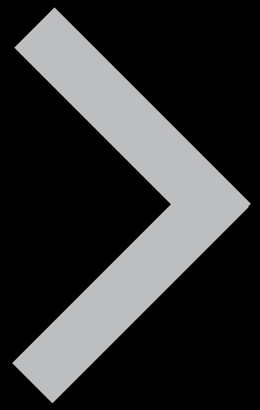
2024 Atlanta Regional Freight Mobility Plan

Atlanta Regional Commission / Freight Advisory Task Force

Tracy Selin, ICF

09/27/22

Agenda

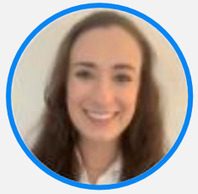


- Team Introduction
- Project Overview and Discussion Questions
- Project Scope
- Project Schedule
- Next Steps

Team Introduction

ICF

Tracy Selin
Project Manager



Sarah Whitlock
Deputy Project Manager

Natalie Smusz-Mengelkoch
Technology

Sunil Durhi
Freight Data

Mitchell Lloyd
Stakeholder Engagement

CPCS

Erika Witzke
Freight Planning

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Shuake Wuzhati
Key Analyst

Kimley»Horn

Cristina Pastore
Freight Planning

Jon Tuley
Land Use Planning

Brian West
Engineering, Design

Kelley Klepper
Land Use Zoning, Ordinance

ATKINS

Jonathan Nicholson
Travel Modeling

Christy Jeon
Freight Planning, Engineering

Zhang Huang
Travel Modeling

URBANTRANS NORTH AMERICA

Chris Cannon
Stakeholder Engagement

18% DBE Participation

Joddie Gray

Ashley Jaberi

Mark Sanders

Todd Long

Sanders and Associates

ATLAS

Project Overview

- Strategic plan to identify intermodal freight needs in the 20-county region
  - Leverage regional freight planning over the last 20 years
  - Align with state freight and logistics efforts
- Maximize freight funding opportunities associated with IIJA
- Develop tailored, localized tools and products to support plan implementation

KEY FREIGHT CONSIDERATIONS

→ Increasing congestion on Georgia's intermodal freight network

→ Community impacts of industrial and freight-oriented development

→ Growth in e-commerce and associated freight impacts

→ Urban goods delivery and complex curbside management needs

→ Deployment of new technologies with associated infrastructure needs

→ Ability to connect a trained workforce to freight employment opportunities

→ System risk and resiliency

Discussion Questions

What are some of the biggest challenges to moving freight in the Atlanta region?

What do you hope to get out of this plan?

Who should we talk to as part of stakeholder engagement?

How can this plan best support the private sector?

How can this plan best support the public sector, including other planning work you do?

Project Scope

ATLANTA REGIONAL COMMISSION

ASSESS FREIGHT DEMAND AND FREIGHT MOVEMENT

Q4 2022-Q2 2023

T3, T4, T6

- Current, Projected Pop and Emp
- Current, Projected Land Use and Development
- Truck Movement
- Commodity Flows
- Industry Input and Output
- Plan Goals

PROFILE THE NETWORK, PERFORMANCE, AND NEEDS

Q3-Q4 2023

T5, T6

- Assess key trends
- Update truck model
- Develop network profile
- Define freight system needs

IDENTIFY PRIORITIES

Q1 2024

T7

- Local and state input
- Tradeoff discussions on implementation priorities
- Draft project and plan recommendations

DEVELOP PLAN , SUPPORTING TOOLS, AND PRODUCTS

Q2-Q4 2024

T8, T9, T10

- Develop plan narrative
- Integrated land use policy and tools to advance plan recommendations
- Data visualization and communication tools to present plan outcomes

