

Freight Cluster Plan

Stakeholder Advisory Committee
Kickoff Meeting

March 31, 2021

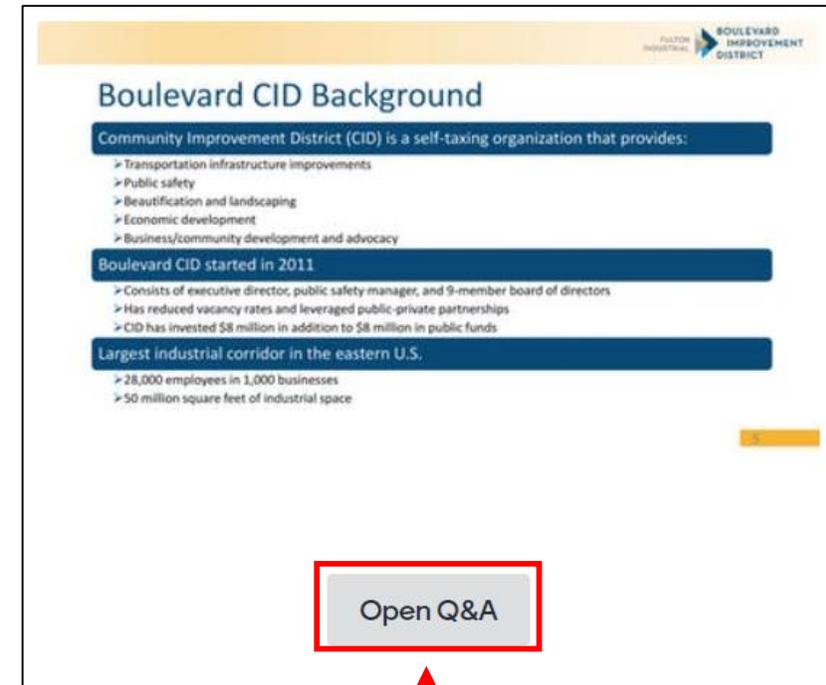
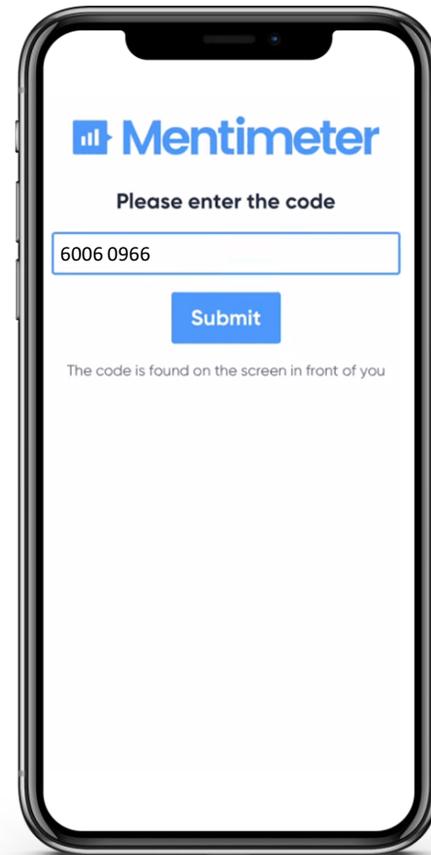
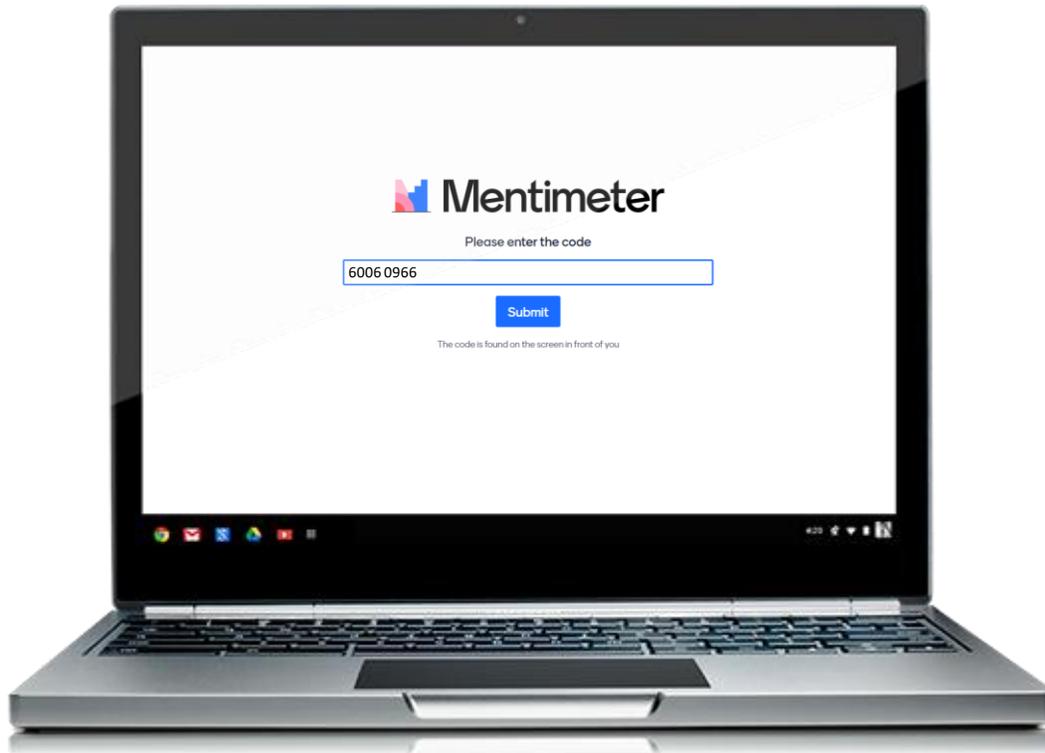


Agenda

- Introductions
- Boulevard CID Background
- Project Overview
- Best Practices
- Findings from GIS Data
- Outreach
- Feedback
- Next Steps

Real-time Feedback Using Mentimeter

Go to www.menti.com and type in the code 6006 0966



Ask a question at any point during the presentation

What is your name and organization?

Boulevard CID Background

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Community Improvement District (CID) is a self-taxing organization that provides:

- Transportation infrastructure improvements
- Public safety
- Beautification and landscaping
- Economic development
- Business/community development and advocacy

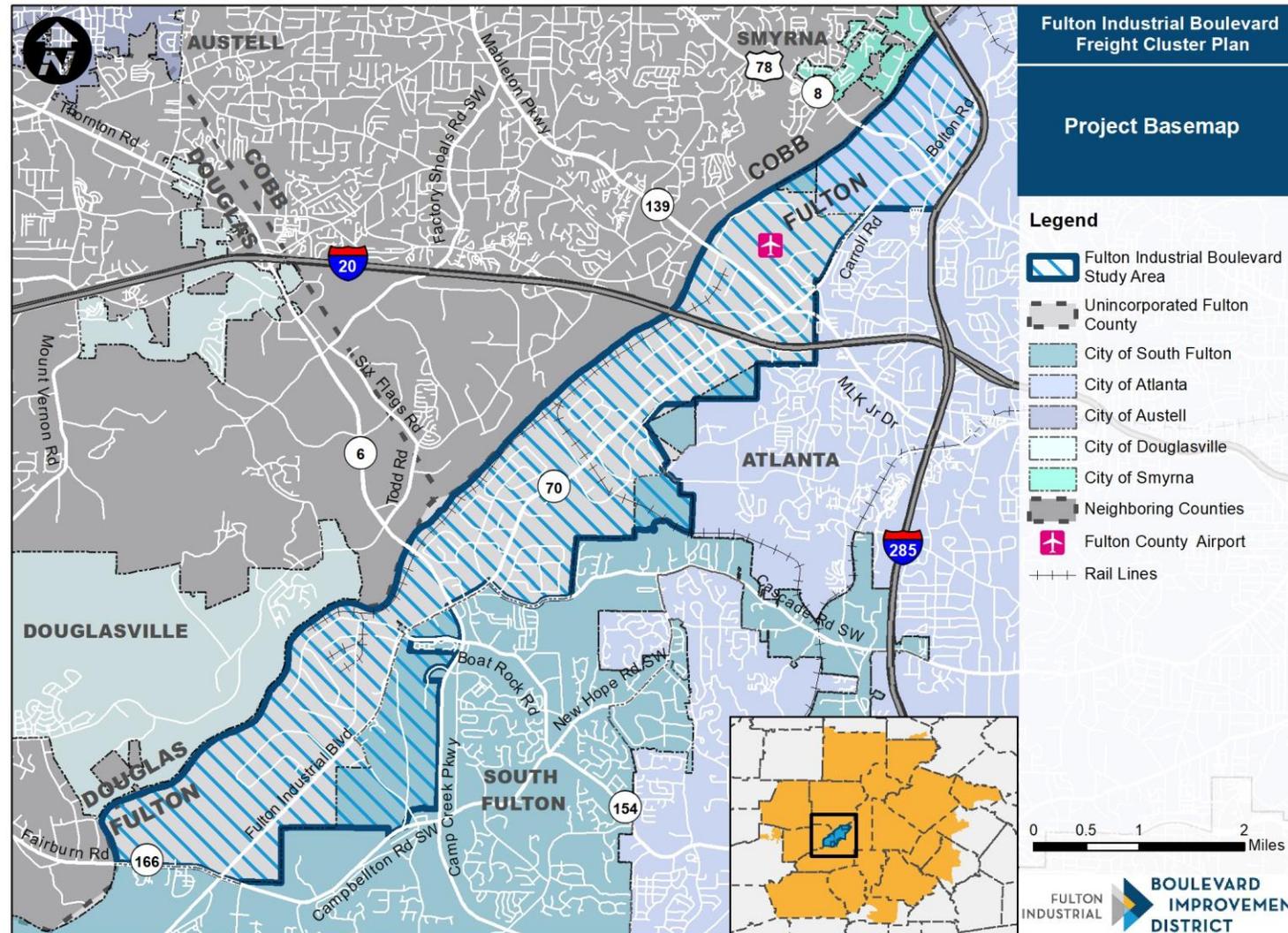
Boulevard CID started in 2010

- Consists of executive director, public safety manager, and 9-member board of directors
- Has reduced vacancy rates and leveraged public-private partnerships
- CID has invested \$8 million in addition to \$8 million in public funds

Largest industrial corridor in the eastern U.S.

