

AT THE INTERSECTION OF FREIGHT, FREIGHT, FREIGHT & FREIGHT

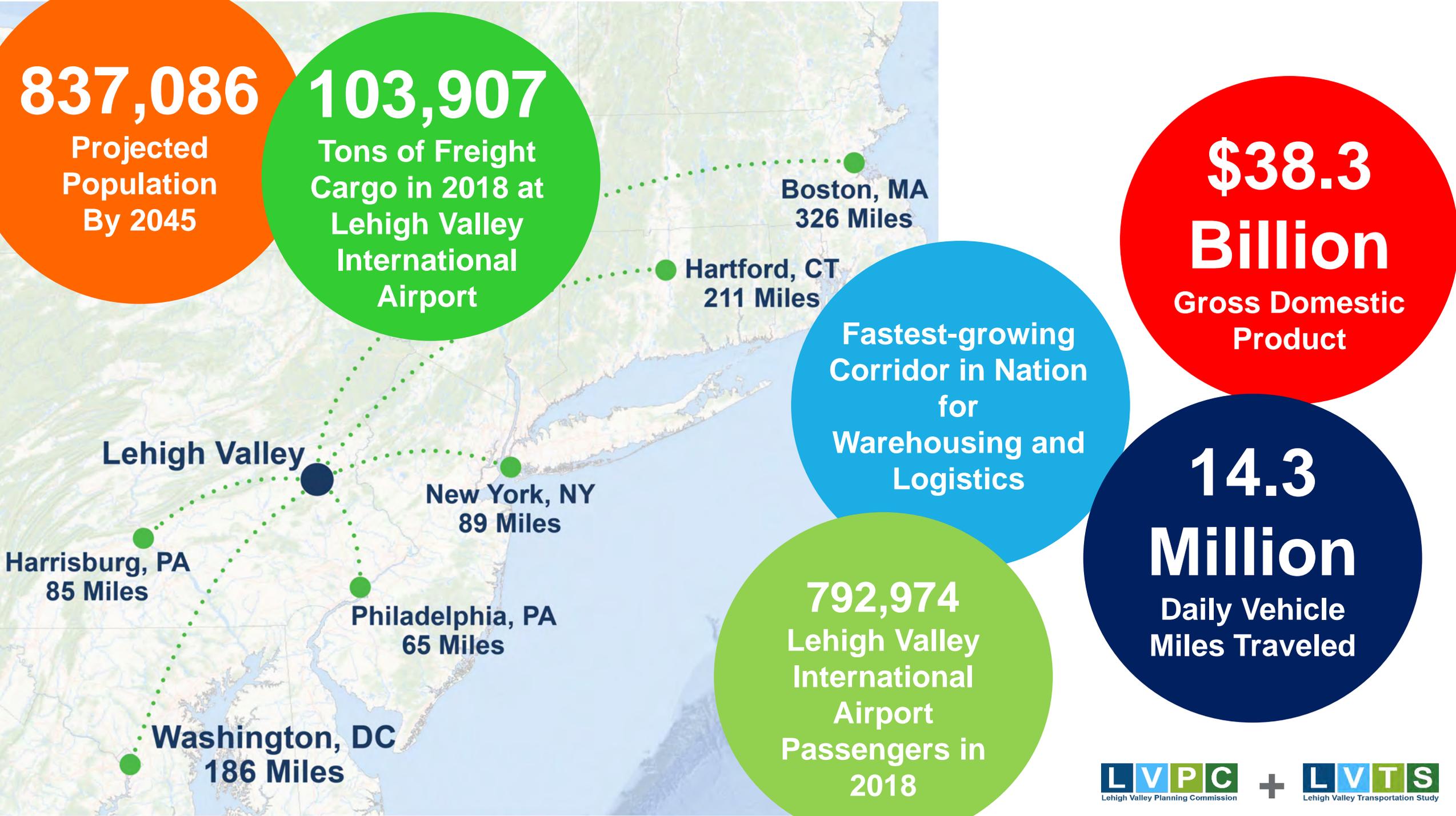


Becky Bradley, AICP
Executive Director

REGIONAL VISIONING + GOAL SETTING
LAND USE PLANNING + COORDINATION
RESEARCH + ANALYSIS
PUBLIC ENGAGEMENT + COLLABORATION
ATTAINABLE + SUSTAINABLE HOUSING
UTILITY PLANNING + MANAGEMENT
IMPACT ASSESSMENT
ENERGY CONSERVATION + DIVERSIFICATION
ENVIRONMENTAL PROTECTION
FARMLAND PRESERVATION
ARTS + CULTURE DIVERSITY
EQUITY ENHANCEMENT
MULTI-JURISDICTIONAL COOPERATION
CLIMATE CHANGE
OPEN SPACE + NATURAL LANDS CONSERVATION
HISTORIC + SCENIC RESOURCE PRESERVATION
PARKS + RECREATION
CARTOGRAPHIC + ECONOMIC MODELING
REUSE, REDEVELOPMENT + REVITALIZATION
HEALTHY COMMUNITIES + OUTCOMES
EDUCATIONAL ENHANCEMENT
WORKFORCE PREPARATION
OPEN + ACCESSIBLE GOVERNMENT
EFFICIENT + SUSTAINABLE PUBLIC FUNDING



TRANSPORTATION DIVERSIFICATION
TRANSPORTATION-LAND USE CONNECTION
FREIGHT MOBILITY + MANAGEMENT
INFRASTRUCTURE ASSESSMENT + MANAGEMENT
INFRASTRUCTURE INVESTMENT
PERFORMANCE MEASUREMENT
TRANSPORTATION MODE EQUALITY + EQUITY
ENVIRONMENTAL JUSTICE
CROSS MODE INTERCONNECTIVITY
TRANSPORTATION SAFETY
FUNDING STABILITY + INNOVATION
TECHNICAL ASSISTANCE + EDUCATION
INTELLIGENT TRANSPORTATION SYSTEMS
DATA MODELING + FORECASTING
ENHANCED MOBILITY
CORRIDOR PRESERVATION + IMPROVEMENT
SYSTEM INVENTORY + PLANNING
TRANSIT-SUPPORTIVE LAND USE
WALKABILITY, ROLLABILITY + BIKEABILITY
UNIVERSAL DESIGN + ACCESSIBILITY
FUTURE SYSTEM PREPARATION
OFF-ROAD SYSTEM DEVELOPMENT
PARTNER COORDINATION + COLLABORATION
TECHNICAL ASSISTANCE



