

Moving Freight Alley Forward: Impact, Insights, and Collaboration in Action



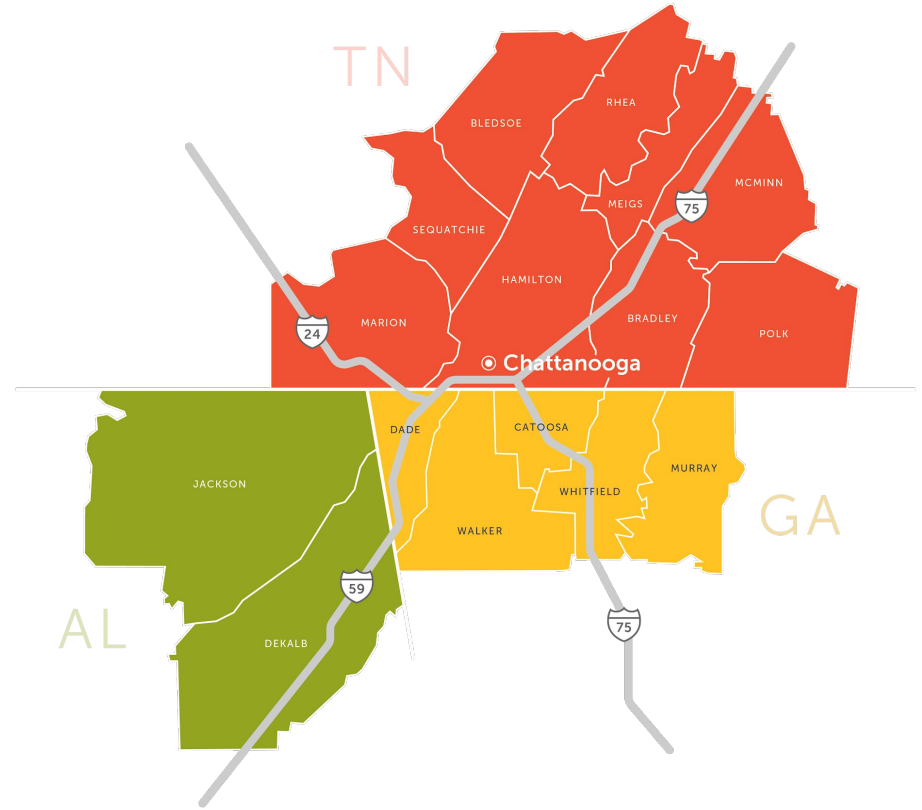
THRIVE
Regional Partnership

Mission

Thrive Regional Partnership inspires responsible growth through **conversation**, **connection**, and **collaboration** in the tri-state, greater Chattanooga region.

We convene stakeholders across the region to ensure that as we grow in industry, prosperity, and population, we also preserve community and natural character for generations to come.

Our footprint includes 16 counties across northeast Alabama, northwest Georgia, and southeast Tennessee.



How Thrive Started



Welcoming Volkswagen



Applying Lessons Learned
from Upstate South Carolina
to the Tri-State Valley

Prepared for the Chattanooga Area Chamber of Commerce
by Kennedy, Coulter, Rushing & Watson

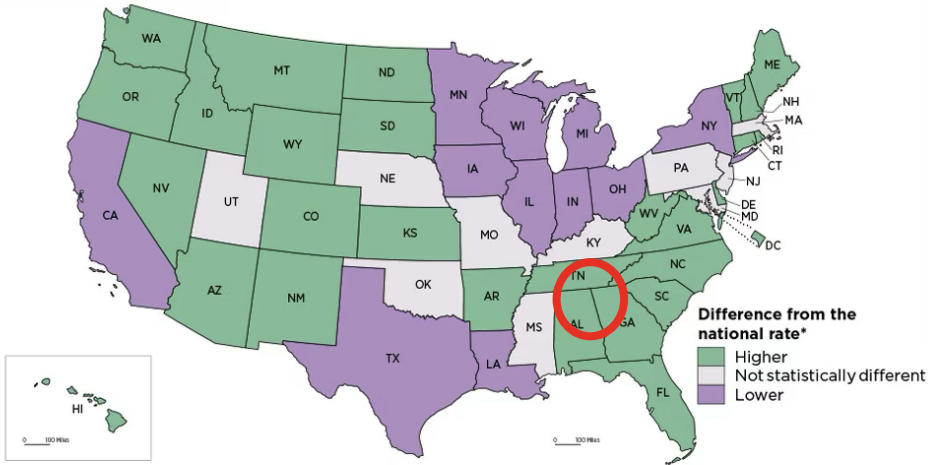
Revised 11-13-08



Inbound Movers



Figure 1.
State Immigration Rates Compared to National State-to-State Migration Rate: 2022



* Difference is significant at the 90 percent confidence level.
Note: The national state-to-state migration rate is 19.9 percent. For more information, visit <https://www.census.gov/data/tables/time-series/demo/geographic-mobility/state-to-state-migration.html>.
Source: U.S. Census Bureau, State-to-State Migration Flows, 2022.

