



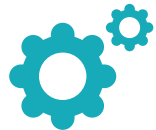
CORE SERVICES

AWARD-WINNING
TRANSPORTATION PLANNING
AND TRAFFIC ENGINEERING

www.modernmobilitypartners.com



COMPANY PROFILE



Modern Mobility Partners, LLC is an Atlanta-based transportation planning and traffic engineering consulting firm co-founded by Jennifer Zhan, AICP, PTP, and Keli P. Kemp, AICP, PTP, in January 2018. At Modern Mobility Partners, we solve our client's challenges with innovative and cost-effective solutions while we also educate and empower them to be part of the solution. Our clients consist of state departments of transportation, federal transportation agencies, metropolitan planning organizations, community improvement districts, counties, cities, and tolling/transit authorities. Modern Mobility Partners has a unique focus on integrating technology which is revolutionizing the way people move from point A to point B and will greatly affect all aspects of transportation, from planning and design to implementation. As a woman- and minority-owned firm, MMP is proud to be a Disadvantaged Business Enterprise (DBE) in Georgia, Florida, Tennessee, North Carolina, South Carolina, Texas, California, Colorado, Virginia and the Port Authority of New York/New Jersey.



**Smart Mobility
Planning**



**Transportation
Planning**



**Travel Demand
Modeling**



**Traffic
Engineering**



**Data
Analytics**



Visualization

CORE CONSULTING SERVICE AREAS

We provide a suite of consulting services, all with the potential to help you successfully integrate modern mobility solutions into your communities.

Smart Mobility Planning

- Connected And Autonomous Vehicle Planning
- Corridor Studies
- Electric Vehicle Charging Infrastructure Planning
- Grant Applications
- Smart Corridor Studies
- Urban Design

Traffic Engineering

- Capacity Analyses
- Development of Regional Impact (DRI)
- Safety Analyses
- Design Traffic Forecasting
- Traffic Impact Studies
- Traffic Safety
- Trip Generation Studies

Transportation Planning

- Bicycle/Pedestrian Planning
- Community Engagement
- Complete Streets
- Countywide Transportation Plans
- Economic Impacts
- Freight Plans
- Metropolitan Transportation Plans
- Performance-Based Planning
- Project Prioritization
- Resilient Infrastructure Planning
- Statewide Transportation Plans
- Transit Planning

Data Analytics

- Analysis Tool Development
- ArcGIS Online Story Maps
- Big Data Analytics
- Capacity Analysis
- Crash Data Analysis
- Design Exception and Variance Development
- Dynamic Dashboards
- GIS Analysis
- Review and Analysis of Traffic Count Data