T2 STAKEHOLDER ENGAGEMENT

Stakeholder Engagement

ATLANTA REGION ENGAGEMENT CHALLENGES

TIME

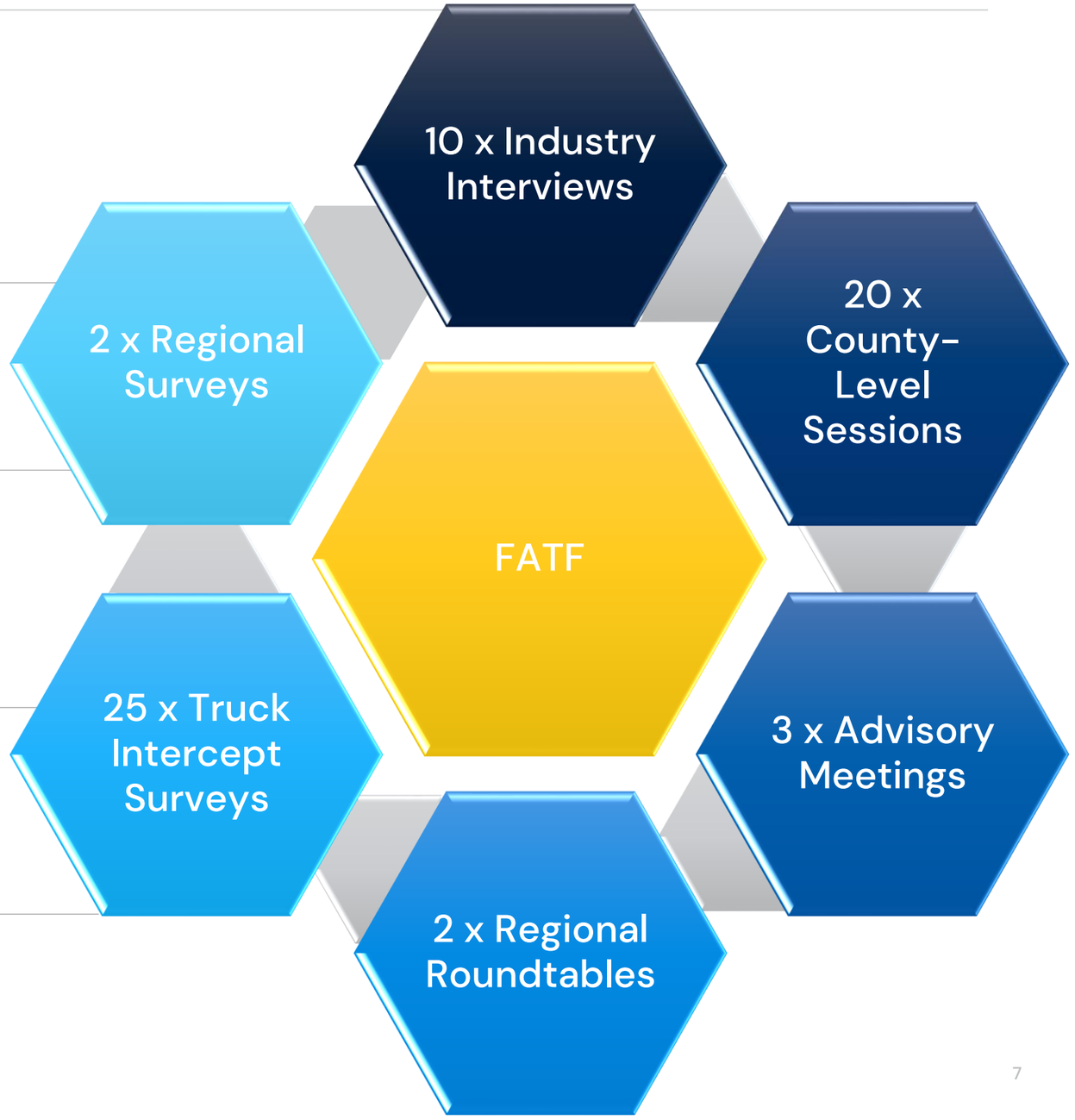
Freight partners are time-limited because they are operating at peak capacity, often understaffed

REACH

Communities and partners never-before involved in freight movement are now at the heart of freight operations because of COVID-19

