

MATS 2050 Freight Plan

Stakeholder Kickoff Meeting
Wednesday, January 31, 2024

Agenda

- ▶ Introductions
- ▶ Project Background
- ▶ Key Tasks and Project Schedule
- ▶ Stakeholder Involvement and Outreach
- ▶ Open Discussion
- ▶ Next Steps



Introductions



The Team

Day-to-Day Contacts

Erin Thoresen – Gresham Smith
Project Manager

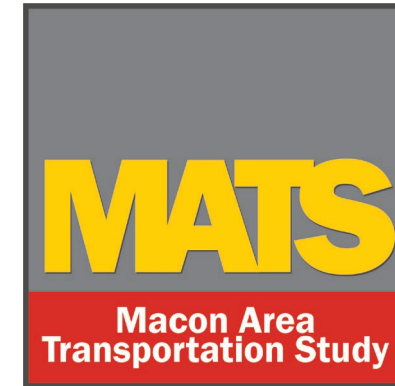
Mike Greenwald – MATS
MPO Technical Coordinator

Key Staff

Megha Young – Gresham Smith
Plan Development Lead

Lauren Leary – Spatial Plans
Mapping and GIS analysis, land use and community/environmental impact assessment, engagement support

Fran Lefor Rood – SB Friedman
Economic Market Analysis



Gresham Smith



Stakeholder Advisory Committee

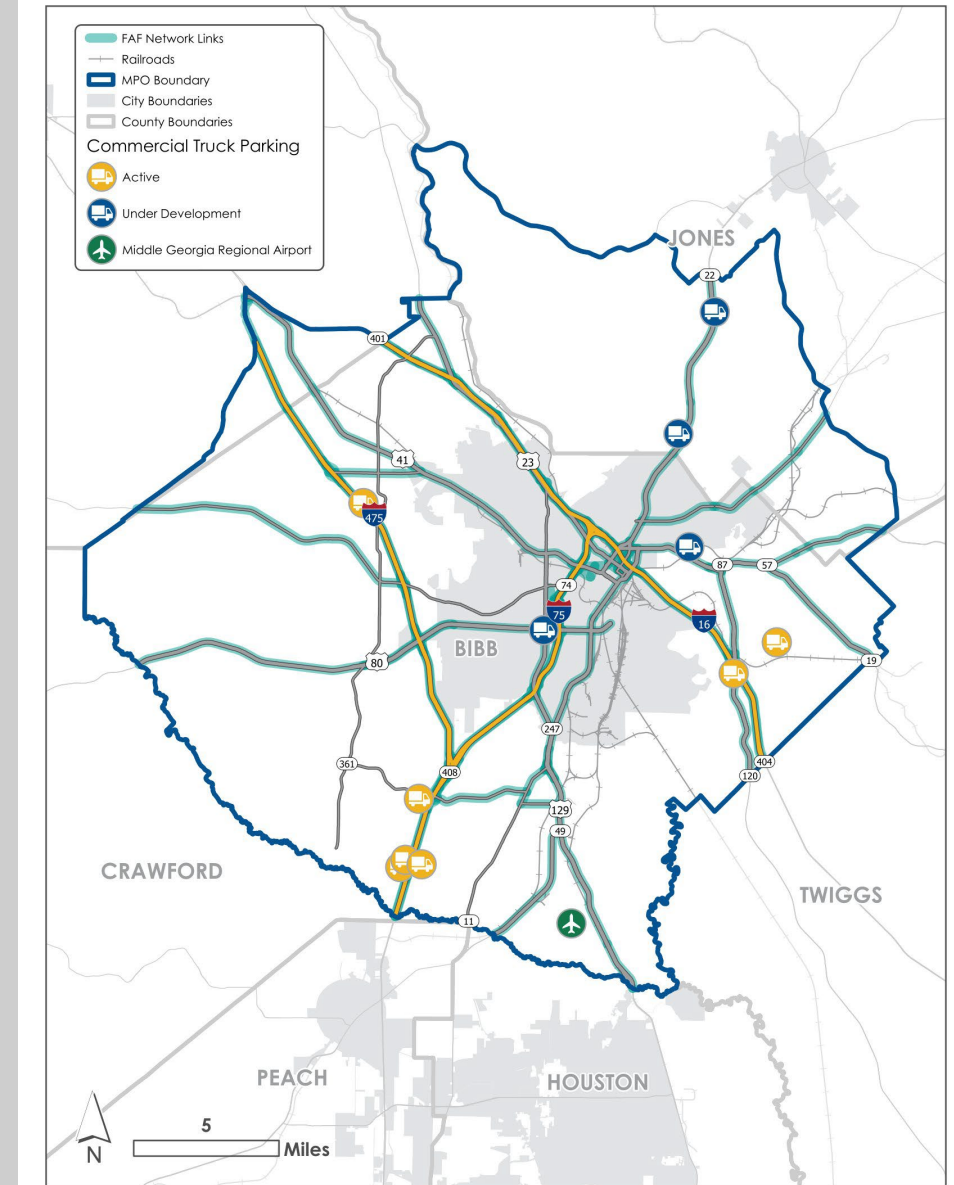


Project Background



Study Area

- Macon-Bibb Planning & Zoning Commission (MBPZ) / Macon Area Transportation Study (MATs) = Metropolitan Planning Organization (MPO)
- Includes Macon-Bibb County, Southwest Jones County, Southeast Monroe County
- I-16, I-75, I-475
- Approx. 171,000 residents in 2020, anticipated to grow to 178,000+ by 2050



Objectives

- Analyze freight handling capabilities within the region
- Forecast future freight activity and growth through 2050
- Assess freight network needs – including strengths, weaknesses, opportunities, threats, vulnerabilities, and community impacts
- Coordinate with ongoing freight related studies and projects
