The Competitive Landscape

Some notes on language:

- **Service Area**: the maximum area a facility can serve, based on truck travel times
  - 11 hours maximum driving time
  - Average truck speed in US: 39.42 MPH (Source: ATRI)
  - Maximum distance for two-way trip: ~218 miles

- **Market Area**: the region where a facility could reasonably attract or “capture” cargo
  - Market area is impacted by the location and activity of competitor facilities

- **Study Area**: the area for which we have data, and can conduct analysis
  - Limited data availability for the UP

- NOTE: Maps will be refined and reformatted prior to inclusion in Working Papers.

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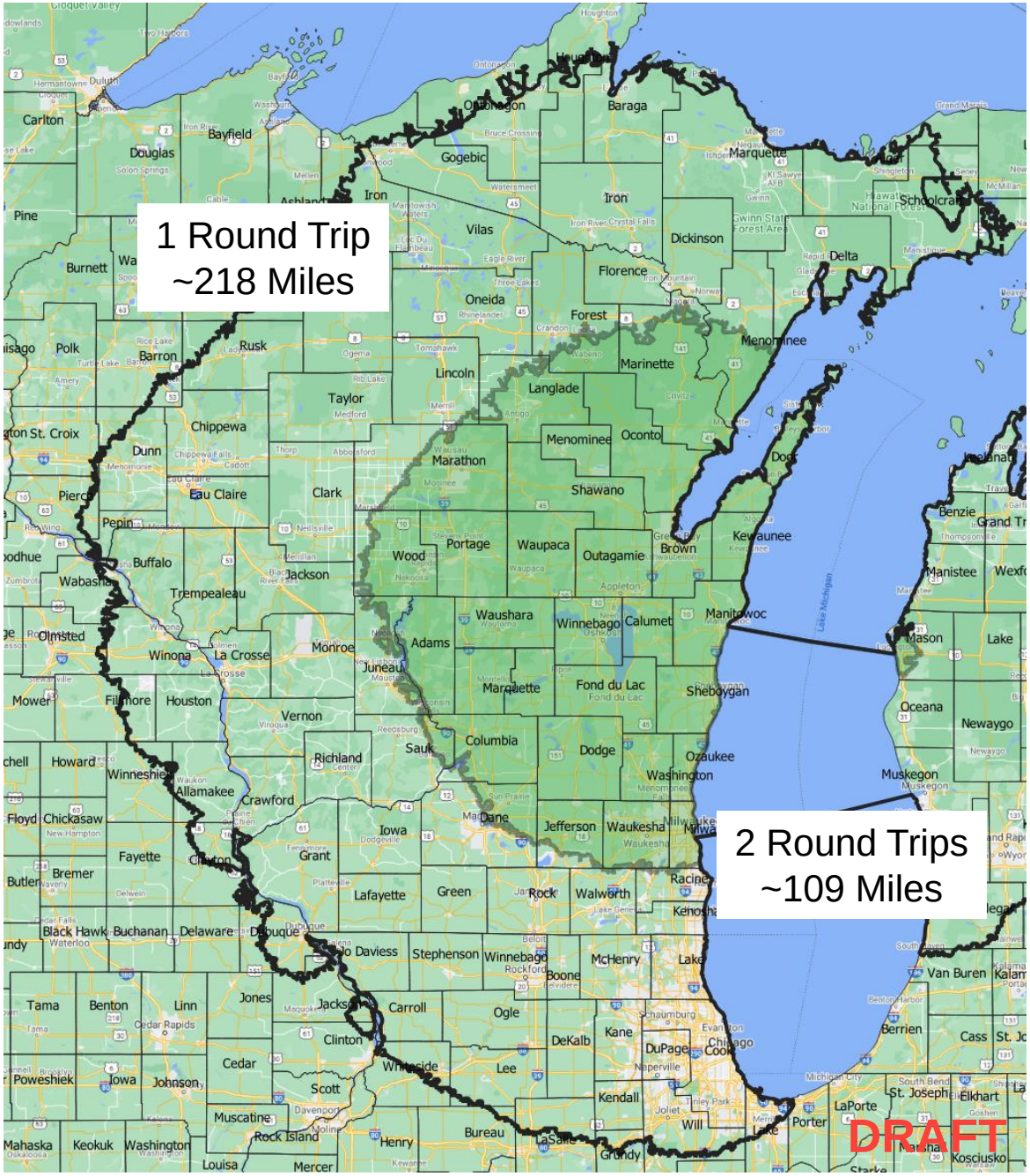
Maximum Service Area: Truck Trip Distances