ACCESS

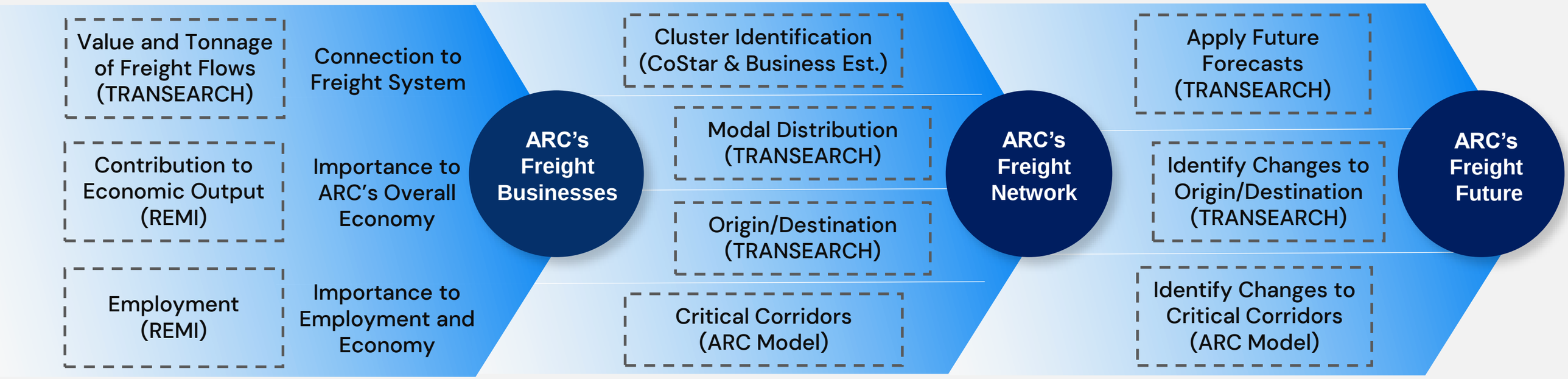
Much of the private freight industry operates behind closed doors with a key contact required for access



Assess Freight Demand and Freight Movement

FREIGHT IN THE ATLANTA REGION KEY QUESTIONS

- *What are the key freight related industries in the region and what is their economic value?*
- *Where are freight generators located and how do they influence freight movement?*
- *How is freight moving across the network?*
- *What changes in freight flows can the region expect in the future?*



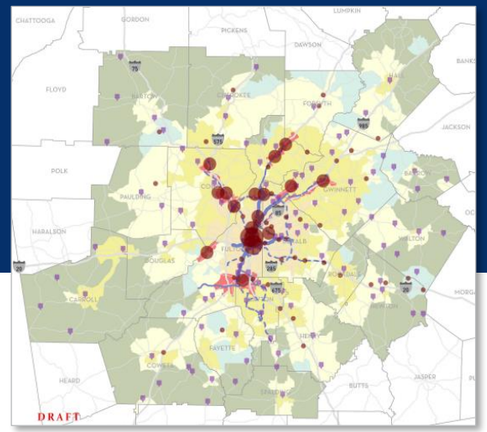
Assess Freight Demand and Freight Movement

LAND USE AND DEVELOPMENT PATTERNS KEY QUESTIONS

- *How are land use patterns in the region influencing freight demand and freight movement?*
- *How are land use policies influencing freight performance?*

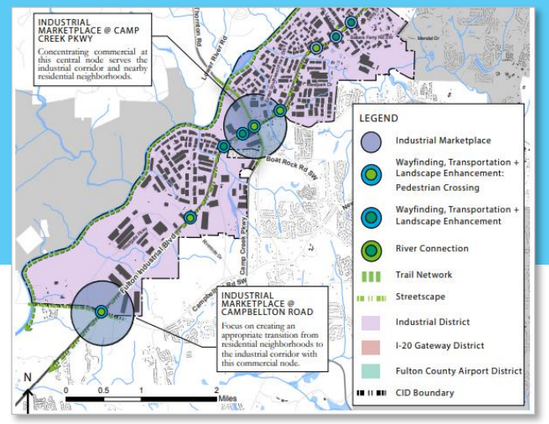
REGIONAL PLANS AND POLICIES

- Regions Plan / UGPM
- Comprehensive Economic Development Strategy
- Truck Parking Assessment
- GDOT, GRTA/SRTA, and other State plans or studies



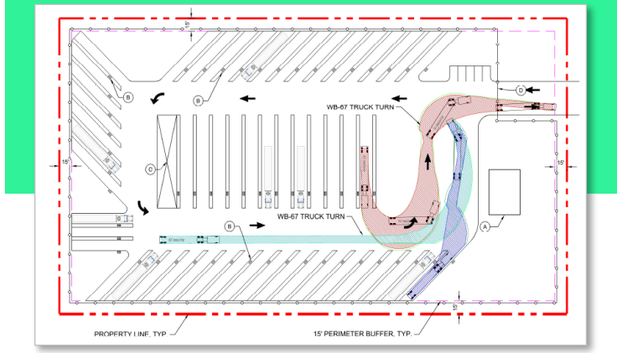
LOCAL PLANS AND POLICIES

- Comprehensive Plans
- CID Master Plans
- Freight Cluster Studies
- LCIs / Corridor studies
- Zoning and land use regulations
- TADs, opportunity zones, etc.



