



WHAT IS REGIONAL FREIGHT PLANNING?

What is Freight Transportation?

Freight transportation makes it possible for you to receive deliveries at home or for your neighborhood grocery to fill its shelves. Essentially, freight transportation is the movement of goods from point A to point B by air, truck, rail, water and pipeline. It links businesses with suppliers and markets throughout the nation and the world. Through freight transportation, American farms and mines reach out to customers across the continent. Domestic manufacturers can use distant sources of raw materials and other inputs and wholesalers and retailers can obtain goods through complex supply chains. (See [FHWA Freight Story 2008](#).)

What is Freight Planning?

The goal of regional planning for freight movement is to minimize the cost and improve the speed, ease and reliability of goods movement within the Atlanta region. This is done by identifying and incorporating the requirements for efficient freight transportation into the regional planning process. Close coordination with the freight community is necessary and vital to this effort.

Why is Freight Planning Important?

Over the past 25 years, freight transportation has become cheaper, contributing to enhanced productivity and economic growth. However, market forces, environmental concerns, rising fuel prices and other factors will increase the cost of moving goods in the years ahead. In addition, congestion and other issues will affect the supply chains of high-value, time-sensitive commodities. If these forces are not mitigated, the increased cost of moving freight will be felt in businesses and households alike.

Freight is transported by our region's air, rail and roadway systems, primarily the interstate highways. Travelers on the Atlanta region's interstates are aware that many trucks carry goods to locations within and outside the region. In addition, the Norfolk Southern and CSX rail lines have key hubs here that connect metro Atlanta to other major U.S. cities, as well as the ports of Savannah, Charleston and Jacksonville. These trucks travel on roadways alongside daily auto traffic.

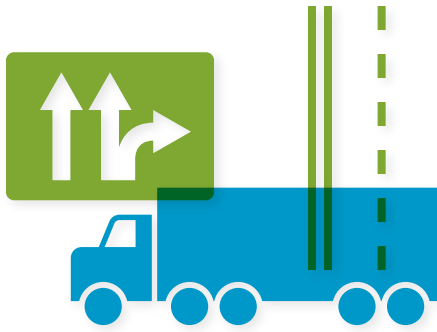
With freight volumes projected to more than double by 2030, improvements that address the presence of freight will be integral to the metro Atlanta regional transportation system.

WHAT IS PLAN 2040?

PLAN 2040 is metro Atlanta's long-range planning process for land development and transportation needs through the year 2040. It will guide growth by addressing not only land use and transportation issues, but economic, environmental, housing and human services challenges, as well.



ATLANTA REGIONAL COMMISSION



How is ARC planning for freight activities?

Working with a Freight Advisory Task Force, established as a public/private consortium of officials who represent railroads, trucking companies, airports, chambers of commerce and community improvement districts, ARC developed the *Atlanta Regional Freight Mobility Plan*. This plan recommended the following:

- Improve the condition and capacity of our roadway and rail systems.
- Help our roadways and rail systems operate more efficiently.
- Address how the private sector freight stakeholders can partner with government agencies to improve freight transport in Georgia.

Identified in the study was a comprehensive system of truck routes for the Atlanta region. In response, ARC initiated the *Atlanta Regional Strategic Truck Route Master Plan*, which is currently under development and due to be completed in April, 2010.

Two of its goals are to:

- Ensure that truck traffic is directed to roadways that can effectively accommodate truck traffic.
- Identify a Regional Strategic Truck Route Network that can direct and manage freight movement.

How can someone participate in developing Plan 2040?

Metro Atlanta residents can participate in ARC's Plan 2040 activities in several ways:

- Regularly visit the Plan 2040 Web site at www.atlantaregional.com/plan2040 for the latest information about the planning process. Check the "Get Involved" section of the site for discussions, meetings and other ways to share thoughts and ideas.
- Email comments to ARC at plan2040@atlantaregional.com
- Share ideas at ARC's group page on LENS on Atlanta at www.lensonatlanta.org
- Call ARC with comments or questions:
 - 404.463.3272
 - TTY number is 404.463.3272

Helpful links for more info

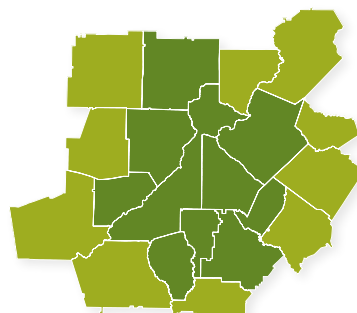
- For more information on ARC's freight planning activities, visit ARC's [Freight Mobility page](#)
- [Atlanta Regional Strategic Truck Route Master Plan](#)
- [ARC Freight Advisory Task Force](#)
- [Federal Highway Administration Freight Bottlenecks](#)
- [Federal Highway Administration Freight Planning](#)
- [Engaging the Private Sector in Freight Planning](#)

This document can be found on ARC's Web site at www.atlantaregional.com/plan2040. For assistance in viewing this document, contact plan2040@atlantaregional.com or 404.463.3272.



ATLANTA REGIONAL COMMISSION

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WHAT IS THE ATLANTA REGIONAL COMMISSION?

ARC is the regional planning and intergovernmental coordination agency for the **10-county** metropolitan area. For transportation planning, ARC's area of responsibility includes all or parts of **20 counties** and the City of Atlanta.