



Agency Outreach

1.0 Plan Advisory Committee

At the project's commencement, the Plan's Development Advisory Committee ("Advisory Committee") was formed which met monthly through the life of the study. The Advisory Committee was comprised of GDOT Office of Planning and GDOT Office of Intermodal Programs staff working in close coordination with a representative from the Governor's Office, the Center of Innovation for Logistics/Georgia Department of Economic Development, FHWA, and other agency representatives to ensure the Plan reflects a variety of different perspectives and statewide needs. The Advisory Committee was also charged with providing oversight and direction to the Plan's stakeholder outreach program. Members of the Advisory Committee were charged with keeping the GDOT Board, the Governor, and the Department of Economic Development informed of progress made on the Georgia Statewide Freight and Logistics Plan.

2.0 Stakeholder Engagement Strategy

The Stakeholder Engagement Approach was developed as a three-pronged approach that targeted:

- government agencies; quasi-public agencies (such as Georgia Ports Authority); and key legislative leaders (House & Senate Transportation Committee Chairmen),
- private freight and logistics interests, and
- the general public.

The approach to partnering closely with the private sector was central to the plan's success. It built on relationships established and grown during the Commission for a New Georgia's (CNG) Freight & Logistics Task Force. This integration of efforts over time allowed the Plan to be strategically linked with other major planning and transportation efforts at GDOT, such as the Investing in Tomorrow's Transportation Today ("IT3") initiative, the Statewide Strategic Transportation Plan and its next update, and the existing GDOT Statewide Transportation Plan and its next update.

2.1 Georgia Metropolitan Planning Organizations (MPOs)

Georgia MPOs are key partners in transportation planning and implementation of transportation projects. As such, they served an important role in the Plan's development. They provided assistance through the existing data, analysis and planning recommendations from within their respective metropolitan areas' adopted plans and policies. In addition, they served as a sounding board on Plan deliverables, as they were developed.

The GA MPO Association, which meets twice each year and brings together representatives of all the Georgia MPOs to discuss issues timely to metropolitan planning, was also used as an ongoing forum for discussion. Planning staff met with GA MPO Association in June 2010,

November 2010, and December 2011 to brief them on the status of the Plan and solicit input. This schedule meshed well with informational milestones of the Plan's technical work.

In addition to the GA MPO Association, individual one-on-one listening sessions were held with each MPO during March 2011. At these sessions, Planning staff collected data, solicited feedback, and asked about their freight and transportation policies, plans and studies that had already been developed and adopted by the MPO Policy Committees. With the metro Atlanta area, Planning staff additionally met and presented briefings on the status of the Plan to Atlanta Regional Commission committees on several occasions, including three ARC Freight Task Force Meetings, and a separate briefing of the TCC Committee as the Plan was nearing completion (November 2011). Additional presentation briefings were made to the Savannah MPO's TCC and PC Committees in February 2012