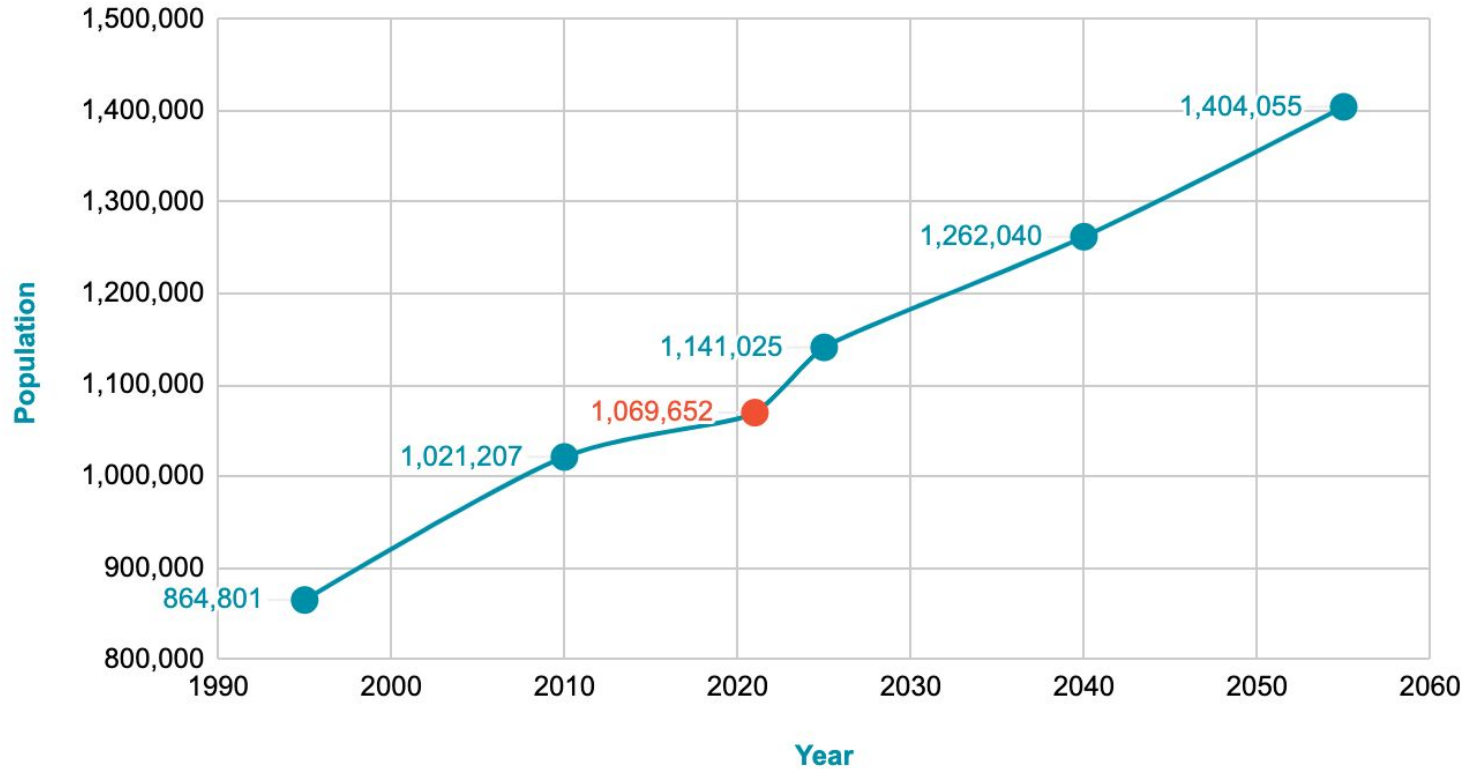
TOP 10 National Inbound Rate

- #6 - Tennessee
- #7 - Georgia
- #9 - Alabama



...to ensure that as we grow in industry, prosperity, and population,

Regional Population Growth



...with the growth challenges its prosperity brings...



I-24 Congestion, Photo Cred: Chattanooga Times Free Press



And the data that supports what we see....

2024 Freight Bottlenecks

4 OF THE TOP 10

truck bottlenecks in the U.S.
and 15 out of the Top 100 are
located in the Freight Alley
Megaregion.

- 8 in the Atlanta Metro area
- 3 in the Nashville Metro
- 2 in the Chattanooga Metro
- 2 in the Knoxville Metro



Source: "Top 100 Truck Bottlenecks – 2024", American Transportation Research Institute (ATRI) February 13, 2024



...we also preserve community and natural character for generations to come.



Chattanooga overlooking Moccasin Bend and the Tennessee River, The Dyrt

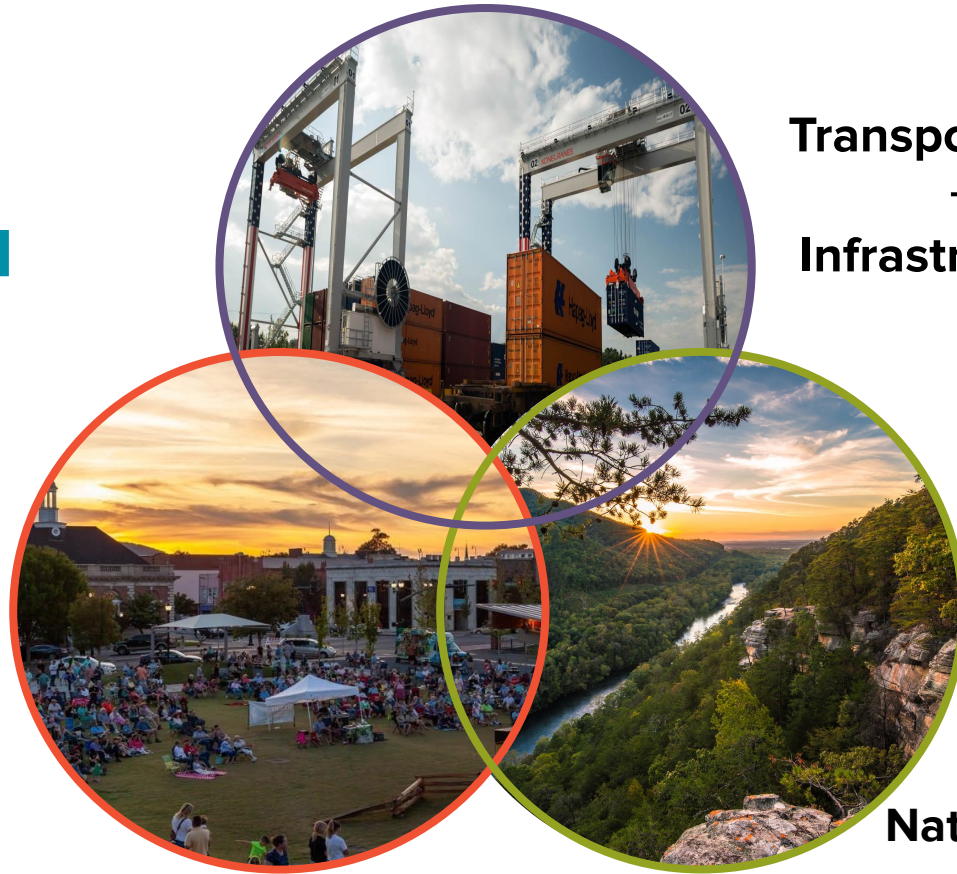


Stephens Gap Cave, Jackson County Alabama



**Develop
workable,
collaborative,
interconnected
strategies to
Address
regional
challenges**

Community Prosperity



**Transportation
+
Infrastructure**

Natural Treasures



Transportation Collaborative

Early 2018

Thrive convenes group of freight users, trucking industry representatives, political leaders and planning officials

2019-2020

Thrive and consortium members study future of freight flows, expansion of key industries, and truck parking availability

2021-2022

Thrive partners with GA Tech and CSCC to research regional transportation data and build a platform for access

Early 2019

TDOT leverages Thrive's collaborative framework to secure FHWA grant for freight and trucking parking study

Early 2021

Advancement of FHWA study recommendations attracts private, personal investment in Thrive Regional Infrastructure Portal

2023-Present

Launch TRIP portal, publicize the state of freight mobility, and increase awareness of trends that impact the logistics industry



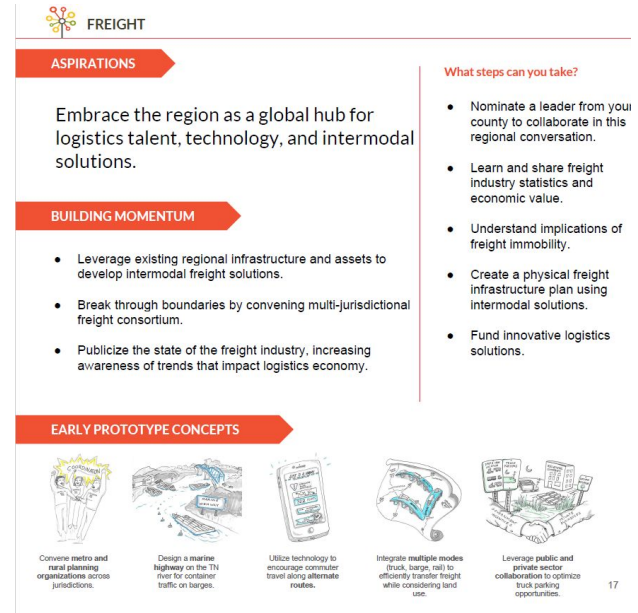
Transportation Collaborative Freight Mobility Design Team

ASPIRATION

Embrace the region as a global hub for logistics talent, technology, and intermodal solutions.

BUILDING MOMENTUM

- Leverage existing regional infrastructure and assets to develop intermodal freight solutions.
- Break through boundaries by convening multi-jurisdictional freight consortium.
- Publicize the state of the freight industry, increasing awareness of trends that impact logistics economy.