IMPLEMENTATION/ PARTNERS

- Local governments
- Development authorities
- CIDs
- State and regional agencies
- Private sector partners
- Comprehensive plan updates
- Zoning ordinance and revisions
- Design guidelines



Assess Freight Demand and Freight Movement

E-COMMERCE KEY QUESTIONS

- *Where are e-commerce fulfillment centers and how have they changed over time?*
- *How have e-commerce volumes changed over time?*
- *How has e-commerce affected the transportation network and land redevelopment?*

Approach	Primary Outcome
Historical and future industrial growth • CoStar • Freight cluster studies • Stakeholder Input	Identify and map e-commerce fulfillment centers.
E-commerce spending and travel demand • Replica • ITE Trip Generation Manual	Identify electronic purchases over time using Replica data. Identify trip generation of e-commerce relative to other warehouse and distribution centers.
Trip generation analyzing goods moving through the road network • RITIS O/D, volume, and route data	Identify major roads and connectors in Atlanta region that are critical to e-commerce truck trips. Compare trips over time for new e-commerce establishments. Inform plan and project recommendations. Inform future ARC modeling and planning projections.

Profile the Network, Performance, and Needs

NEEDS ANALYSIS

Leveraging findings from freight technical analysis, land use assessment, and stakeholder input the project team will identify multimodal freight system needs covering all modes.

Freight Goals • Freight Network • Freight Performance • Freight Needs

Define the freight network

Identify key freight assets and system connections

Present system performance

Articulate freight needs

Develop regional and county-level profiles

KEY PERFORMANCE AREAS

Tonnage and Value
Speed / Delay
Cost of Delay
Safety
Resiliency
Reliability

Profile the Network, Performance, and Needs

WORKFORCE AND ACCESS TO JOBS

ARC TDM PLAN

- Focus groups on freight-specific mobility needs
- New, strengthened partnerships with workforce development
- Detailed strategy analysis with corresponding implementation plan

ARC REGIONAL FREIGHT PLAN

- Refined industry and stakeholder discussions on workforce and community challenges
- Identification of new and emerging freight hot spots
- Evaluation of employee origins and destinations

INTEGRATED WORKFORCE RECOMMENDATIONS

- Micromoblity solutions for shift-workers
- Direct “Benefit to Customer” options for hourly/shift workers
- Live Local housing policies
- Targeted messaging and communications

The freight community is faced with a unique combination of challenges — **inflation** and **supply chain disruptions** are competing with the **Great Resignation** and the **need for essential workers** to get to jobs when transportation options are expensive or not reliable.

Profile the Network, Performance, and Needs

TECHNOLOGY AND ALTERNATIVE FUELS

- *What is the best approach to implement cost-effective solutions and support private sector innovation?*
- *How can the region avoid investing in technology that may be obsolete quickly or unable to be managed?*
- *What will be the expected demands for M/HD EV charging (and possibly H2 fueling) over the coming decades?*
- *How can public agencies best support this transition, given current uncertainties?*

Focus on systems that provide actionable information to freight operators

Leverage existing systems and regional collaborative technology efforts managed by GDOT

