



Module Three

Managing Transportation

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THE UNIVERSITY
of
WISCONSIN
MADISON

Managing Transportation

Characteristics of modes

➤ Service

➤ Value

Efficiency

Intermodal



Service/Value

Service



Water

Rail

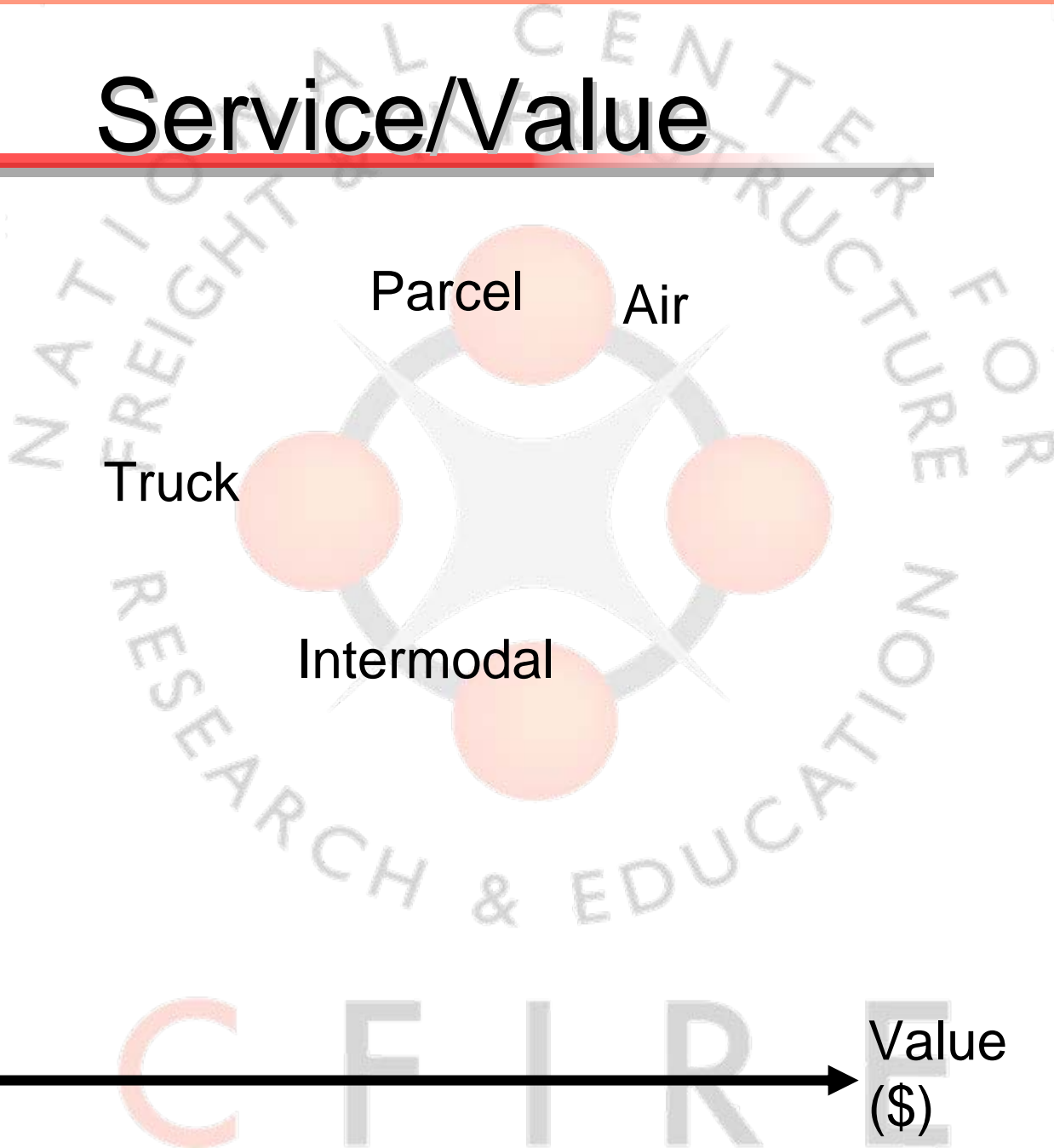
Truck

Intermodal

Parcel

Air

Value
(\$)