Freight Mobility Coalition

A cross-sector, regional collaborative which embraces the region as a global hub for logistics talent and technology, and seeks to **increase the ease, efficiency, and safety of moving people and freight across the region.**



THRIVE
Regional Partnership



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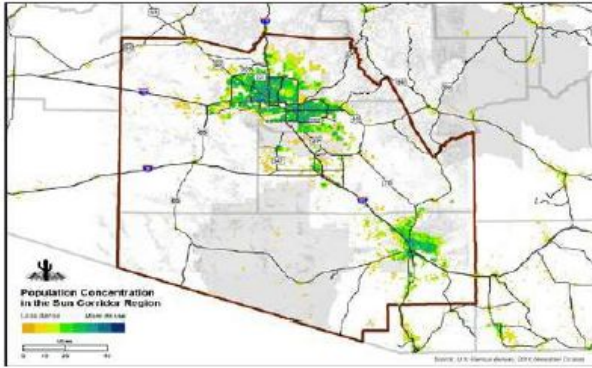
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Sun Corridor Value Impact Analysis



I-15 Freight Mobility Enhancement Plan



Central Plains Heartland Freight Technology Plan



Future Freight Movement Along Freight Alley



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A National Economic Partnership Study

*Freight Alley Core Megaregion
58 Counties*



Freight Alley Core Megaregion



58 counties

Georgia, Tennessee, and Alabama



8,540,859 people

Projected 10.6 million by 2040



35% population growth

from 2000 to 2020

**2000-2040 Projected
Population Increase**

↑ 58%

Tennessee

↑ 90%

Georgia

↑ 19%

Alabama

In 2040, the population will be 68 percent larger than it was in 2000

² 2000 and 2010 Decennial Census, U.S. Census Bureau, U.S. Census American Community Survey 2018-5-year projections, GA Governor's Office of Planning and Budget, Boyd Center for Business and Economic Research University of Tennessee, Center for Business and Economic Research University of Alabama



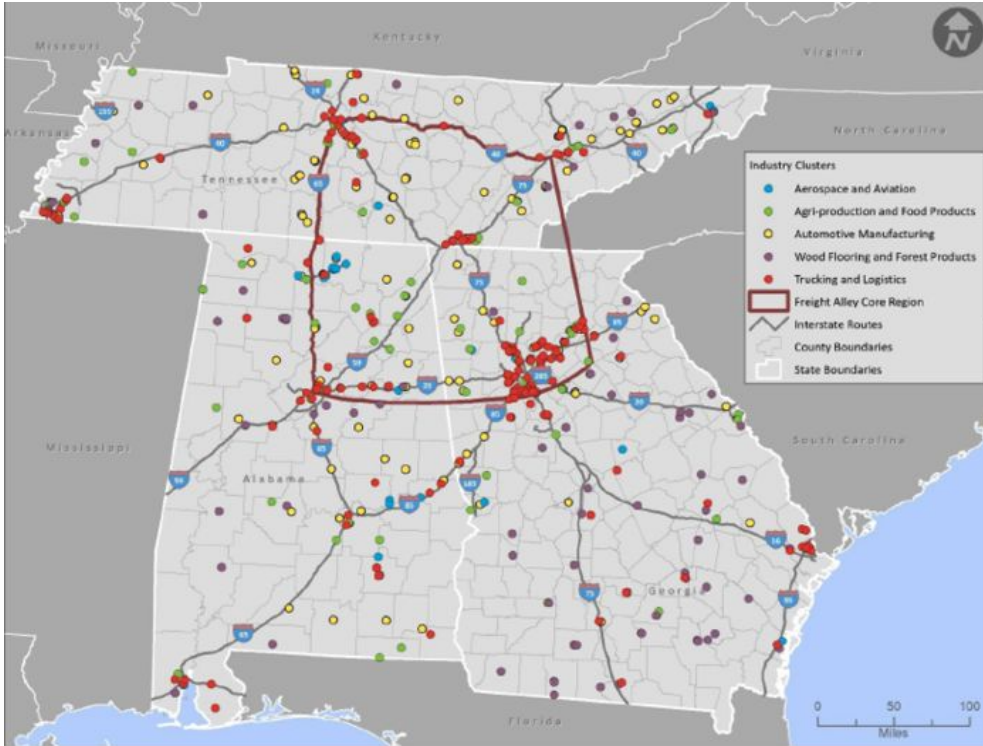
Freight Moves our Economy!

Solely Truck Borne Freight, 2018

Alabama: 65% of total freight tonnage originating or terminating in the state, valued at **\$444 billion**

Georgia: 81% of total freight tonnage originating or terminating in the state, valued at **\$929 billion**

Tennessee: 75% of total freight tonnage originating or terminating in the state, valued at **\$609 billion**.