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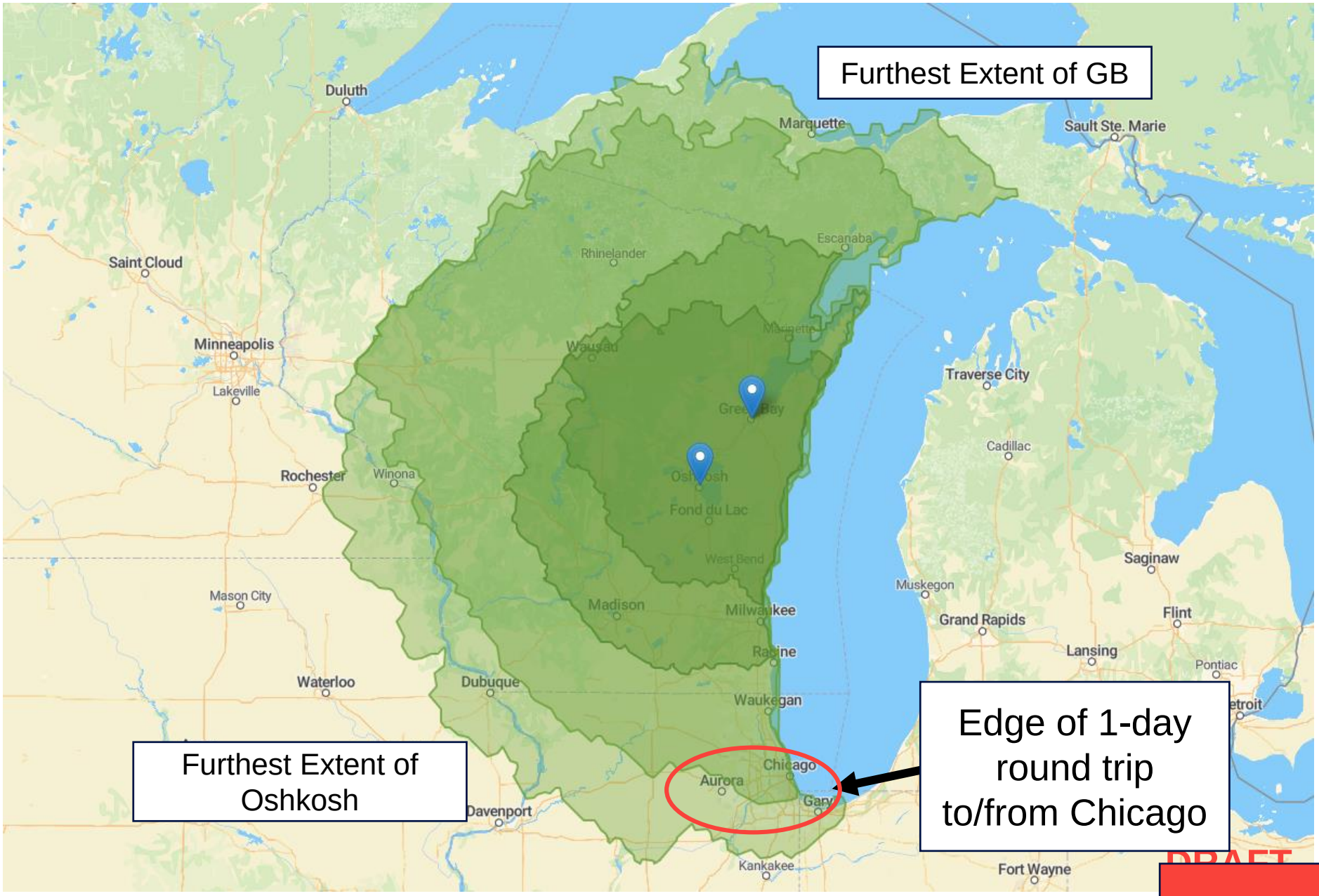
Service Area Depends on Terminal Location