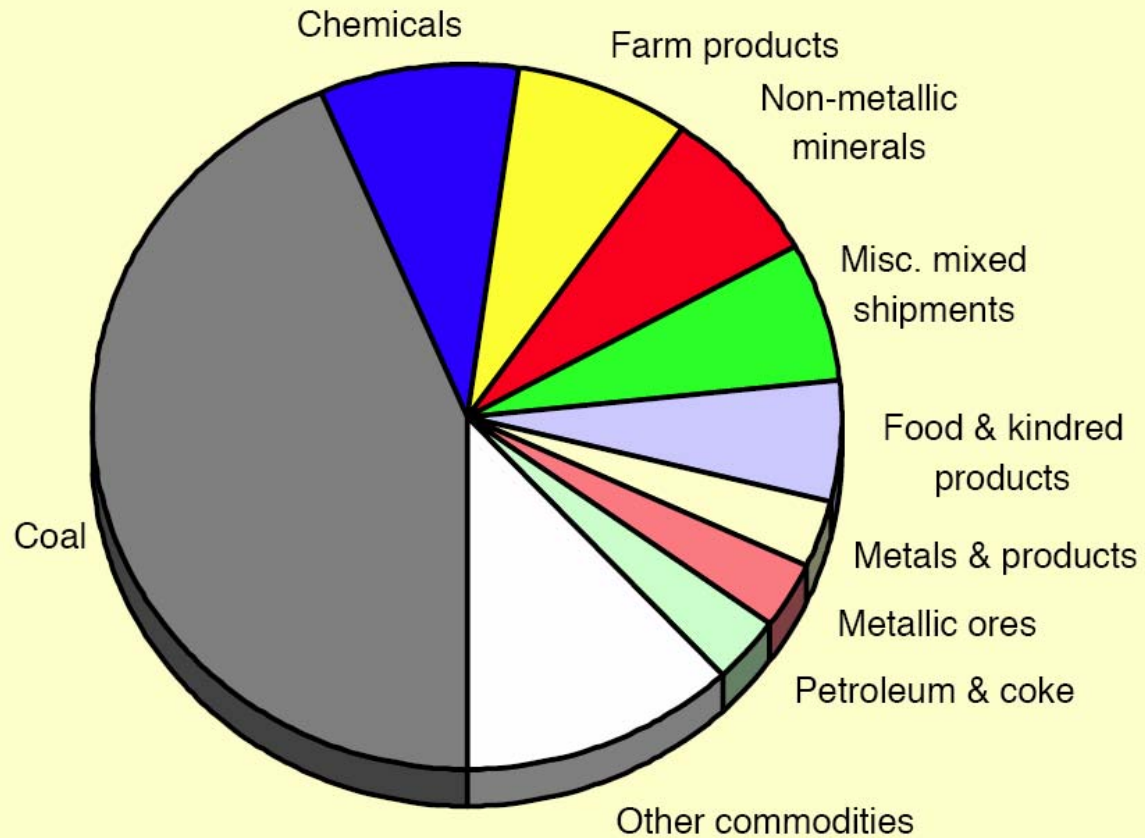


Mode and Value

Mode	Average value (\$) per Ton
Truck	793
Rail	166
Water	131
Air (includes truck and air)	70,468
Parcel, U.S.P.S. or courier	38,715
Intermodal (truck and rail)	1,627
Truck and water	616
Rail and water	32



Class I Rail Commodities





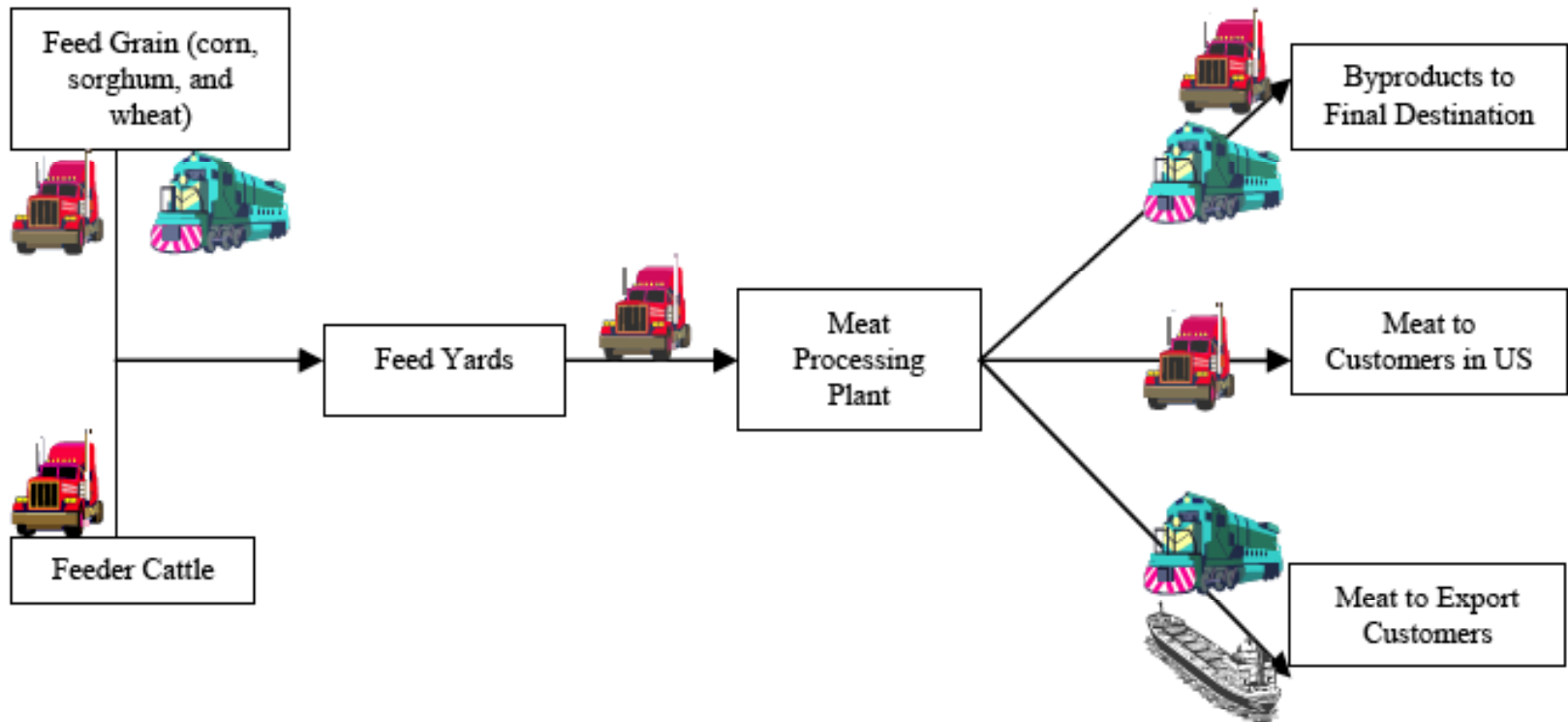
U.S. Waterborne Traffic by Major Commodities in 2005 (Millions of Short Tons¹ and Change from 2004)