- 28,000 employees in 1,000 businesses
- 50 million square feet of industrial space

Study Area Map





Project Overview

Project Overview

Objective is to study freight movements within the study area to:

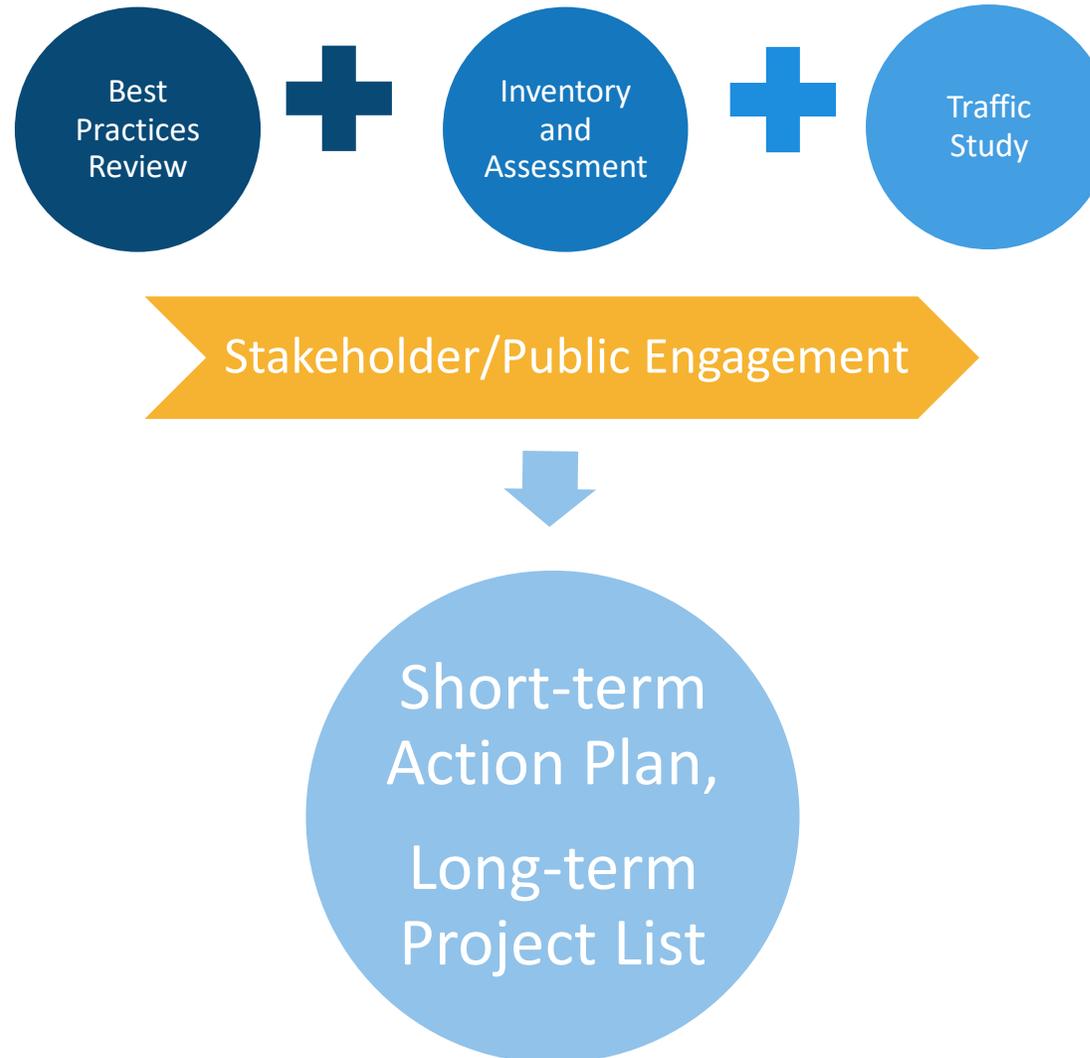
- Address infrastructure conditions and needs
- Assess dependencies on current facilities
- Anticipate future needs related to safety, traffic congestion, intermodal access, and other planning issues

Project goal: ensure the Fulton Industrial District maintains economic competitiveness

Major areas of concern include:

- Truck parking (authorized, unauthorized, overnight, staging)
- Multimodal job accessibility options for employees
- Designated truck routes and routes with truck prohibition
- Intersection capacity
- Safety

Project Overview





Best Practices

Background on the Best Practice Review

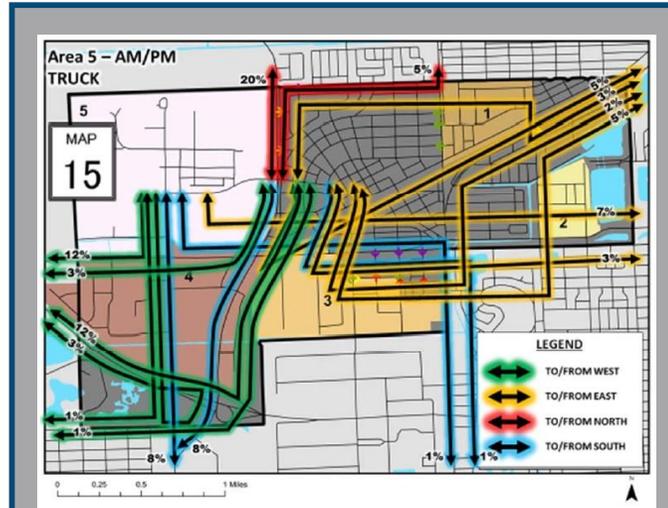
- Purpose
 - Identify existing notable practices that are useful to this study
- Approach
 - Perform high-level scan freight plans and initiatives
 - Emphasis was placed on studies performed at the local or cluster level
- Focus Areas
 - Challenges typical of freight clusters as given in the scope
 - Freight challenges noted in the CID's 2013 Master Plan

Examples of Key Topics

Truck Parking	<ul style="list-style-type: none"> • Long-term parking and short-term staging needs • Unauthorized parking
Freight System Condition and Performance	<ul style="list-style-type: none"> • Freight-specific safety and mobility challenges
Land Use	<ul style="list-style-type: none"> • Encroachment of non-industrial land uses • Encroachment of other land uses
Technology and Data	<ul style="list-style-type: none"> • Technology and data solutions to address freight mobility and safety challenges

Examples of Notable Practices

Local Freight Planning



- Alternative traffic growth and land use development scenarios to predict impacts at the corridor level
- Applied in Opa-locka, South Fulton, and others

Potential analyses to conduct to address system condition and performance needs

Technology and Data



- Technology applications such as freight signal priority to improve reliability and reduce emissions
- GPS and other data to reveal freight traffic patterns, truck parking activity, etc.

Potential technology solutions to improve freight mobility and reliability

Truck Parking and Staging



- Local government provided public truck parking
- Truck parking/staging zoning requirements
- Technology and data to improve truck parking access

Potential truck parking solutions to be implemented or piloted at the local level

