



SUMMARY OF PUBLIC INFORMATION AND STAKEHOLDER OUTREACH

CENTRAL MIDLANDS REGIONAL FREIGHT MOBILITY PLAN



DRAFT

NOVEMBER
2017

www.CentralMidlandsFreightMobility.org

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1. Introduction

This document summarizes how the Central Midlands Regional Freight Mobility Planning effort sought stakeholder input and shared information about the study with the public.

The Central Midlands Regional Freight Mobility Study followed South Carolina Department of Transportation’s Charting A Course to 2040: SC Multimodal Transportation Plan and occurred at the same time as both the Carolina Crossroads’ Environmental Impact Study process and the Columbia Corridor Management Plan. Because each of these planning efforts shared the same stakeholders, the Central Midlands Freight Mobility Study chose to focus its outreach efforts on building upon these stakeholder interactions rather than ignoring them. Stakeholder comments and priorities from these efforts as well as the input from thirteen other plans and studies were reviewed for relevant comments for this study. The Central Midlands Council of Government’s (CMCOG) Technical Advisory Committee provided input and received five updates throughout the study process. Input was also received through interviews with planning directors of the outlying counties within the study area, and 69 responses to an online survey. Information was shared with the public about the survey through a project website www.CentralMidlandsFreightMobility.org, a project Webinar, an initial Freight Mobility Council lunch, a glossy 11 in x 17 in folded Freight Movement and Economic Impact Report, as well as an Existing Conditions Memo and a Land Use, Infrastructure and Regulatory Analysis.

A summary of each of these activities are further described in the sections that follow.

2. Technical Advisory Committee

The CMCOG Technical Advisory Committee was utilized as the Coordinating Committee with study team attendance at five of their 2017 meetings. The study team’s presence at their regularly scheduled meetings enabled Technical Advisory Committee members the opportunity to oversee the overall technical elements of the Freight Plan. They reviewed and commented upon the Freight Plan’s technical memos, recommendations, and implementation. The Technical Advisory Committee consisted of representatives from the regions city and county planning staff, the regional transit provider, the South Carolina Departments of Transportation (SCDOT), and the Federal Highway Administration (FHWA). The members are listed in Table 1. The Technical Advisory Committee members attended five, in-person meetings throughout the development of the Central Midlands Regional Freight Mobility Plan and were invited to an online webinar on October 6, 2017. Table 2 outlines the Technical Advisory Committee meetings at which the Central Midlands Regional Freight Mobility Study was an agenda item and the online webinar.

Table 1.: Central Midlands Council of Government's Technical Advisory Committee

Name	Organization
Kimberly Tissot	Able SC
David Brewer	City of Columbia
John S Fellows	City of Columbia
Krista Hampton	City of Columbia
Dana R. Higgins	City of Columbia
Daphne Givens	The Comet
Michelle Ransom	The Comet
Robert A. Schneider, PhD and then Ann August	The Comet
Tim Rosebourough	Fairfield, SC
Jessica Hekter	FHWA
Yolanda Morris	FHWA
Tajsha Lashore	FTA
Holland Jay Leger	Lexington County
Wren Barrett	Lexington County
Martha Jenkins	Lexington County
Kimberly Stutts	Lexington County
Anne Peters	Newberry County
Brian Gwen	Norfolk Southern
James C. Brown	Richland County Legislative Delegation
Tracy Hegler	Richland County
Rob Perry	Richland County
Tevia Brown	SCDOT
Jim Frierson	SCDOT
Kenny Larimore	SCDOT
Jennifer Necker	SCDOT
Cathy P Rice	SCDOT
Mike Sullivan	SCDOT
Stephen Tosco	SCDOT
Rick Todd	SC Trucking Association

Table 2. : CMCOG Technical Advisory Committee Meetings

Meeting No.	Topic	Date
1	Project and Team Introduction	January 24, 2017
2	Freight Movement and Economic Impact Report	May 23, 2017
3	Existing Conditions	August 22, 2017
4	Webinar	October 6, 2017
5		October 24, 2017
6		November 22, 2017

3. Review of Relevant Plans

Stakeholder comments and priorities from these efforts as well as the input from sixteen plans and studies were reviewed for their relevance with this study. See Table 3 for a list of these studies. The public outreach efforts of each study and plan were examined to understand which stakeholders were engaged, how they were engaged, and where their recommendations intersected with freight mobility. The results of this review can be found below.