- Identify potential projects, improvements, and strategies to facilitate efficient movement of goods



Examples of Questions to Explore

- *What are the projected future freight needs? Where are bottlenecks and safety concerns?*
- *What types of investments and policies can the Macon region undertake to improve freight mobility and safety?*
- *How can the region prepare for an anticipated increase in freight traffic both within the region and from neighboring regions and states?*
- *What strategies can be employed to reduce negative impacts on the surrounding community?*
- *How can the Macon region work with GDOT, railroad companies, freight operators, and other stakeholders to improve mobility, safety, the local economy, and quality of life moving forward?*



Key Tasks & Project Schedule



I. Stakeholder Advisory Committee & Project Management

- Project Management Plan
 - Communication and coordination
 - File management
 - Outreach plan
- Project Coordination Meetings
 - Monthly meetings paired with short check-in calls
- Living Project Schedule
- Stakeholder Advisory Committee
 - Five meetings – roughly quarterly
- Outreach and Coordination

Deliverables

Project Management Plan

Coordination Meeting Notes

Stakeholder Meeting Materials

Project Schedule

Progress Reports and Invoices



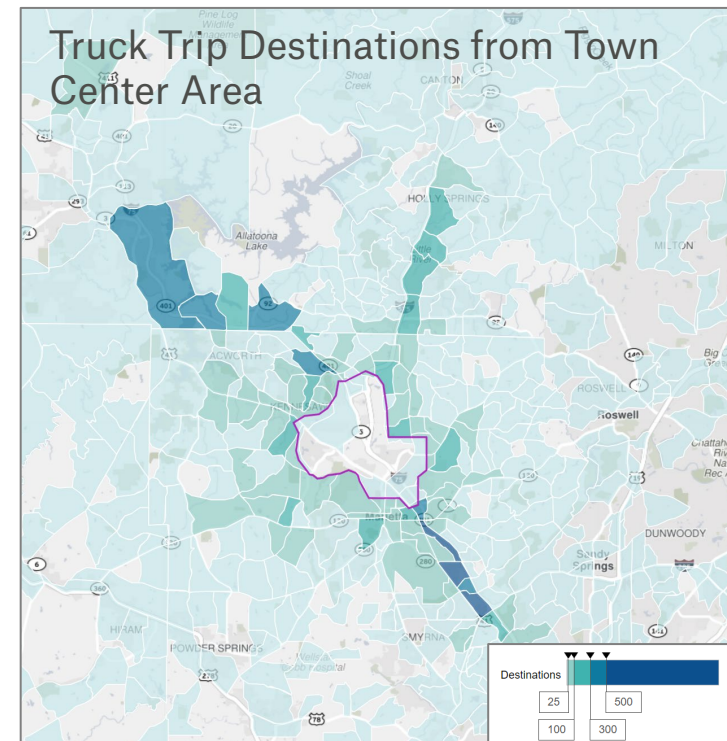
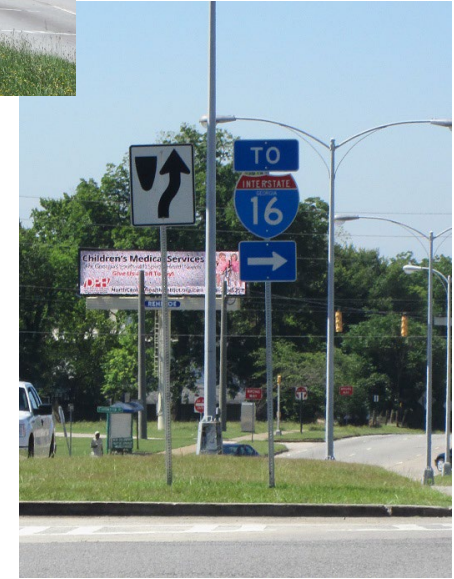
II. Freight Needs Assessment

