system4. Improve access to the national rail network via new or enhanced industrial leads and spurs5. Continue to promote the research opportunities for intermodal and transload facilities6. Upgrade rail line segments and bridges to accommodate heavier railcars7. Leverage public-private partnerships for funding rail improvements
Sustain the Environment	<ol style="list-style-type: none">1. Reduce transportation-related congestion and air pollution<ol style="list-style-type: none">1. Provide assistance for rail infrastructure improvements2. Promote the environmental benefits of rail transportation (passenger and freight)3. Promote use of emission reduction technologies



Goal Input Process

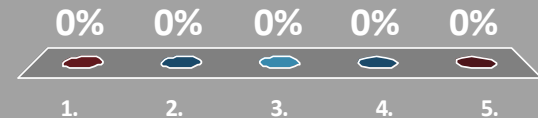
- First, we will discuss the draft goals identified for the State Rail Plan.
- You may suggest additions to existing draft goals that are not included to date.
- We will then vote and discuss each goal.
- Outcome: Refined goals.

To what level of impact will this goal optimize rail operations in the State of Iowa?

Enhance the safety and security of the rail system

This could lead to grade crossing safety improvements, public education program, enhanced coordination between railroads

1. **No Impact** on the Desired Outcome
2. **Minor Impact** on the Desired Outcome
3. **Some Impact** on the Desired Outcome
4. **Significant Impact** on the Desired Outcome
5. **Greatest Impact** on the Desired Outcome

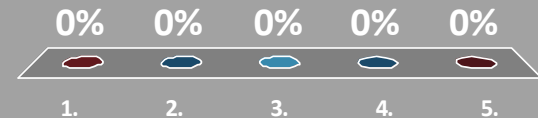


To what level of impact will this goal optimize rail operations in the State of Iowa?

Maintain the infrastructure

Improvements such as 286,000 (track and bridge upgrades); new and enhanced industrial spurs or industrial parks; development of an intermodal facility

1. **No Impact** on the Desired Outcome
2. **Minor Impact** on the Desired Outcome
3. **Some Impact** on the Desired Outcome
4. **Significant Impact** on the Desired Outcome
5. **Greatest Impact** on the Desired Outcome

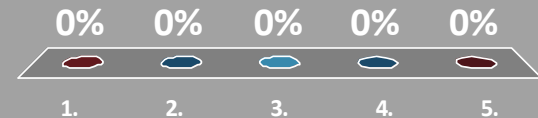


To what level of impact will this goal optimize rail operations in the State of Iowa?

Provide access and connectivity

Advances to improve existing station facilities used by Amtrak, improve connectivity with existing and potential future transit systems and airports in Iowa

1. **No Impact** on the Desired Outcome
2. **Minor Impact** on the Desired Outcome
3. **Some Impact** on the Desired Outcome
4. **Significant Impact** on the Desired Outcome
5. **Greatest Impact** on the Desired Outcome

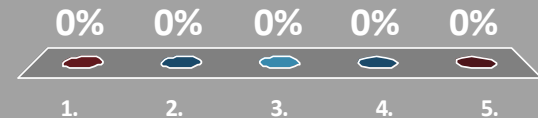


To what level of impact will this goal optimize rail operations in the State of Iowa?

Improve efficiency

Improve the capacity, efficiency, and safety of railroad operations in Iowa

1. **No Impact** on the Desired Outcome
2. **Minor Impact** on the Desired Outcome
3. **Some Impact** on the Desired Outcome
4. **Significant Impact** on the Desired Outcome
5. **Greatest Impact** on the Desired Outcome

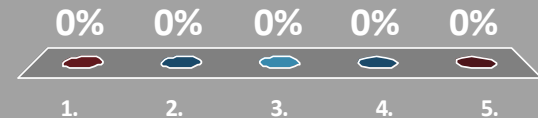


To what level of impact will this goal optimize rail operations in the State of Iowa?

Ensure economic competitiveness and development

Developments that would support business in Iowa

1. **No Impact** on the Desired Outcome
2. **Minor Impact** on the Desired Outcome
3. **Some Impact** on the Desired Outcome
4. **Significant Impact** on the Desired Outcome
5. **Greatest Impact** on the Desired Outcome



To what level of impact will this goal optimize rail operations in the State of Iowa?

Sustain the environment

Reduction of greenhouse gas (GHG) emissions and fuel savings

1. **No Impact** on the Desired Outcome
2. **Minor Impact** on the Desired Outcome
3. **Some Impact** on the Desired Outcome
4. **Significant Impact** on the Desired Outcome
5. **Greatest Impact** on the Desired Outcome