837,086

Projected
Population
By 2045

103,907

Tons of Freight
Cargo in 2018 at
Lehigh Valley
International
Airport

\$38.3

Billion

Gross Domestic
Product

Fastest-growing
Corridor in Nation
for
Warehousing and
Logistics

14.3

Million

Daily Vehicle
Miles Traveled

792,974
Lehigh Valley
International
Airport
Passengers in
2018

Lehigh Valley

Harrisburg, PA
85 Miles

Washington, DC
186 Miles

Philadelphia, PA
65 Miles

New York, NY
89 Miles

Hartford, CT
211 Miles

Boston, MA
326 Miles

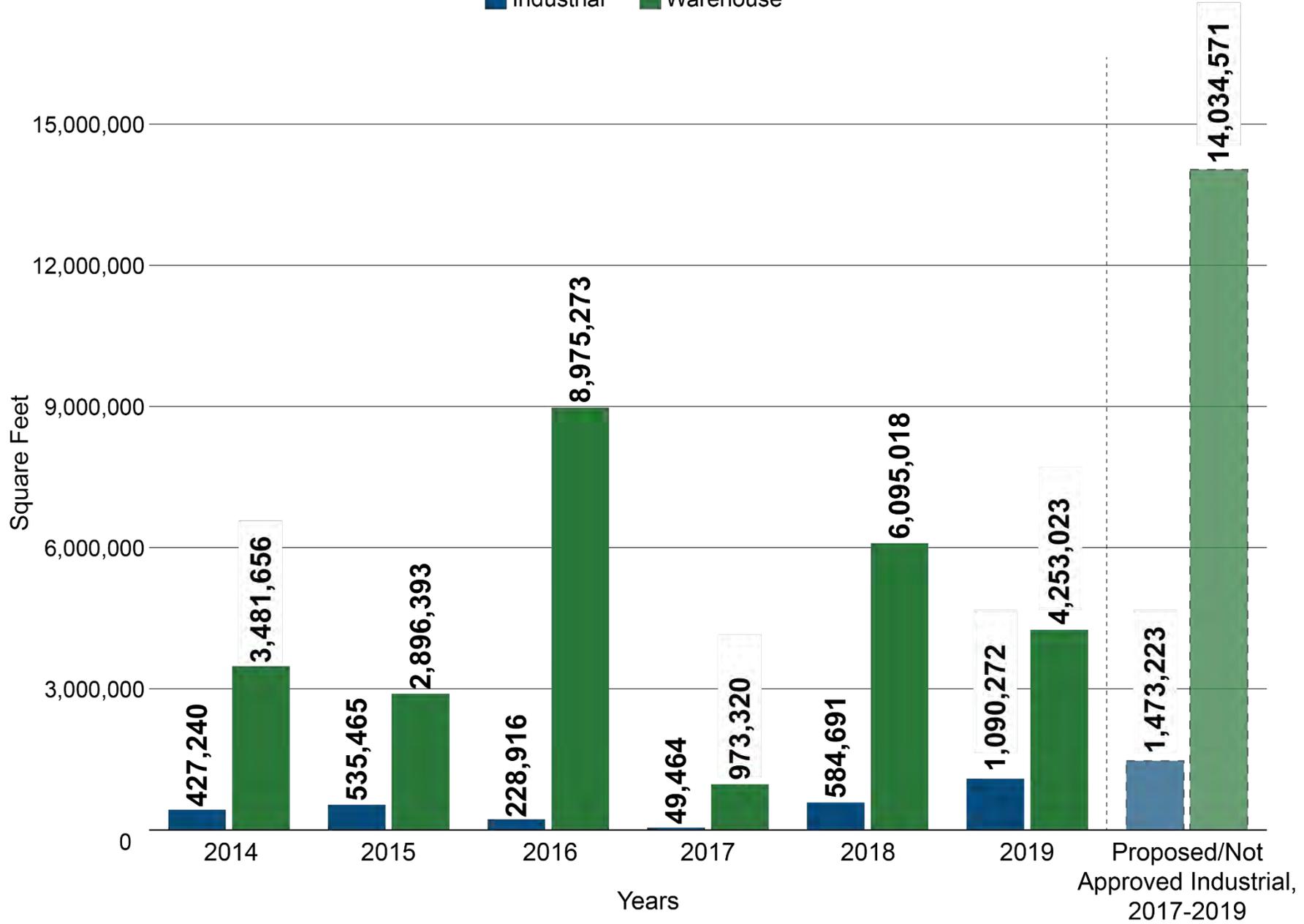
GROWING REGION

Lehigh Valley, Facing West



2014-2019 Approved Industrial and Warehouse Growth

Industrial Warehouse





**A LONG-TERM,
GREENER, FEARLESS &
REASONABLE
STRATEGY**

FUTURE VALLEY

FUTURE VALLEY



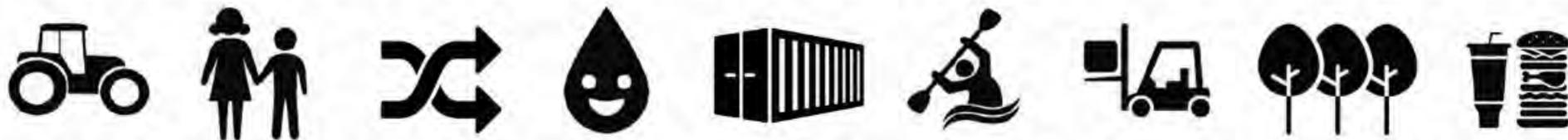
PARTNERSHIPS. VISION. RESILIENCE. PRESERVATION. COMMUNICATION. DISTRIBUTION. ACCESSIBILITY. URBANIZATION. AGING. PLACES.



ECOLOGY. GOVERNANCE. MULTIMODALISM. INFRASTRUCTURE. SAFETY. ACCESS. AUTOMATION. HOUSING. ECONOMY. PROSPERITY.



GLOBALIZATION. AIR QUALITY. TECHNOLOGY. E-COMMERCE. ENERGY. CLIMATE. DENSIFICATION. DIVERSITY. CONVENIENCE. TOURISM.



AGRICULTURE. FAMILIES. MIGRATION. DIVERSITY. WATER. FREIGHT. PARKS. RECREATION. CREATIVITY. LOGISTICS. NATURE. HEALTH.



HUMAN CAPITAL. EDUCATION. MEDIA. TRAFFIC. SELF-SUFFICIENCY. INNOVATION. EFFICIENCY. INTELLECTUAL PROPERTY. CONNECTIVITY.

THEMES

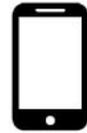
Several major themes are woven throughout the document, tying the Goals, Policies and Actions to broader issues facing our region.



