



ITS, TDM, and Freight Logistics Workshop

Agenda – May 14 (Day Two) - Freight

Part 3: Freight Logistics

Instructors: David Closs, Ph.D., and David Frayer, Ph.d., The Eli Broad College of Business, Michigan State University

Learning objectives:

- Broaden understanding of today's commercial multi-modal supply chains, including the freight logistics system; and
- Encourage discussion of the benefits of becoming a transportation facilitator, including the role of safety, modal choices, etc.

8:15a – 8:30a Gathering and Registration

8:30a – 9:00a Welcome and Introductions

- Introduce faculty and participants
- Discuss workshop objectives and agenda
- Review State of Michigan logistics and supply chain strategy as one approach to addressing key issues

9:00a – 9:30a Overview of Freight at FDOT

Rickey Fitzgerald, Brian Hunter, and Amy Neidringhaus, FDOT

- Overview of FDOT freight program and vision
- Overview of FDOT District 7 Freight Roadway Design Considerations

9:30a – 10:30a Supply Chain Management Overview

- What is supply chain management?
- How does supply chain management relate to freight and logistics?
- What are the key supply chain costs and how do these compare?
- How does supply chain management create value?
- What are the key drivers of success?
 - Customer service, satisfaction and success

- Segmental supply chains
- Minimize landed cost
- Asset utilization

10:30a – 10:45a Break

10:45a – 11:45a Role of Supply Chain Decisions in Firm Strategy

- Determining customer value proposition
- Supply chain processes
- Supply chain as a competitive competency
- Supply chain decisions
 - Market location
 - Supplier locations
 - Transportation lanes
 - Tax implications
 - Energy implications
 - Environmental impact
 - Community impact

11:45a – 12:45p Lunch

12:45p – 1:45p How do Firms Make Supply Chain Decisions

- Supply chain design criteria
 - Minimize total cost
 - Maximize service
 - Minimize risk
 - Minimize tax impact
- Supply chain integration
- Global optimization
- Make vs. buy of products, services, or solutions
- Supply chain network analysis
- Strategic profit model

1:45p – 2:00p Break

2:00p – 3:00p Scenario Discussions

- What would be the appropriate response under a variety of different business scenarios?

- How does freight interact with other users of the transportation system? How might that interaction be optimized?
- How does FDOT interact with the industry? What FDOT standards, practices, and guidance are used in that interaction? What elements might be ripe for revision/augmentation?

Scenario #1 – An existing Florida business is looking to expand by building a new [insert specific industry] manufacturing facility at a location to be determined. How does the logistics and transportation infrastructure impact this decision? What could FDOT do to help support this location decision?

- Electronics
- Pharmaceuticals
- Medical Equipment

Scenario #2 – A food processor is looking to source more local produce from Florida. How does the logistics and transportation infrastructure impact this decision? What could FDOT do to help support this sourcing decision?

Scenario #3 – An international manufacturing business is looking for a North American hub for its distribution network. How does the logistics and transportation infrastructure impact this decision? What could FDOT do to help support this location decision?

3:00p – 3:30p

Conclusions and Implications

- Review key concepts
- Discuss barriers, gaps, and opportunities in FDOT's current practices
- Identify take-aways and next steps

3:30p

Adjourn