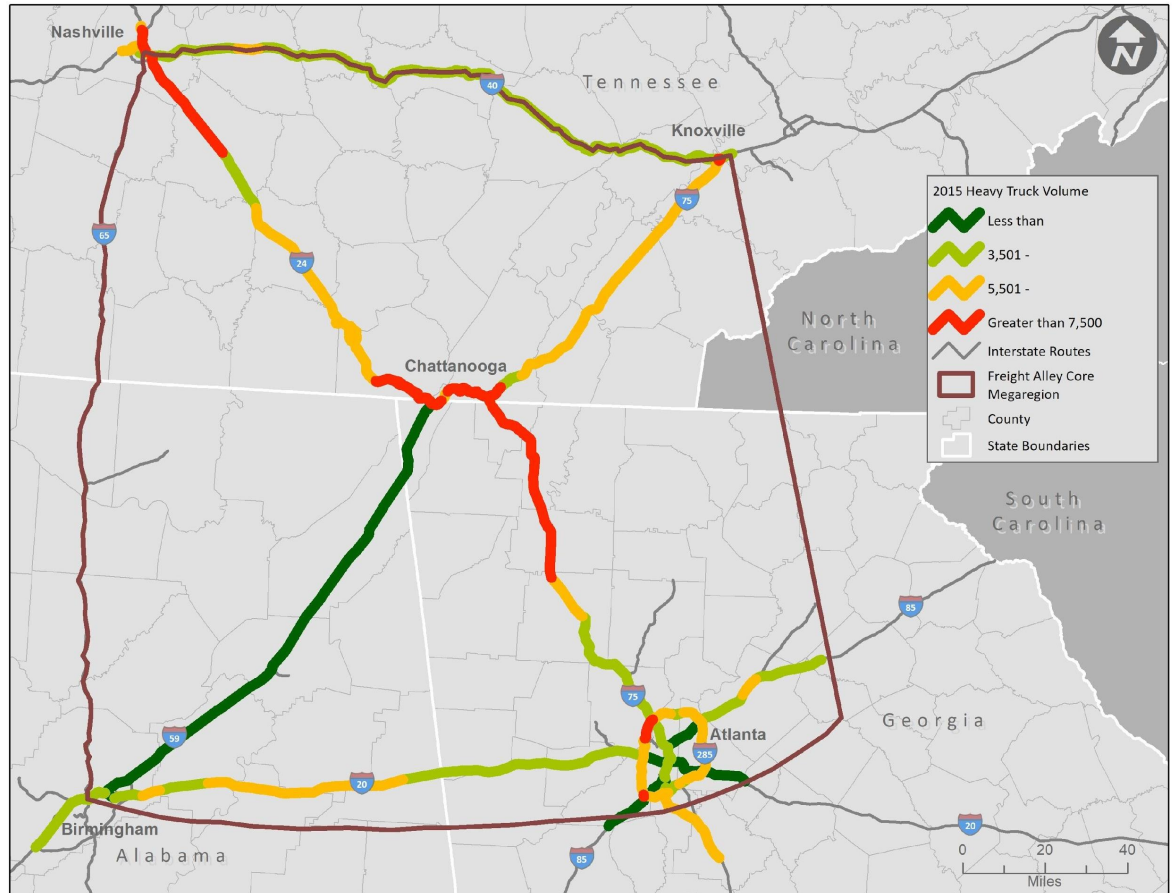


Source: National Economic Partnerships Final Report, CDM Smith, 2020



2015 Heavy Truck Volume Corridors

7,500+ trucks per day

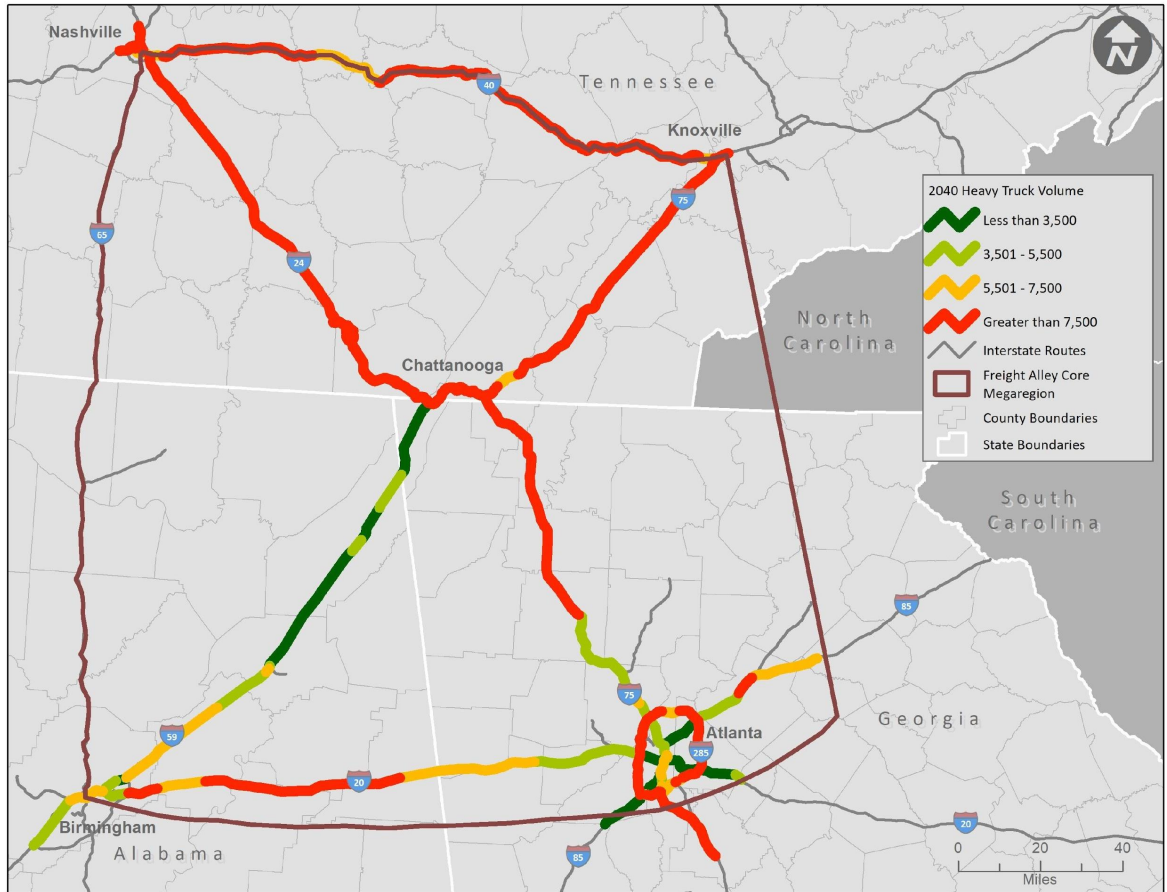


Source: GDOT Travel Demand Model, TDOT Travel Demand Model, Count Data from ALDOT, GDOT, TDOT, CDM Smith analysis, 2020



2040 Heavy Truck Volume Corridors

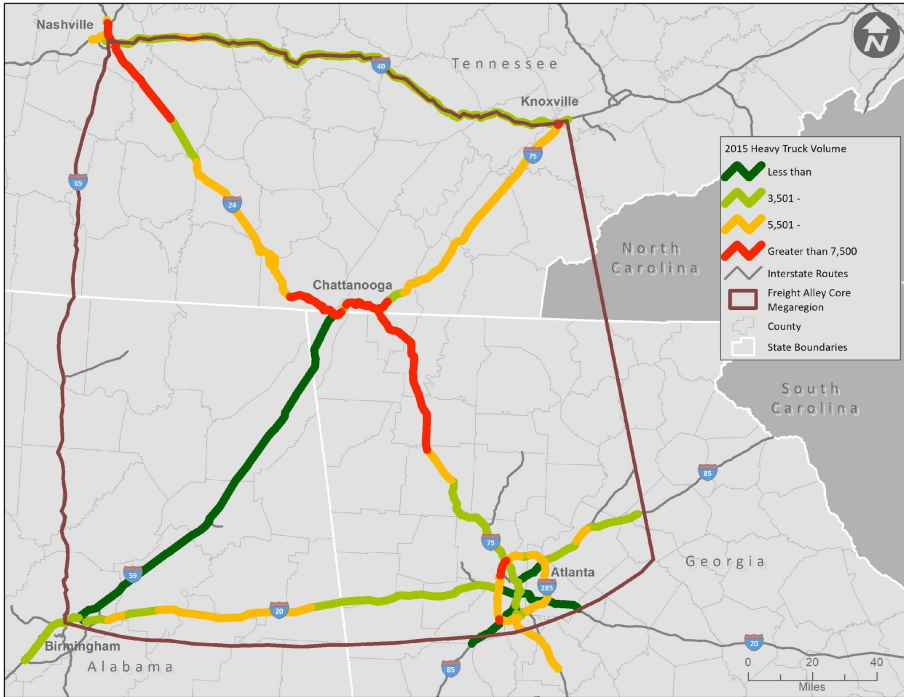
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Source: GDOT Travel Demand Model, TDOT Travel Demand Model, Count Data from ALDOT, GDOT, TDOT, CDM Smith analysis, 2020