Balance



Culture



Mobility



Funding



Resiliency



Technology



Equity



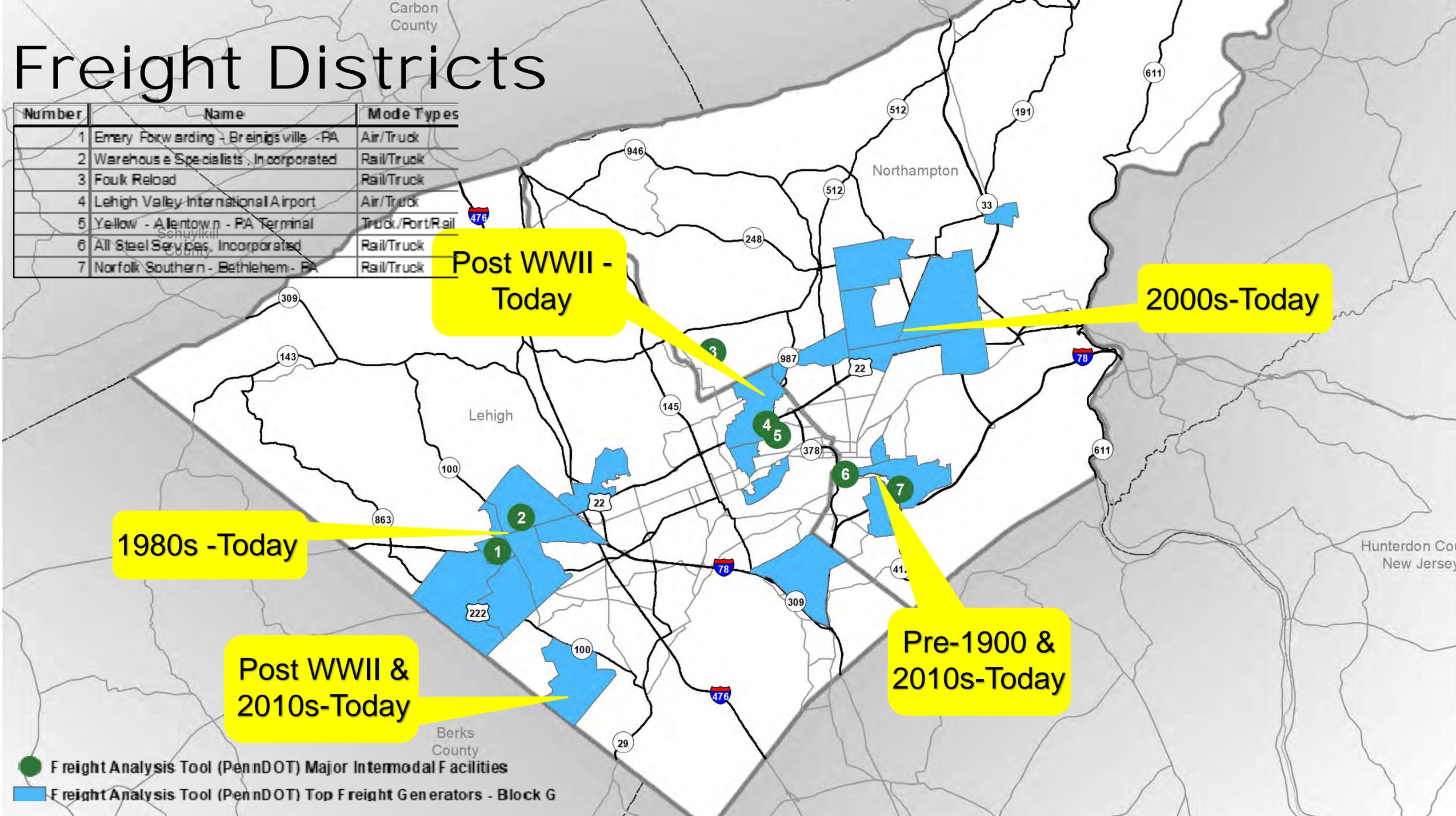
Governance



Health

Freight Districts

Number	Name	Mode Types
1	Emery Forwarding - Breinigsville - PA	Air/Truck
2	Warehouse Specialists, Incorporated	Rail/Truck
3	Fouk Reload	Rail/Truck
4	Lehigh Valley International Airport	Air/Truck
5	Yellow - Allentown - PA Terminal	Truck/Port/Rail
6	All Steel Services, Incorporated	Rail/Truck
7	Norfolk Southern - Bethlehem - PA	Rail/Truck



1980s - Today

Post WWII - Today

Post WWII & 2010s - Today

Pre-1900 & 2010s - Today

2000s - Today

● Freight Analysis Tool (PennDOT) Major Intermodal Facilities
 ■ Freight Analysis Tool (PennDOT) Top Freight Generators - Block G

Policy

Strengthen freight mobility to minimize quality of life impacts to residents.

