



ATLANTA REGIONAL COMMISSION



ATLANTA REGIONAL FREIGHT MOBILITY PLAN UPDATE

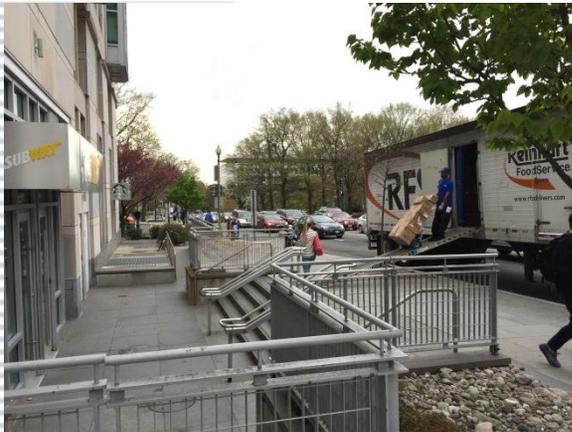
FATF Meeting on Visions &
Goals

June 18, 2015

**PARSONS
BRINCKERHOFF**

- Orientation
- Vision & Goal Examples
- Vision Discussion
- Goals Discussion
- Next Steps





- Provides service to population and industry
- How? Supply side:
 - Assures performance (the value proposition): speed, reliability, cost, safety, risk management
- Demand side:
 - Keeps businesses going and competitive
 - Keeps households functioning and within budget

GA Freight Vision (from New GA Freight & Logistics Task Force, incorporated in State Freight Plan)



GLOBAL GATEWAY of CHOICE
Georgia will be the global gateway of choice, providing reduced time to market, superior supply-chain efficiency and reliability from origin to end customer.



GA Rail Vision (from State Rail Plan)

"A safe and energy efficient state rail system that enables the economic wellbeing of Georgians by expanding access and enhancing mobility for people and goods in an environmentally sustainable manner."

MI Freight Vision (from MI Logistics & Supply Chain Strategic Plan, incorporated in State Freight Plan)

(Provide) a collaborative, business-focused supply chain and logistics ecosystem that lowers cost, reduces time, removes risk, and promotes job creation to support the movement of freight across the state and around the world.

National Freight Goals (condensed, from federal MAP-21 transportation act)

- Investment for economic competitiveness, congestion reduction, productivity gain
- Safety, security, resilience
- Network state of good repair
- Advanced technology for safety & efficiency
- Performance, innovation, competition, accountability in system management
- Economic efficiency
- Reduced environmental impacts

GA Transportation Goals (from Statewide Strategic Transportation Plan)

- Supporting the state's economic growth and competitiveness;
- Ensuring safety and security;
- Maximizing the value of Georgia's assets, getting the most out of the existing network; and,
- Minimizing impact on the environment



Vision & Goals: NY Metro G-MAP Freight Plan

**PARSONS
BRINCKERHOFF**

Vision: support and enhance the region's position as a global center – a hub of commerce, culture, finance, and trade.

Goals:

- *Supply-Chain Operations:* Assure the global and local movement of goods promotes and sustains economic competitiveness through shipping, staging, and delivery systems that are reliable, productive, timely, secure and safe.
- *Governance:* Ensure effective investment and operational performance through public policy, programs, and system management, regionally integrated under a concerted and cooperative freight governance model.
- *Infrastructure:* Create and manage the transportation network capacity and connectivity needed in order to accommodate freight demand.
- *Funding and Finance:* Generate sustainable and reliable public and private investment to build and maintain the freight transportation system.
- *Land Use:* Concentrate and locate freight-intensive land uses to make efficient use of existing networks, support scale economies and meet demand.
- *Environment:* Align efficient goods movement operations with the environmental and social needs of the region and its communities.



