

METHODOLOGY AND APPROACH

The following pages outline the tasks our Croy team will perform, in collaboration with Powder Springs staff, to develop an implementable truck routing plan that not only benefits residents by providing a safer transportation system, but also contributes to the growing vitality of the City's downtown.

TASK 1: PROJECT MANAGEMENT

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The project management process is important to delivering an implementable truck routing plan. Therefore, our Croy team will develop a **Project Management Plan (PMP)**, with regular communication with a **Project Management Team (PMT)** as the primary element. The PMT will consist of the City of Powder Springs' Project Manager (PM) from the Public Works Department, other appropriate City departments (such as Community Development and Police), as well as select members of our Croy team.

Our experience is that monthly meetings allow time for discussion about progress and projections of what will be accomplished, collaboration on upcoming public engagements, and review of the schedule of deliverables. These collaborative efforts will begin with a kick-off meeting to strategize on the process, followed by regularly scheduled PMT meetings. Once a set date and time are agreed upon, our Croy team will conduct the meetings either virtually or in-person depending on the City's preference. With several of Croy's senior staff having worked in the public sector, we understand the need for the consultant team to be flexible. Consequently, if additional meetings need to be held, our team can easily accommodate changes.

In addition, a set meeting agenda will contribute to effective utilization of everyone's time. Consequently, one will be developed and submitted prior to each PMT meeting. Upon conclusion of the meeting, within three business days, a summary will be shared to provide clear understanding of the discussion items and tasks to be accomplished.

Regarding specific information on budget and schedule, Croy will submit a monthly invoice that identifies current expenditures and the remaining contract amount. With this information, a status letter will be also submitted that communicates the tasks that were accomplished.

Finally, an important role the PMT will play is to develop a **project mission statement**. The elements of this statement will guide the preparation of the analyses and recommendations to achieve the overarching goal of the plan. As recommendations are being finalized, the mission statement will be reviewed compared to the anticipated outcomes to meet the objectives of the truck routing plan.

DELIVERABLES

- ✓ Project Management Plan (PMP)
- ✓ Kick-off meeting, including agenda and summary
- ✓ Four monthly PMT meetings, including agendas and summaries
- ✓ Monthly status reports with invoices
- ✓ Project mission statement



2 TASK 2: PUBLIC ENGAGEMENT

Our Croy team’s perspective regarding public engagement is that communication is a two-way street: not only does information need to be disseminated to citizens to foster their understanding of the goals of the truck routing plan, but for them to also educate our project team on any challenges and concerns. Consequently, our team’s **public involvement efforts are focused on educating, engaging, and envisioning**. This not only promotes transparency in information sharing, but it also assists in building positive energy around the project.

Early in this project process, our team will work to develop a **Public Engagement Plan**. This will outline a schedule and overview of initiatives, including various public meeting opportunities, presentations and interviews with City Council members and stakeholders, as well as digital engagement strategies.

PUBLIC MEETINGS AND STAKEHOLDER OUTREACH

The RFP identifies that one public meeting should be held. Leveraging a comprehensive and collaborative effort by coordinating with the City’s Communications Office, this public meeting can be held at a suitable and convenient location, such as the Patricia C. Vaughn Cultural Arts Center. The purpose and format of the public meeting will be to help residents understand the vision and goals for the truck routing plan, as well as possible solutions. Our team will host this meeting after the initial data collection and identification of existing conditions stage, and in coordination with development of draft concepts.

Understanding citizen’s issues and incorporating their input is important to developing the truck routing plan. Equally important is input from the City Council because they are ultimately responsible for the truck route program. Therefore, our team will make presentations at two City Council Work Sessions, and will lean on input from the PMT as to the timing of these meetings and information to share. An additional effort that will also contribute to setting objectives and guiding the plan’s development is direct input from the City Council.

An additional effort that can be used to garner input will be to conduct interviews with stake holders; this would be representatives from trucking firms as well as impacted city businesses and citizens. Participants will be identified in coordination with the PMT. These interviews will not be conducted until receiving authorization from the City.