Freight

As the nation's appetite for online shopping grows, the amount of goods moving through the region increases with it.



\$129.6
Billion
Value by 2040

96%
Increase by
2040

90%
Moves by
truck

Redevelopment of Key Sites

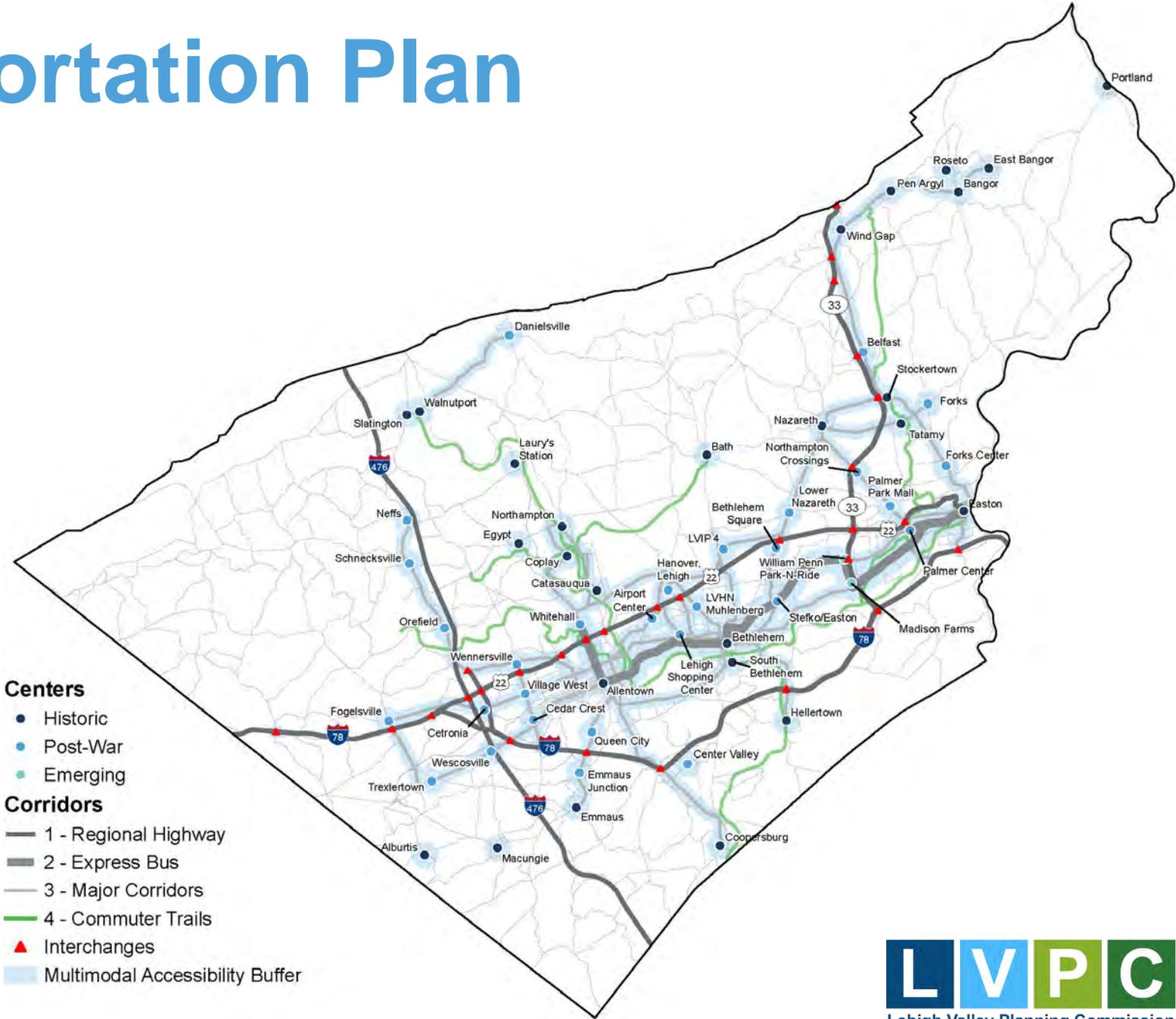


Visualization Planning/Urban Design





Transportation Plan



Centers

- Historic
- Post-War
- Emerging

Corridors

- 1 - Regional Highway
- 2 - Express Bus
- 3 - Major Corridors
- 4 - Commuter Trails
- ▲ Interchanges
- Multimodal Accessibility Buffer

