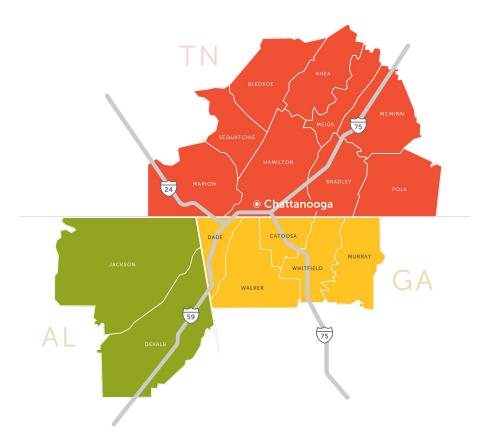


Mission

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.



Where is the Current Growth Happening?

State	2020-2024 Change	2020-2024 National Rank	Share of Growth
Georgia	467,123	4th	5.4% of national growth
Tennessee	315,403	7th	3.7% of national growth
Alabama	132,330	17th	1.5% of national growth
Tri-State Total	914,856	-	10.6% of national growth
Thrive Region	43,823	-	4.8% of Tri-State Growth

US Census Bureau - PEP Components of Change

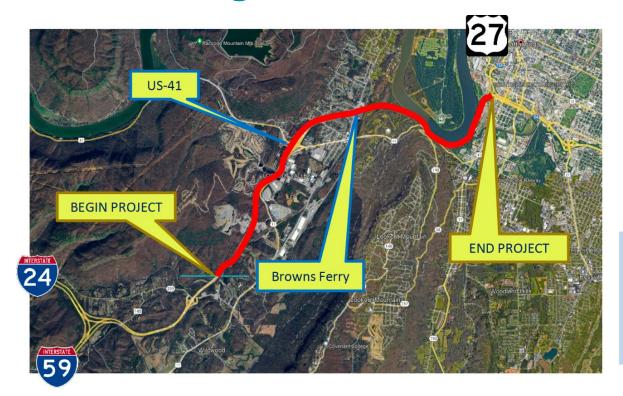


The Chattanooga Case Study



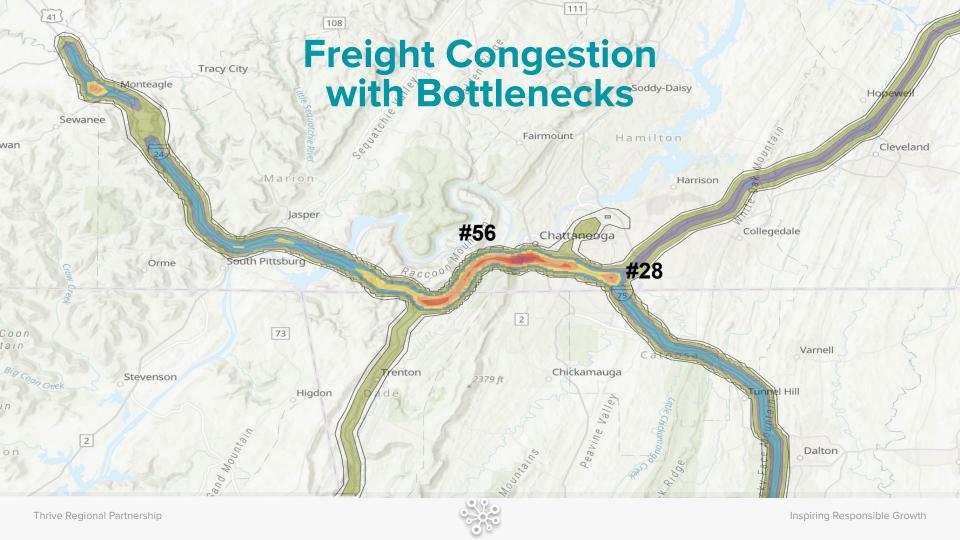
Widening Alone Won't Solve It



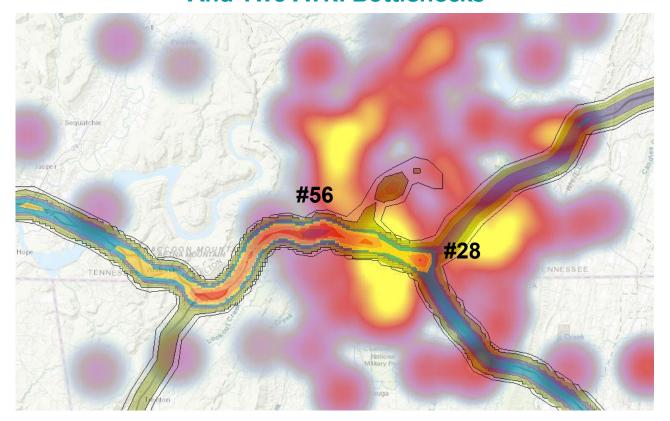




From GA State Line to US-27 Corridor
Current Phase: Preliminary Engineering
Preliminary Cost Estimate: \$246 million
Anticipated Right of Way Date: FY 26
Anticipated Letting Date: FY 27
Construction Manager/General Contractor



FAF 2022 Truck Volume Estimate with Those Who Drive Alone to Work And Two ATRI Bottlenecks



Tonnage & Trips Projected to Increase

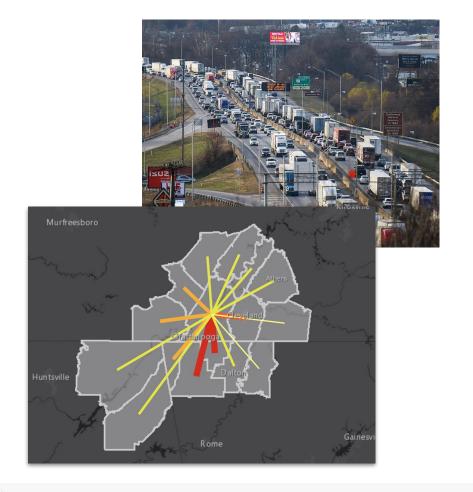
Looking to the future, when comparing 2022 to the 2050 estimates, I-24 around Moccasin Bend area will continue to grow in both daily truck trips and total tonnage.

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



Why It Matters

- Commuters: safer, shorter drives, less stress
- Businesses: reliable shipping, competitive edge
- **Communities:** cleaner air, fewer disruptions
- **Governments:** resilient infrastructure supports growth





The Vision Behind TRIP



Thrive Regional Infrastructure Portal (TRIP)

Instructional Plan Outline for TRIP Prepared by Thrive Regional Partnership

BACKGROUND

As industry in the tri-state, greater Chattanooga region continues to expand, it is imperative to address transportation and infrastructure needs.

Historically, the region has always been a major crossroads for commerce. Now, Chattanooga has elevated itself as a leader in logistical technology. As commerce builds and companies expand, the nation experiences changes in physical and digital infrastructure. Roads and interstates begin to wear and broadband becomes a complex puzzle of access and policy.

Thrive Regional Partnership convenes key stakeholders to address critical infrastructure challenges involving the movement of people, products, and data around the tri-state region.

OVERVIEW & PURPOSE

This data gateway was created by Thrive Regional Partnership in collaboration with Thrive's Freight Mobility Coalition, a cross-sector network that holds industry-related conversations across county and state boundaries in the region. The Coalition identified a need for easily accessible and visualized datasets unique to the greater Chattanooga region, which is situated at the heart of a bustling logistics corridor in the southeast United States.

The Problem TRIP Was Built To Solve

- 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.