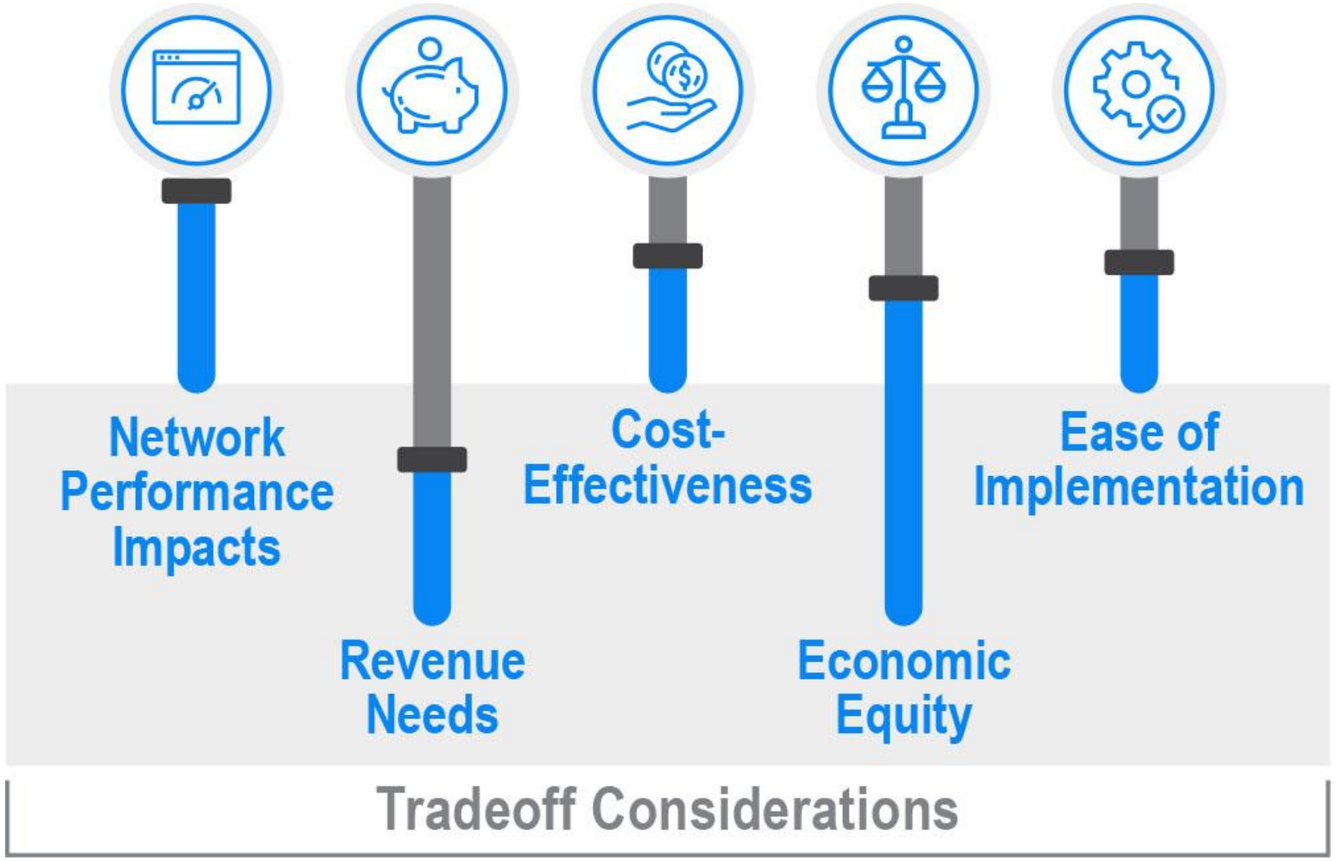
Leverage team's extensive EV readiness planning work

Build on the strong regional foundation and relationships

- Freight Information Management
- Truck Parking Systems
- Curb Management Systems
- CAV Applications
- Electric Vehicle / Fleet Transition

Identify Priorities

Tradeoff Discussions Across State, Regional, and Local Priorities



Multidimensional approach that considers relative investment tradeoffs.

→ Projects of national, state, and regional significance for inclusion in relevant ARC and partner plans.