DIGITAL ENGAGEMENT

Even with the return of face-to-face public engagement outreach in the post Covid-19 era, there is still a vital role to be played through digital outreach. The following information describes how digital platforms will be used to maximize public involvement.

Website Outreach – Our Croy team will create and maintain, or assist the City in maintaining, a visually appealing website (or page on the City’s main website), including design and content. This will serve as a hub for all information, project documentation, findings, and schedules. The site will incorporate interactive maps, enabling site visitors to view specific information and recommendations. The site will be regularly updated with the latest details on the project’s progress, so the public remains informed.

Online Surveys – These surveys will be disseminated electronically to capture targeted feedback from the overall community. Online integrative platforms, such as SurveyMonkey, Wikimapping, and Social Pinpoint, may be used for this effort.

Media Outreach – Our Croy team will coordinate with the City’s Communications Department to develop opportunities to attract earned media through press releases, media advisories, and social media posts that will be prepared for City approval and dissemination.

DELIVERABLES

- ✓ Public Engagement Plan
- ✓ Website and social media content
- ✓ Summary of public engagement activities
- ✓

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TASK 3: EXISTING CONDITIONS ANALYSIS

A rigorous understanding of the existing conditions creates the foundation for developing and analyzing recommendations to prepare the truck routing plan. To the extent that data is available, it will be used to quantify the system characteristics that will be impacted. The following are the datasets that will be collected:

- Traffic counts
- Traffic control devices
- Crash data with emphasis on trucks
- Roadways characteristics and classification
- Land use data and socio-economic characteristics

After a thorough compilation and review of the data, additional information may need to be collected. The PMT will be consulted, and decisions made if additional available funds should be expended to collect this additional data.

In addition, **GIS files will be organized and shared** along with all deliverables to support our team’s detailed planning efforts for the current truck route recommendations and future studies. Our project team will work with the City of Powder Springs to best organize the geographical data in a way that can be utilized for current and future projects. If desired, interactive GIS mapping and interfaces will be developed to help stakeholders and City residents further engage in the study.

A concurrent effort will be to perform a **peer review of two similar-sized cities** that have local ordinances addressing truck routes. Identifying best practices will assist our team and Powder Springs’ staff in making decisions that can be effectively implemented for the administrative processes for operating the potential truck route ordinance. However, this effort will only identify best practices and recommendations, not develop a draft ordinance, as we anticipate that will be the responsibility of the City’s legal counsel.

DELIVERABLES

- ✓ Existing Conditions Report with GIS files
- ✓ Peer review white paper

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TASK 4: ANALYSIS AND RECOMMENDATIONS

The truck routing plan will not only directly impact the City of Powder Springs, but neighboring jurisdictions and agencies as well. Consequently, to capture input from these organizations, in addition to the PMT, Croy will form a **Technical Committee** (TC). The TC will be comprised of representation from the Cobb County Department of Transportation (Cobb DOT), the Georgia Department of Transportation (GDOT), and the Atlanta Regional Commission (ARC). Other appropriate groups as identified by the PMT will also be included. Impacts to non-City roadways, operations of traffic signals and potential ITS elements, and external funding are important to be considered as the routing plan is developed. Through these groups consistent involvement, we will be able to more effectively identify and eliminate unforeseen hurdles when the City is prepared to expend resources to put the plan into operation.

Our team understands that once the trucks routes are decided, those designated roadways will begin to experience the impacts of heavy truck traffic. Selection of these routes needs to be based on a quantifiable process that compares the impacts to the composition of the routes. Components of the system to be included in our team’s evaluation will be those quantified through the existing conditions analysis. A **route scoring methodology** will be developed and vetted with the PMT. The scoring of the routes will be the basis for recommending the truck routes and preparing the plan.

The truck routing plan recommendations will be more inclusive than simply a designation of the streets that trucks must use; there are several elements that will comprise the program. One element is physical improvements that may need to be made to accommodate truck operations, particularly their turning maneuvers. Another element is the available right-of-way for the deployment of traffic control devices, which are expected to be static signage, as well as electronic devices.

The culmination of the truck routing plan will be a **final Truck Traffic Routing Plan report** that will identify a schedule for implementation and a cost estimate for infrastructure needed to improve the truck conditions negatively impacting Powder Springs.