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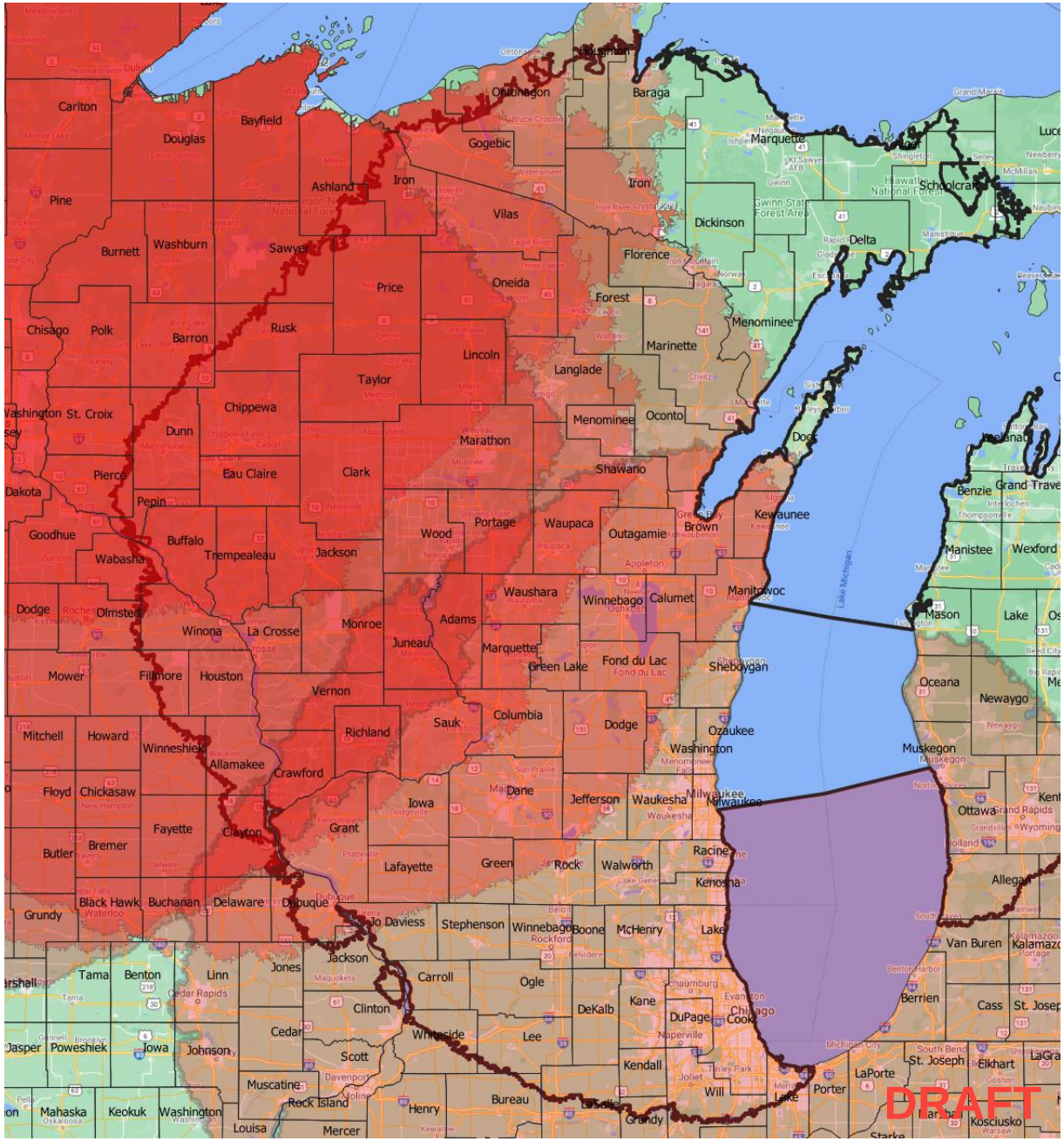
Broader Market Area: 1 Truck Trip per Day