→ Projects that are a strong fit for IIJA grant programs

→ Regional policies or programs to support implementation

Develop Plan, Supporting Tools and Products

INTEGRATED LAND USE PLANNING

Freight Design Guide

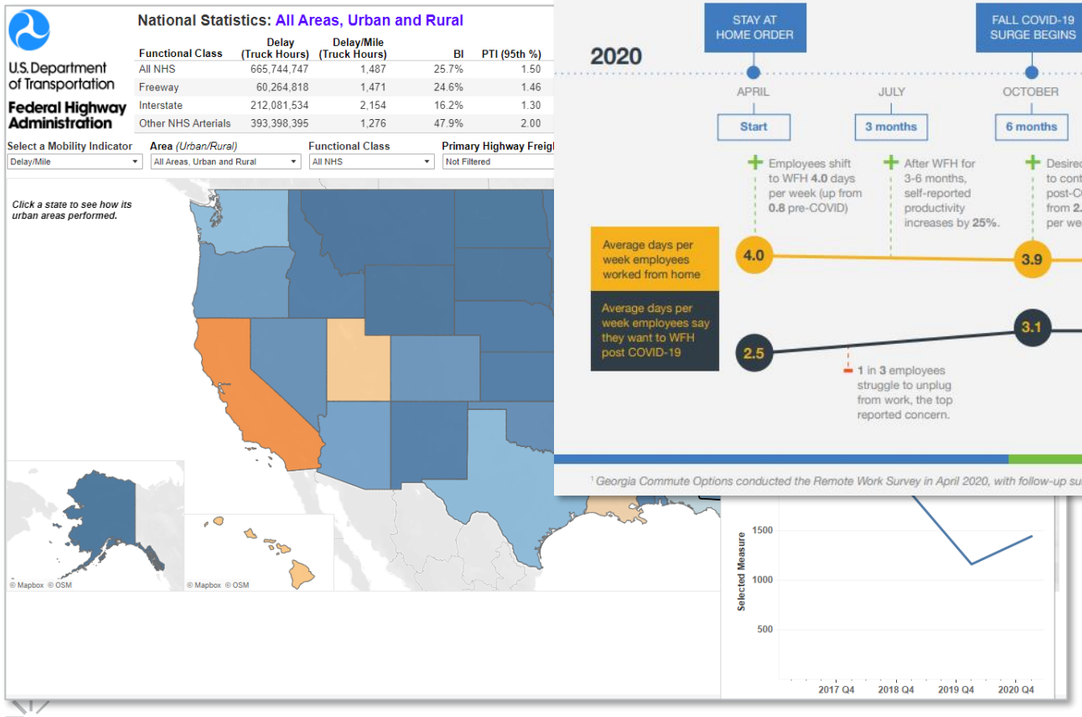
- Prototypical guidance for both public right-of-way and private interface (to include site design)
- Sample renderings and typical sections for some of the more common freight scenarios