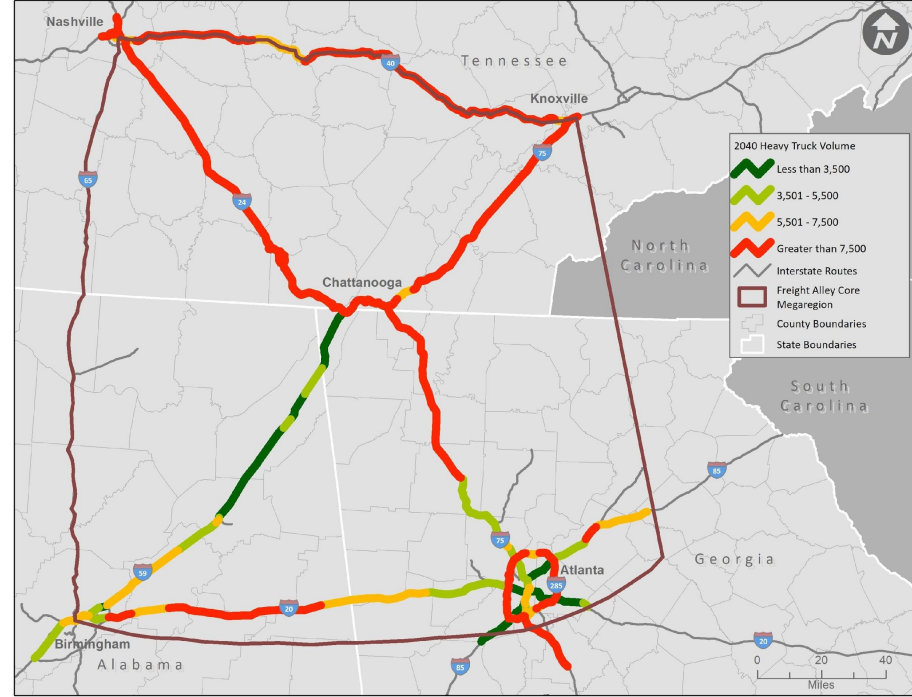


Heavy Truck Volume



2015

7,500+ trucks per day



2040

Source: GDOT Travel Demand Model, TDOT Travel Demand Model, Count Data from ALDOT, GDOT, TDOT, CDM Smith analysis, 2020



Moving Freight Alley Forward

5.9 million

Shipping container units passed through the Port of Savannah in 2022, setting new record cargo volumes

80%

Freight through traffic, meaning it originates outside of the region without destination within the region

39 million

Tons of freight per year is projected to flow through the Chattanooga urban area alone by 2035



What Came After the NEP Study?

Share

Once the National Economic Partnership Study was completed, the findings were shared with public, political, and private partners.

Collaborate

Thrive and Freight Mobility Coalition studied future freight flows, expansion of key industries, and truck parking availability. From this collaboration, the interactive Thrive Regional Infrastructure Portal was conceived.

Build

Thrive Regional Partnership, Thrive partnered with GA Tech and CSCC to research regional transportation data and build a platform for access. The Thrive Regional Infrastructure Portal was created.



Core Team Partners



THRIVE
Regional Partnership

**Georgia
Tech**



Greater Dalton
Metropolitan Planning Organization



**Steam
Logistics**

REPOWER

CHA
CHATTANOOGA
AIRPORT

Cleveland State
COMMUNITY COLLEGE



Aspirations of the TRIP Platform

- Provide a baseline of modes, moves, and facilities across the region.
- Increase awareness and academic institution focus on multimodal freight movement.
- Support regional planning and projects by validating trends and the importance of tri-state linkages for economic development and efficiencies.
- Provide maps, data, and analysis approaches that can be adopted by states in support of their efforts.
- Promote a multimodal approach to understanding and defining freight corridors.
- Promote a greater understanding of freight policy and program options, and the operational and real-world consequences for freight systems and the economy.



The TRIP Platform

Geospatial gateway to transportation and freight data, maps, and resources for greater Chattanooga

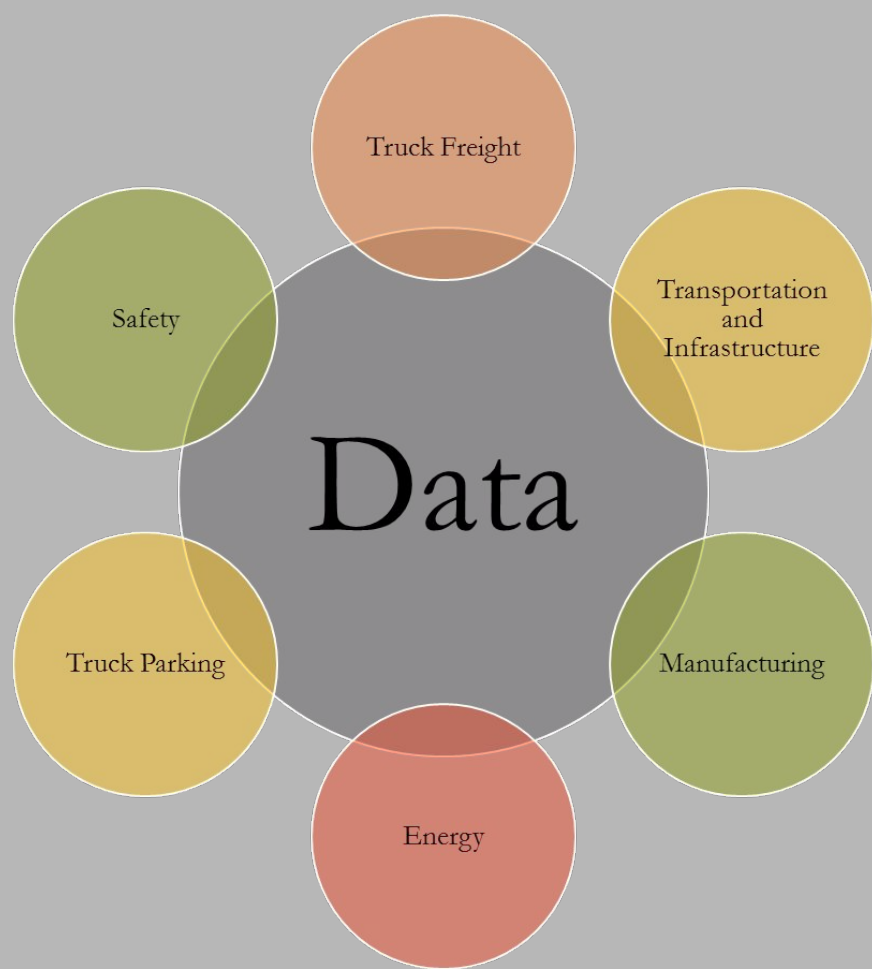
- Find data
- View and interact with maps
- Learn about freight movement in the region



Explore and Access Data

View, download or stream over 40 datasets compiled from national, state, and local level data providers

- Complete list of data sources
- Metadata
- Attribute descriptions



[Sign In](#)[Thrive Regional Partnership](#)[CSPAV](#)[CQGRD](#)

Search, Learn, Visualize, Download, Create



Welcome to the Thrive Regional Infrastructure Portal!

This data gateway was created by Thrive Regional Partnership's Freight Mobility Coalition, a cross-sector network that holds industry-related conversations across county and state boundaries in the tri-state greater Chattanooga region. The Coalition identified a need for easily accessible datasets unique to the greater Chattanooga region, situated in a bustling logistics corridor in the corner of Alabama, Georgia, and Tennessee.

Built by Thrive Regional Partnership and Georgia Tech, this is your gateway to learn more about freight industry, logistics data, and transportation infrastructure in the tri-state greater Chattanooga region. Use the links below to read StoryMaps, interact with regional maps, and to access transportation and freight-related datasets in greater Chattanooga.