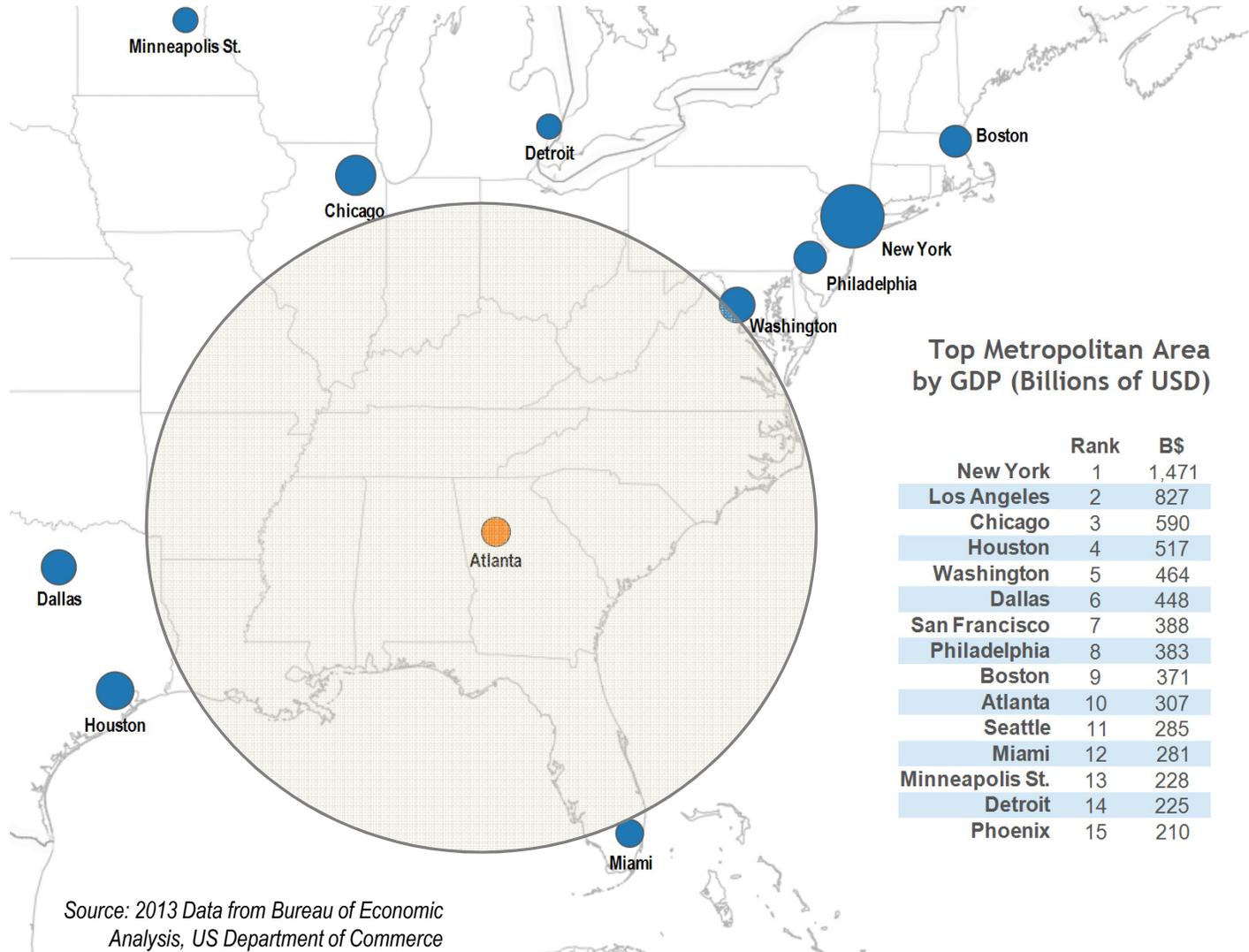
- Vision: Win the Future through world-class infrastructure, a competitive economy, and healthy, livable communities
 - Orientation: “what do we do” vs. “who we are”
- 6 Goals
 - Some have clearer relation to freight
 - But freight affects and should be part of all
- Multiple objectives