Commodities ²	Domestic							
	Coastwise		Lakewise		Internal		Total	
	Tons	%	Tons	%	Tons	%	Tons	%
Total³	213.7	-3.1	96.2	-7.1	624.0	-0.4	1,028.9	-1.7
Coal	9.8	0.0	21.2	5.9	181.9	6.2	228.9	6.1
Coal Coke	**	0.0	0.7	-5.0	5.1	-11.5	6.3	-10.3
Crude Petroleum	44.9	-6.5	**	0.0	33.0	-4.8	79.4	-5.9
Petroleum Products	112.0	-1.4	1.4	-18.0	120.6	3.8	283.3	0.8
Chemical and Related Prod.	10.3	-9.8	0.2	-12.1	50.3	-4.2	72.7	-4.1
Forest Prod., Wood & Chips	2.3	6.9	**	1429.3	6.3	-3.6	9.3	-4.0
Pulp and Waste Paper	**	-64.8	**	0.0	**	-80.2	**	-32.9
Sand, Gravel and Stone	8.4	-14.4	26.6	-11.4	85.3	-0.2	128.8	-4.1
Iron Ore and Scrap	0.7	4.1	40.3	-11.4	10.8	-18.5	55.0	-12.9
Non-Ferrous Ores & Scrap	**	-99.9	**	-100.0	6.2	-10.2	6.2	-12.1
Sulphur, Clay and Salt	0.3	79.8	1.1	40.8	7.6	-9.2	9.2	-4.0
Primary Manuf. Goods	9.1	-0.1	3.9	-0.2	30.7	6.0	44.9	4.5
Food and Farm Products	6.1	8.7	0.3	206.6	70.9	-12.1	77.7	-10.6
All Manuf. Equipment	9.6	-0.7	**	40.1	9.9	-1.6	20.2	-2.1
Waste and Scrap, NEC	**	-80.6	**	-100.0	1.5	14.3	2.0	-34.5

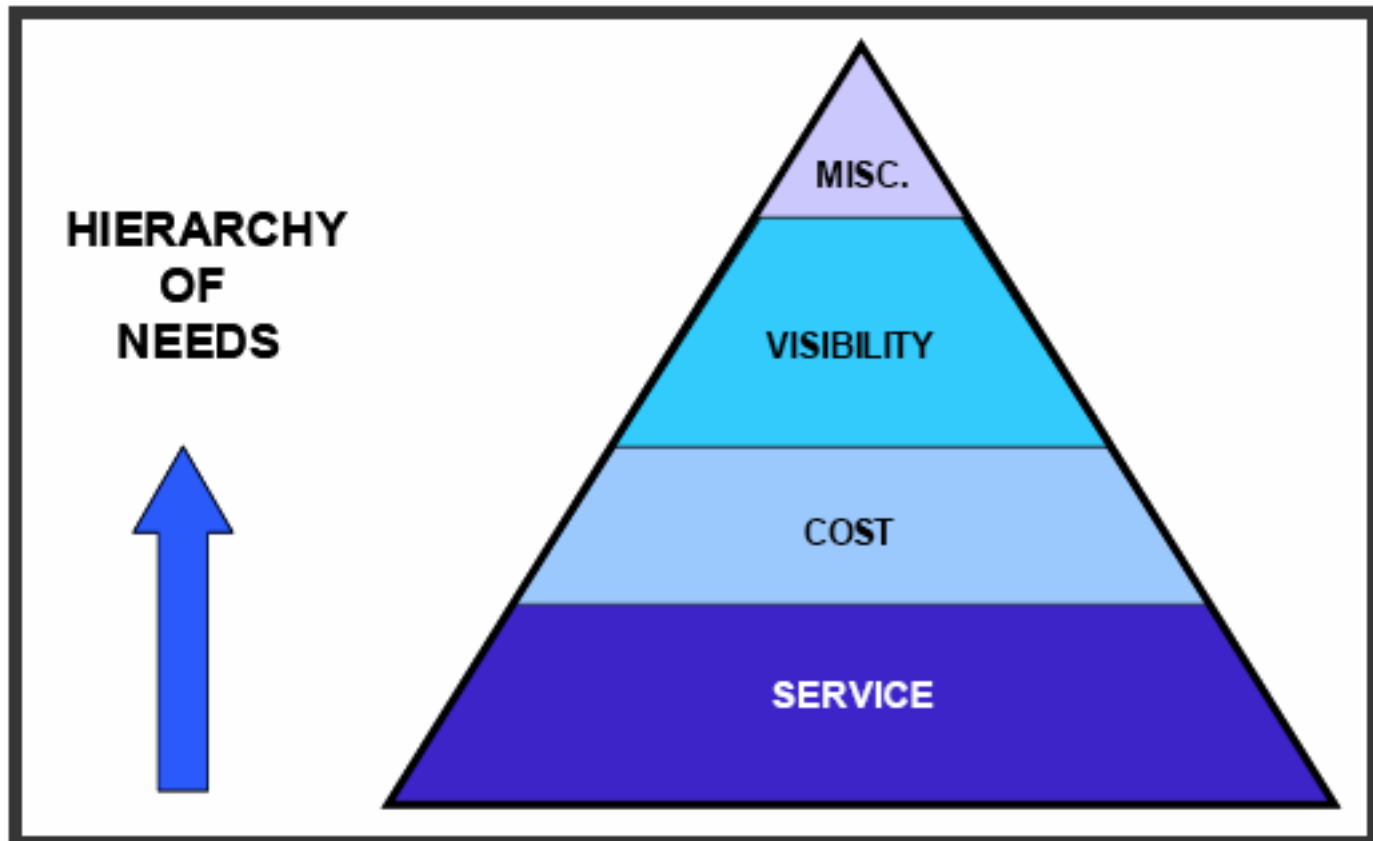
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Meatpacking Supply Chain