Visualization

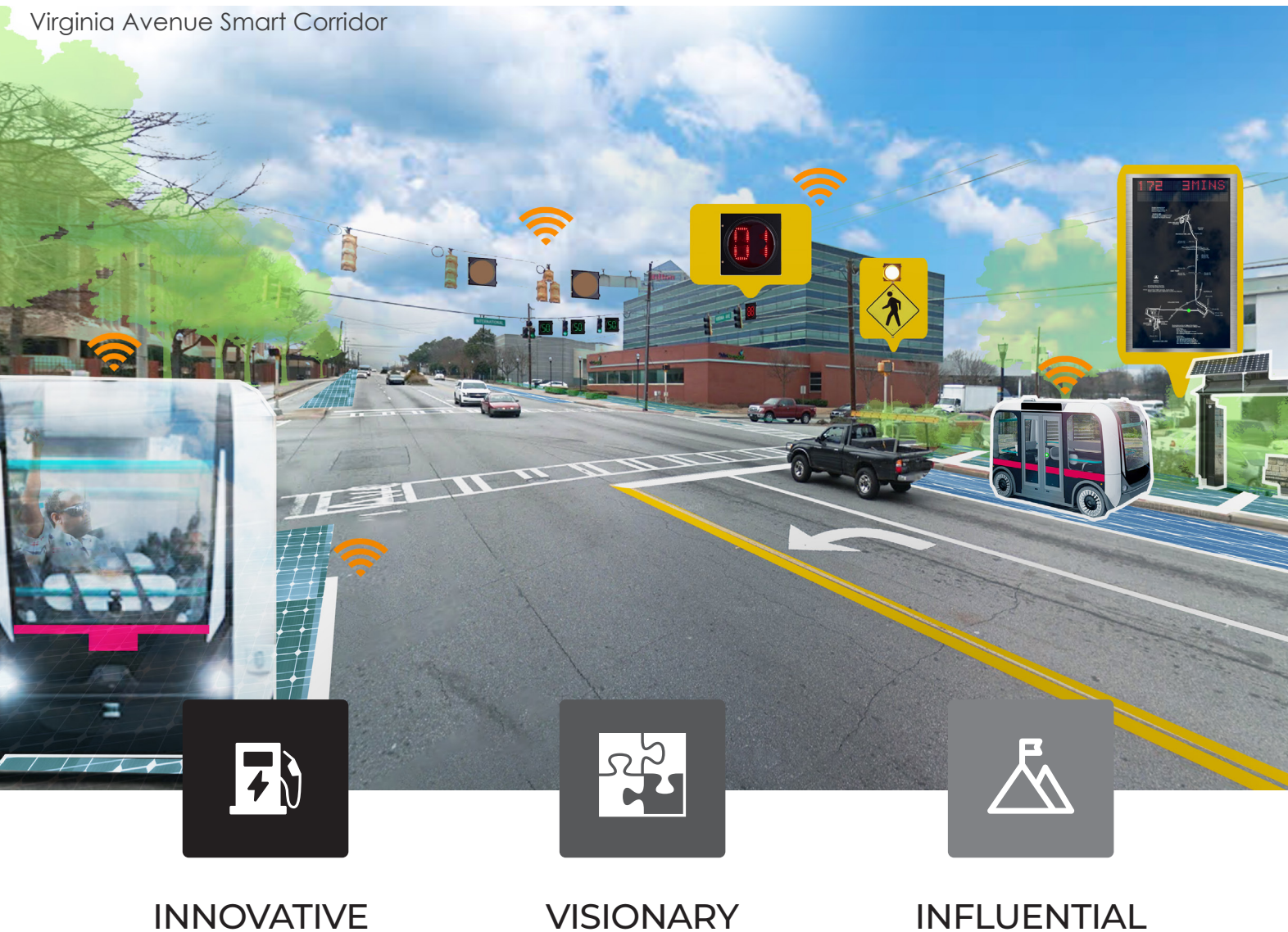
- Clickable Timelines
- Data Visualization
- Graphic Design
- Infographics
- Interactive Charts and Graphs
- Online Mapping Tools
- Power BI Dashboards
- Renderings

Travel Demand Modeling

- Alternative Analysis
- Benefit Cost Analysis and Return on Investments
- Emission Reduction Strategies
- Emissions Modeling
- Scenario Planning
- Traffic and Revenue Forecasting
- Transit Ridership Forecasting
- Transportation Performance Management

SMART MOBILITY PLANNING

We integrate “smart mobility” into the transportation planning process by thinking about how technology will not only impact the future of the transportation network, but how technology can be a solution to mobility needs today.



We continue to educate ourselves on new and emerging technologies that will improve transportation and share this information with our clients, stakeholders, and the public. In addition to traditional transportation planning, which includes new and emerging technologies, our smart mobility service areas include Smart Corridor/Area Studies, Connected and Autonomous Vehicle Planning, Electric Vehicle Charging Infrastructure Planning, Scenario Planning, Safety Technology Planning, and Freight Technology Planning.