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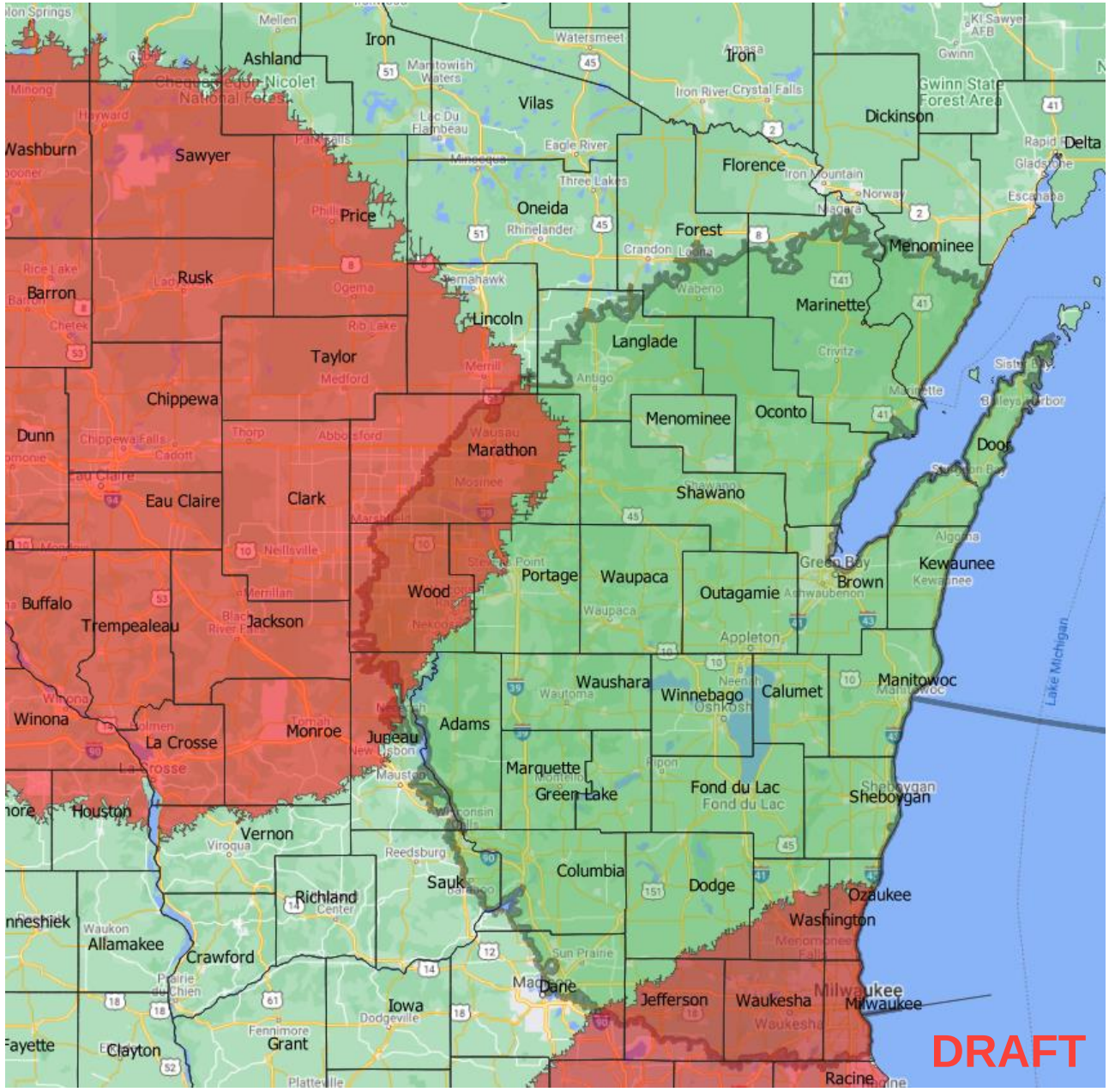
Core Market Area: 2 Truck Trips per Day