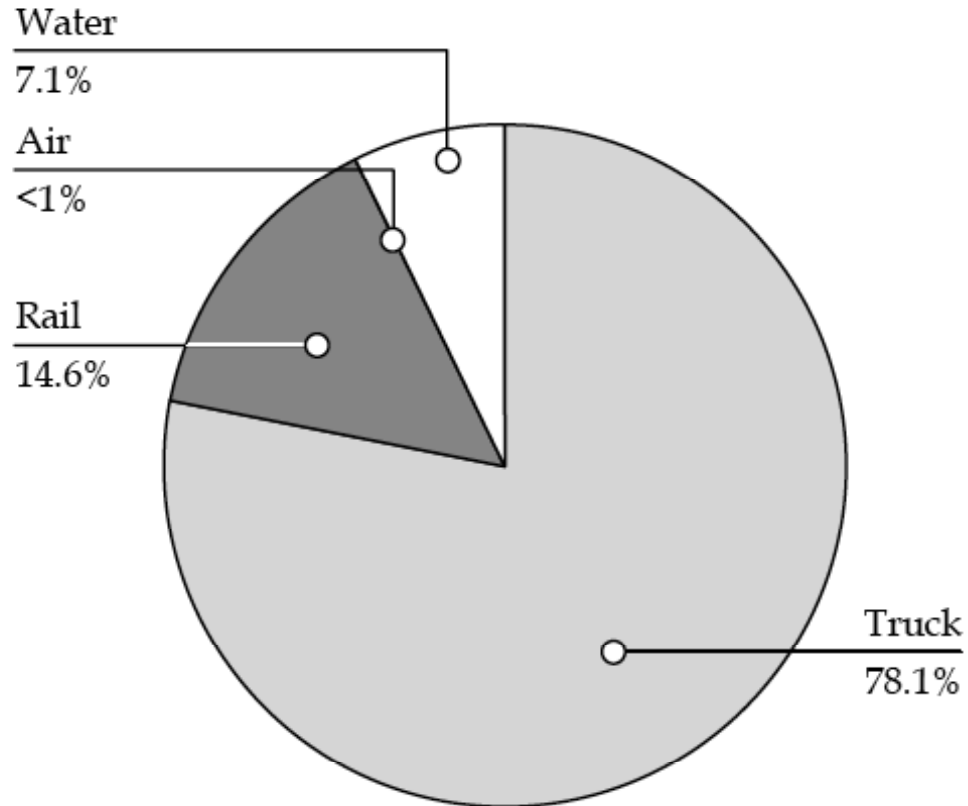


Carrier Requirements



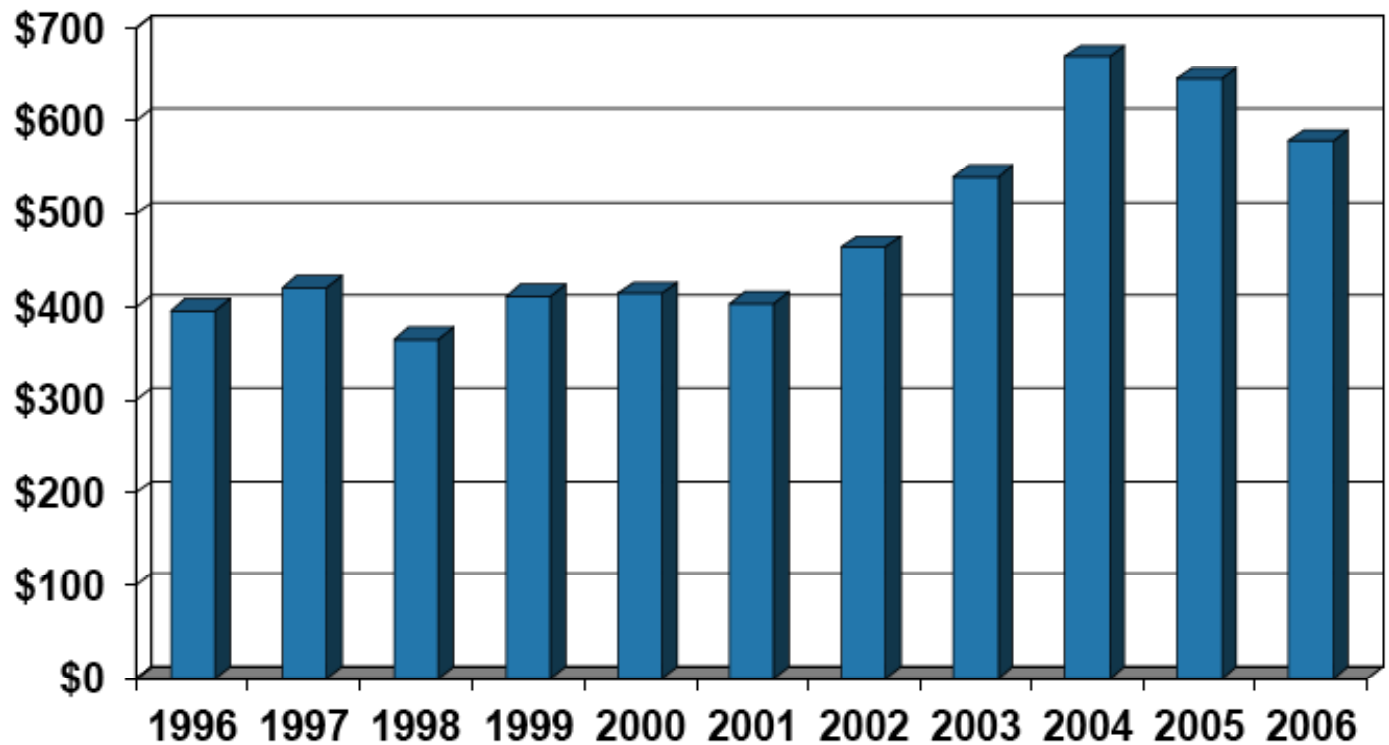


Trips Generated



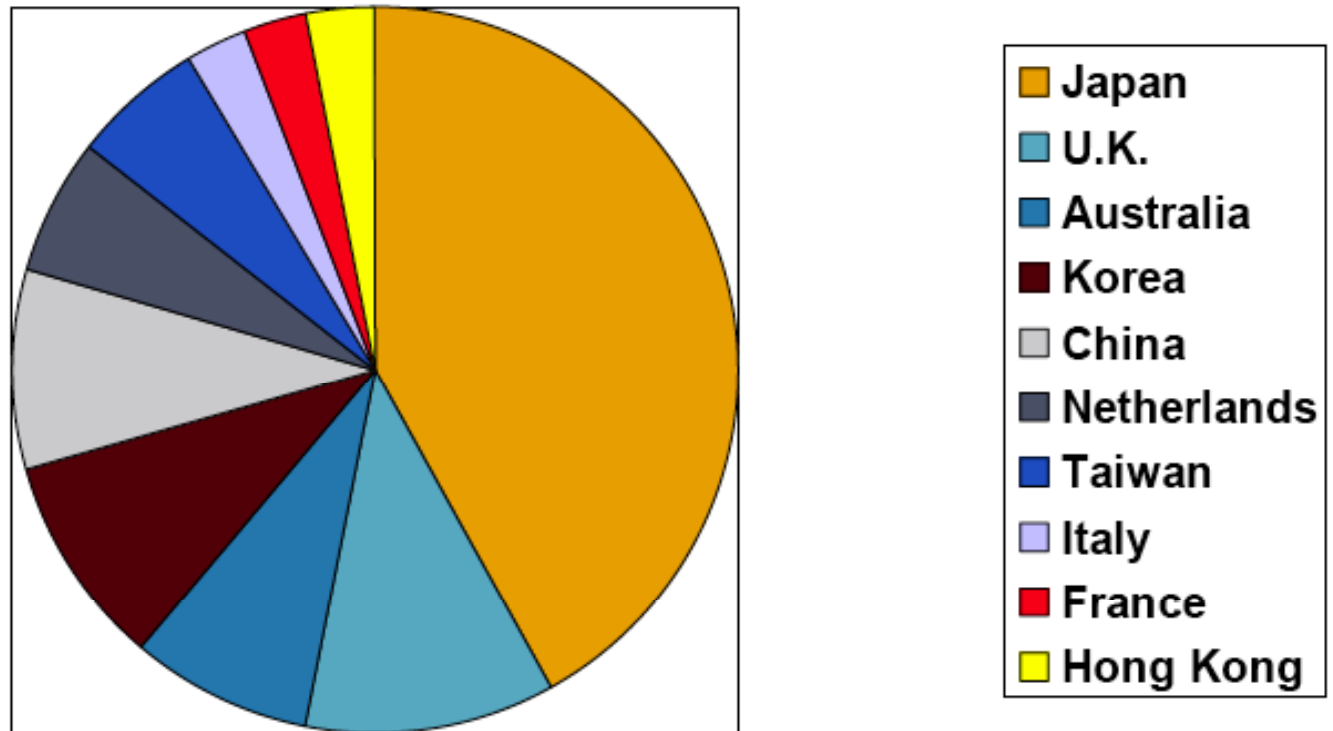


