

NYMTC

REGIONAL FREIGHT PLAN PROJECT



INVOLVING STAKEHOLDERS IN A REGIONAL FREIGHT PLAN

As a subcontractor to Cambridge Systematics, Inc., Konheim & Ketcham has been responsible for the Freight Industry and Community Outreach portion of the New York Metropolitan Transportation Council (NYMTC) Regional Freight Plan Project. K&K directed a public outreach strategy to effectively include public and industry stakeholders at key points in the project. K&K has worked with NYMTC and the project team to build a database of stakeholders that represent rail, trucking, marine, air cargo, government and community interests. For NYMTC public meetings, K&K was responsible for meeting arrangements, assisting in presentations and providing information materials. K&K's efforts to involve key players in freight movement is crucial to producing a goods movement strategy that best meets the needs of the wide spectrum of freight and public interests in the New York Metropolitan Area.