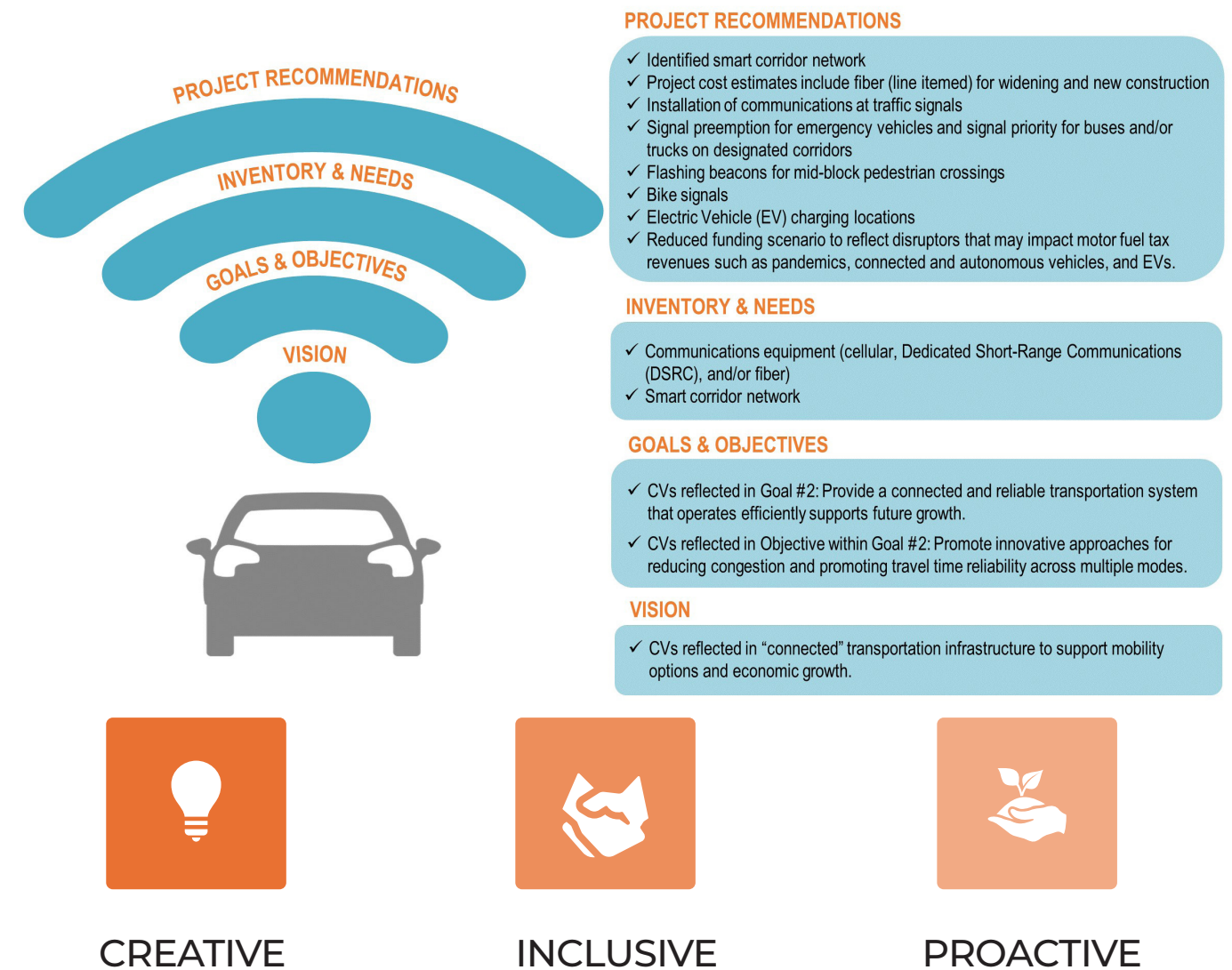
Sample Project Experience:

- Virginia Avenue Smart Corridor Study (Triple Award Winning Project), Atlanta, GA
- City of Atlanta Peachtree Street Shared Space, Atlanta, GA
- Regional Transportation Authority of Middle Tennessee (RTA) Star Future Direction Strategy, Nashville, TN
- Chattanooga-Hamilton County/North Georgia (CHCNGA) 2050 Regional Transportation Plan (RTP) (Award Winning Project), Chattanooga, TN

TRANSPORTATION PLANNING

Transportation planning serves a fundamental role in states' and regions' vision for the future. We assist in defining a vision they can achieve in their communities at a time when the way people and goods get from point A to point B is evolving.