Growth in CA Airborne AG Exports



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Airborne AG Markets



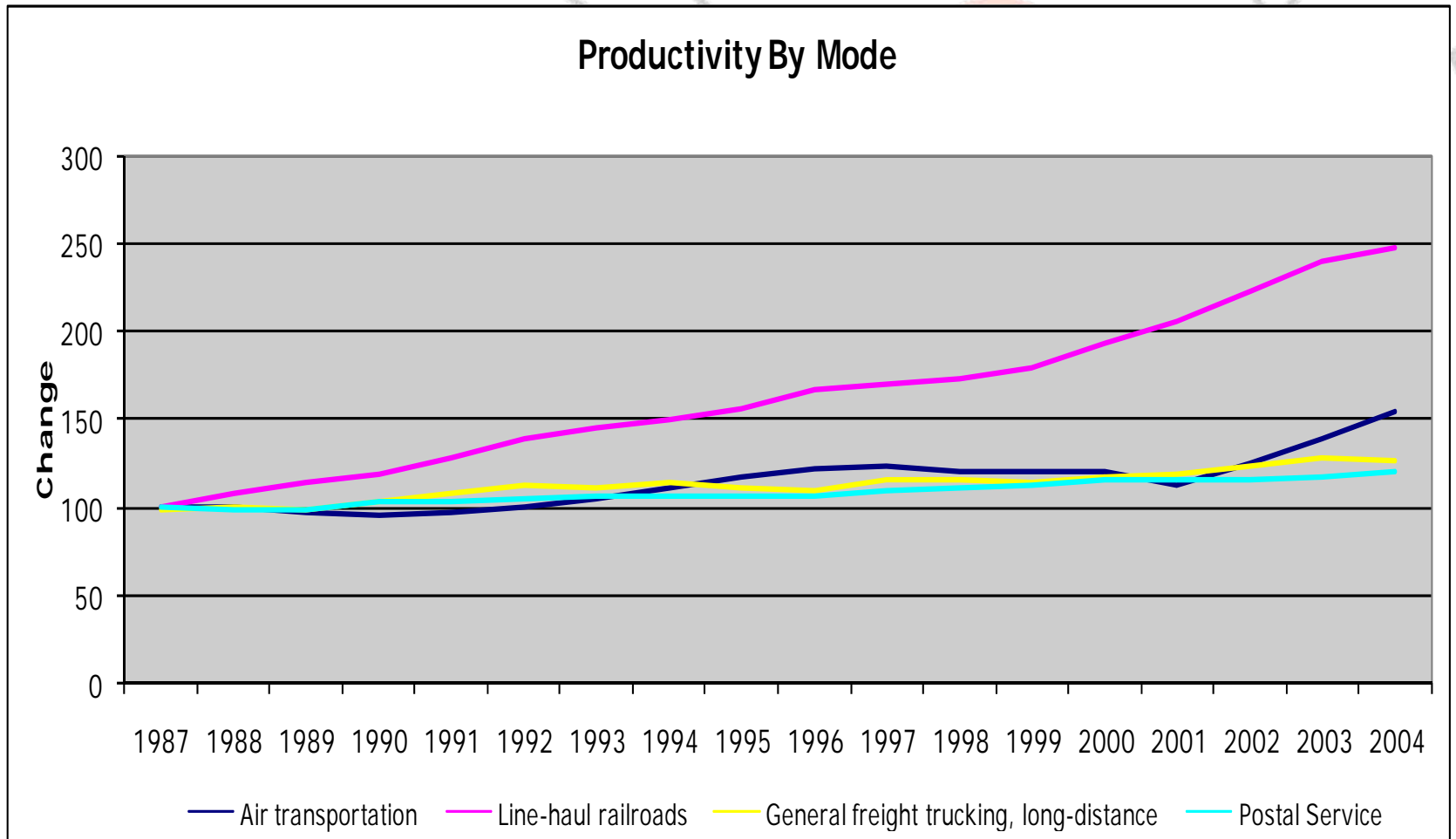
Rail Revenue Ton Miles