Who We Are in Supply Chain Logistics

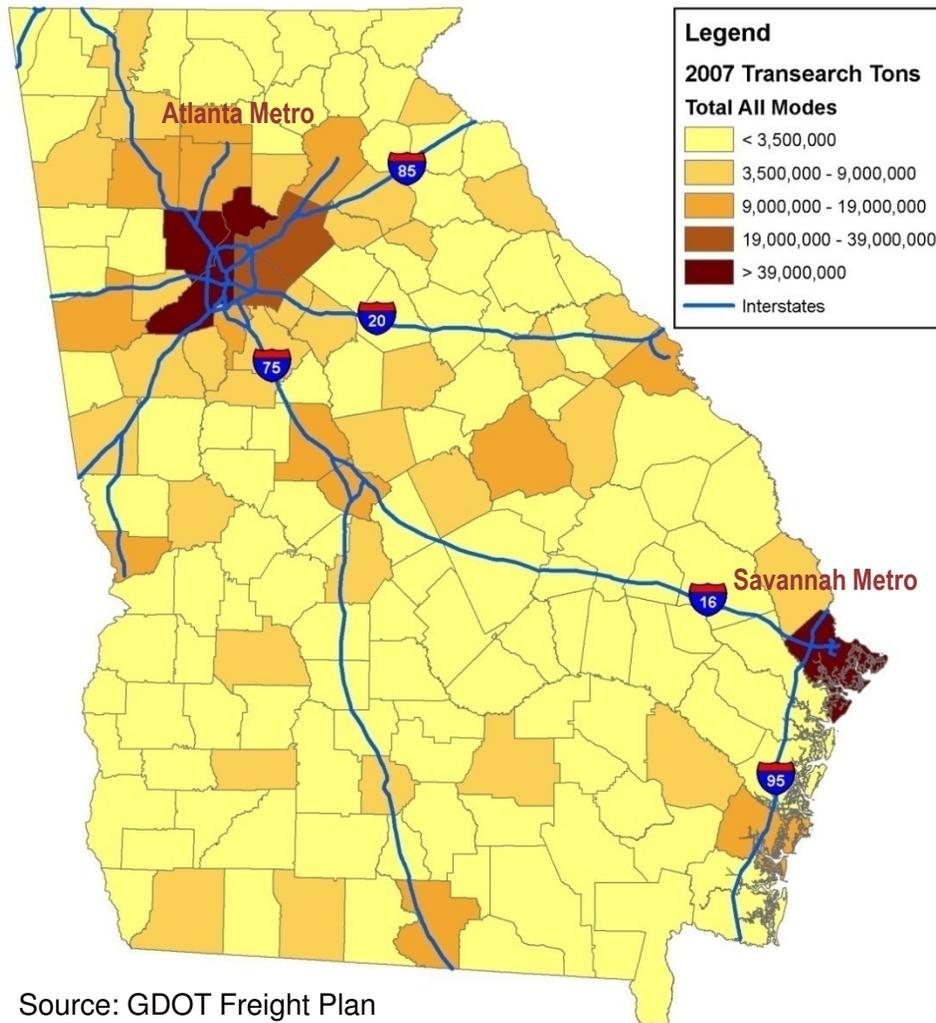
- The top metropolitan economy in the Southeast
- The top manufacturing center in the Southeast
- The distribution hub of the Southeast
- The 2nd largest population center in the Southeast (after Miami)
- The catalyst for the largest container port in the Southeast

Top US Manufacturing Centers by Employment, 2013		
Rank	Metropolitan Statistical Area	Employment
1	Los Angeles	508,526
2	Chicago	386,575
3	New York	338,127
4	Dallas	231,789
5	Houston	223,777
6	Detroit	207,036
7	Minneapolis	176,604
8	Philadelphia	168,032
9	Boston	152,822
10	Seattle	152,339
11	Atlanta	133,107
12	Cleveland	121,442
13	Milwaukee	113,926
14	San Francisco	105,958
15	San Diego	100,475

Top Metro Economy in Southeast

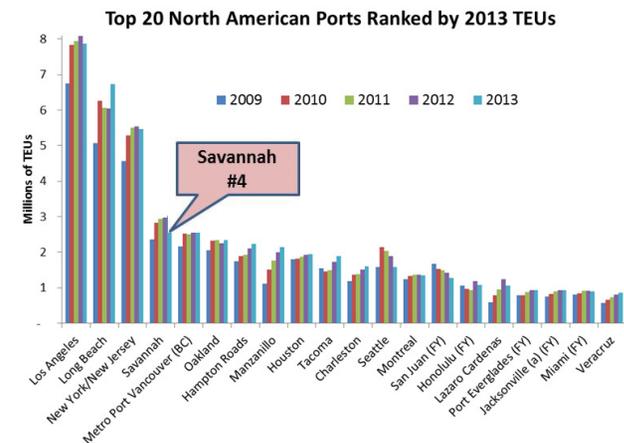


Interdependence in GA's Freight Centers



Source: GDOT Freight Plan

- Atlanta & Savannah metro's are GA's two primary freight centers
 - Savannah is #4 container port in North America
 - Two metro's paired in supply chain dynamics
- ➔ Savannah is Port of Atlanta





Who We Are and Will Be: One Vision

**PARSONS
BRINCKERHOFF**

- Atlanta is the hub of the Southeast: economically, culturally, and logistically; of national and global stature, and of vital importance to the supply chains of the United States, whose contribution helps make us who we are
- We should want to retain this position, and earn it through our performance
- ➔ Is this what we want? How do we say it?