DELIVERABLES

- ✓ Truck Traffic Routing Plan - Final Report
- ✓ GIS files

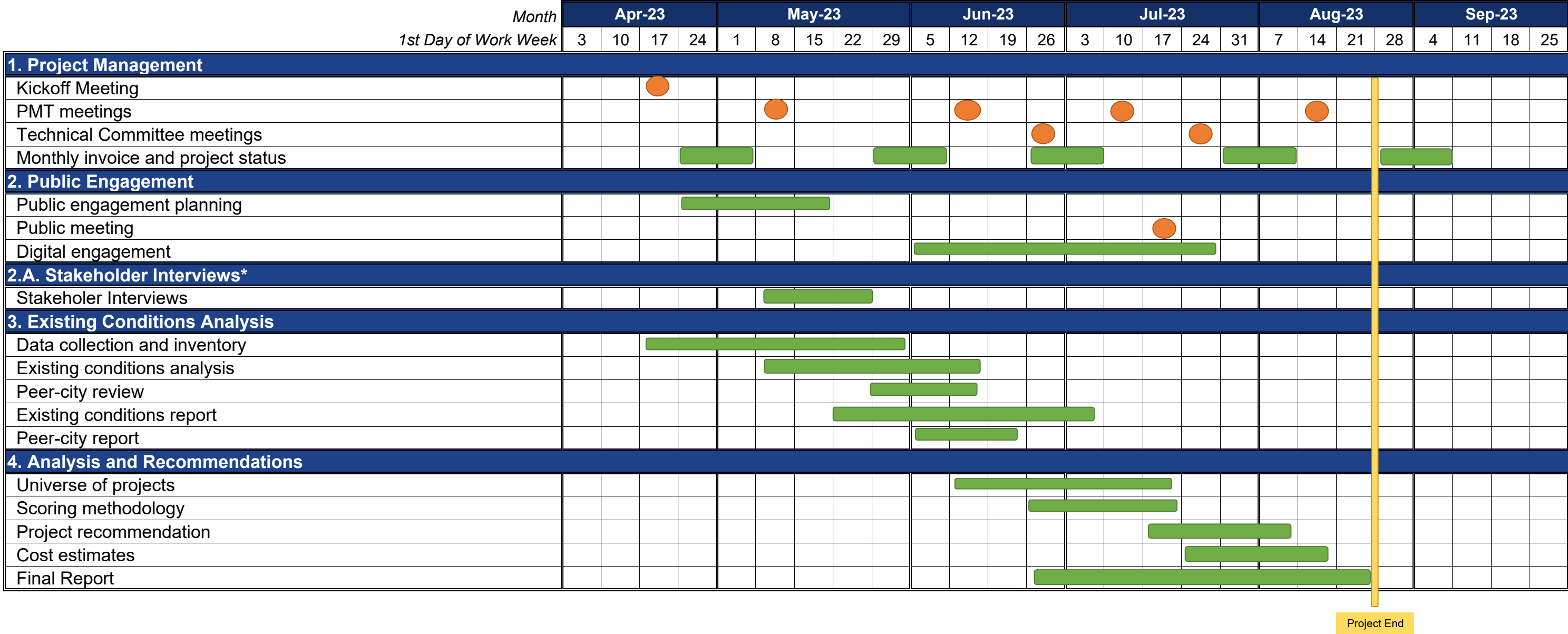
TRUCK ROUTING PLAN RFP No. 23-005
FEES

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| Task 1 | Project Management | \$ 7,517.50 |
| Task 2 | Public Engagement | \$ 8,880.00 |
| Task 2A ¹ | Stakeholder Interview | \$ 1,980.00 |
| Task 3 | Existing Conditions Analysis | \$20,490.00 |
| Task 4 | Analysis and Recommendations | \$18,600.00 |
| TOTAL | | \$57,467.50 |

Note 1: Task 2A Stakeholder Interviews will not be conducted until approval is received from Powder Springs.

RFQ 23-005 TRUCK TRAFFIC ROUTING PLAN

Project Schedule



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