

California Sustainable Freight Action Plan: Pilot Project Proposal
Freight Enterprise Zone Guidelines Project

Association of Monterey Bay Area Governments

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1. **Name and Contact Info:** Paul Hierling, Planner, Association of Monterey Bay Area Governments; phierling@ambag.org, 831-264-5084.
2. **Project Title:** Freight Enterprise Zone Guidelines Project
3. **Location:** Statewide
4. **Executive Summary:** AMBAG is currently finalizing the US Highway 101 Central Coast Freight Plan. One key strategy that emerged during this study which was of interest to both private freight industry stakeholders and government agencies was the concept of designating Freight Enterprise Zones. Freight Enterprise Zone are areas designated by cities and counties which provide incentives for freight related businesses, and may include tax incentives, completing Environmental Impact Reports (EIR) ahead of time to pre-approve environmental for a wide range of freight uses, designating areas specifically for full-service freight travel centers, and providing incentives for alternative fueling such as off-board power to reduce idling, and locally sourced fuel to reduce GHG emissions and improve air quality. This project would create a set of guidelines, procedures, and approaches to designating Freight Enterprise Zones.

Targeted at government agency audience, the final report will include zoning ordinances, general plan language, economic development strategies, and other template policies which can be adopted by any jurisdiction throughout the state to improve goods movement along major highways, better accommodate freight, expand limited freight fueling options to include more sustainable fueling choices, and reduce freight related air pollution. The final guidelines will be a set of policy tools that can be used by agencies and economic development departments throughout the state to improve conditions for goods movement while also implementing Governor Brown's Executive Order B-32-15

5. **Detailed Description:**

Project Background

In 2015, AMBAG performed intensive outreach with private industry freight stakeholders and government agencies on accommodating the needs of the freight trucking industry. A number of needs were identified, including a lack of fueling stations, insufficient freight parking, a lack of freight trucker service centers, and difficulties finding adequate locations to place a freight related operation with adequate access to highways and/or rail. One strategy which had common support among freight industry, cities, and counties was the concept of establishing Freight Enterprise Zones to both attract freight business, and provide incentives, flexibility, and infrastructure to accommodate these critical freight needs. These zones would be a win-win for all parties, allowing cities to designate freight growth in particular areas, attracting new businesses which provide needed sales tax income to jurisdictions, and benefitting freight related businesses by providing incentives and streamlining in the citing and permitting process.

Building on best practices in economic development and integrating sustainability concepts from Executive Order B-32-15, this project will create a set of template policies, guidelines, general plan, economic development, and zoning ordinances which can be easily inserted into any agency policies to both benefit freight movement and help implement EO B-32-15. The final guidelines would be able to be used by cities, counties, and jurisdictions statewide.

Project Scope

- Design Project Work Plan
 - AMBAG in partnership with a consultant will design a project work plan to implement the project efficiently, on time, and on budget.
 - Survey of best practices in freight related economic development
 - AMBAG in cooperation with a consultant will survey best practices nationwide on freight related economic development which would contribute to the formation of Freight Enterprise Zones.
 - Survey of best practices on sustainable freight infrastructure and operations
 - AMBAG in cooperation with a consultant will survey best practices nationwide on sustainable freight infrastructure and operations which could be incentivized through Freight Enterprise Zones and which would help implement EO B-32-15.
 - Stakeholder Freight Action Strategy Taskforce
 - AMBAG and a consultant would hold a regular meeting of freight industry stakeholders to advise on critical freight industry needs which could be addressed thorough Freight Enterprise Zones.
 - Public Agency Stakeholder Group
 - AMBAG and a consultant would hold regular meetings of public agency stakeholder groups for guidance and direction. The group will include City and County Economic Development Departments, Caltrans HQ Freight division, the California Highway Patrol, CalFire, the California Air Resource Board, the Federal Highway Administration, and our Regional Transportation Planning Agencies.
 - Preparation of Final Report
 - The project would result in a final report which could be distributed to cities, counties, and agencies interested in implementing Freight Enterprise Zones in their jurisdiction.
 - Soliciting Pilot Cities from the AMBAG region
 - After completion of the project, AMBAG would solicit pilot cities from the Santa Cruz, San Benito, Monterey Counties area to implement the policies in the Freight Enterprise Zone Guidelines Project.
6. **Estimated Cost for Implementation and Existing Funding:** This project is expected to cost \$500,000. Funding contributions may come from contributions by the Grower-Shipper Association of Central California, which represents the largest agricultural producers of the Salinas Valley, and which provided funding for the feasibility study in the past.
7. **Timeline:** This project is estimated to take 1.5 years, including time to execute a Request for Projects and solicit pilot cities to adopt policies from the final Freight Enterprise Zones Guidelines product.

8. **Means for Measuring Progress:** Performance measures for monitoring progress over time that are directly related to the benefits expected from this project may including the following measures:
 - a. Freight Enterprise Zone Guidelines Adoption by Cities, Counties, and other agencies statewide
 - b. Volume of sales occurring in Freight Enterprise Zones
 - c. GHG Emissions Reductions attributable to Freight Enterprise Zones
 - d. Number of Trucks using Freight Enterprise Zones

9. **Agency Roles:** AMBAG is the lead agency on this project. Partner agencies may include the California Air Resources Board, Caltrans, the local Air District, Regional Transportation Planning Agencies, and the Grower-Shipper Association representing the private sector.