Best Practices to Apply to the Fulton Industrial District

Freight System Condition and Performance

Freight-Focused Safety Analyses

Freight-Focused Travel Time and Congestion Analysis

Freight Asset Condition Analysis

Truck Parking and Staging

Truck Parking Technologies

Public-Private Partnerships for Truck Parking

Public Truck Parking

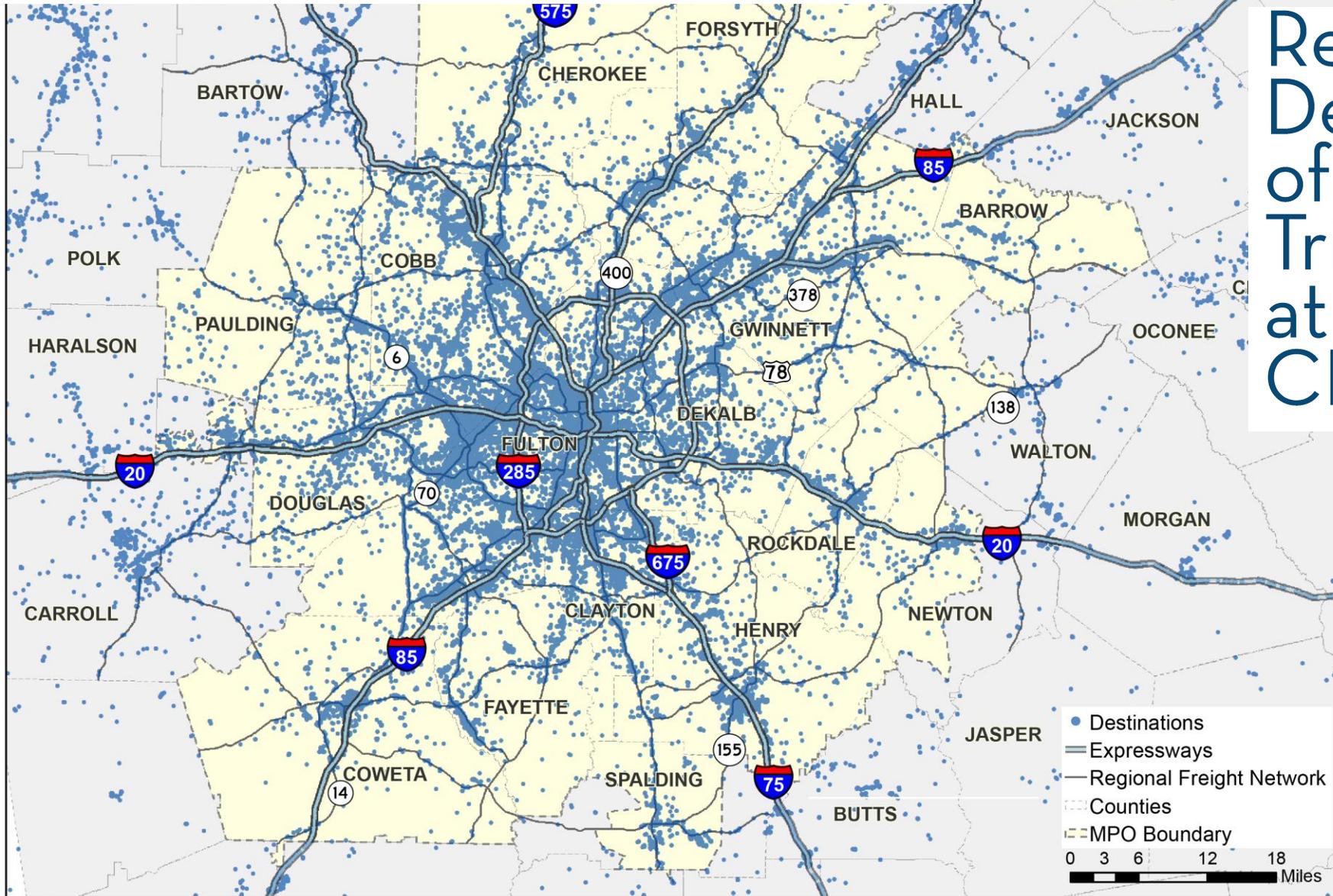
Technology and Data

Freight ITS

Data Integration and Analytics

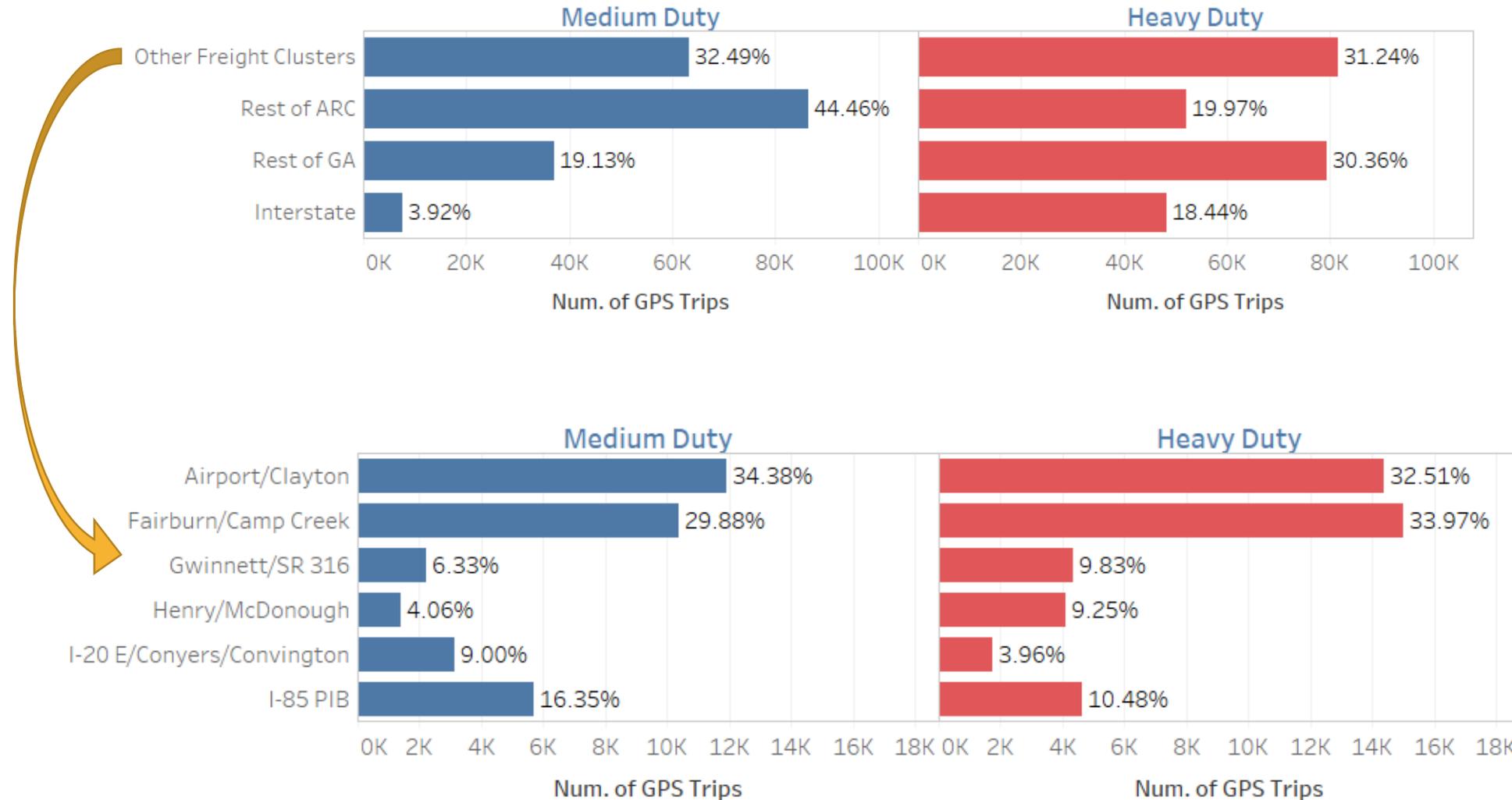
Findings from INRIX 2019 GPS Data

Findings - INRIX GPS Data

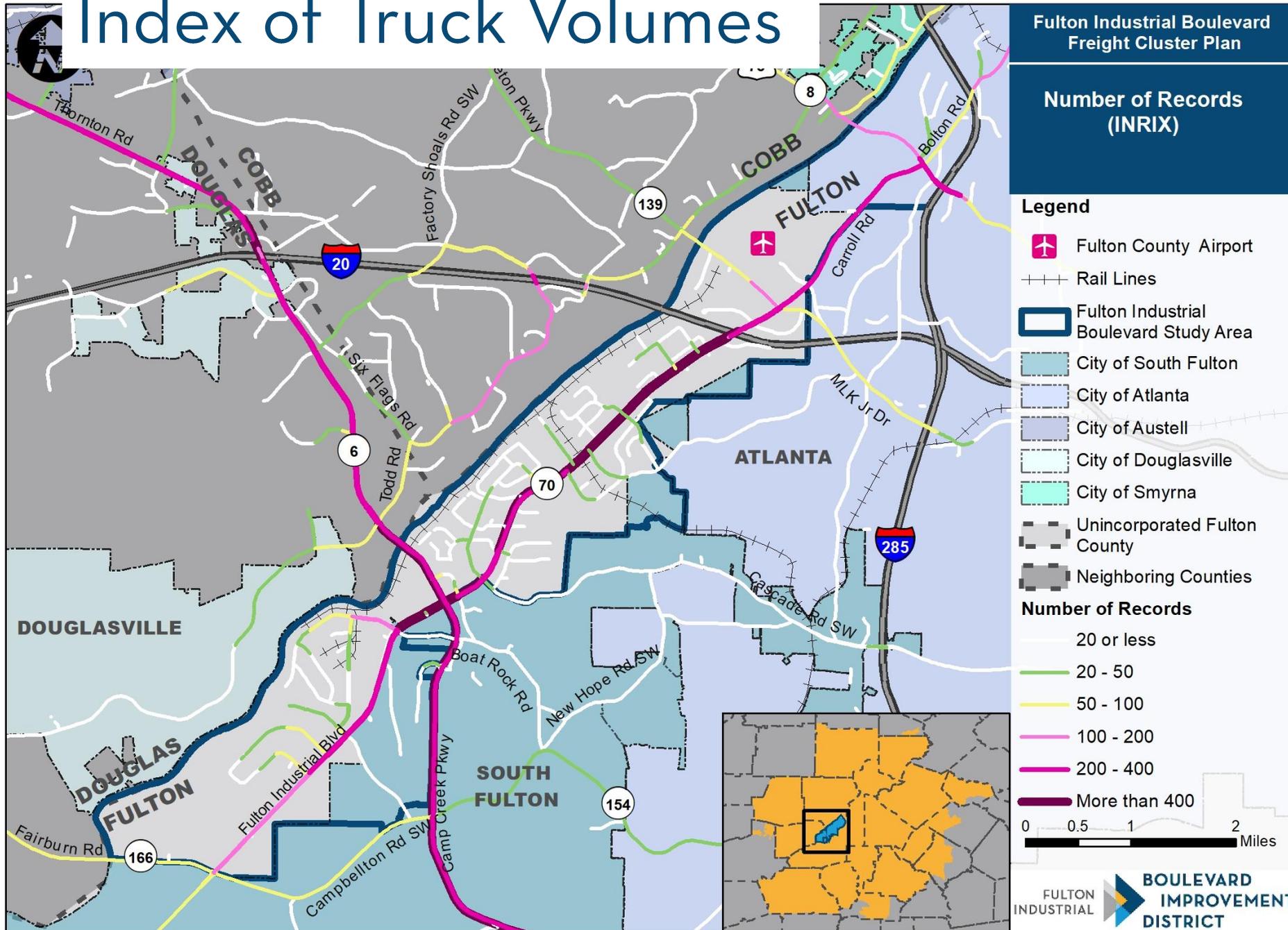


Regional Destinations of Truck Trips Starting at Fulton CID

Findings - Demand Patterns

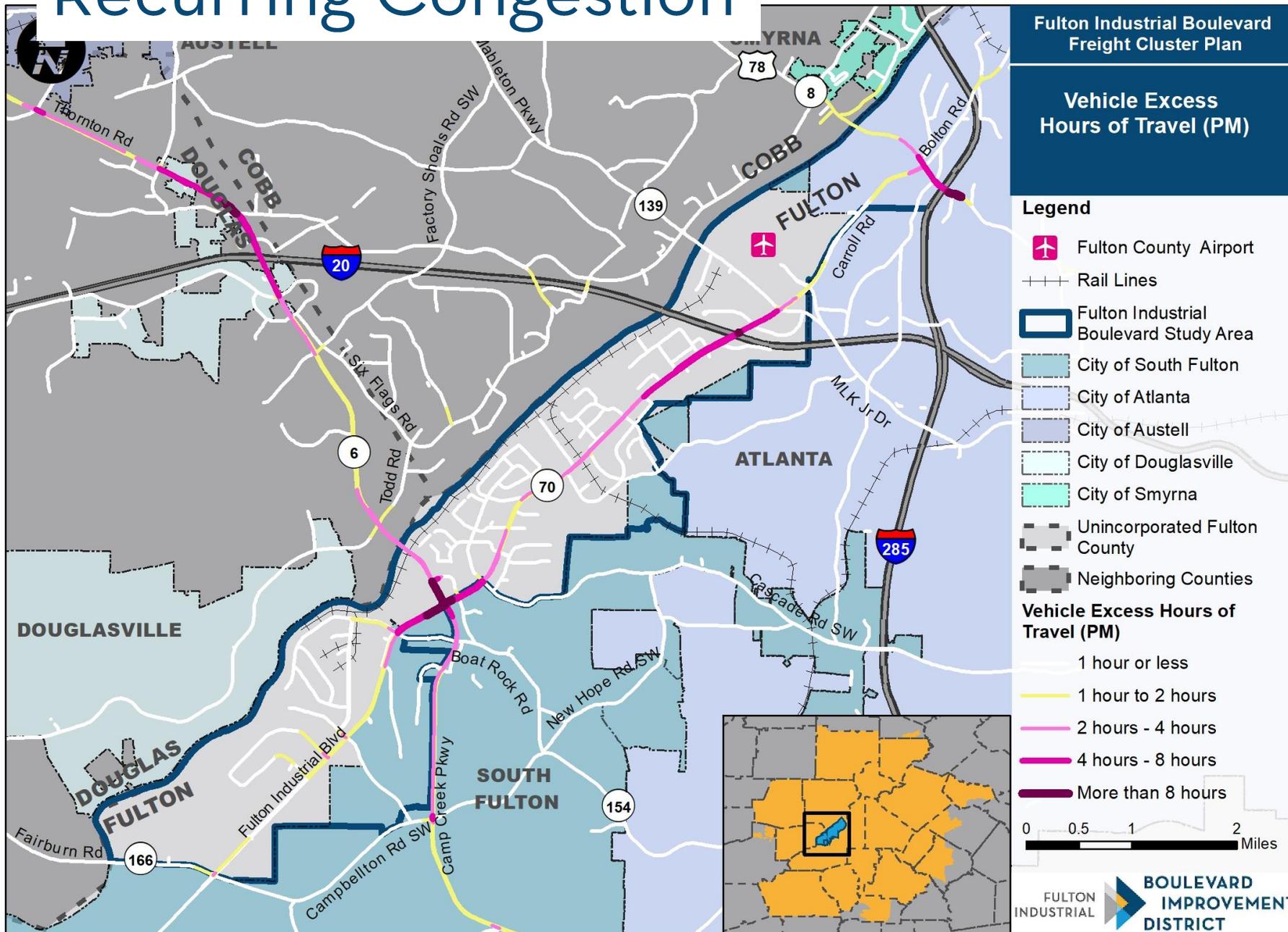


Index of Truck Volumes



- Highest at intersection with Camp Creek Pkwy and south of I-20
- High volume driveways/intersections:
 - Westgate Pkwy
 - Great SW Pkwy
 - Phillip Lee Dr. SW
 - Wharton Dr. SW
 - Patton Dr. SW
 - MLK Dr.
 - Donald Lee Hollowell Pkwy

Recurring Congestion



- Highest where there are the most trucks
- Major intersections



Outreach



Interview Findings: E-commerce

E-commerce has had a major impact on the Fulton Industrial Boulevard (FIB) corridor and COVID has had a major impact on e-commerce.

- Last-mile needs have given FIB a second life.
- Proximity is key: The FIB provides access to UPS's new smart hub, FedEx's new package sortation facility, rail intermodal yards, the airport, and the ability to deliver to the in-town urban core within a couple hours.

Primary Concerns in Boulevard CID Area

Congestion at
Camp Creek
and Cascade

Exiting
worksites safely

FIB speeds
(south of Camp
Creek)

Lack of
amenities/retail

Safety

Workforce
development

Dated portfolio

Lack of
sidewalks/bike
infrastructure

Need for better
transit

Space for truck
parking

Opportunities

Primary opportunities for Boulevard CID Area

- Strong market with longevity
- Mix land uses to diversify area and encourage economic growth
- Be a leader in new technologies, including EV charging infrastructure and connected vehicle infrastructure
- Improve sidewalks, bike infrastructure, and transit