Freight Mobility needs advocates to become imbedded into comprehensive planning efforts.

The oldest plan reviewed, the Columbia Area Transportation Study 2035 Long Range Comprehensive Plan, offered the most focused recommendations about freight mobility. Coming on the heels of CMCOG's adoption of the Columbia Area Transportation Study Regional Motor Freight Transportation Plan (a.k.a. the Regional Motor Freight Study), the Columbia Area Transportation Study demonstrates how initiating freight mobility planning can influence other conversations. While the 2008 Regional Motor Freight Study does not include air and rail, it is clear its findings were incorporated into the larger transportation study because "freight carriers" were added to the complete streets concept and a Freight Stakeholder group was recommended. Unfortunately, the Freight Stakeholder group was not launched and a broader view of complete streets with freight carriers was not adopted by any other plan.

The 2007 South Carolina Priority Investment Act amended the SC Local Government Comprehensive Planning Act requires local comprehensive plans to consider transportation infrastructure and needs. Freight mobility and intermodal connections were larger components of rural county plans than urban plans.

The ULI Midlands Reality Check in 2013 added rail and air when mentioning infrastructure and transportation as one of its top three guiding principles, but did not mention motor freight.

Multiple planning efforts recognize the region's transportation network as a strength.

Fifty-four percent of survey respondents recognized that the region's transportation network was its greatest strength in a survey conducted for the 2012-2017 Comprehensive Economic Development Strategy for the Central Midlands Region. In this same survey, 65.3% percent considered access to transportation, air, highway, rail as the highest potential economic opportunity second only to the region's proximity to research university. The strategy goes on to recognize the Transportation, Distribution and Logistics (TDL) sector as vital to both the region and state's economy. Transportation and logistics was also recognized as one of five economic clusters targeted for expansion.

The Economic Development Element of the Richland County 2015 Comprehensive Plan recommends promoting the region's strategic location by positioning the County as "a transportation crossroads for highways and rail service."

Even the Fort Jackson and McEntire Joint Use Land Study notes the connection between the economies of military installations and transportation. "The Highways for National Defense program works with military installations and state departments of transportation to determine public highway infrastructure needs related to the military mission, public safety, and local economic development. The

Defense Access Road Program also contributes federal funding for public highway improvements necessitated by sudden defense-generated impacts.”

The Columbia Corridor Plan and the Carolina Crossroads Environmental Impact Statement both include the improvement of freight mobility and local mobility as goals.

The Town of Lexington notes the challenge of the intersection by three major highways: U.S. 378, U.S. 1, and S.C. 6. Being located at the intersection of these arterial roads has benefited the town by providing it with tremendous access. However, congestion on these roads has been a significant issue for many years. Another example of the challenge between through and local traffic is noted in Richland County’s Comprehensive Plan for Neighborhood Activity Centers which encourages access management techniques to consolidate methods of ingress and egress to preserve transportation system capacity must also consider the ingress and egress of delivery trucks that are not passing through.

The challenge for a region recognized for its thru freight corridors is similar to the challenges faced by the Capital City Mill District which states clearly its desire to “be a place and not a pass through.” This value of placemaking can be said for the entire midlands region. It is important to connect the value of thru traffic recognized in the state mobility plan while emphasizing the value of local truck traffic which fuels the growing local economy recognized in town and city plans.

Freight Mobility and its connection with land planning is primarily noted when there is a conflict when there is a conflict.

Community comments and recommendations for infill and greenspace development in all four counties talk about mixed use neighborhoods, retail growth, and residential growth but nothing is noted specifically about how these development patterns rely upon freight mobility and access for deliveries. This potential conflict between freight mobility and general transportation access plays out in the City of Columbia when Starbucks on Main Street receives their restocking delivery around 5 pm, a slow time for the coffee shop but a busy time for commuter traffic on the street.