Cross-Sector Collaboration









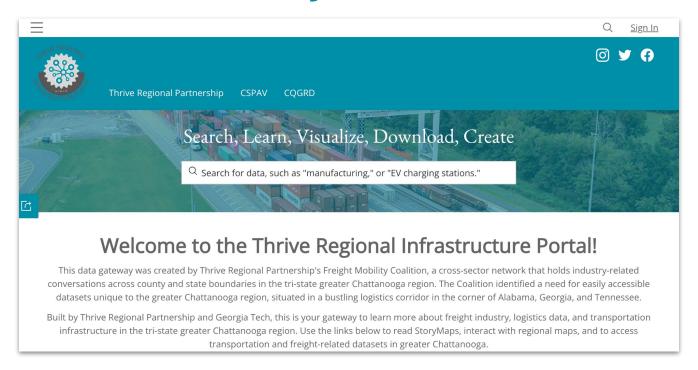








What TRIP Does Today



Implementation Lessons



Data diplomacy matters. Progress moves at the speed of trust. Focus on relationships first, technology second.



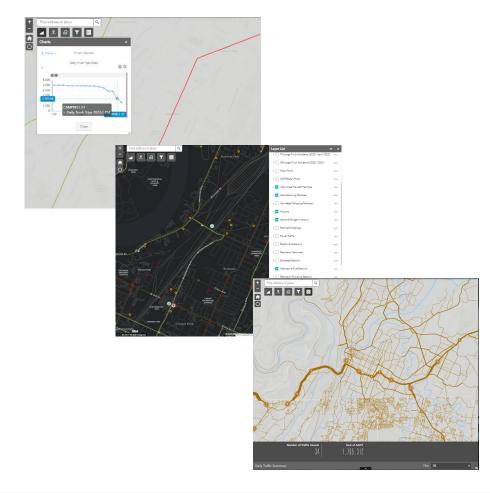
simple matters. Resist the urge to over-engineer.
Accessibility, especially for rural communities with limited capacity, is key.



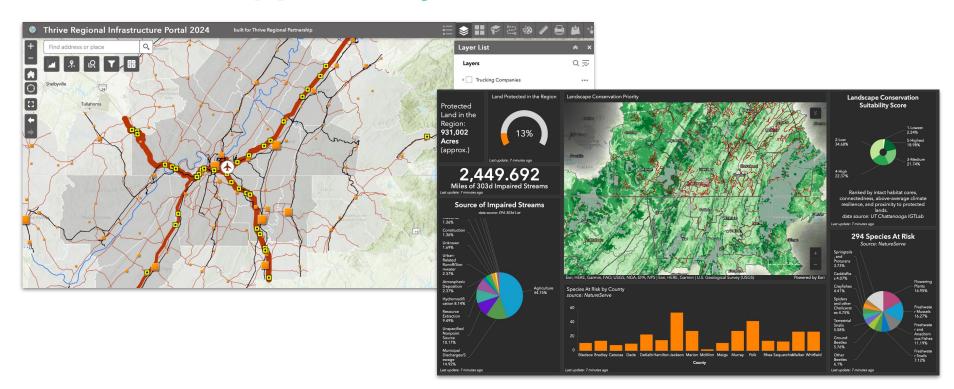
People use what helps them. When success stories emerge, share them. Adoption grows with understanding.

What's Next

- Collaborative freight mobility benchmarks
- Data updates & additions
- Build additional GIS tools
- Assist communities in identifying projects of significance



A Shared Opportunity





Thrive Regional Resource Hub

Driving Connectivity and Resilience in the Cradle of Southern Appalachia



Project purpose:

To connect local communities to a multi-state collaborative framework model, expand leadership and capacity programs, as well as data tools, that drive connectivity in transportation, broadband and environmental resilience across the Cradle of Southern Appalachia.



In partnership with the Appalachian Regional Commission (ARC), which is contributing \$2.87 million (56% of the total cost).