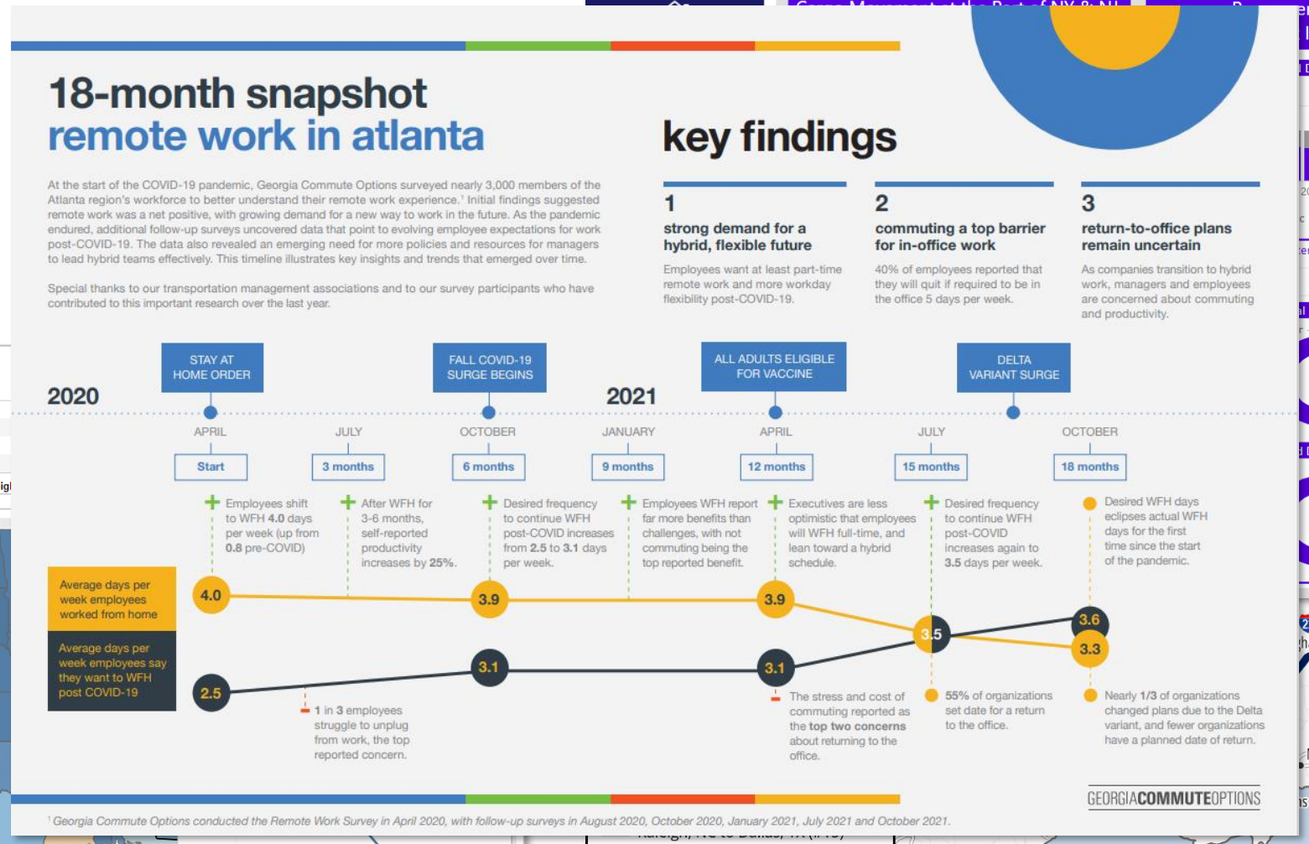
Truck Parking Model Zoning Ordinance

- Size and parking capacity recommendations
- Locational recommendations
- Design recommendations (setbacks, driveway spacing, landscaping and buffer requirements)
- Site amenities (restroom facilities, electric hookups, Wi-Fi, convenience items, and others)
- Safety and security considerations (lighting, security, fencing, maintenance areas, and others)

Develop Plan, Supporting Tools, and Products

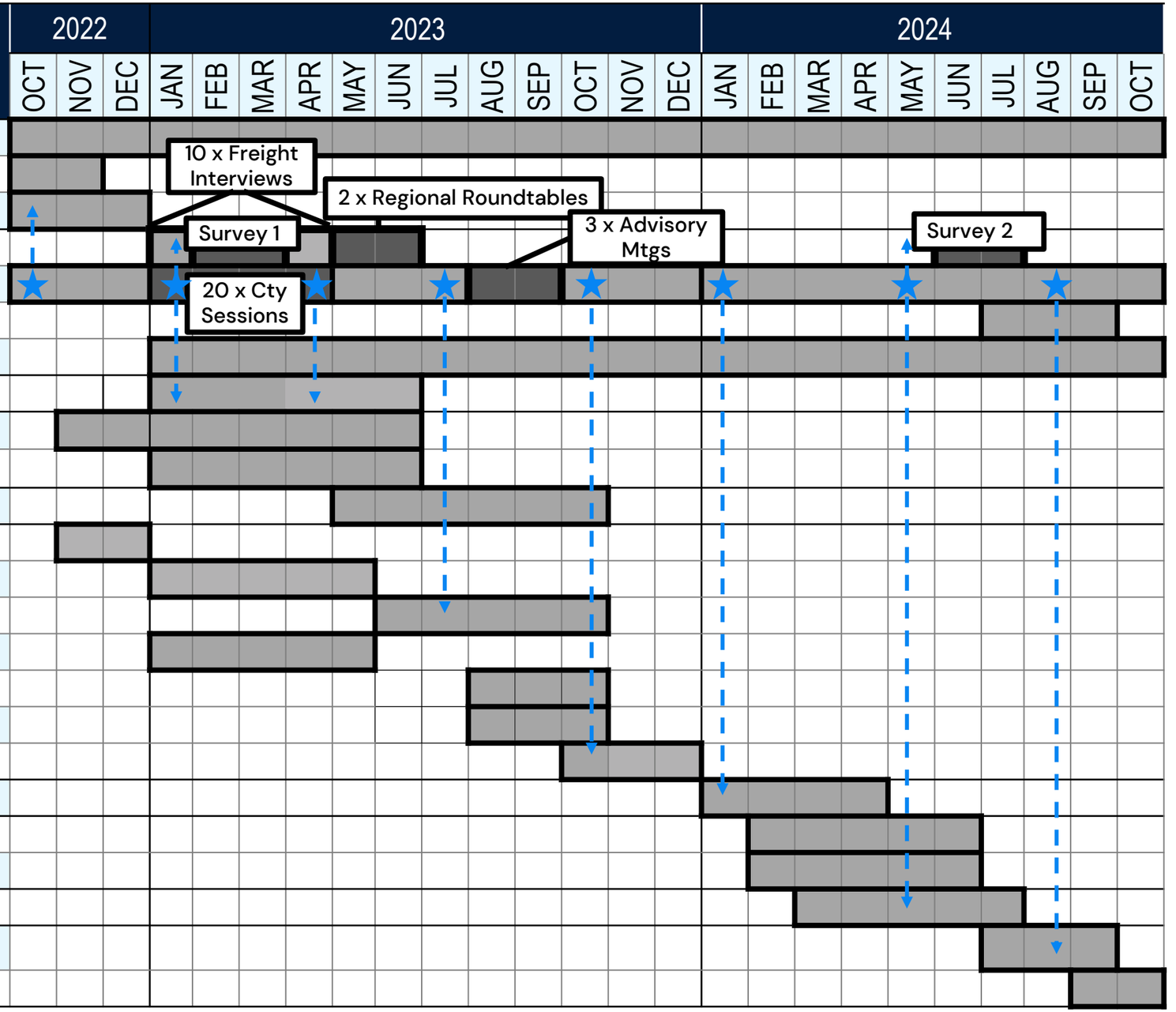
- Interactive tools
- Performance reporting
- Storytelling and visualizations