Those who are keenly aware of the potential for freight mobility, such as the Rosewood area, become very focused on solutions to direct or limit freight flow. The Rosewood plan recognizes its centrality in the larger road network and having an airport, regional park, an industrial corridor, and major rail system within and adjacent to residential areas in its Rosewood Area Plan. Once noted, this plan goes on to recommend a truck route, truck route ordinance.

Other examples of freight mobility areas that become very focused on particular solutions are the neighborhoods behind the City of Columbia’s Quiet Zone Committee and the Imagine Mill District Plan. In the Whaley, Olympia, and Granby area, “Trains, Trucks, and Traffic Management” was chosen as the top priority element. Consolidating rail lines along Assembly Street was seen as the top short-term priority and a road diet on Huger Street that directs truck and game day traffic was seen as the top long-term priority.

Safety comes up in several studies especially when considering multimodal networks.

When determining intersection improvements, the Richland Penny recognizes “Truck Traffic” as the 7th of 13 priorities receiving 5% assigned value. Public Safety and Potential for Economic Development are the first two priorities with 15% and 10% values assigned. While public safety, economic development, and truck traffic can work together to prioritize the need of freight mobility, it begs the questions

whether the safety needs of freight mobility are considered with, in spite of or below the general community safety needs.

Safety for bikers and walkers is a repeated theme in area comprehensive, neighborhood, and bike/walk plans. Safety for communities living around rail lines is at the heart of the Quiet Zone and rail lines through neighborhood discussions and considerations when reviewing truck stops or overnight facilities. The Walk Bike Columbia Plan recommends community education and public service announcement spotlighting awareness and traffic safety in much the same way Carolina Crossroad stakeholders and feedback from the SC State Multimodal Plan talk about the need to educate drivers about freight carrier needs and safe driving.

While designating truck routes is a minimal cost, designing the truck routes to truly serve local and thru truck traffic to safely and efficiently manage a multimodal system is much more expensive, especially when there is a commitment to pedestrian and cyclist networks.

The *Columbia Area Transportation Study 2035 Long Range Comprehensive Plan – 2008* addresses this safety connection in several points in a statement about the connection between road improvements and service: “Improvements to the major road network benefit automobile travelers, these improvements can also result in better service for transit users, pedestrians, bicyclists and motor freight haulers.” The study notes statistics on truck related crashes and high-risk corridors especially in Lexington County and then recommends eight objectives and strategies:

- Create Design Standards for Freight Infrastructure (Short-term) - Officially recognized infrastructure and operational design guidelines implemented by all jurisdictional bodies within the region are a fundamental element of effective metropolitan freight and goods movement planning.
- Prepare and adopt Regional Truck Route Plan (Short-term) – great data in this section;
- Improve Signage and Signalization along Key truck routes (Medium-term);
- Support Regional Economic Development (Short-term);
- Work with governments and the private sector to mitigate crossings including reducing the number of downtown at-grade crossings (Long-term);
- Begin to integrate ITS application along freight corridors (Long-term);
- Improve Data Collection between Agencies and Private Sector (Medium-term);
- Establish Advisory Group to Retrieve Input on Freight issues – recommended members could include: South Carolina Trucking Association, Economic Development Agencies (Fairfield, Newberry, Richland and Lexington), South Carolina Manufactures Association; and Select citizens throughout the region. - This group can serve as a subcommittee to the Technical Committee. The main goal would be to review future transportation plans, and provide input and recommendations that are focused on improving freight needs in the region. This group can also begin to enhance economic development opportunity around the region.

Utilizing rail lines for commuter rail to reduce road congestion is connected by outer lying counties.

As noted in the Calhoun County Comprehensive Plan, outer lying communities, have a large number of single occupancy drivers commuting more than 30 minutes to and from work. Un-used and under-used rail lines look like opportunities to create a commuter rail transportation alternative. The interest and energy for commuter rail was not just seen in the Alternative Analysis, it was also mentioned as an option for residents of Kershaw County commuting into Columbia or around the state.

Coordinating with rail was a recommendation in general and specifically for regional commuter rail in the 2035 Long Range Comprehensive Plan created in 2008 and remains an opportunity and challenge as seen in the notes from the Capital City Mill Plan.