Shopping Mall Redevelopment Concept

Whitehall Mall at MacArthur Road and Grape Street, Whitehall Township



Lehigh Valley International Airport

Delaware & Lehigh National Heritage Corridor Trail

Lehigh River

New & Mixed-Use Residential Development

Bicycle & Pedestrian Connection to existing neighborhoods

Green & Smart Building Technology

Townhomes

Apartments & Condominiums

Park & Civic Buildings

Bike & Bus Lanes

Commercial or Residential Development

MacArthur Road Concept

MacArthur Road, Whitehall Township



Transit Stop Island

MACARTHUR

Bus Lane

Pedestrian Walkway

Green Infrastructure

Two-Way Separated
Bike Lane

Sidewalks That Connect
Neighborhoods & Businesses

Crossroads Village Concept

Belfast, Plainfield Township



CARBON FARMING

Incubating agroforestry techniques to sequester carbon, diversify upland farm products, and extend habitat.

Upland Animal Species of Kittatinny Ridge



Primary Products:

- Carbon Sequestration
- Nursery Species
- Wood Products

Secondary Products:

- Fruit
- Saps
- Biomass
- Understory Crops
- Agro-tourism
- Pasture Animals

Additional Benefits:

- Pollution Scrubbing
- Habitat Extension
- Soil Stabilization
- Water Retention
- Farm Resilience

Methods:



Agroforestry Tree Species

Fruits / Nuts	Hardwoods
Asian Pear	Black Cherry
Persimmon	Tulip Poplar
Chestnut (cultivare)	Black Locust
White Pine	White Ash
Softwoods	Basswood