- Existing and Future Freight and Goods Movement Assessment
- Forecast of Future Freight Growth
- Regional Freight Profiles
- Freight Congestion, Bottlenecks, Safety and Security Issues

Deliverables

Series of Technical Memoranda + Fact Sheets

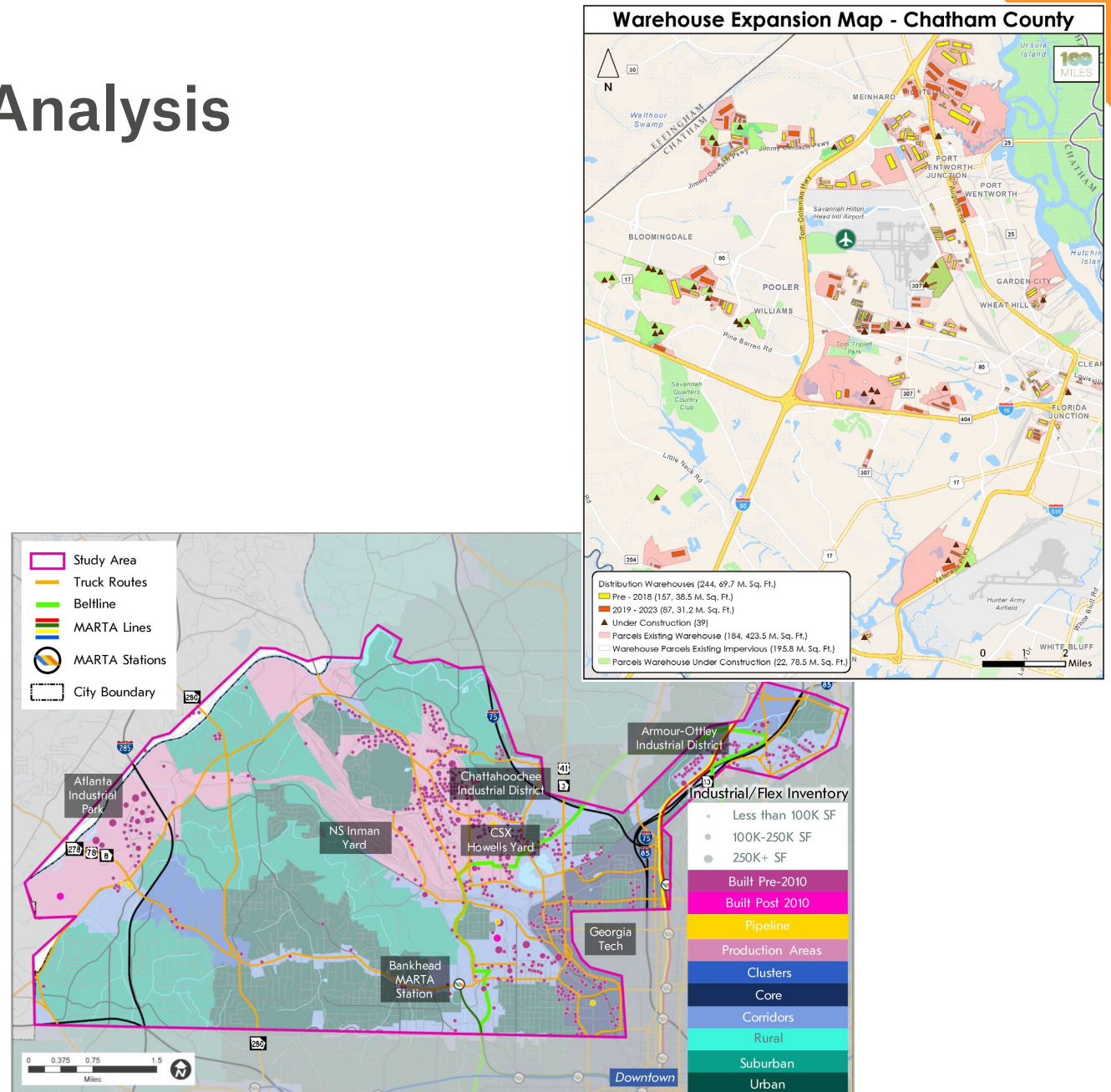
Freight Needs Assessment Memorandum



III. Land Use Assessment and Analysis

- Analyze locations of existing, in-development, planned warehouses and distribution centers
- Develop series of maps – zoning, land use, vacant/undeveloped parcels potentially suitable for future freight-related facilities