The rail companies may be willing to work with communities on quiet zones, consolidation, and even passenger rail, if the communities are willing to pay the costs associated with safety and land acquisition necessary to make the changes.

Air freight is only mentioned in the ULI Reality Check.

As noted before, the ULI Midlands Reality Check includes air in its Infrastructure and Transportation guiding principle. The 2012-2017 Comprehensive Economic Development Strategy recognizes air-freight in two clusters. The Distribution cluster includes wholesale trade, trucking, rail transportation, air-freight, couriers, messengers and delivery services, postage services and warehouse and storage. The Transportation and Logistics cluster includes trucking, rail transportation, air freight, couriers, messengers, and delivery services, postal services, warehousing and storage, school and charter buses, pipeline transportation, and scenic and sightseeing transportation.

The same study goes on to note that more than 70% of the population and employment centers within the U.S. can be accessed via road transport within 24 hours from the Columbia Metropolitan airport. The Rosewood neighborhood plan promotes its access to the airport, but beyond these mentions there is not much talk about air.

The need to work together comes up several times.

The priority Decision Tree activity for the Columbia Corridor Management Plan showed that Cost and Politics are the two biggest barriers to improving mobility in the Columbia region.

The Richland County 2015 Comprehensive Plan noted the need to “increase communication between SCDOT and Transportation Departments and Economic Development Office” in its economic development element.

The Joint Land Use Study states “broader transportation studies and initiatives should also stress efforts to coordinate with military needs and operations.”

In a call for partnerships, Walk Bike Columbia notes: “there is a lack of coordination among departments and agencies, both at the city level as well as between the City and regional and state agencies.”

The 2035 Long Range Comprehensive Plan encourages all jurisdictional bodies within the region to work together to develop, officially recognize, and implement infrastructure and operational design guidelines as a fundamental element of effective metropolitan freight and goods movement planning.

Table 3: Plans and Studies Reviewed

Plan Name	
1.	<p><u>Columbia Area Transportation Study 2035 Long Range Comprehensive Plan</u> Completed in 2008, the Columbia Area Transportation Study's 2035 Long Range Comprehensive Plan is one of the older studies considered for this study, but because it builds upon the Columbia Area Transportation Study Regional Motor Freight Transportation Plan adopted in 2008, it offers some valuable recommendations to implement.</p>
2.	<p><u>Charting A Course to 2040: SC State Multimodal Transportation Plan</u> In this update of the South Carolina Multimodal Transportation Plan (MTP), the South Carolina Department of Transportation (SCDOT) partnered with the South Carolina Department of Commerce, the South Carolina State Ports Authority, the Federal Highway Administration, the Federal Transit Administration, and other key stakeholders to reflect the latest information on travel and growth trends, goals and objectives, infrastructure conditions, future deficiencies, and estimated funding. The SCDOT Commission adopted the MTP in December 2014.</p>
3.	<p><u>Carolina Crossroads</u> In the preparation of the Environmental Impact Statement (EIS) for the I-20/26/126 corridor, the South Carolina Department of Transportation (SCDOT) in cooperation with the Federal Highway Administration (FHWA) is promoting informed decision making to development a transportation solution(s) which improves mobility and enhances traffic operations by reducing existing traffic congestion, while accommodating future traffic needs (through the year 2040).</p>
4.	<p><u>Columbia Corridor Management Plan</u> The Columbia Corridor Management Plan consist of 83 miles of interstate and freeway facilities along the following sections:I-20 from Longs Pond Road (Exit 51) to Clemson Road (Exit 80), I-26 from Peak Exit (Exit 97) to US 21/321 (Exit 119), I-77 from I-26 to Killian Road (Exit 22), I-126 for the entire length, and SC 277 from I-77 to Bull Street (US 76). While the typical transportation study evaluates just the infrastructure components, this study will also include strategies to lessen the travel demand or to shift the demand from the peak periods.</p>
5.	<p><u>Richland County 2015 Comprehensive Plan</u> The 2015 Richland County Comprehensive Plan is organized into nine elements: Population, Housing, Cultural Resources, Natural Resources, Economic Development, Transportation, Priority Investment, Community Facilities and Land Use. Each element includes an inventory of existing conditions, statement of needs and goals of the community, and implementation strategies to achieve these goals. The overall intent of the plan is to identify expected development patterns and to guide and facilitate growth in a manner that is respectful of the County's natural and cultural resources.</p>
6.	<p><u>Plan Columbia 2015</u> This plan, adopted in 2015, in an update to the future land use chapter of the city's comprehensive plan, The Columbia Plan. City planning staff completed the update with the assistance of planning consultants as a preliminary step towards adopting new land development regulations and to bring greater clarity to the city's vision for the future. The City is now updating its zoning regulations to reflect their adopted plan.</p>
7.	<p><u>2012-2017 Comprehensive Economic Development Strategy for the Central Midlands Region</u> This Comprehensive Economic Development Strategy (CEDS) was designed to bring together the public and private sectors in the creation of an economic roadmap to diversify and strengthen regional economies. This CEDS analyzes the regional economy and serves as a guide for establishing regional goals and objectives, developing and implementing a regional plan of action, and identifying investment priorities and funding sources.</p>
8.	<p><u>2014 Calhoun County, SC Comprehensive Plan</u> Calhoun County's comprehensive plan outlines general policies, goals, and objectives which are intended as a guideline for developing policies. After the 2007 South Carolina Priority Investment Act amended the SC Local Government Comprehensive Planning Act requiring local comprehensive plans to also include priority investments as well as consideration of transportation infrastructure and needs.</p>