StoryMaps

Check out the StoryMaps to learn more about truck freight value, weight, and frequency of truck shipments to and from the region

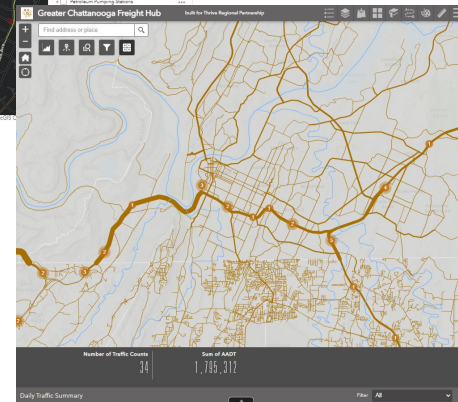
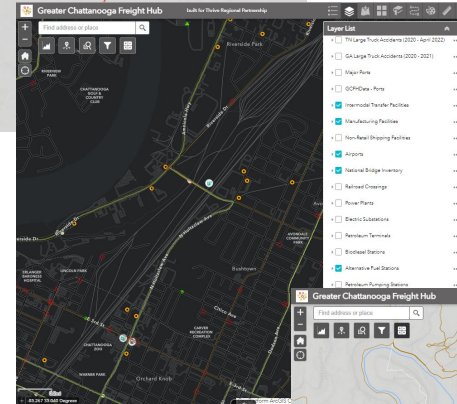
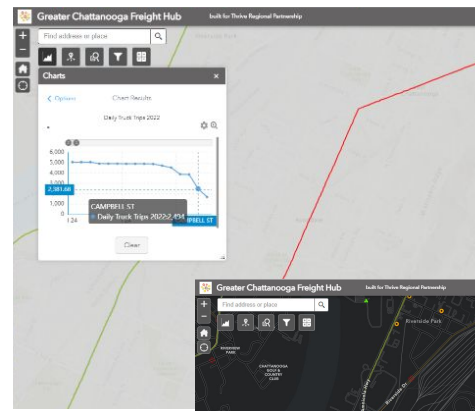
- Commodity Flow Estimates 2022
- Freight Analysis Framework Network Flow Estimates
- TRIP Tutorials



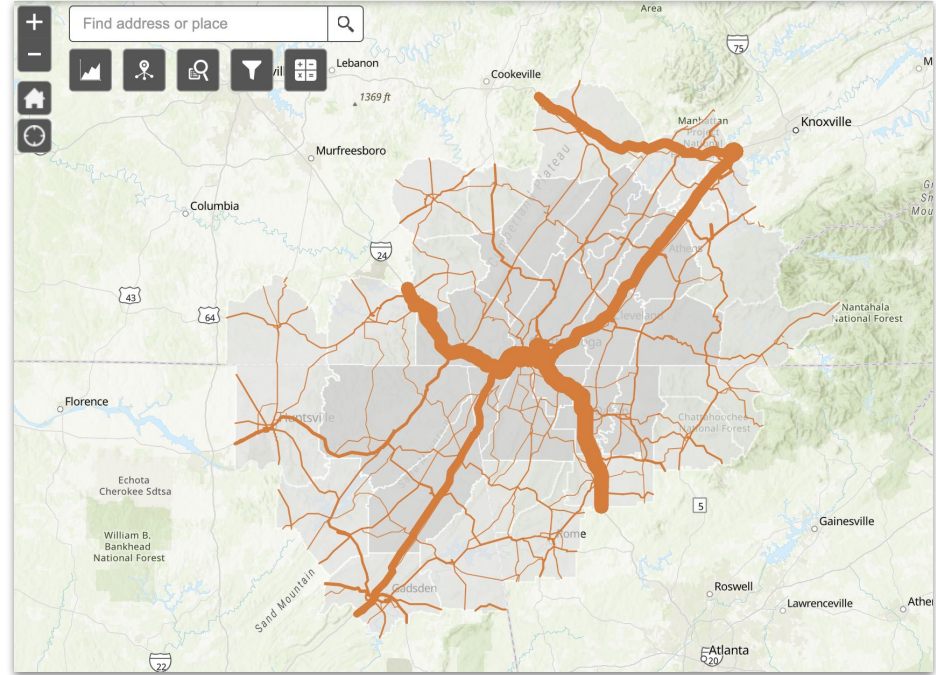
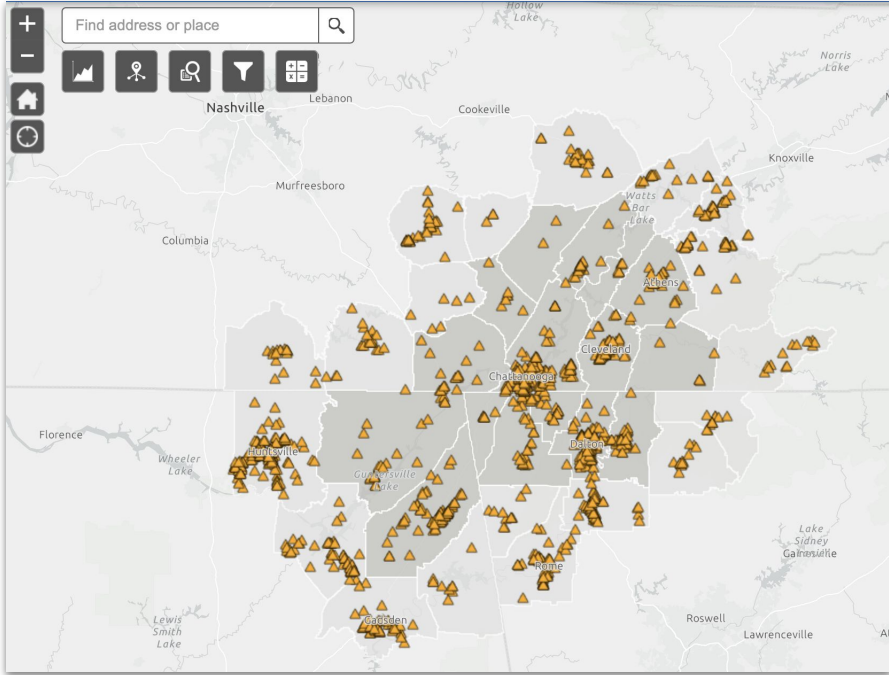
Interactive Maps

Explore the data on your own through the TRIP Interactive Maps

- Charts and Queries
- Filters and Summaries
- Print
- Draw and Measure
- Change basemaps
- Zoom in and out and turn layers on and off
- Add your own data or connect to ArCGIS Online