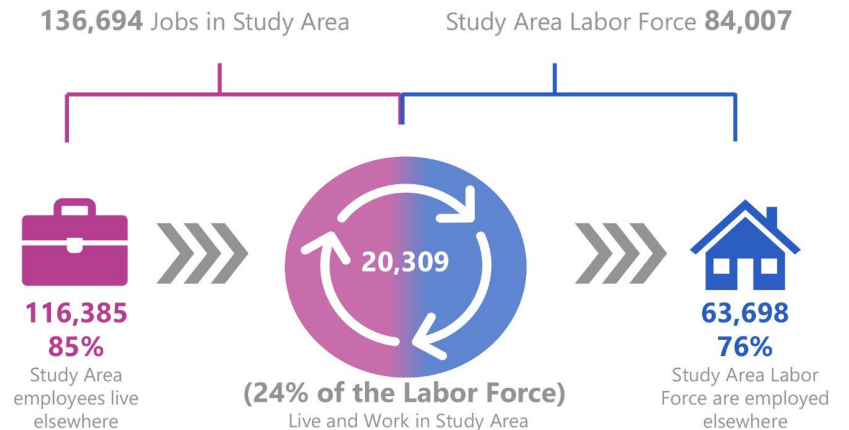
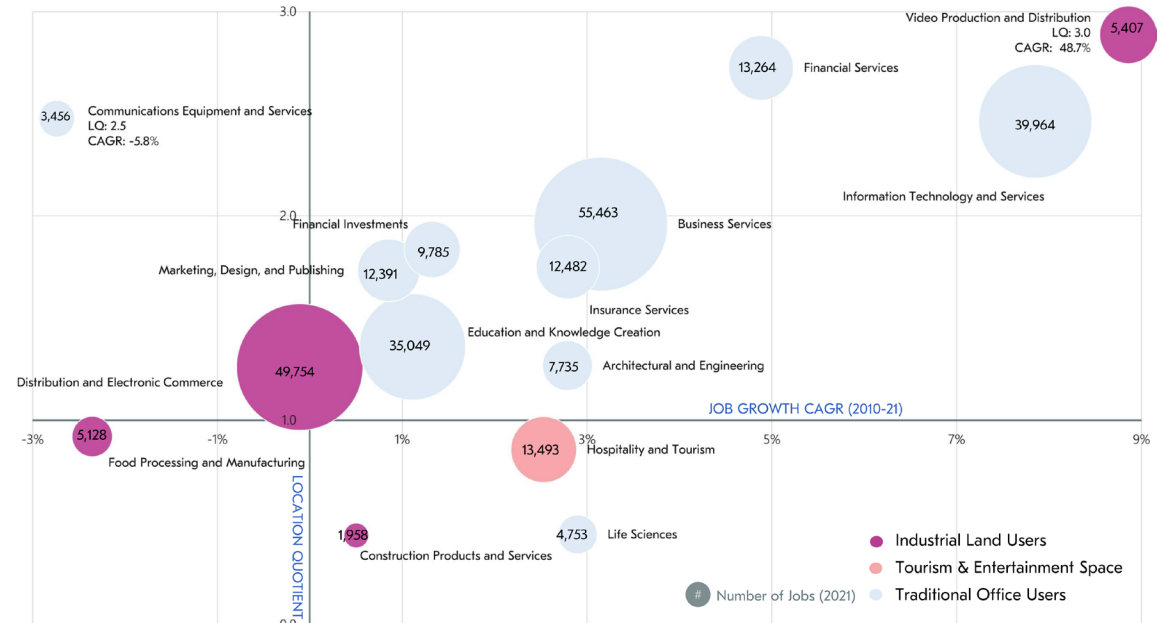
Information to be summarized in technical memo as part of Task V



IV. Economic Development Market Assessment

- Review major freight industries - trucking, shipping, railroads, third-party logistics, warehousing, distribution facilities
- Assessment of trends and projections in freight-related employment
- Comparisons with neighboring regions or counties
- Assessment of impacts/influence of macroeconomic trends on freight in the Macon area
- Key stakeholder interviews