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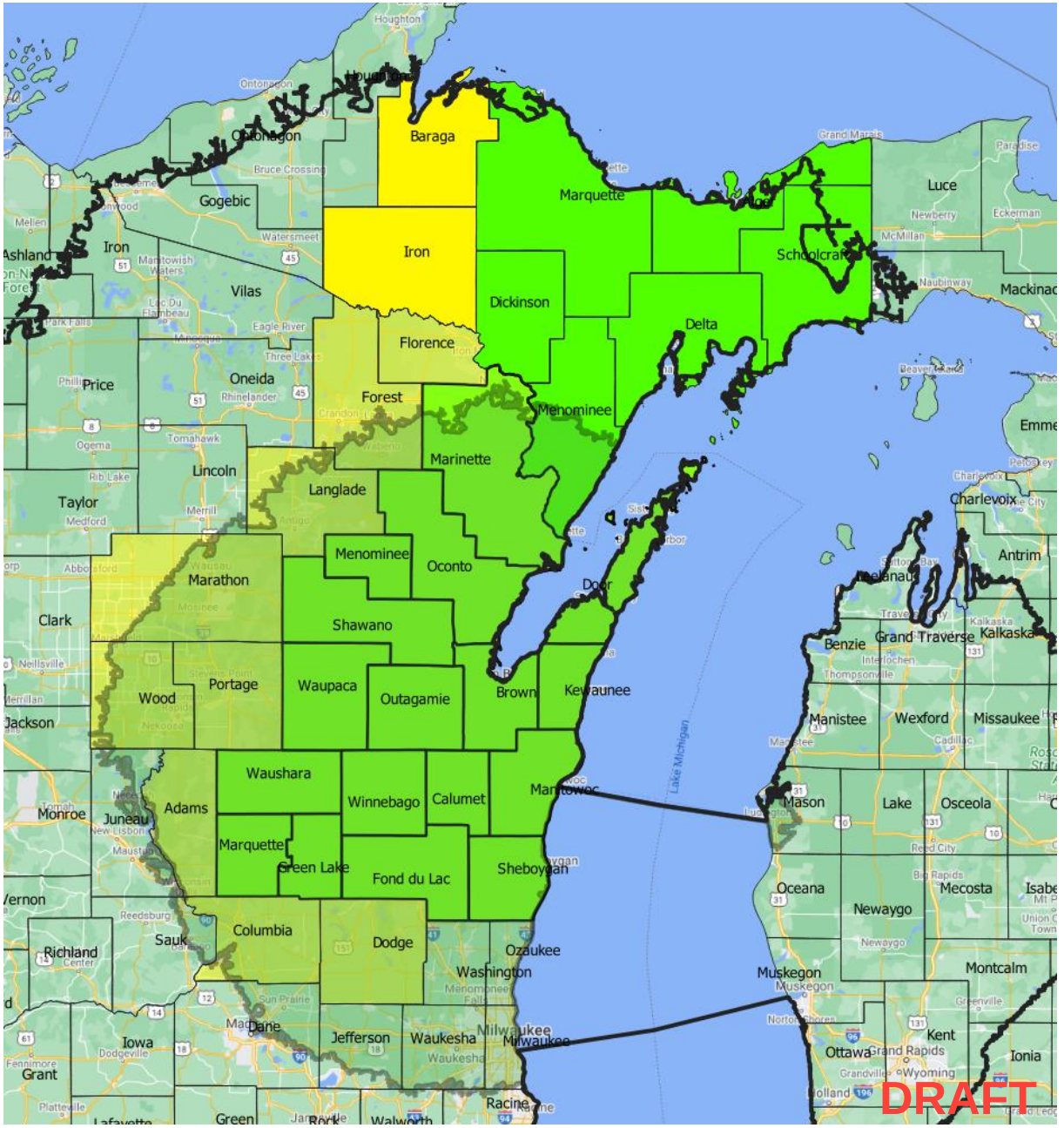
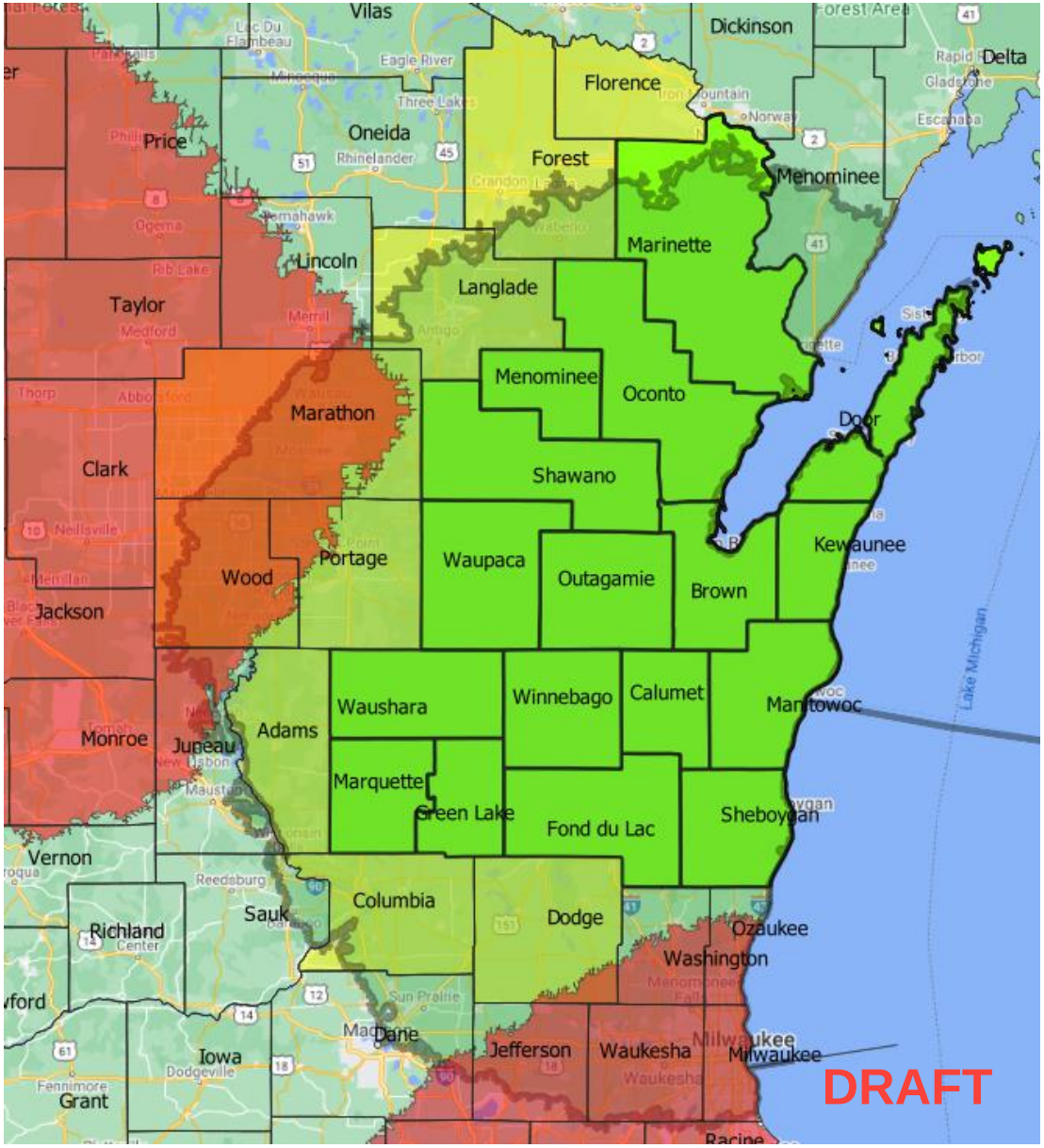
Refined Market Area



Core Study Area: Counties

Include Florence? In New North's area

Include Marathon, Portage, and Wood? (Wausau, Rapids, etc)



Include Columbia and Dodge?

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