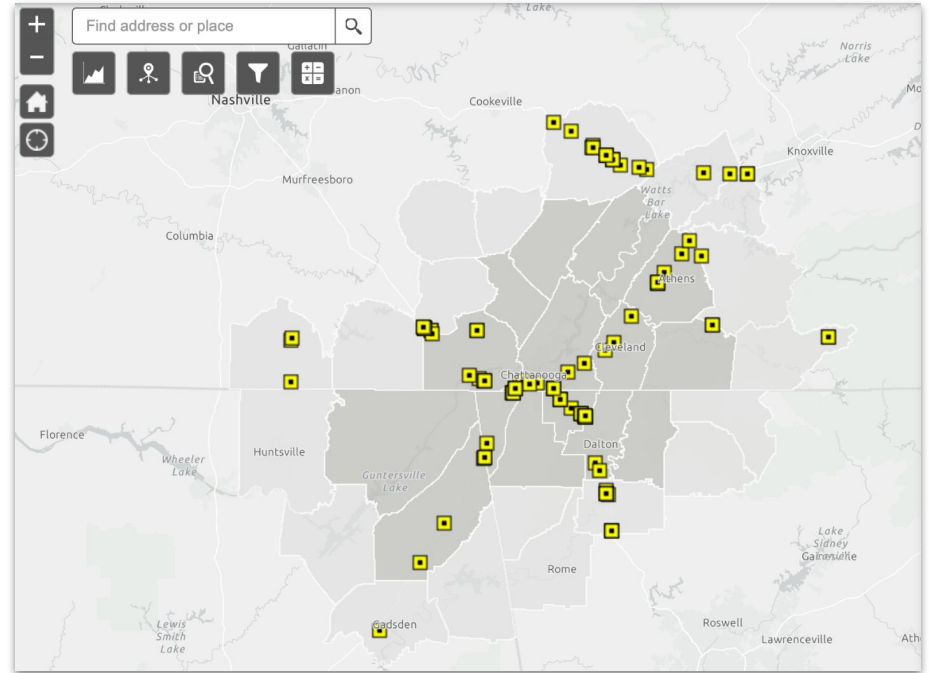


Freight Generators



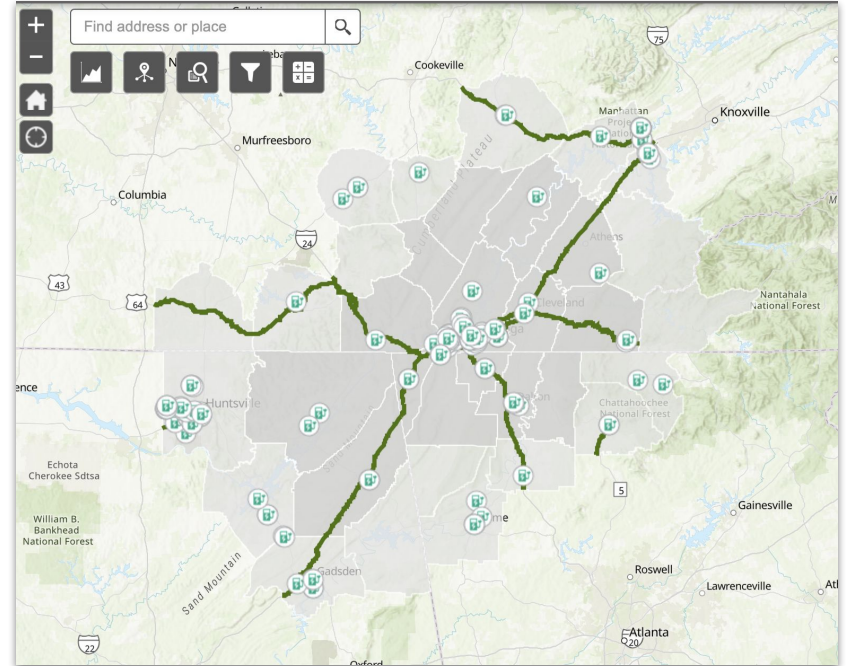
Truck Parking Availability

- Drivers cite congestion & truck parking as biggest issues
- 64 public & private truck parking facilities
- Location, phone number, parking spaces, diesel lanes, internet access, shower facilities, laundry

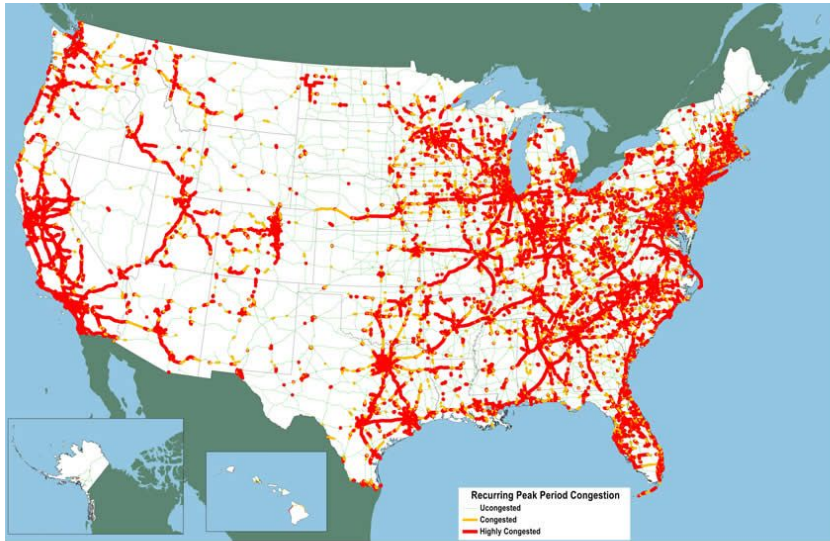


Alternative Fuel Infrastructure

- Primary consumer concerns are range of EVs and a reliable charging infrastructure
- 164 public & private electric vehicle charging stations
- Street address, access hours, type of charger, pricing



Traffic Congestion Will Continue to Increase



2045 Peak Congestion Traffic



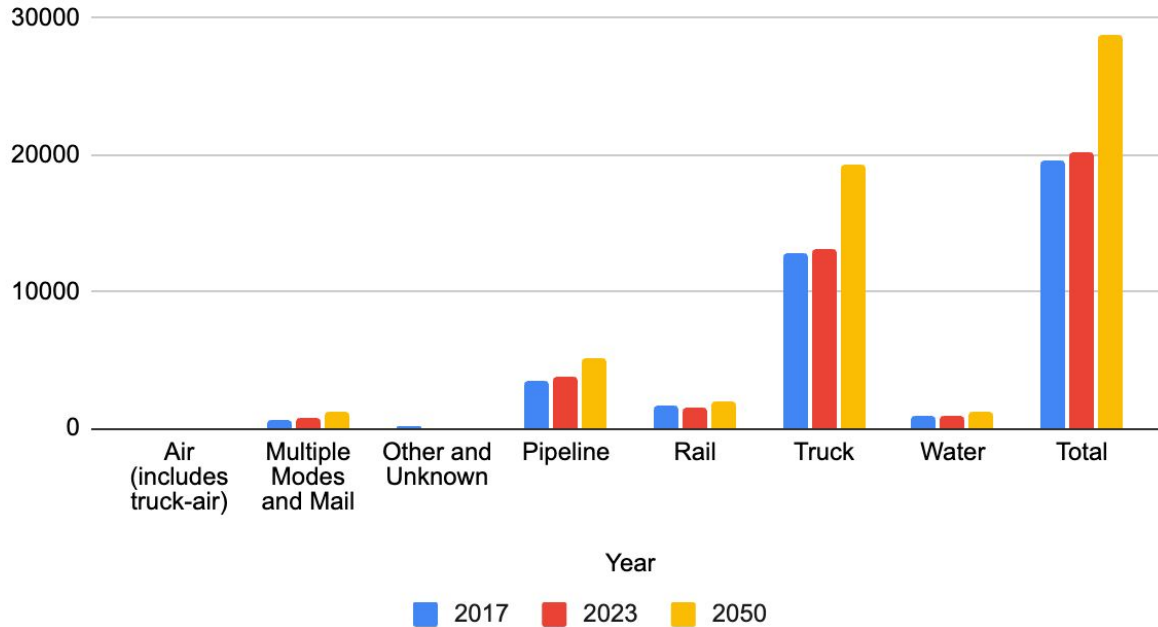
2050 Truck Volume

Source: Federal Highway Administration, FAF,



Freight Weight Will Continue to Increase in the U.S.

