

STATE ROUTE 365 - JESSE JEWEL PARKWAY TRAFFIC IMPACT STUDY



CLIENT
Gainesville-Hall
Metropolitan Planning
Area

LOCATION
Gainesville, GA

BUDGET
\$9,000

DURATION
3 months

COMPLETED
June 2020

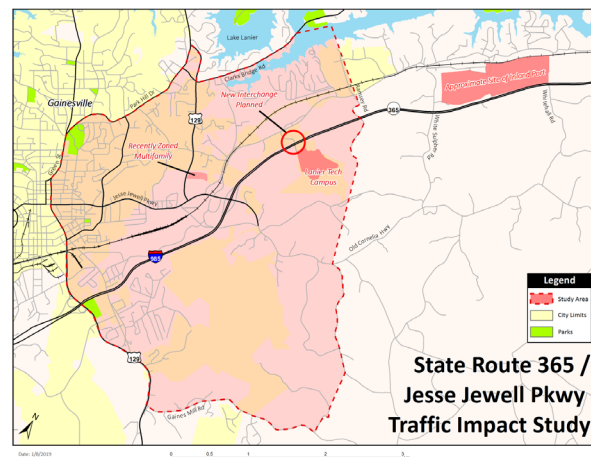
ROLE
Stakeholder Engagement



The State Route 365 - Jesse Jewel Parkway Traffic Impact Study (TIS), led by the Gainesville-Hall Metropolitan Planning Area (GHMPO) and the City of Gainesville, explored potential

impacts that several new developments in northeast Gainesville, including a new inland port, will have on traffic in the area, particularly along the SR 365 corridor and Jesse Jewell Parkway. These developments include the new campus of Lanier Technical College (2018 opening), future development of the 104-acre inland port along SR 365 (2021 opening), and other major developments, including a recently approved 200,000 sq. ft. commercial/office development with roughly 300 residential development. The traffic generated from these new and planned developments will affect the traffic flow on State Route 365, Jesse Jewell Parkway, and the connecting state and local streets. The study explores existing roadway networks, models current and future traffic demands, and recommends potential improvements needed to handle the economic activity the corridor is experiencing.

tool, and the online meeting platform Zoom, which offered the benefit of replicating in-person meetings by utilizing integrated screensharing, editing, and videoconferencing tools. Through the process, our team helped strengthen relationships between the GHMPO, City of Gainesville, and the Georgia Ports Authority, as well as others. The additional data points collected during interviews helped inform the final transportation recommendations.



Blue Cypress led the stakeholder engagement task, consisting of 15 stakeholder interviews with a variety of area leaders, including area colleges, major employers, area schools and community members, government leaders, and implementation partners. While study recommendations are grounded in technical data analysis and forecasting, the interviews provided qualitative input to help temper final transportation recommendations against experiences of major stakeholders in the study area. Blue Cypress streamlined the stakeholder interview process by utilizing Calendly, an integrated scheduling