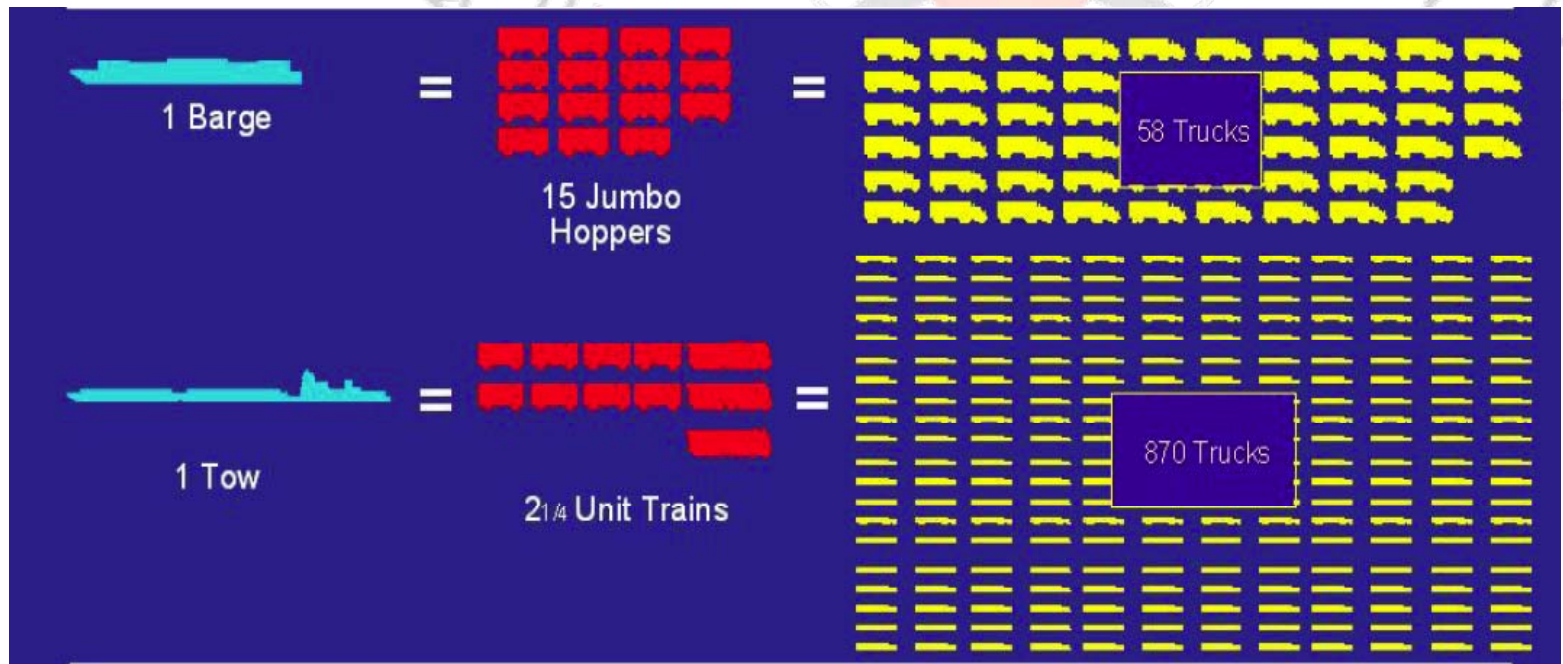
Rail Profitability

Item	2004	2006
Freight Revenue per Mile	2.354c	2.840c
Freight Revenue	\$39 B	\$50 B
Return on Equity	6.16%	11.3%