In Millions of Tons



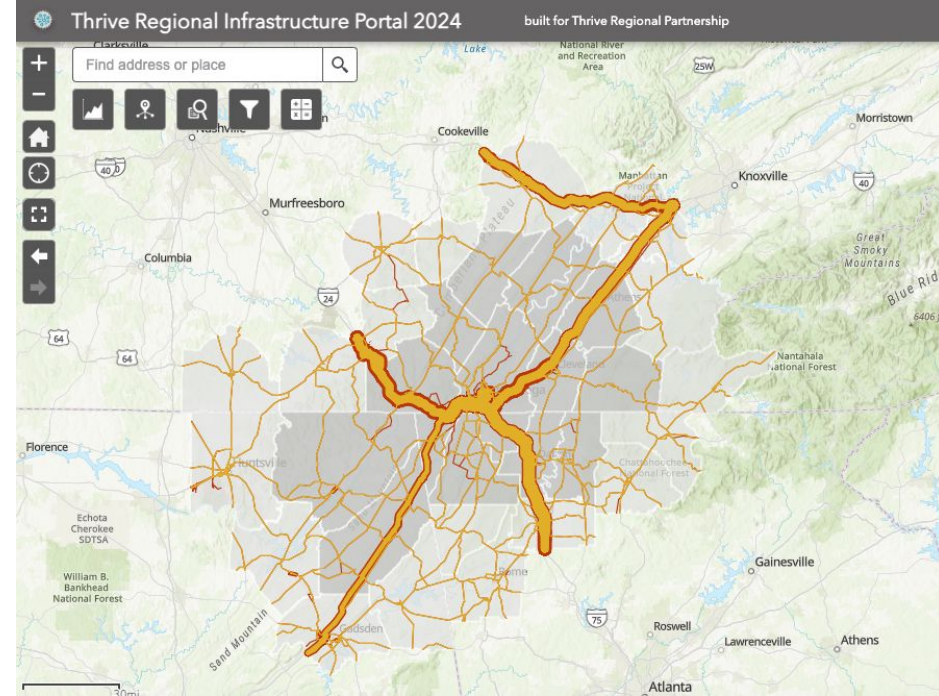
The amount of freight weight in 2023 and 2050 traveling less than 250 miles is forecasted to remain stable at 74% and 73% of the freight weight.

Source: U.S. Department of Transportation, Bureau of Transportation Statistics, *Freight Facts and Figures* (Washington, DC: 2022)., <https://data.bts.gov/stories/s/Moving-Goods-in-the-United-States/bcyt-rqmu>



Truck Traffic Continues to Grow

Comparing traffic from 2022 with 2050, our regional roads will continue to see increased usage by trucks.



Tonnage & Trips Projected to Increase

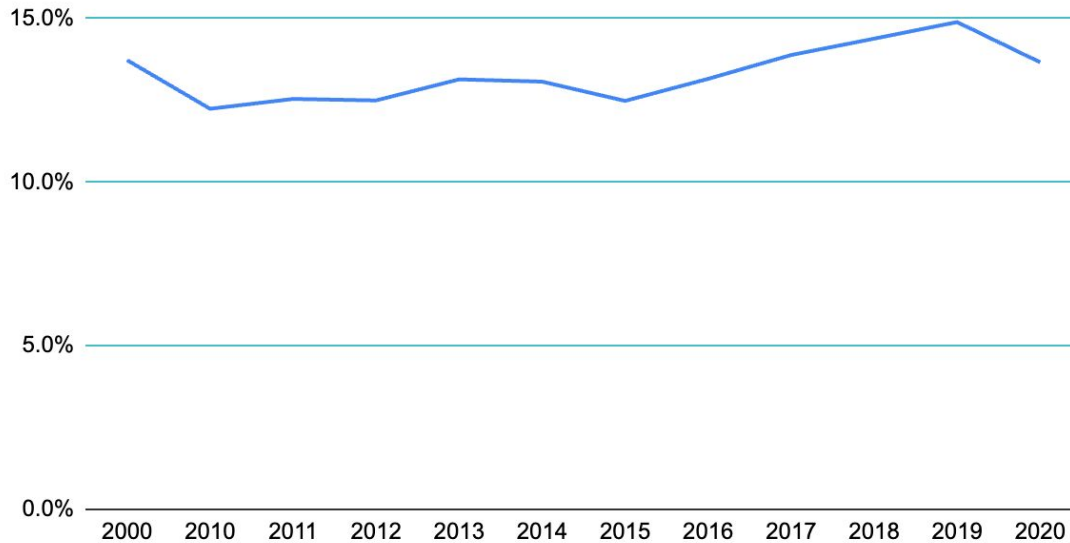
Looking to the future, when comparing 2022 to the 2050 estimates, I-24 around Moccasin Bend area will continue to grow in both daily truck trips and total tonnage.

- Tonnage will increase 78% to 69,725 KTONs
- Daily truck trips will increase 80%.



Driver Fatalities

Percent of Freight Fatalities out of Total Transportation Fatalities



Trucks account for 88.9% of freight transportation deaths and 12.8% of highway deaths in 2020. Considering truck accidents, most fatalities are passenger travel..

Chart is sourced from BTS website

Source: U.S. Department of Transportation, Bureau of Transportation Statistics, Freight Facts and Figures (Washington, DC: 2019)., <https://data.bts.gov/stories/s/Freight-Transportation-Safety/vu39-vtqh>



Safety Information

Use the Thrive Regional Infrastructure Portal (TRIP) to locate regionally safety data.

- Find out where truck accidents have happened in the last few years
- Find out where there have been fatal motor vehicle accidents



Safe Truck Parking is Needed

- A US DOT study found 98% of drivers regularly experience difficulty finding safe truck parking
- ATRI found drivers, on average, spend 56 minutes trying to find parking.
- More parking is needed nationally
- A 2025 Funding bill currently in subcommittee allocates \$200M to truck parking



Partnerships Unlock Funding Possibilities

Not only will partnerships aid with connecting organizations with like-minded opportunities, but by collaborating, partnerships can open funding opportunities.

- Facilitates quicker responses to funding opportunities
- Provides broader scope, coverage, and application
- Ability to submit a more thorough grant application
- Brings diverse perspectives and skills to funding opportunities
- Increases chances of qualifying for larger grants
- Collaborate on joint applications for shared goals
- Success in projects can lead to further funding opportunities





Partnership with Cleveland State Community College

Cleveland State Logistics & Supply Chain Management Program

- Program launched Fall 2022
- Accelerated, cohort format with in-person or online options
- Courses created using funds provided from Thrive's Program



Capstone Course & TRIP Portal

- Capstone course launches Fall of 2024
- TRIP portal will be integrated into course for student projects

“A terrific curriculum - I think this is the best blending I have ever seen, for what industry needs - analytics/math background/core skills/experiential/ SC domains, etc.”

- Georgia Tech Professor of Practice in Supply Chain Management



Working together works.

\$80K

Invested across 4 local communities engaged in building local resilience plans for environmental sustainability.

\$200k+

Estimated dollars leveraged into local communities as a result of using the TRIP data portal and research tool 1 year into its launch.

\$37.95 million

Federal dollars leveraged in the region in consumer savings across all 3 states for internet services as a part of ACP.

\$5.75 million

Attracted to the region by a national funder to protect the key landscapes identified in Thrive's Cradle of Southern Appalachia collaborative conservation blueprint.

\$550k+

in federal and private funds awarded to the region for freight analysis because of Thrive's multijurisdictional Transportation Collaborative model. No local transportation planning dollars were invested in these planning projects.

25,000+

Residents enrolled in a program that reduced their out-of-pocket costs to access the internet



Thank you!

Contact me at smillsaps@thriveregion.org.

Learn more at thriveregion.org.



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