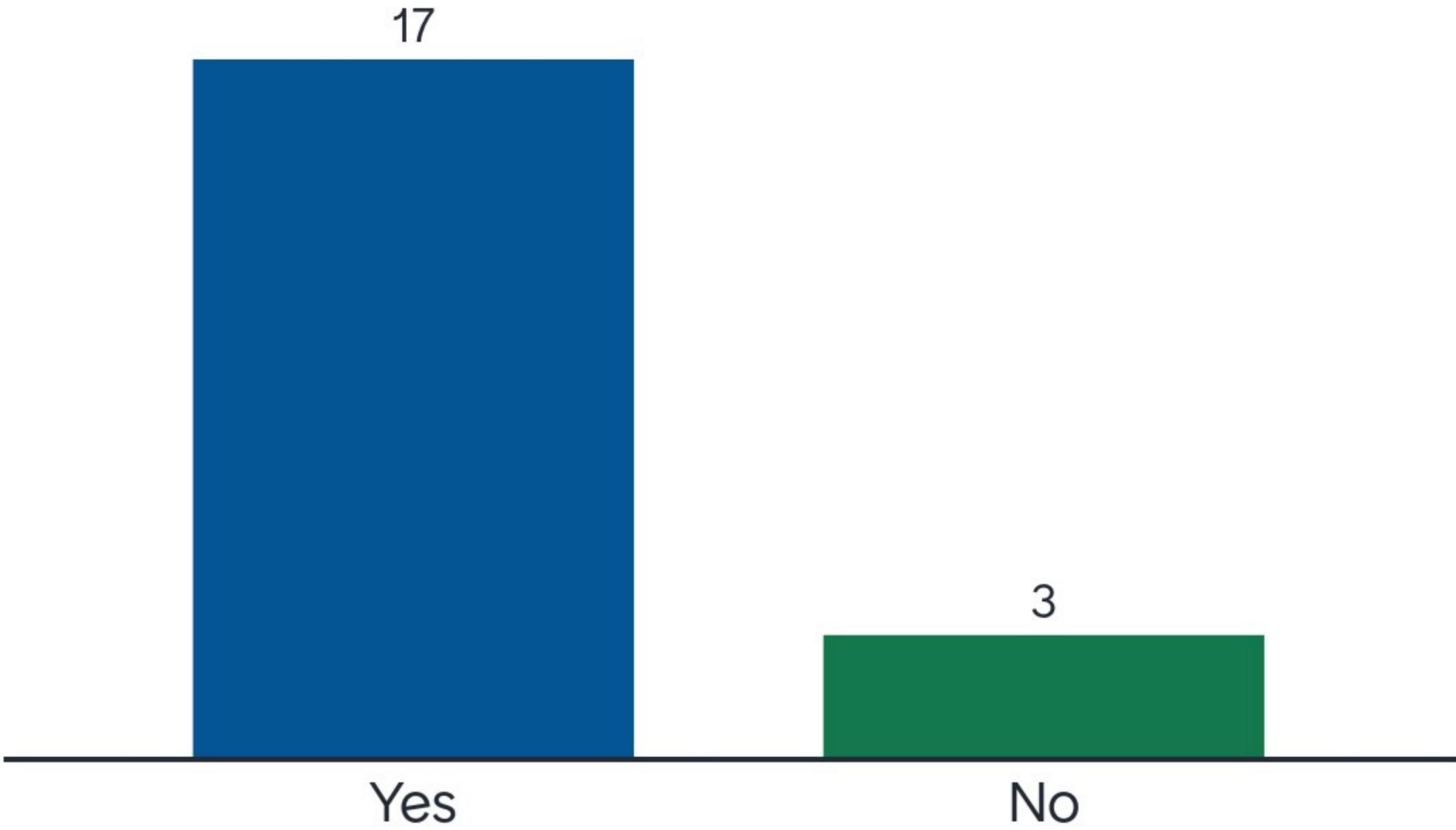
FULTON
INDUSTRIAL



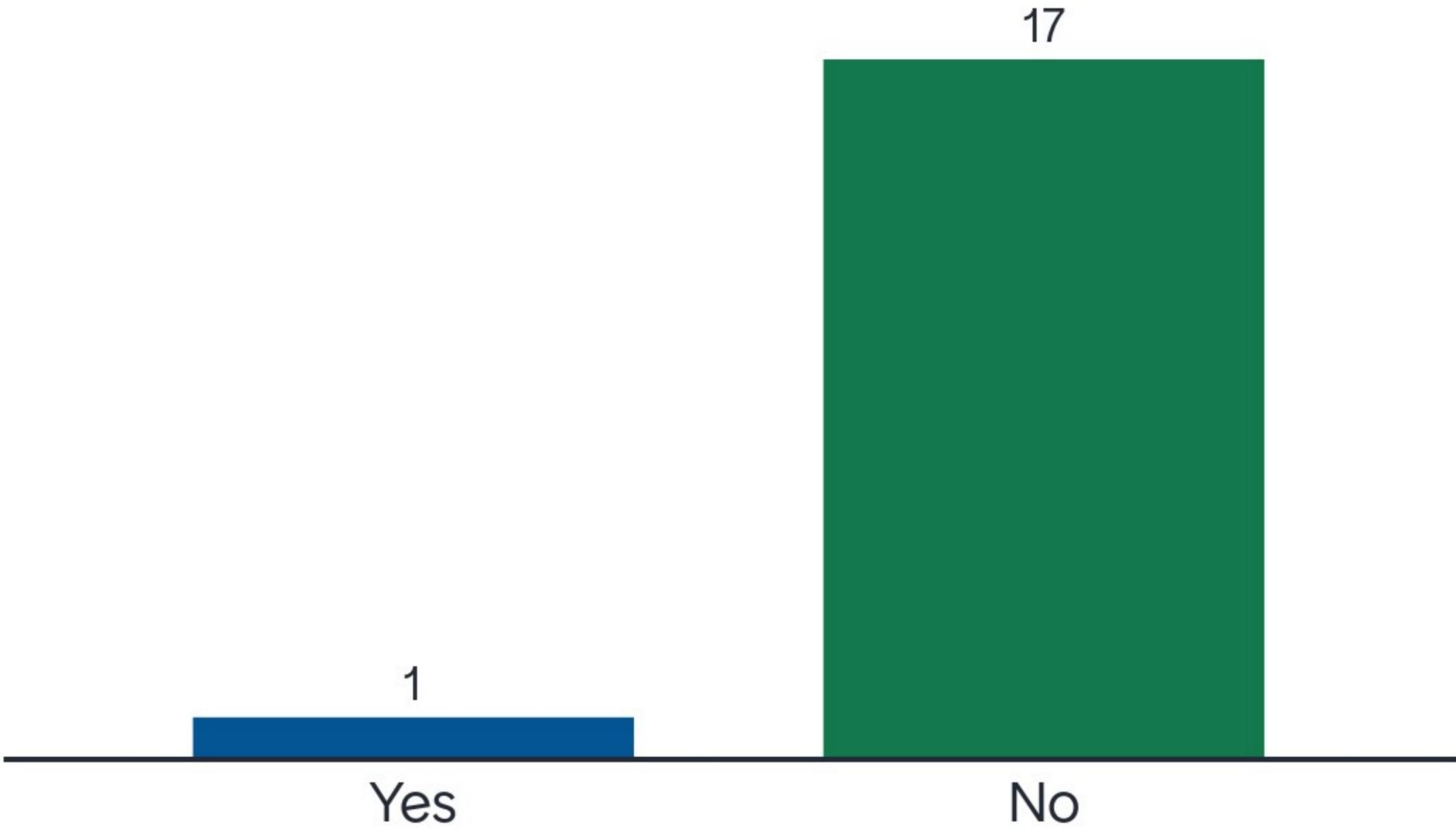
BOULEVARD
IMPROVEMENT
DISTRICT

Feedback

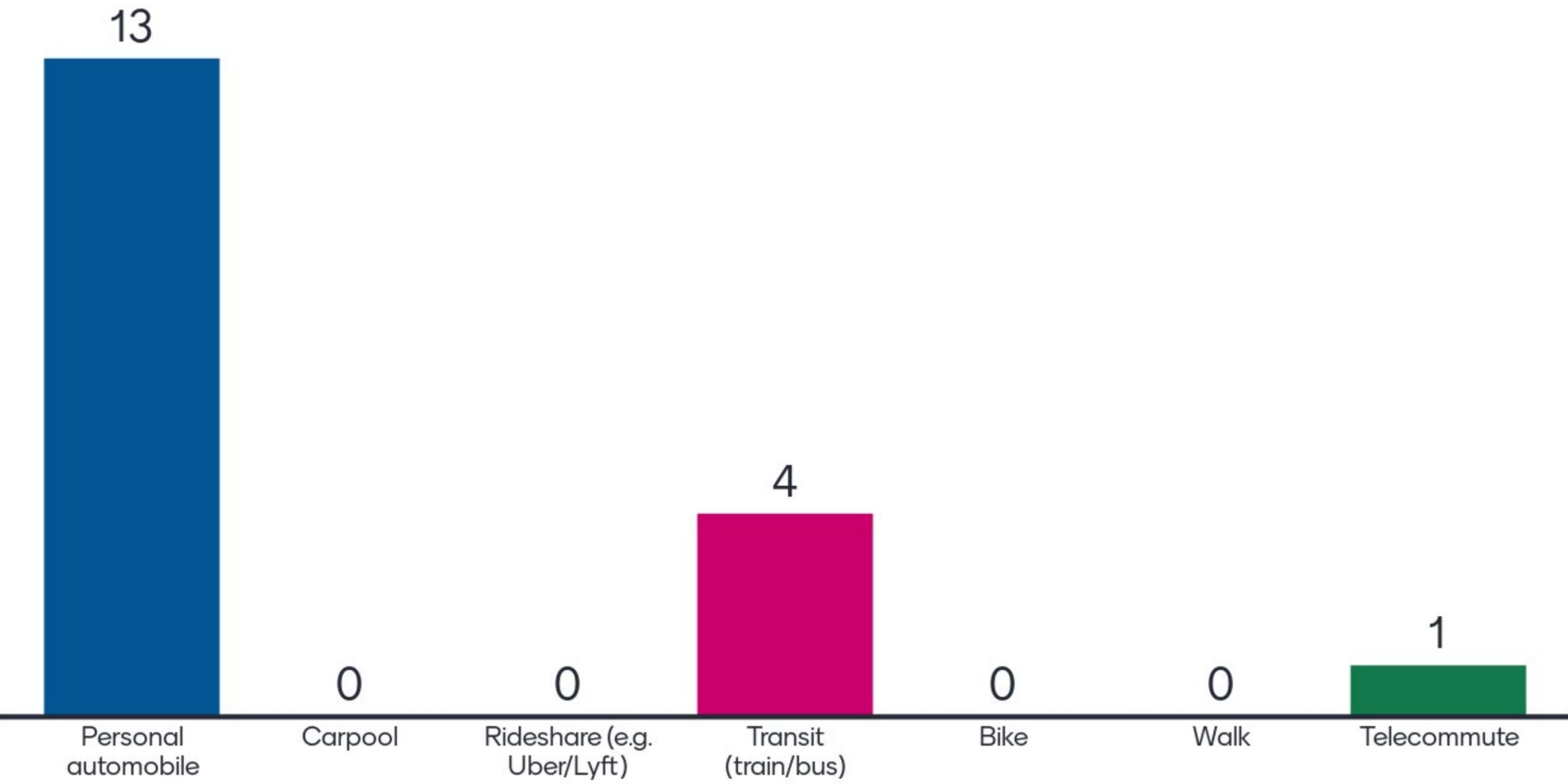
Does your organization have locations in or adjacent to the Fulton Industrial District area?



