
Appendix B

Documentation of Reebie Data

The freight traffic flow data for Vermont have been drawn from two distinct data bases: TRANSEARCH/IFVDB (Intermodal Freight Visual Data Base) for the domestic U.S. origins and terminations, and TRANSEARCH Canada/U.S. Each of these databases utilizes distinctly different data sources and processing methodologies.

Domestic U.S. Data

The IFVDB is the culmination of fifteen years of development and production of the TRANSEARCH database of freight traffic flows. TRANSEARCH utilizes a multitude of mode-specific data sources to create a picture of the nation's freight traffic flows on a market-to-market commodity basis. The IFVDB further refines the geographic market identification to the county level.

Development of TRANSEARCH Data

TRANSEARCH is created each year using the following sources and development steps:

- 1) The Annual Survey of Manufacturers is processed to establish production levels by state and industry.
- 2) The STB Rail Waybill Sample is processed to develop all market-to-market rail activity by industry.
- 3) The Corps of Engineers Waterborne Commerce data is processed to develop all market-to-market water activity by industry.
- 4) FAA Enplanement Statistics and airport-to-airport cargo volumes, used in conjunction with information on commodity volumes moving by air from the Commodity Flow Survey are used to create detailed air flows.
- 5) The rail, water and air flow data are deducted from the ASM-based production data to establish preliminary levels of truck activity.
- 6) Reebe Associates' proprietary Motor Carrier Data Exchange Program provides information on actual market-to-market trucking industry movement activity. The Data Exchange Program includes carriers from both the private and for-hire segments of the industry, in both the truckload and LTL sectors. The truckload sample covers about 6% of the market, and our LTL sample is about 40%. In total, information is received on over 75 million individual truck shipments. By way of comparison, the government's Commodity Flow Survey covers about 12 million shipments, spread across all modes, and the Rail Waybill's sample rate is about 2.5%.
 - TRANSEARCH is refined into the IFVDB with county-to-county market detail through the use of both Reebe Associates' Motor Carrier Data Exchange inputs, and FREIGHT LOCATER database of shipping establishments.

- FREIGHT LOCATER provides information about the specific location of manufacturing facilities, along with measures of size (both in terms of employment and annual sales) and a description of the products produced. This information is aggregated to the county level, and used as the first step in assigning production the more detailed geographic areas.
- Much of our Data Exchange inputs from the trucking industry are provided by zip code. The zip code information is translated to counties, and used to further refine production patterns. A compilation of county-to-county flows and a summary of termination activity is used to develop destination assignments.

Limitations of U.S. Domestic Data

- 1) Coverage of truck traffic is limited for non-manufactured products. Truck movements of coal and fresh fruits and vegetables are included in the data, but truck movements of other non-manufactured items, such as grains, ores, minerals, and wastes are not covered.
- 2) Traffic movements originating in warehouses or distribution centers are shown as commodity code 5010. Specific details on the types of items being moved is not available. This is also true for the truck portion of rail/truck intermodal activity (code 5020), and the truck drayage of air freight activity (code 5030).
- 3) The inland or surface movement of import and export traffic volumes is included in the data. However, the flow patterns of this activity are based on the movement patterns of domestic sourced goods in the same market areas, and are not specific to import/export activity.

Canada/U.S. Data

Canada/U.S. traffic data is developed from cross border information compiled by Statistic Canada. The raw data covers State to/from Province movements by 4-digit commodity. The mode coverage of the Canada/U.S. data is not as detailed as for domestic U.S. activity, which disaggregates rail into carload and intermodal activity, and truck into truckload, LTL, and private. The Canadian data only provides aggregate numbers for rail and truck.

The Canada/U.S. data is assigned to county levels using the patterns of domestic production and consumption. This technique has been successfully utilized for many of Reebie Associates' clients in the past.