Information to be summarized in technical memo as part of Task V

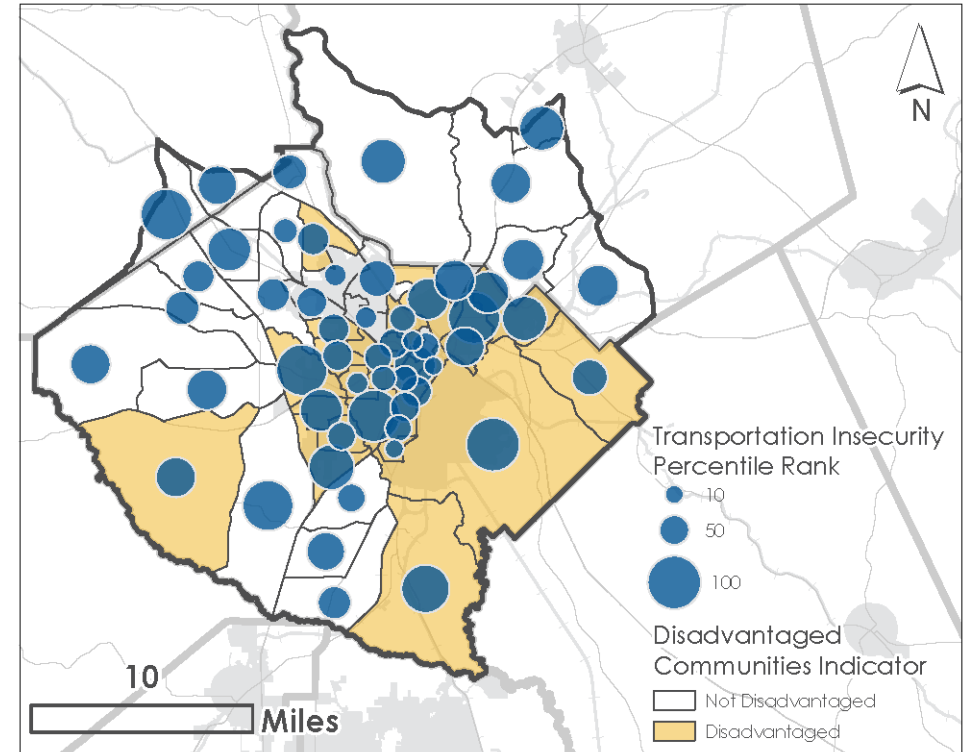


V. Environmental and Community Impact Analysis

- Qualitative assessment of freight and goods movement on environment and community
- Consideration of demographic, socioeconomic, land use, and transportation data
 - *Justice40, Census, LEP, Vehicle Ownership, Climate and Economic Justice, High Traffic Corridors, Existing and Future Freight Land Uses*
- Identify strategies to mitigate identified impacts based on best practices

Deliverables

Technical Memo – Summarizing Tasks III, IV, and V



VI. System Vulnerabilities and Resiliency Strategies

- Assessment of potential vulnerabilities that may challenge freight network by 2050
 - Extreme weather, air quality, economic vulnerabilities
- Description of vulnerabilities and relative assessment of potential impact
- Potential mitigation strategies

Deliverables

Vulnerability Matrix with Potential Mitigation Strategies

South Georgia roads feeling flooding effects following heavy rains



State Route (SR) 112 Wilcox from Rebecca to Rochelle is closed due to roadway washout. The detour is SR 90 to SR 233, then SR 233 back to SR 90 (Photo: GDOT)

(WCTV)

Published: Mar. 6, 2020 at 1:15 PM EST



By: WCTV Eyewitness News, WALR News Team

March 6, 2020

THE VERGE

SCIENCE TRANSPORTATION

Why roads in the Pacific Northwest buckled under extreme heat

Even concrete needs a little space sometimes

By Mary Beth Griggs | Jul 5, 2021, 9:45am EDT



VII. Project Recommendations

- Identify potential improvements – projects, policies, and strategies – to facilitate efficient movement of freight and goods in the planning area
- Combination of infrastructure, operational, safety, mobility projects as well as broad policies/strategies
- Short-term, mid-term, and long-term

Including description, preliminary budget, applicable equity/Justice40 and resiliency strategies