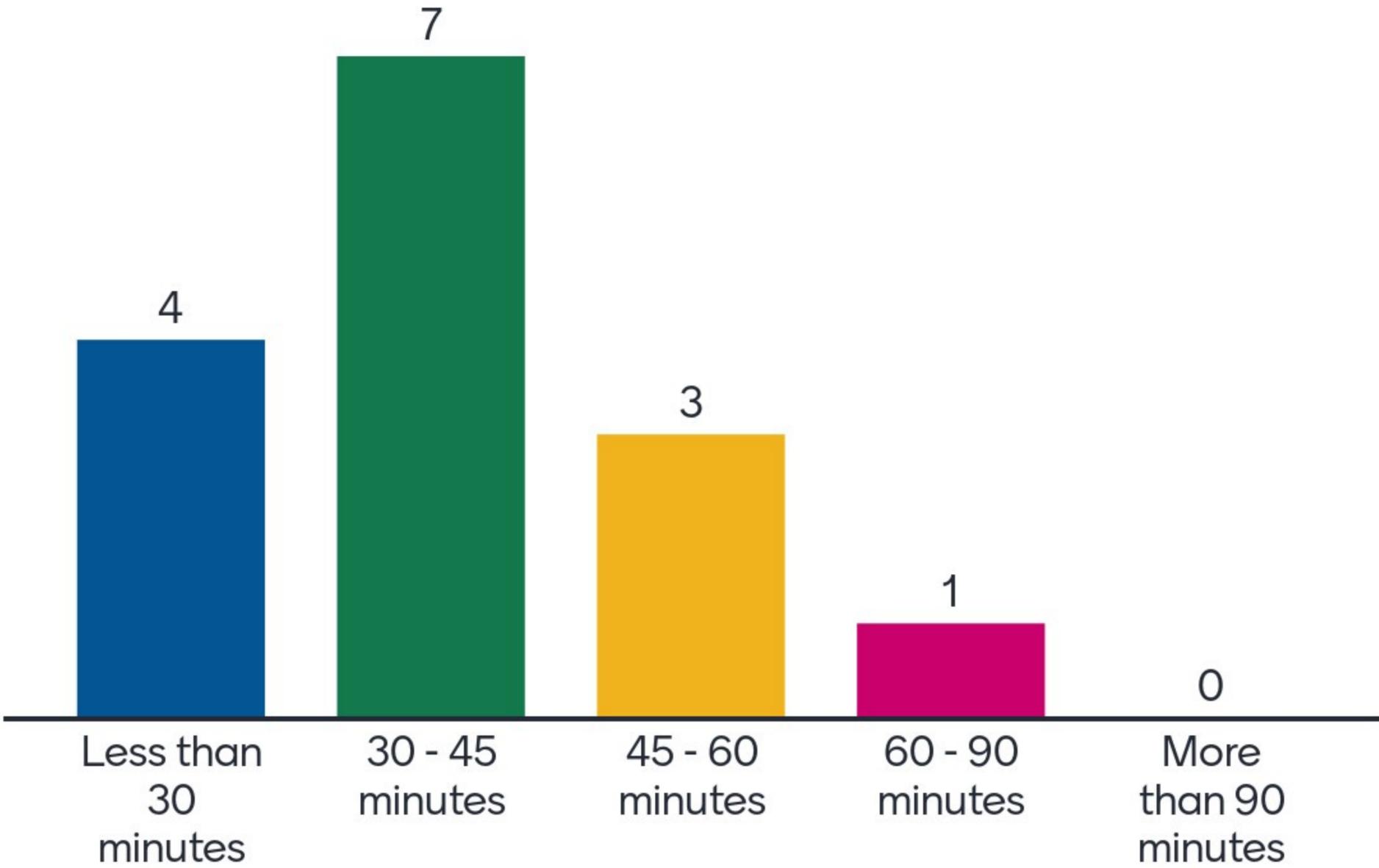
In your opinion, has transportation infrastructure kept pace with growth in the Fulton Industrial District area?



In the Fulton Industrial area, how did employees of your organization commute to work before COVID-19? Choose all that apply (including combinations).



On average, how long were the commutes of the employees of your organization before COVID-19?



If your organization is involved in freight, what are your main priorities when moving freight (e.g. safety, time, reliability)?

n/a

n/a

N/A

N/A Cobb County Government

N/A

n/a

n/a

Safety, Product Quality, Time

safety is an issue entering and existing the blvd.

If your organization is involved in freight, what are your main priorities when moving freight (e.g. safety, time, reliability)?

N/A

N/A

For freight organizations, how has the recent shift to e-commerce led to a change in priorities (e.g. speed of delivery, cost of "free delivery")?

N/A

N/A

n/a

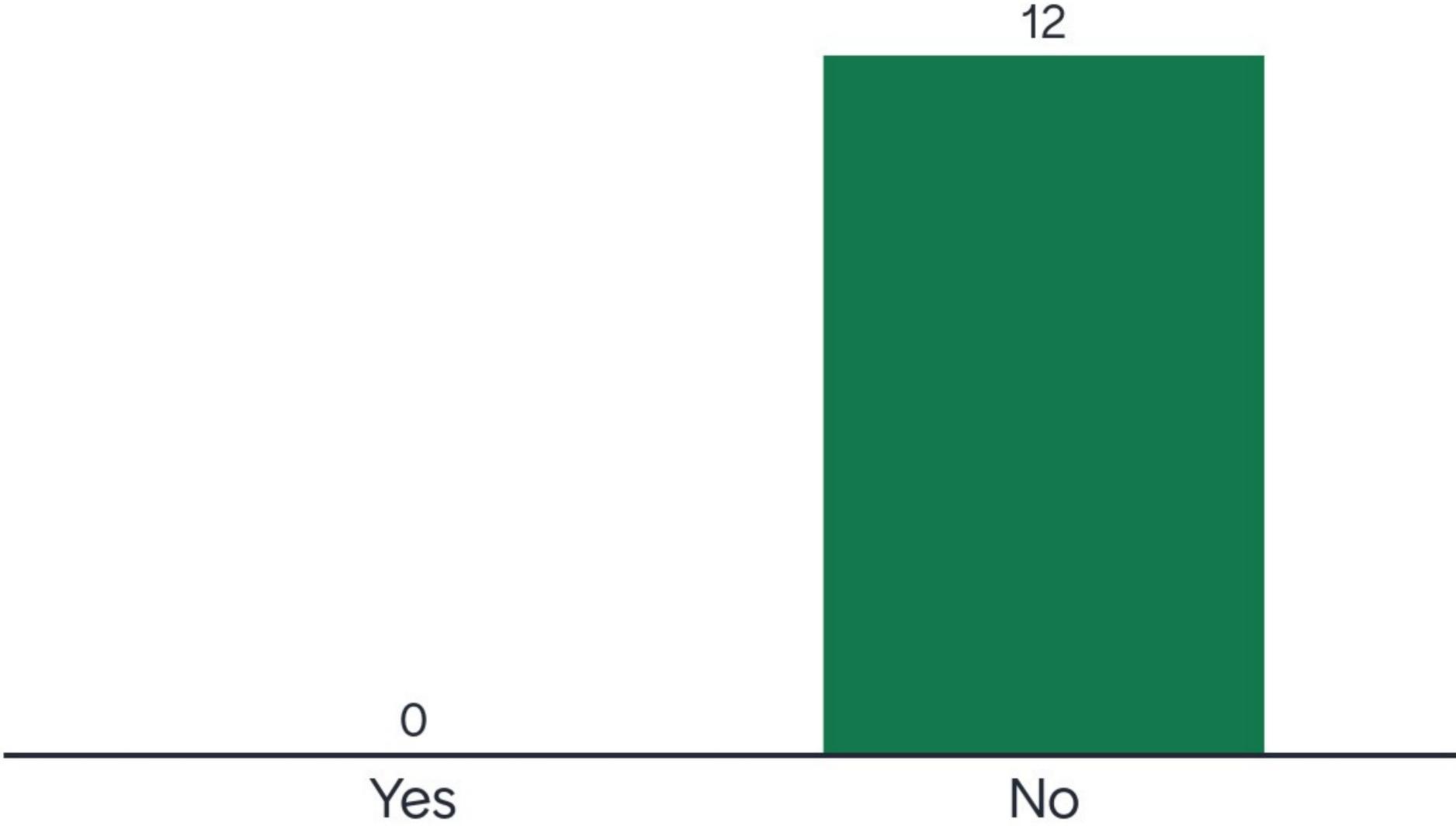
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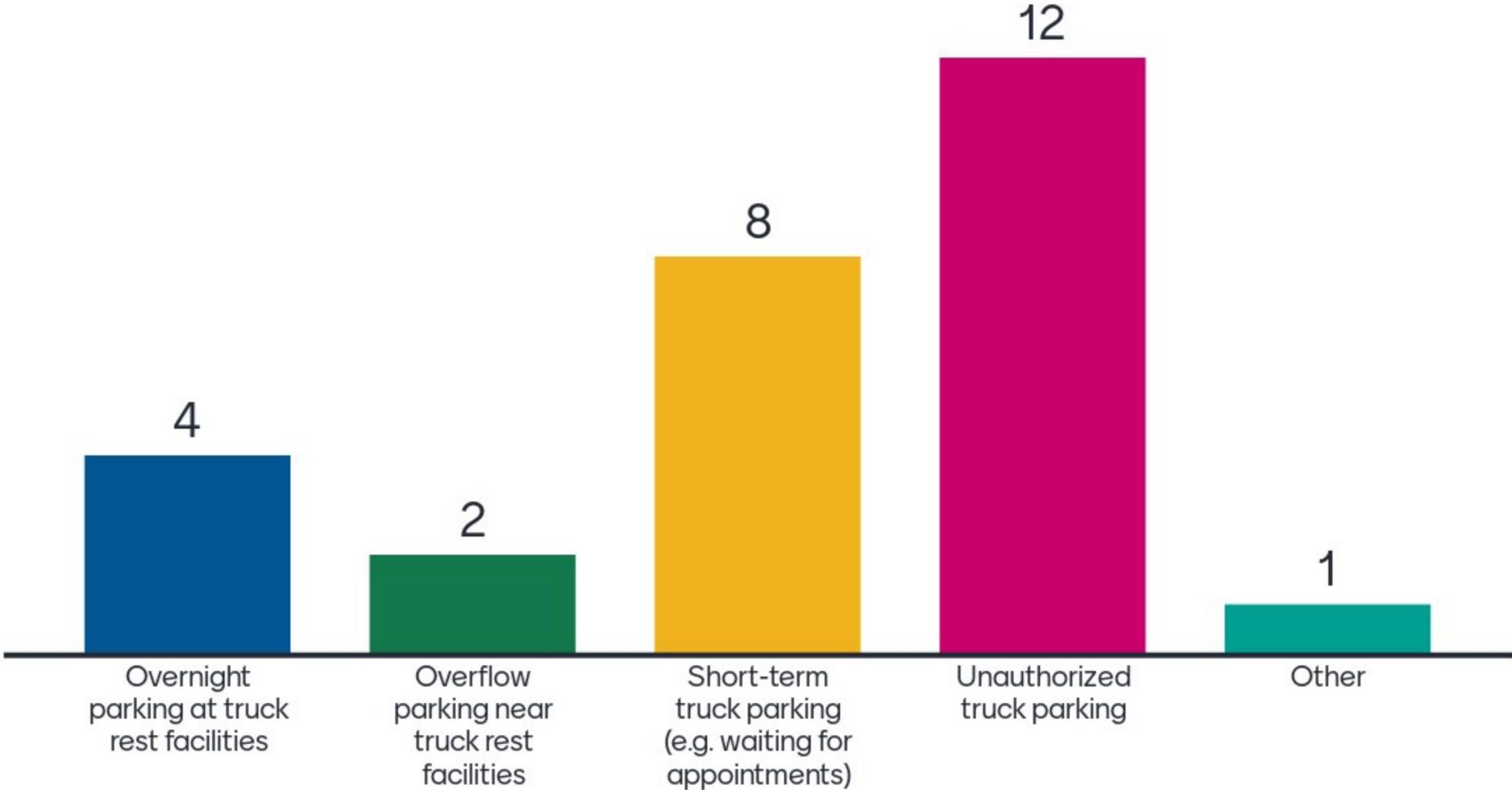
n/a