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Plan Name	
9	<p><u>2006-2016 Comprehensive Plan for Kershaw County, South Carolina – Five Year Review</u></p> <p>Kershaw County’s comprehensive plan outlines general policies, goals, and objectives, which are intended as a guideline for developing policies. After the 2007 South Carolina Priority Investment Act amended the SC Local Government Comprehensive Planning Act requiring local comprehensive plans to also include priority investments as well as consideration of transportation infrastructure and needs. This five-year review determines “whether changes in the amount, kind, or direction of development of the area or other reasons make it desirable to make additions or amendments to The Plan.”</p>
10.	<p><u>Fort Jackson/McEntire Joint Land Use Study Implementation Final Plan</u></p> <p>This Joint Land Use Study (JLUS) is a cooperative planning effort between the military and the communities of the region to examine both the way that Fort Jackson/McCrady and McEntire operate and the way that nearby communities are growing. The study’s purpose is to ensure military missions continue without degrading the safety, and quality of life in surrounding communities, while also accommodating local economic development.</p>
11.	<p><u>Planning Elgin: 2012</u></p> <p>The town of Elgin, SC’s 2012 comprehensive plan offers a community profile of the built environment to understand where the town was at 2012, and then looks at trends and probable scenarios about where the town could go. The final comprehensive plan examines population trends, housing trends, economic opportunities, natural resources, cultural resources, community facilities, transportation, land use, and priority investments.</p>
12.	<p><u>Rosewood Plan: A Corridor & Neighborhood Plan (May 2012)</u></p> <p>The Rosewood Plan – A Corridor and Neighborhood Plan was prepared to guide the future growth and development of the Rosewood corridor and neighborhood. It was developed through a cooperative planning effort between the Rosewood Community Council, Edisto Court Community, Central Rosewood Neighborhood, and South Kilbourne Neighborhood.</p>
13.	<p><u>Imagine Mill District: Whaley, Olympia, Granby (ongoing)</u></p> <p>The Capital City Mill District study area is defined by the original mill neighborhoods of Granby, Whaley and Olympia. In an effort to finely tune a vision for the Capital City Mill District, the goals of this plan are to protect and enhance the physical, cultural and historical fabric of the District; promote the spirit of community; promote accessible, safe and enjoyable travel of all types; preserve the authenticity and integrity of the Mill vernacular architecture and community design; establish a community framework that will guide development by engaging those who live, work and invest in the Mill District.</p>
14.	<p><u>Newberry-Columbia Alternative Analysis (2014)</u></p> <p>The Newberry-Columbia Alternatives Analysis evaluates enhanced transit improvements in the Newberry-Columbia corridor, which passes through Richland, Lexington, and Newberry Counties. The Newberry-Columbia corridor is centered on the CSX rail line, traveling through the towns of Prosperity, Little Mountain, Chapin, and Irmo along a 40-mile alignment between its termini in the downtown areas of the cities of Newberry and Columbia.</p>
15.	<p><u>Walk Bike Columbia (2014)</u></p> <p>The Central Midlands Council of Governments partnered with the City to develop this Pedestrian and Bicycle Master Plan and Bike Share Plan, From May 2014 through April 2015, this study recommended a network of complete streets for the City of Columbia, as well as biking and walking related programs and policies.</p>
16.	<p><u>Cayce, West Columbia & Springdale Bike and Pedestrian Master Plan (ongoing)</u></p> <p>The City of Cayce, in partnership with the Central Midlands Council of Governments, City of West Columbia, and Town of Springdale is undertaking a bicycle and pedestrian planning process. Called the West Metro Bike and Pedestrian Master Plan, the Cities will develop a comprehensive plan for the future of pedestrian transportation. Simultaneously, the Cities are also performing a Bike Share Feasibility Study to determine the viability of a bike share system.</p>

