



## COURSE NUMBER

FHWA-NHI-139009

## COURSE TITLE

### Engaging the Private Sector in Freight Planning

Engaging the Private Sector in Freight Planning is a one-day workshop intended to provide techniques and strategies to help practitioners establish and strengthen relationships with the private sector. It is designed for practitioners addressing freight issues at metropolitan planning organizations (MPOs), State departments of transportation, local governments, and economic development agencies.

Building knowledge of both private sector business needs and the public sector transportation planning process supports the effective integration of freight into many statewide and metropolitan transportation plans and investment decisions. Developing and sustaining relationships, either formally or informally, with key private sector stakeholders is critical to effective freight transportation planning. Upon completion of this workshop participants will be able to develop an action plan that will engage freight stakeholders in their agencies' planning processes.

## OUTCOMES

Upon completion of the course, participants will be able to:

- Describe the value that private sector freight stakeholders can add to the planning process
- Apply tools and resources for identifying freight stakeholders
- Construct an action plan for engaging freight stakeholders in their agencies' planning processes

## TARGET AUDIENCE

The target audience for this course includes practitioners and others involved in transportation planning, project development, and project implementation specifically, State DOT Planners, Freight Transportation Specialists, MPO Staff, City/County Engineers and Planners, Economic Development Agency staff, Quasi-public Agencies (such as ports), FHWA Employees, and other Federal Employees. Private sector entities are considered a secondary audience; however, their participation in the workshop can be extremely beneficial to them and the public sector participants.

**TRAINING LEVEL:** Basic

**FEE:** 2017: \$350 Per Person; 2018: N/A

**LENGTH:** 1 DAYS (CEU: 0 UNITS)

**CLASS SIZE:** MINIMUM: 20; MAXIMUM: 30

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