Project Schedule

TASK	KEY ACTIVITY
Task 1 – Project Management	**1.0** Project Administration
	1.1 Project Management Plan
	1.2 Stakeholder Engagement Plan
Task 2 – Stakeholder Engagement	**2.1** Freight & Logistics Outreach
	2.2 Cmte Meetings, Public Outreach
	2.3 Engagement Recommendations
	2.4 Project Webpage
Task 3 – Goals & Objectives	Goals and Objectives
Task 4 – Land Use and Economic Analysis	**4.1** Land Use Analysis
	4.2 Econ / E-Commerce Analysis
Task 5 – Truck Model Update	Truck Model Update
Task 6 – Needs Assessment	**6.1** Existing Plans Review
	6.2 Freight and Goods Movement
	6.3 Regional Freight Profiles
	6.4 Freight Network Analysis
	6.5 Technology & Alt.Fuels
	6.6 Access to Jobs
	6.7 Needs Assessment Report
Task 7 – Plan Recommend.	Plan Recommendations
Task 8 – Design Guide and Truck Parking Ordinance	**8.1** Freight Design Guide
	8.2 Truck Parking Ordinance
Task 9 – Data Summaries	Data Visualization Products
Task 10 – Atlanta Region Freight Mobility Plan	**10.1** Draft Plan
	10.2 Final Plan



Discussion Questions

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What do you hope to get out of this plan?

Who should we talk to as part of stakeholder engagement?

How can this plan best support the private sector?

How can this plan best support the public sector, including other planning work you do?

Future FATF Meetings – preference for in-person or virtual?

Next Steps

INITIATE STAKEHOLDER ENGAGEMENT PLAN

BEGIN DATA COLLECTION

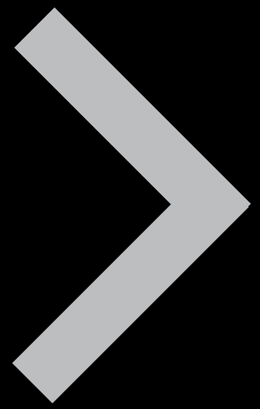
INITIATE DOCUMENT COMPILATION AND REVIEW

Next FATF Meeting

January 2023

- Update on Stakeholder Engagement Plan
- Input on Plan Goals / Objectives

Closing



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