4. Online Survey

A web-based survey was conducted in October and November using SuveyGizmo® to solicit public feedback. The survey included questions designed to understand the public's interactions with the freight mobility community and the priority needs for the community. A total of sixty-seven responses were received. The vast majority of survey respondents, 71.6% came from Richland County, which could be because the City of Columbia posted the survey link on their website. Lexington County had 16 respondents or 23.9%. One person surveyed was from Newberry County and two respondents did not live in the Central Midlands Region.

More than half of those surveyed live within ¼ mile from a major road/highway, airport, or rail line. Just over a third noted their home receives more than three packages a week and 19.4% of survey respondents noted they work in the transportation and logistics industry. Only 7.2% of those surveyed said their business depends upon freight mobility to distribute their material or products, but 20.9% indicated that their business depends upon freight mobility to deliver materials or products.

Community interactions with road, capacity or room for the movement of freight along interstate routes, and geometrics, or design for roadways were recognized as the top three key issues for the movement of freight through the Central Midlands region by more than 43.3% of all survey respondents. Community interaction with rail was a top issue for 26.9% of respondents.

When asked about safety concerns, conflicts between local traffic and through traffic (68.7%) and railroad crossings (59.7) stood out above other issues. Roads with steep grades, tight turning radius, or low bridge clearance were seen as a top-three priority by just over a quarter of all respondents (26.9%) while emissions from highway was a priority by just over a fifth of all respondents (20.9%). First mile, last mile issues for trucks (access at pick up or drop off points) were seen as a top issue by 20.9% of survey respondents. Lack of truck parking, lack of delivery zones, spills from trucks, spills from railcars, noise from railroad, and clear signage and wayfinding were considered to be one of the top three priorities by 10.4% to 17.9% of respondents.

Ninety-two and a half percent of all respondents believed the I-26/I-20/I-126 Intersection also known as Malfunction Junction or Carolina Crossroads should be the biggest priority bottleneck. I-26 North of Columbia was seen as a priority by 4.5% of those surveyed and only three percent designated I-20 through the North side of Columbia as the top priority.

When asked if there were other bottlenecks within the highway or major road network that we need to consider, the word cloud of responses highlighted 26, 77, street, downtown, roads, exit, lanes, 20 and 277. The majority of answers to this question were very specific and offered valuable insight about sections of roadway and specific intersections.

While there was less consensus when respondents were asked about which practices would be the most impactful to enhance the movement of freight within the Central Midlands region with none of the choices recognized by more than 50% of respondents, the top three responses were both development related. Encouraging development along freight network corridors as opposed to developing where freight networks do not currently exist was considered to be impactful by 41.8% of respondents, encouraging re-use and infill of land parcels which have been used for freight or industrial uses in the

past was seen as impactful by 35.8% of respondents, and streamlining project planning, review, and permitting and work to improve coordination between public and private sectors was seen as impactful by 32.8% of respondents. Completing rail crossing improvements which may include or result in quiet zones were seen as impactful by 31.3% of respondents, and 26.9% of respondents recommended the use of Intelligent Transportation Systems to provide updated travel information for rail lines and roadways.