0 feet 100 feet

Alley Cropping

Riparian Buffer

Silvopasture

Windbreak

Timber farming

Bushkill Creek

Jacobsburg State Park

Highway 33

Commuter Trail Concept

D & L Westside Trail

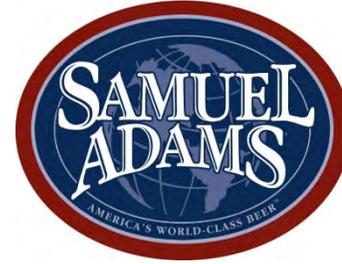
Access Trail

Commuter Bike Trail

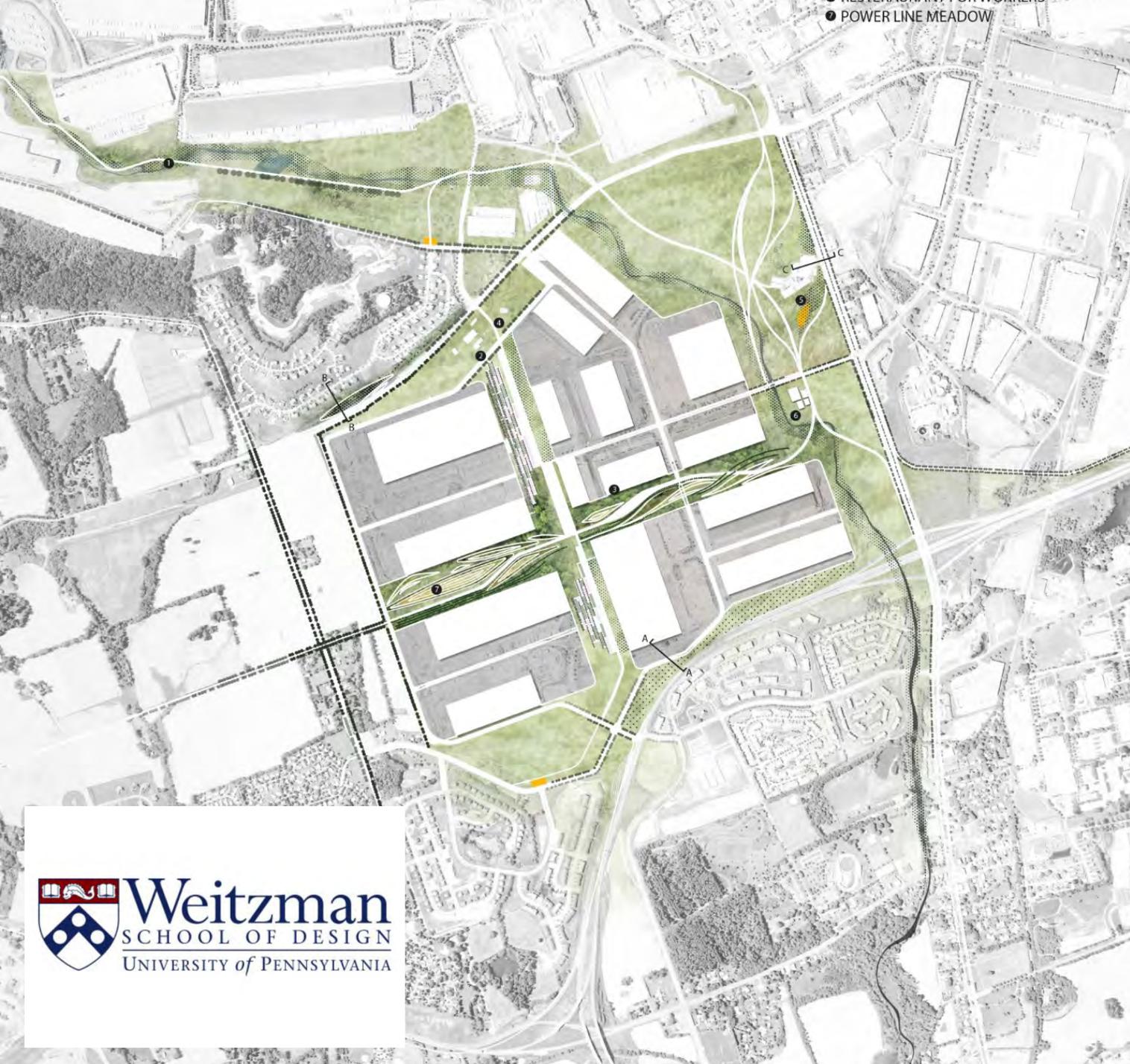
Walking & Running Trail

Lehigh River Access

PLAN, MANAGE, INVEST







FAST GROWING SPECIES NURSERY



SLOW GROWING SPECIES NURSERY

You Better Work!