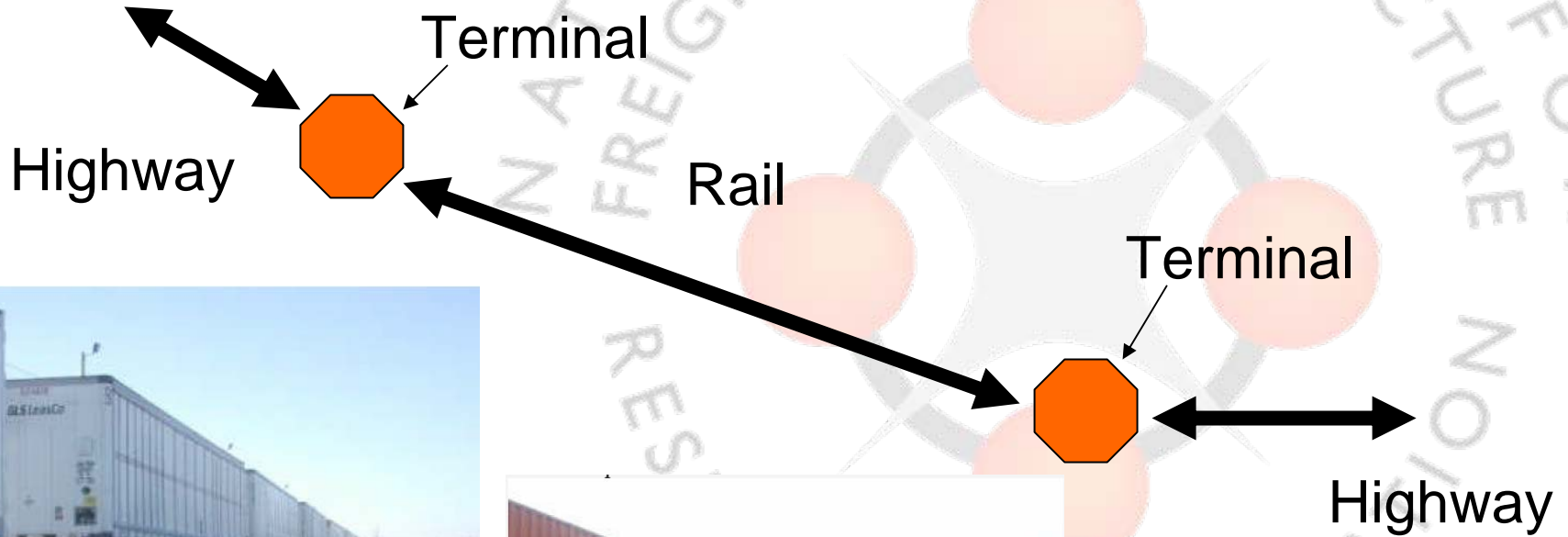
Productivity By Mode



Modal Capacity Equivalents

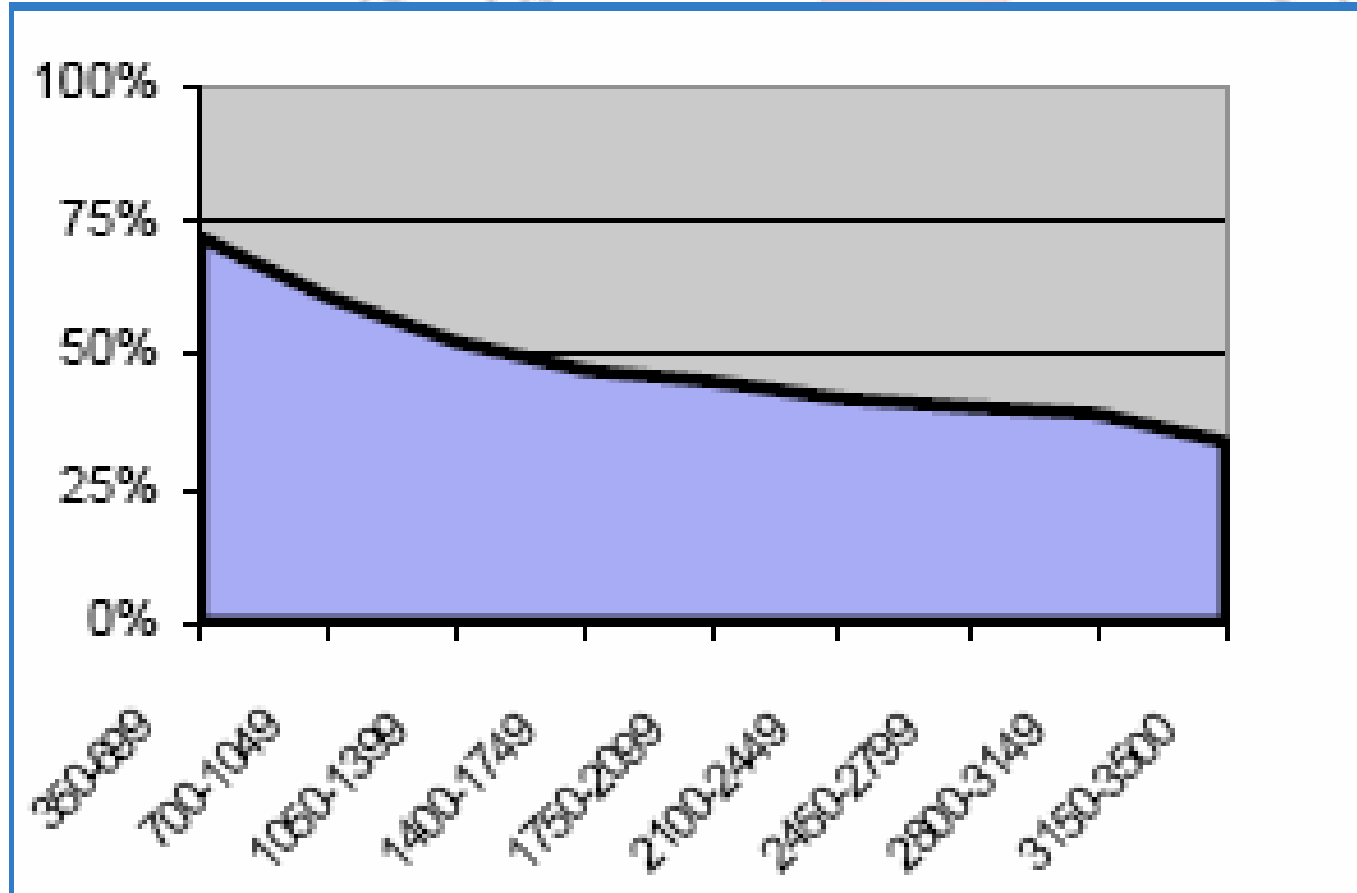


Truck Rail Intermodal





Dray and Lift Share of Cost By Trip Length



Obstacles to Modal Diversification

Market Viability

1. Equivalent Services
2. Access limitations
3. Interoperability
4. Density

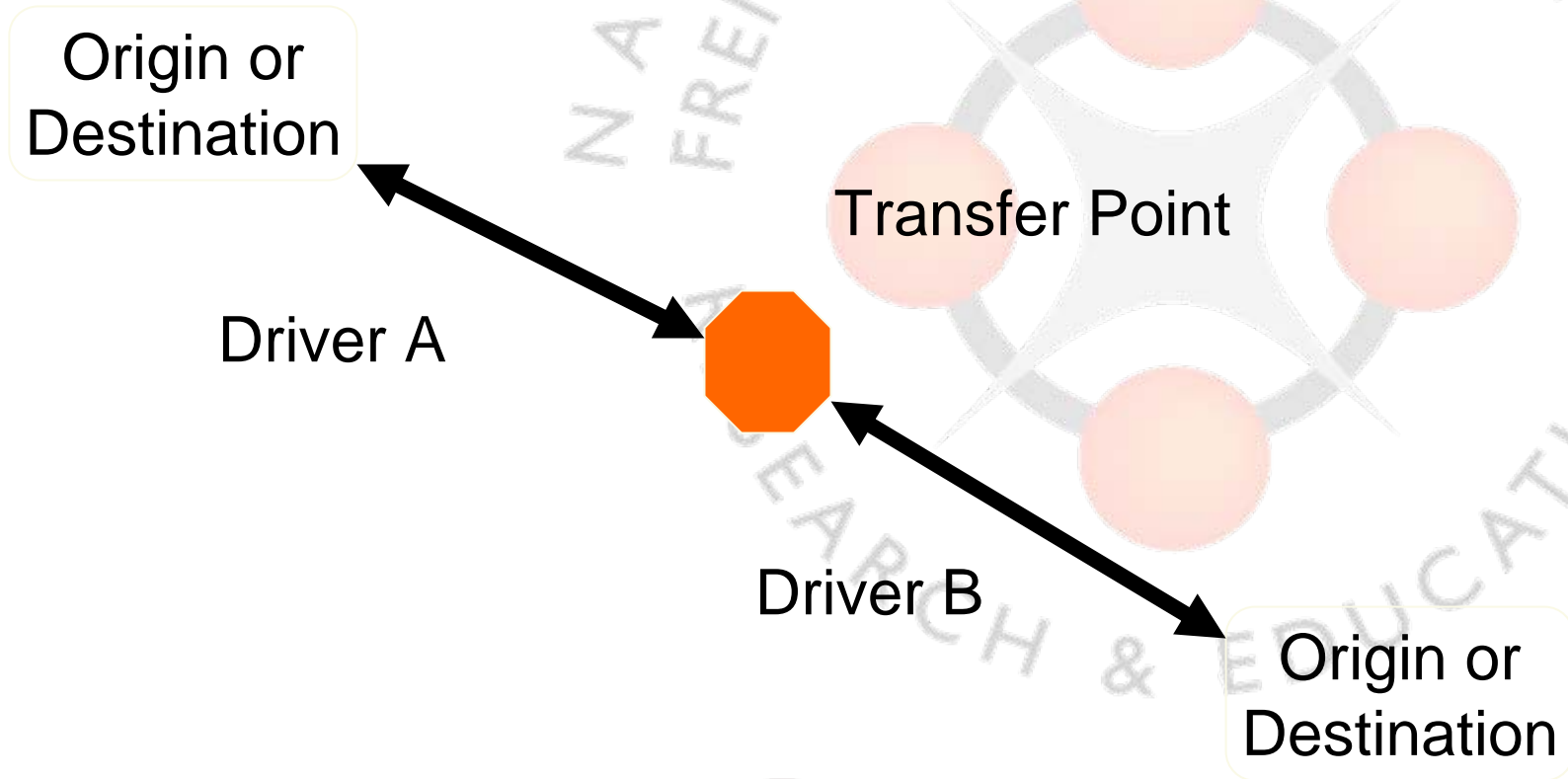
Institutional Readiness

1. Capacity
2. Capital
3. Institutional
Commitment
4. Institutional
structure
5. Sustained
performance

Public Barriers

1. Public acceptance
2. Competitive
reckoning

Trucking Strategy





Implications for the Public Sector

- ❖ Broader geographic view
- ❖ Policy View
- ❖ Reliability
- ❖ Timed arrivals
- ❖ More frequent delivery
- ❖ More truck-reliant

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