When asked about the value of freight moving in and through the Central Midlands region in 2012, respondents provided a variety of answers. While 32.3% of respondents correctly answered \$145.7 Billion, 63.1% of respondents underestimated the value of freight in the region.

5. Website

A comprehensive website was developed on a Wordpress platform with the address of www.CentralMidlandsFreightMobility.org. The website was established May 11, 2017 under a two year contract with GoDaddy.com. It offers six main pages including a home page.

The Home page provides a short overview and introduction to Freight Mobility by truck, air, and rail. *What We Learned* provides the data and charts from the Freight Movement and Economic Impacts report as well as a copy of that report, the Existing Conditions Memo, the Land Use, Infrastructure and Regulatory Analysis, and _____. About CMCOG offers general information about the Central Midlands Council of Governments. The Study Process Page includes links to all of the Technical Committee presentations as well as link to all of the relevant plans and studies considered by the study team for this project. The Recommendations page offers a link to the Best Practices Memo and identifies nine recommendations the CMCOG region can consider. Finally, the Contact Us page includes a comment form to share comments with Reginald Simmons, Transportation Director at the Central Midlands Council of Governments.

6. Freight Mobility Advocates

In response to the recommendation originally recognized in the Columbia Area Transportation Study's 2035 Long Range Comprehensive Plan, a Freight Mobility group of advisors or advocates were invited for lunch on October 24, 2017 in the board room of the Columbia Chamber of Commerce. This small group discussion offered the opportunity to share information about the Freight Mobility Plan, gather feedback, and most importantly to encourage these leaders to examine the benefits of meeting on a regular basis. When asked about the freight mobility investment priorities for the Central Midlands Region, the responses focused on just-in-time deliveries, level of service on local roads, logistics, and the movement of people.

Follow up after the meeting researched other cities in South Carolina as well as the Charlotte-Mecklenburg and Nashville regions to learn how they encourage feedback from and conversations among freight mobility advocates.

Research of other cities demonstrated the Central Midlands Freight Mobility community could organize itself several ways. Charleston Motor Carriers Association offers monthly social gatherings and scholarship opportunities in the Charleston region. Charlotte and Nashville both have established Advisory Committees within their Council of Governments organizations. Mobility is being tackled as a community wide focus issue in the Greenville area with Ten at the Top’s Connecting Our Future effort. With offices and activities within the Central Midlands, statewide organizations such as the SC Council on Competiveness’ Logistics Partners, SC Fix Our Roads, and the SC Trucking Association offer opportunities for more Central Midlands freight mobility partners to join their efforts, speak up, and participate.

To keep momentum going, a second meeting of Central Midlands Freight Mobility advocates has been scheduled to release the plan and address one of its recommendations in early 2018.

Table 4: Freight Mobility Lunch Guests

Name	Organization
Cliff Bourke	Southeast Freight Lines
Johnny Burg	Southern Glazers Wine and Spirits
Jeremy Goodwin	CR Jackson
John Fellows	City of Columbia
Andrew Peach	Columbiana Mall
Stephen Gaither	Fairfield County
Councilman Julian Burns	Kershaw County Council
Pat Black	Calhoun County Economic Development
Meghan Hickman or Will Schenk	Engenuity SC
Col. Mark Shade	Fort Jackson Deputy Commanding Officer
Susan McPherson	Columbia Chamber of Commerce
Derrick Greene	LOVE’s Gas Station
Rick Todd	SC Trucking Association
Brian Gwin	NS Corp
Dan Mann or Anthony Gilmer	Columbia Metropolitan Airport
Doug Frate	SCDOT Intermodal & Freight Programs
Diane Lackey	SCDOT Multimodal Planning
Richard Wyatt	SCDOT Rail Programs

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7. How Stakeholder Feedback was Utilized

The feedback gathered from the CMCOG Technical Advisory Committee meetings, the webinar, and online survey guided and helped refine the Freight Plan. Stakeholder feedback included input on goals, objectives, and performance measures; identification and confirmation of freight needs, issues, and bottlenecks; and prioritizing recommendations. Stakeholder feedback coupled with data analysis ensures the Freight Plan meets the needs of the region to improve freight mobility.

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DEVELOPED BY

**CDM
Smith.**