Deliverables

Recommended projects, strategies, and policies
Spreadsheets, Lists + Maps

TABLE ES-2: FREIGHT ATL: NORTHWEST RECOMMENDED PROJECTS

ID	PROJECT NAME	PROJECT TYPE	BRIEF DESCRIPTION*	TIMEFRAME	POT. PAR
C-1	W Marietta St Corridor Improvements	Corridor Improvement	Four lane to three lane conversion with complete street elements, two way center left-turn lane, sidewalk, multi use path and mid-block crossings.	Short-Term Tier 1	UV
C-2	Chattahoochee Ave Corridor Improvements	Corridor Improvement	Four lane to three lane conversion with complete street elements, two way center left-turn lane, sidewalk, multi use path and mid-block crossings.	Short-Term Tier 1	UV
C-3	Bolton Rd Corridor Improvements	Corridor Improvement	Convert to three lane roadway with complete street elements, two way center left-turn lane, sidewalk, multi-use path, and mid-block crossings.	Short-Term Tier 2	r
C-4	Johnson Rd Corridor Improvements	Corridor Improvement	Repave and update bicycle facilities.	Short-Term Tier 2	r
C-5	Parrott Ave Multimodal and Safety Improvements	Corridor Improvement	Multimodal and safety improvements including resurfacing, restriping, sidewalk, and bicycle facilities, and upgrades to at-grade railroad crossing.	Short-Term Tier 2	No Sou GDOT
I-1	Bolton Rd at Marietta Rd	Intersection Improvement	Short-term operational and safety improvements with new curb radii, crosswalks and pedestrian ramps, traffic signal upgrades, and new signs.	Short-Term Tier 1	r
I-2	Bolton Rd at Parrott Ave (Western Intersection)	Intersection Improvement	Short-term operational and safety improvements including new eastbound left turn lane, new curb radii, median along Parrott Ave, crosswalks and pedestrian ramps, traffic signal upgrades and new signs.	Short-Term Tier 1	GI
I-3	James Jackson Pkwy (SR 2803) at Bolton Rd	Intersection Improvement	Operational and safety improvements including new curb radii, crosswalk, sidewalk, and pedestrian ramps, traffic signal upgrades and new signs.	Short-Term Tier 1	GI
I-4	Marietta Blvd at Bolton Rd	Intersection Improvement	Operational and safety improvements including new turn lanes, traffic signal upgrades, and new signs.	Short-Term Tier 1	r
I-5	Chattahoochee Ave at Collier Rd	Intersection Improvement	Operational and safety improvements including new curb radii, traffic signal upgrades, new sidewalk, and coordination with proposed truck route changes.	Short-Term Tier 1	r
I-6	Monroe Hill Rd at Conant Way	Intersection Improvement	Operational and safety improvements including restriping, improving sight distance, and new signs.	Short-Term Tier 1	r
I-7	Chattahoochee Ave at Ellsworth Industrial Blvd	Intersection Improvement	Operational and safety improvements including traffic signal upgrades, new sidewalk, and coordination with proposed truck route changes.	Short-Term Tier 1	r
I-8	Marietta Blvd at W Marietta St	Intersection Improvement	Operational and safety improvements including new curb radii, traffic signal upgrades, new sidewalk, and new signs.	Short-Term Tier 1	Atlanta UV
I-9	W Marietta St/Parry Blvd at Johnson Rd/Marietta Rd	Intersection Improvement	Operational and safety improvements including new curb radii, restriping, traffic signal upgrades and supplemental signal head, new sidewalk, and new signs.	Short-Term Tier 1	r
I-10	W Marietta St at Joseph E Lowery Blvd	Intersection Improvement	Operational and safety improvements including new curb radii, crosswalk, sidewalk, and pedestrian ramps, traffic signal upgrades and new signs.	Short-Term Tier 2	r
I-11	Marietta Rd at Inman Yard/Whitaker Ct	Intersection Improvement	Operational and safety improvements including improved truck turning movements, new curb radii, repaving and new pavement markings.	Long-Term	No Sou
I-12	Huff Rd at Farnsworth Ave	Intersection Improvement	Operational and safety improvements including new curb radii, restriping, new sidewalks, and coordination with proposed truck route changes.	Long-Term	r
I-13	Armour Dr at Plesier Bridge Rd	Intersection Improvement	Operational and safety improvements building on recent Monroe Dr at Armour Dr Roundabout (GDOT P 00577A) including driveway closures, rebuilding curbs paving, striping, signage, and drainage.	Long-Term	GI

*Note: Project descriptions have been shortened for the Executive Summary. Please refer to the Recommendations Report and Traffic Study for detailed descriptions.