- Work within framework of Region's Plan
 - Same goals, add freight *objectives*
 - Flow from freight vision
 - Inform, enlarge topics
 - Integrate freight comprehensively: microcosm of the larger challenge
- Centrality of performance
 - Speed, reliability, costs, safety, risk management – and sustainability
 - Outcomes are public-private
- We need ways to create and attract investment capital

Competitive Economy Goals

- *Building the region as a globally recognized hub of innovation and prosperity*

- Identified objective: maintain intermodal facility viability & access

Example freight facets:

- Productivity
- Trade
- Modal interconnection (not just “alternatives”)



- *Developing highly educated and skilled workforce, able to meet the needs of 21st Century employers*

Example freight facets:

- Role in ladders of opportunity
- Driver shortage and industry demographics
- TranSTEM programs

World Class Infrastructure Goals

- *Comprehensive transportation network, incorporating regional transit and 21st Century technology*

- Identified objective: support reliable movement of freight and goods: access, IT, preservation

Example freight facets:

- ASTRoMaP system
- Truly complete streets
- End-to-end performance: first thru last mile
- Disruption, resiliency and sustained supply
- 21st Century operating environment

- *Secured, long term water supply*

Example freight facets:

- Water use in production processes
- Significance in business attraction & retention



Healthy, Livable Communities Goals

- *Developing additional, walkable, vibrant centers that support people of all ages and abilities*

Example freight facets:

- Livable means supplied
- Redevelopment
- Areas of “strategic regional importance”
- Job access

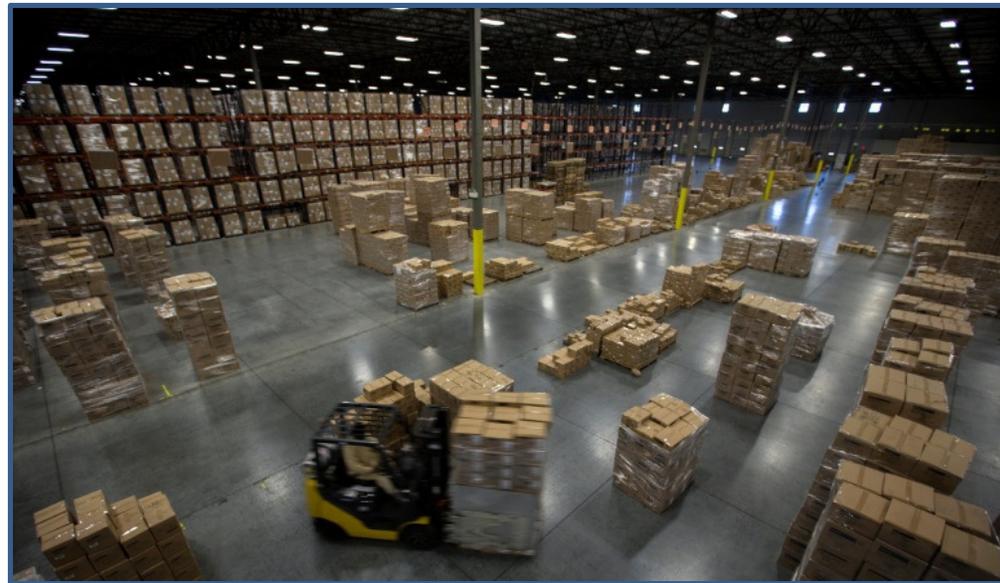
- *Promoting health, arts, and other aspects of a high quality of life*

Example freight facets:

- 24-hour communities
- Energy efficiency
- Event & film-production logistics



- What is the most important freight initiative our region could undertake?
- ➔ Do our goals and objectives cover it?



- Finalization of vision & goals
 - August 13th FATF meeting will review
- Stakeholder engagement
- Performance measures



Discussion

**PARSONS
BRINCKERHOFF**