Community-Based Responses and Activities

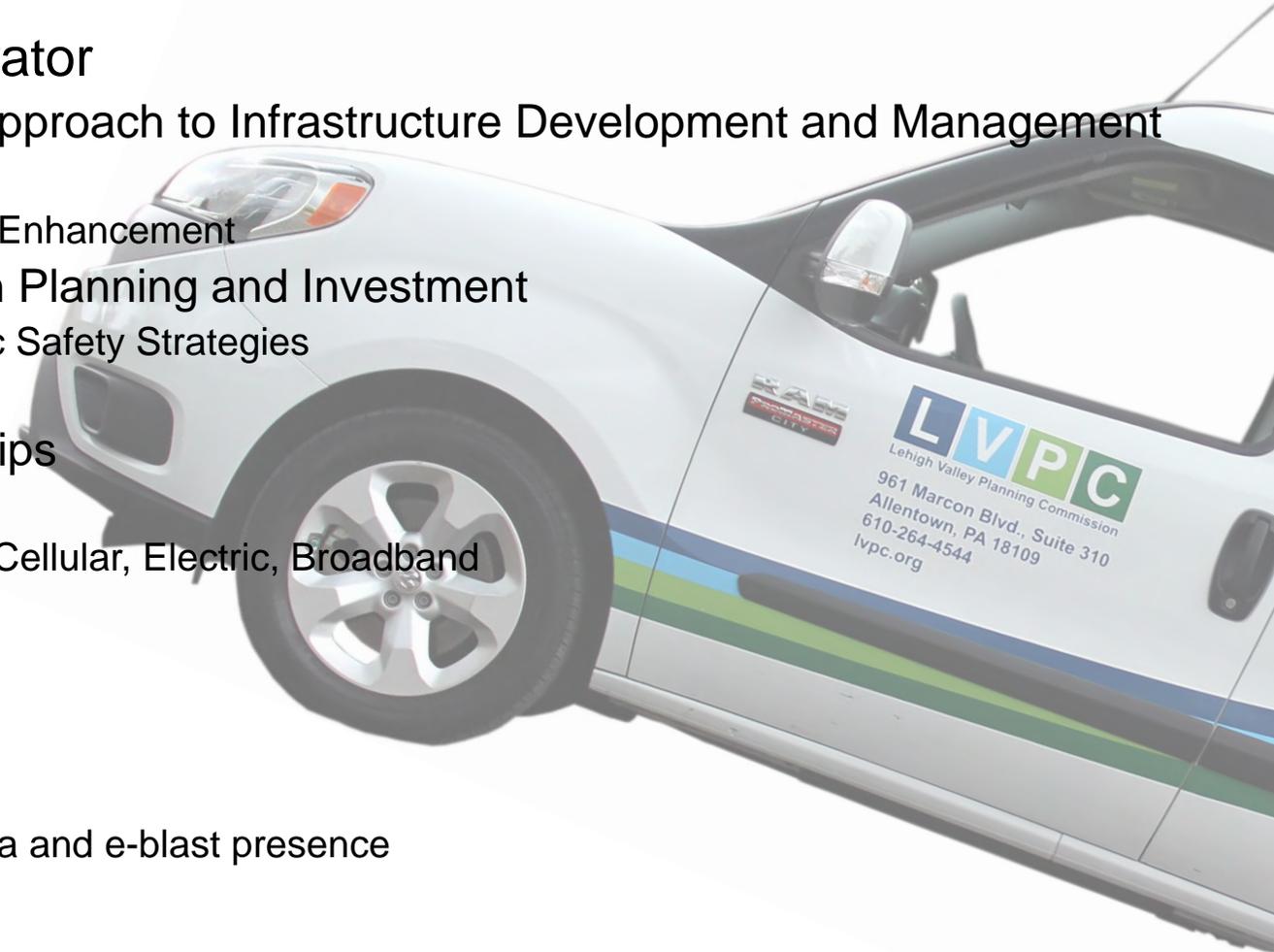
- Be the Advisor, Partner and Collaborator
 - Multimunicipal Comprehensive Plans
 - Subdivision and Land Development Plan Collaborations and Review
 - Zoning, Subdivision, Land Development Ordinance Review and Assistance
 - Targeted Creative Placemaking Projects
 - The LINK Trail Partnership
 - All Municipal General Assembly and Sub-Regional Planning Action Teams
- Test the theory
 - Airport Area Planning Pilot
 - Targeted Creative Placemaking Projects
- Build a Bigger Table & Capacity
 - All people welcome committees and working groups:
 - Freight
 - Multimodal
 - Housing
 - Water
 - Planning & Pizza, Data & Donuts, Planning & Pretzels
 - Lehigh Valley Government Academy
 - Local Technical Assistance Program



Be Nimble Be Quick!

Organizational Responses and Activities

- Be the Advisor, Partner and Collaborator
 - Public-Private-Non-Profit Partnership Approach to Infrastructure Development and Management
 - New Interchanges
 - Strategic Road and Bridge Expansion and Enhancement
 - Philosophical Change to Transportation Planning and Investment
 - Traffic Counting, Segment Inventory, Traffic Safety Strategies
 - DataLV – 24/7 web-access portal
 - Strategic Non-Governmental Partnerships
 - CEOs
 - Utilities – Water, Sewer, Stormwater, Gas, Cellular, Electric, Broadband
 - Chamber
 - Workforce Investment Board
- Educate and Communicate
 - “Yes” to invites even if uncomfortable
 - Regular, newspaper, radio, TV, social media and e-blast presence



What Now?

- ITE Manual Challenges
- Managing the Changing Face of Freight
 - “Wild West Effects” of Freight
 - Horizontal and Vertical Construction
 - Rise of the Dark Box
 - Need for Expanded Transit
- Quantification of Freight-Environmental Off-Sets
- Alternative Fuel and Automation Infrastructure Partnership
- Port Authority of NY-NJ Port Plan Coordination
- Metropolitan Area Planning Forum Partnership (NY, NJ, CT, PA)
 - Coordination of Travel Demand Models
 - Climate/Resiliency Coordination
- Transportation-Climates Initiative (PA, NY, NJ, MA, DC, DE, MD, NH, VA, VT, ME, RI)
- Functional Classification System Update/Freight Corridor Designations
- State Highway to Interstate Highway Exploration
- Write Book/Start YouTube Series
- Take Nap.



Thank you.

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