TIER 1 PROJECTS

Short-Term Action Plan Tier 1 projects are those that are anticipated to be able to be funded within a five-year timeframe. The 17 Short-Term Tier 1 projects include corridor improvements, intersection improvements, and workforce access/multimodal improvements. Specifically, Tier 1 includes:

- Corridor improvements along W Marietta Street and Chattahoochee Avenue (to be coordinated with planned projects in the CIE).
- Nine intersection improvements, including several along Bolton Road, Chattahoochee Avenue at Collier Road and at Ellsworth Industrial Boulevard, and a few others.
- Installation of new sidewalk and upgrades of bus stops along Huff Road, Hollywood Road, Browntown Road and others where bus routes serve industrial districts and job centers.

TIER 2 PROJECTS

Short-Term Action Plan Tier 2 projects include those that are anticipated to be able to be started approximately six to ten years from now. In total, there are 18 projects in Tier 2, including corridor and intersection improvements, workforce access/multimodal improvements, studies, and transportation technology projects. Specifically, Tier 2 includes:

- Corridor improvements along Bolton Road, Johnson Road, and Parrott Avenue.
- An intersection improvement at W Marietta Street and Joseph E Lowery Boulevard.
- Several sidewalk and bus stop upgrades along James Jackson Parkway, Marietta Boulevard, Armour Drive, and Defoers Ferry Road, and others.
- Studies of James Jackson Parkway, multimodal operations within the Armour-Ottley Industrial District, and prioritizing freight access to I-285 along key corridors in the study area.

Long-Term Vision Plan

Projects which are lower in priority and which are not anticipated to be able to be funded within the ten-year, short-term timeframe are included in the Long-Term Vision Plan. In total, there are 19 projects in the Long-Term Vision. While these projects were scored lower in the project prioritization process, that does not mean that they are not important or would not provide short-term benefits, if implemented.

As new funding sources become available and the city reviews transportation funding mechanisms, it is possible that these projects could be advanced sooner and potentially be initiated within the ten-year time horizon.

LONG-TERM VISION PLAN

The Long-Term Vision Plan includes projects that are not anticipated to be able to be funded during the 10-year timeframe for the Short-Term Action Plan. They are still valuable projects that would provide benefits to all travelers and improve freight mobility throughout Northwest Atlanta.

- 3 bridge and rail crossing projects
- 4 intersection improvements
- 10 sidewalk and bus stop upgrades
- 2 transportation and technology projects

VIII. Final Report and Documentation

- Final report (draft and final)
- Executive summary (draft and final)
- *Previous technical memos will be appendices*
- Project specific data, as appropriate (e.g., GIS files, etc.)

Deliverables

Draft and Final MATS MPO 2050 Freight Plan



Winter

Spring

Summer

Fall

Winter

Spring

1

Stakeholder Adv Comt & Project Management

Advisory Group

Stk Interviews & Survey

Website & Ed

Website & Ed

Website & Ed

2

Freight Needs
Assessment

Existing & Future
Goods Movement

Regional
Profiles

Bottlenecks
& Safety

3

Land Use
Assessment

4

Econ Dev Market
Assessment

5

Environmental & Comm
Impact Assessment

6

Syst. Vulnerabilities
& Resiliency

7

Project
Recommendations

8

Final Report &
Documentation

2024

2025

Stakeholder Involvement and Outreach



Working with the Stakeholder Advisory Committee

- Advisory role – provide input and guidance
- Assist with providing data, as appropriate
- Assist with outreach to other key stakeholders (e.g., for interviews)

Quarterly Meetings

- Anticipate five (5) in total
- Align with key project milestones
- Opportunity to supplement team analysis and findings, provide input and feedback
- Combination of in-person and online



Stakeholder Advisory Committee - Composition

- 21st Century Partnership
- FHWA
- GDOT
 - Intermodal Division
 - Office of Planning
- Jones County
- Macon-Bibb County
 - Airports
 - Planning and Zoning
 - Industrial Authority
- Middle Georgia Regional Commission
- Monroe County
- Norfolk Southern Railroad



*Did we miss
anyone?*



Other Stakeholder Engagement

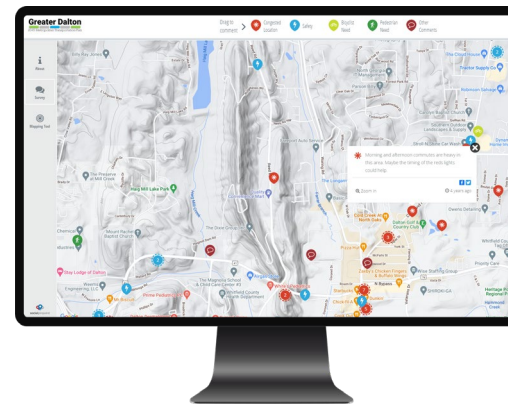
- Targeted Interviews
 - To inform and supplement the freight needs assessment, economic market analysis
 - Opportunity to gain deeper perspective
- Stakeholder survey
 - Highlight key issues, needs, priorities for improvement

What are the three project types you think TCCID needs the most?