ARISE Programming

The Hub will play a pivotal role in driving regional economic progress through:

Connected Communities	Resilient Communities	TRIP Training	Hub Development
Enhancing	Supporting	Improving	Promoting
Workforce	Sustainable	Transportation	Regional
Development and	Economic	and Logistics	Collaboration
Economic Mobility	Growth	Infrastructure	and Innovation

Identified Outcomes



Outcome 1

Launch 10 new Resilient
Communities projects across
the region



Outcome 2

Equip up to 70 community leaders with knowledge and skills in Resiliency Planning



Outcome 3

Up to 1,500 will receive technology tools and training through the Tech Goes Home program



Outcome 4

Facilitate curriculum
exchange between regional
education partners to bolster
Logistics & Supply Chain
Management programs



Outcome 5

Distribute up to 10 Resilient
Communities Catalyst Seed
Grants and up to 70
Community Member Stipends



Outcome 6

Highlight annual community successes from each of Thrive's three collaborative programs funded by the project



Outcome 7

Provide resources, technical assistance, and industry insights to bolster community leadership and capacity across 16 counties



Outcome 8

Create 3 new, full-time
positions at Thrive and retain
2 others to expand internal
capacity and improve service
delivery

Project Partners























Thrive Regional Resource Hub

PROJECT PARTNERS

Catoosa College & Career Academy Cleveland State Community College

Dalton State College

IMPACT Learning Center

Northeast Alabama Community College

Open Space Institute

The Enterprise Center

CONTRACTORS

Georgia Institute of Technology Studio 2263

UTC IGT Lab

Total Project Cost: \$5,127,671

ARC Federal Funding: \$2,870,702

Local Match Requirement: \$2,256,969

PROJECT SUPPORTERS

Alabama Trucking Association

Bledsoe County, TN Government

Bradley County, TN Government

Catoosa College & Career Academy

Catoosa County Chamber of Commerce

Chattanooga Chamber of Commerce

Chattanooga State Community College

Chattanooga Supply Chain Association

Cleveland-Bradley Chamber of Commerce

Cleveland State Community College

Covenant Transport

Dade County, GA Government

Dalton State College

DeKalb County Commissioners

DeKalb County EDA

Dobbins Properties

EPB Chattanooga/EPB Fiber Optics

Farmers Telecommunications

Fort Payne Improvement Authority

Georgia Institute of Technology

Georgia Motor Trucking Association

Hamilton County, TN Mayor

Hamilton County, TN Board of Commissioners

HB1 Solutions

IMPACT Learning Center

Lodge Manufacturing

McKee Foods

McMinn County, TN Government

Mountain Lakes Chamber of Commerce

North Georgia Electric Membership Corporation

Northeast Alabama Community College

Northwest Georgia Regional Commission

Northwest Georgia Transportation Club

Open Space Institute

Reflection Riding

Sequatchie County Chamber of Commerce

Southeast Tennessee Development RPO

Tennessee Trucking Association

The Enterprise Center

Top of Alabama Regional Council of Governments

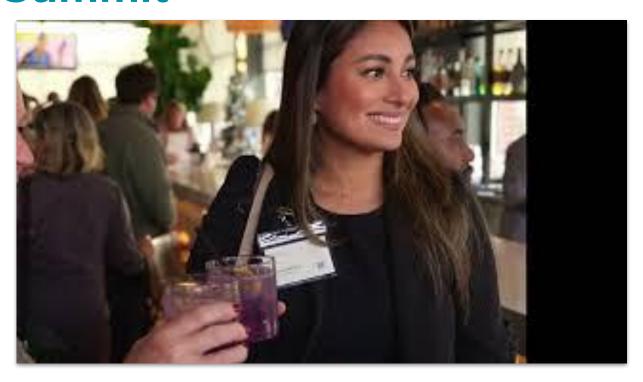
University of Tennessee at Chattanooga

Whitfield County, GA Government





You're Invited to the 2025 Tri-State Summit



Register Today!



Thank you!

Learn more at thriveregion.org