I spent the last year working in FIB construction management- There will be over 1 Million Sq. Ft. of logistics coming online just north of Cambellton Rd and FIB within 6 monthsWill that intersection support the traffic increase?

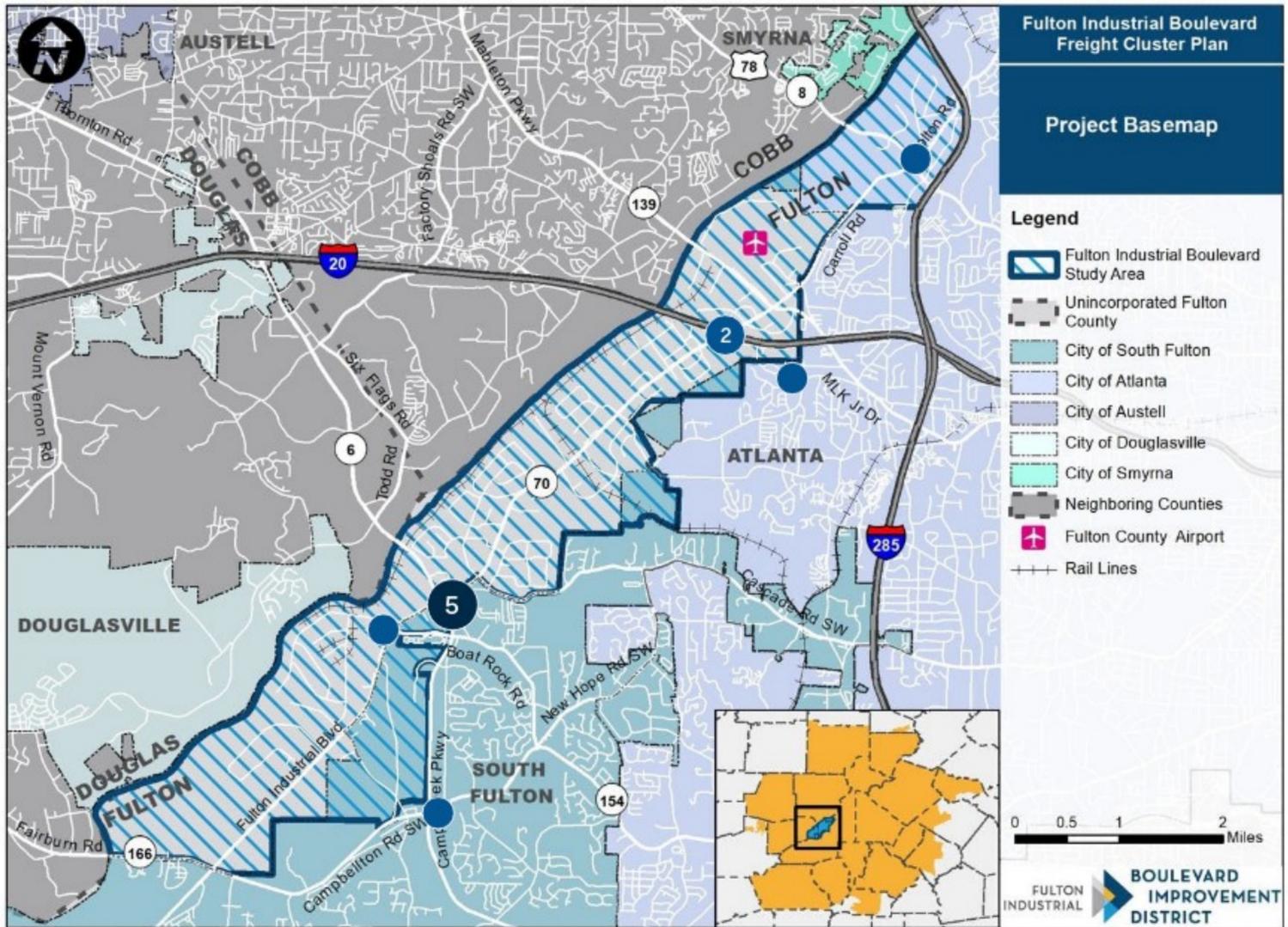
In your opinion, is truck parking in the Fulton Industrial District and surrounding areas adequate?



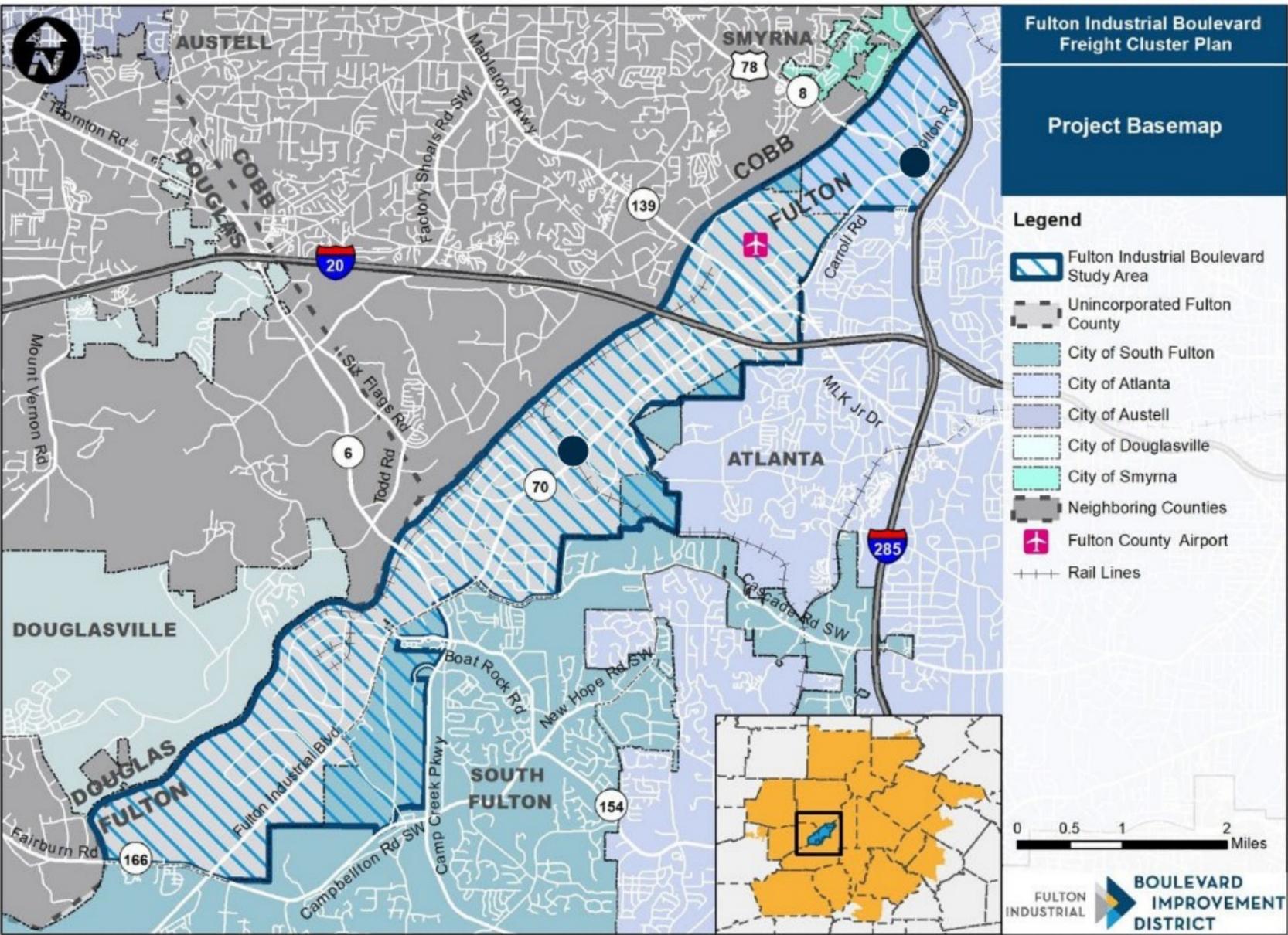
If you answered "no", what issues do you see with truck parking in the area? Choose all that apply.