Public Outreach/Information Sharing

- Online website (via Social Pinpoint) and GIS StoryMaps
 - Share information about the plan
 - Post educational information and collateral material
 - Opportunity for integration of online survey
 - Could also use to ask for feedback on draft plan/recommendations

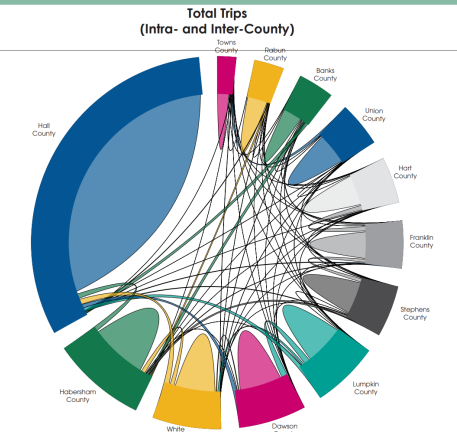


Travel Trends

84% of trips occurred within the same county.

Intra-County Trips

Origin	Destination	Total Trips
Hall	Hall	21,868,226
Habersham	Habersham	4,776,147
White	White	3,283,425
Dawson	Dawson	3,644,734
Lumpkin	Lumpkin	3,340,938
Stephens	Stephens	2,715,816
Franklin	Franklin	2,234,796
Hart	Hart	2,550,807
Union	Union	2,637,929
Banks	Banks	1,584,158
Robun	Robun	1,683,470
Towns	Towns	960,146



Freight ATL Northwest

Project Home Study Area Why Study Freight in Atlanta? The Planning Process Key Findings Recommendations History of Freight in Atlanta Learn More and Contact Us

In 1955, the City of Atlanta adopted its first truck route ordinance, designating numerous streets as city truck routes. Over the years, several ordinances and studies altered the truck route network. In 2015, Atlanta undertook a citywide freight study called Cargo Atlanta to update and simplify truck routes within the City, including northwest Atlanta. The below timeline shows changes in the City's truck route network - from prior to the adoption of Cargo Atlanta to today's City truck route network.

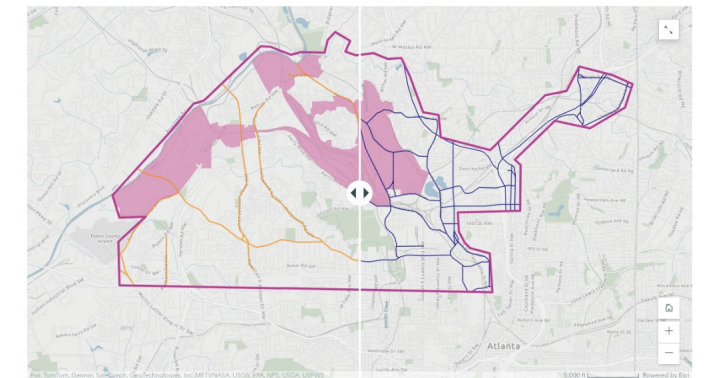
Click in the space below to enable the Story Map Swipe.

Provide auto repair services, sale of auto parts to consumers, and local towing services.

Local Food and Beverage Processing and Distribution

- 123 Businesses
- 2,365 Jobs
- \$161 million GRP

Provide food products to residents from delis, bakeries, and grocers. Manufacture of specialty food items for the local market.



Open Discussion



*What do you consider to be **keys**
to success for this plan?*



*Before we begin, what do you see as some of the **biggest opportunities and challenges** in developing this plan?*



What are the *key ongoing efforts*
(planning initiatives, studies, projects,
new development) that our team should
be aware of?



Next Steps



Next Steps

- ▶ Project Management Plan
- ▶ Data Inventory / Request List
- ▶ Mapping and Document Templates
- ▶ Identify Potential Other Stakeholders for Interviews

Examples of Potential Data Needs

- Existing facilities (roads, sidewalk, trails)
- Land use and zoning
- Planned/permitted industrial/freight-related development projects
- Planned/approved transportation projects – recommendations from MTP
- Origin-destination data
- Safety / crash data
- Socioeconomic and demographic data (Census, Justice40, Council on Economic Quality, etc.)
- *Et cetera...*



Questions?

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