Where are the biggest travel challenges in the FIB District and surrounding areas (e.g. congested intersections or areas with safety concerns)?



For freight organizations, where are the biggest challenges related to trucks in the area (e.g. congested intersections)?



What issues do you see around the use of Fulton Industrial Boulevard as an alternative route or connecting route?

even more concern for pedestrian/bike safety

congestion and traffic delays.

Added congestion due to increased acceleration times to get larger vehicles moving again.

The Cambellton Rd route from Douglas Co could be a problem with all of the new logistics centers coming online within 1 mile of the FIB intersection.

It isn't adequate for an alternative to 285 or 20. Way too many controlled intersections and no overpasses.

Truck congestion increases. Prime hours (rush hours). Increased car congestion

Need access road on Camp Creek Parkway to separate trucks and cars, major safety concerns. Too many fatalities over the years

It has no direct access to 285, which leads to terrible backup and accidents at FIB/Hollowell and Hollowell to 285

FIB needs a TCC so light changes can be coordinated and controlled by a center that monitors traffic backups.

What issues do you see around the use of Fulton Industrial Boulevard as an alternative route or connecting route?

Overpass at Camp Creek/ FIB and Campbellton Rd./ FIB

Need an Overpass at 1. Camp Creek/ FIB and 2. Campbellton/ FIB

What kind of travel-related opportunities would be optimal for the Fulton Industrial District area (e.g. intersections that need a traffic signal)?

Tradewater/ FIB

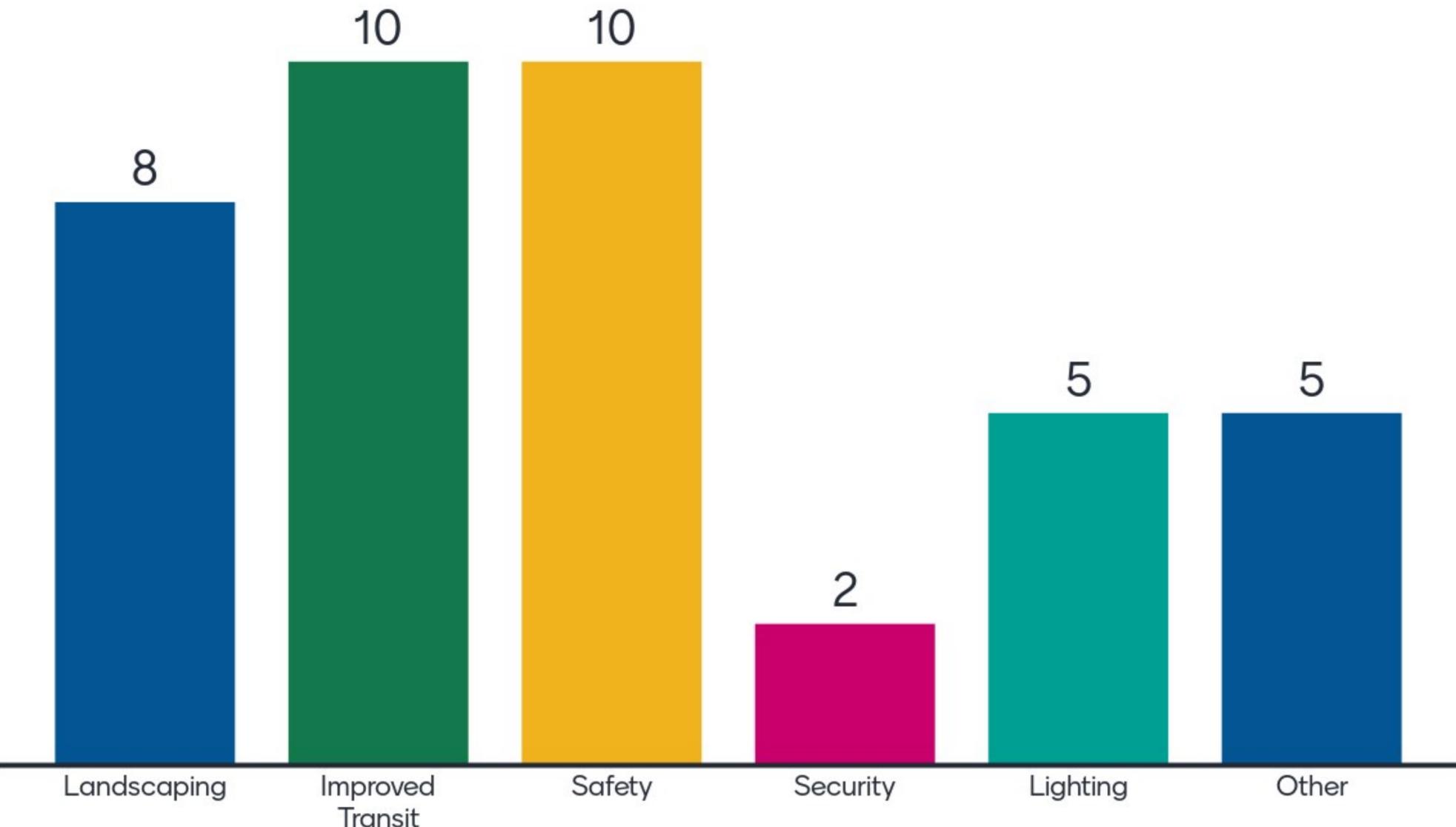
The intersection at FIB and Cascade design is awful.

we could use a turn light signal at fulton industrial blvd on to cascade and great south west pkwy

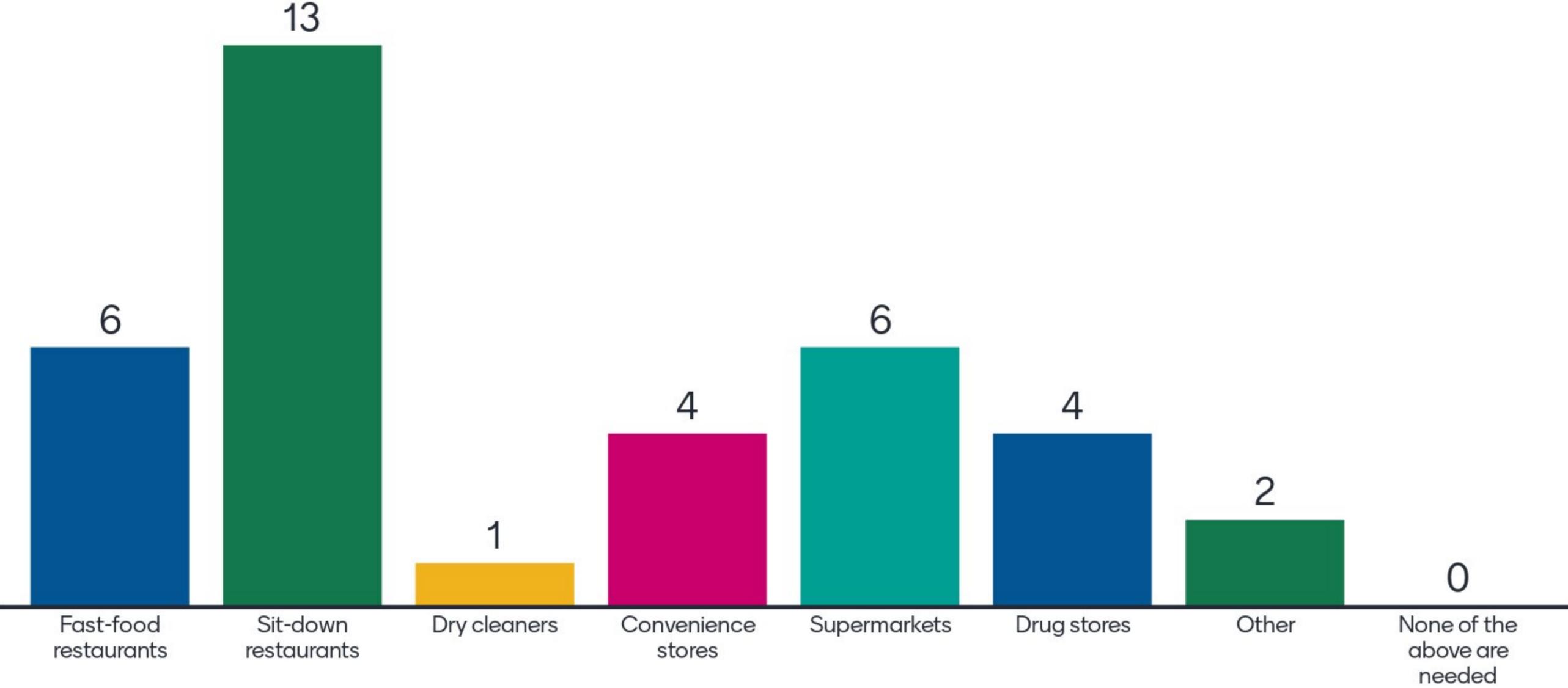
A light at the north Westgate entrance would slow down traffic between there and Campbellton and serve that entire sector, as well address current Westgate truck volume concerns

FIB needs a TCC along it's length so traffic can be monitored and signals coordinated.

What do you think are the best opportunities for other types of improvements in the Fulton Industrial District area? Choose all that apply.



Which of the following amenities would your organization's employees like to see in the Fulton Industrial District area? Choose all that apply.



Next Steps

- Traffic counts
- Additional INRIX analysis
- Existing Conditions report
- Continuing public engagement

Contact Information

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