2050 Southern Fulton Comprehensive Transportation Plan



Through Long Range Transportation Plans (LRTPs), Comprehensive Transportation Plans (CTPs), and corridor studies, the transportation planning process establishes goals and objectives and identifies, evaluates, and prioritizes future transportation projects and alternatives to be funded and implemented. With changes in technology, increasing mobility options, aging population needs, and changing travel and destination choice behavior—for example, millennials' desire to live and work near transit options—new, modern, and comprehensive approaches to LRTPs, CTPs, corridor studies, and feasibility studies are required. Illustrated above are some planning considerations for now and for the future.

Sample Project Experience:

- 2050 Southern Fulton CTP (Award-Winning Project), Fulton County, GA
- CHCNGA 2050 RTP (Award Winning Project), Chattanooga, TN
- Broward MPO 2050 MTP Update, Broward County, FL
- Texas Department of Transportation Systems Planning Support, Statewide, TX

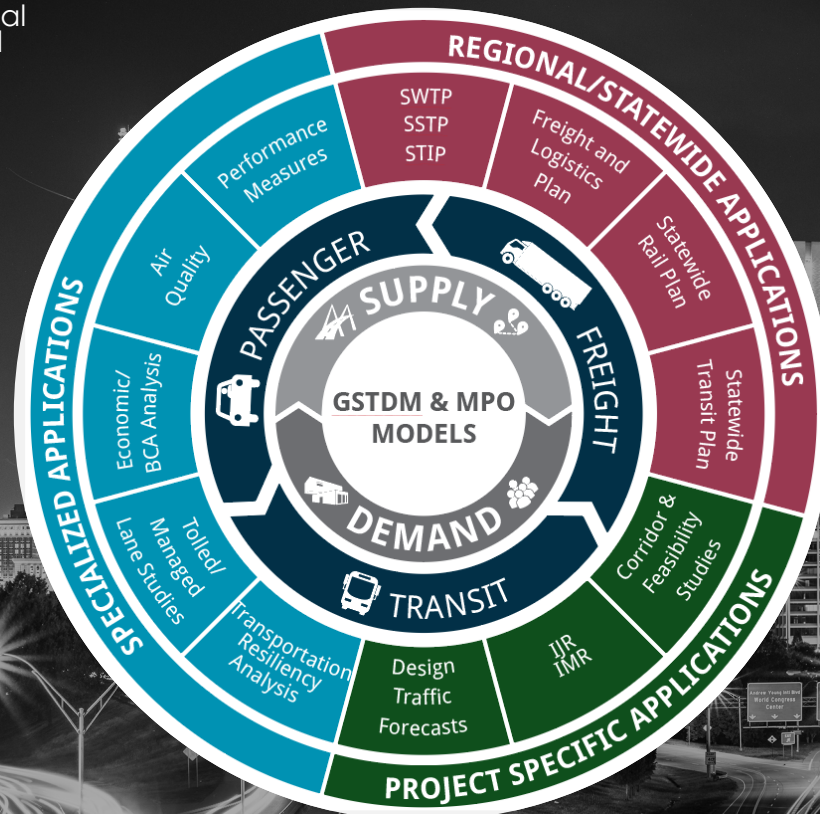
TRAVEL DEMAND MODELING

We bring extensive local and national experience in the development and validation of travel demand models through our work with state and county agencies, metropolitan planning organizations, and regional transportation and transit authorities.

TRAFFIC ENGINEERING

Our world is in a technological revolution where the sky is the limit. Modern Mobility Partners helps clients explore what opportunities are available for optimizing their traffic systems.

GDOT Planning Technical
Service Support On-Call



PROGRESSIVE



CUTTING-EDGE

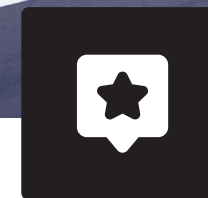
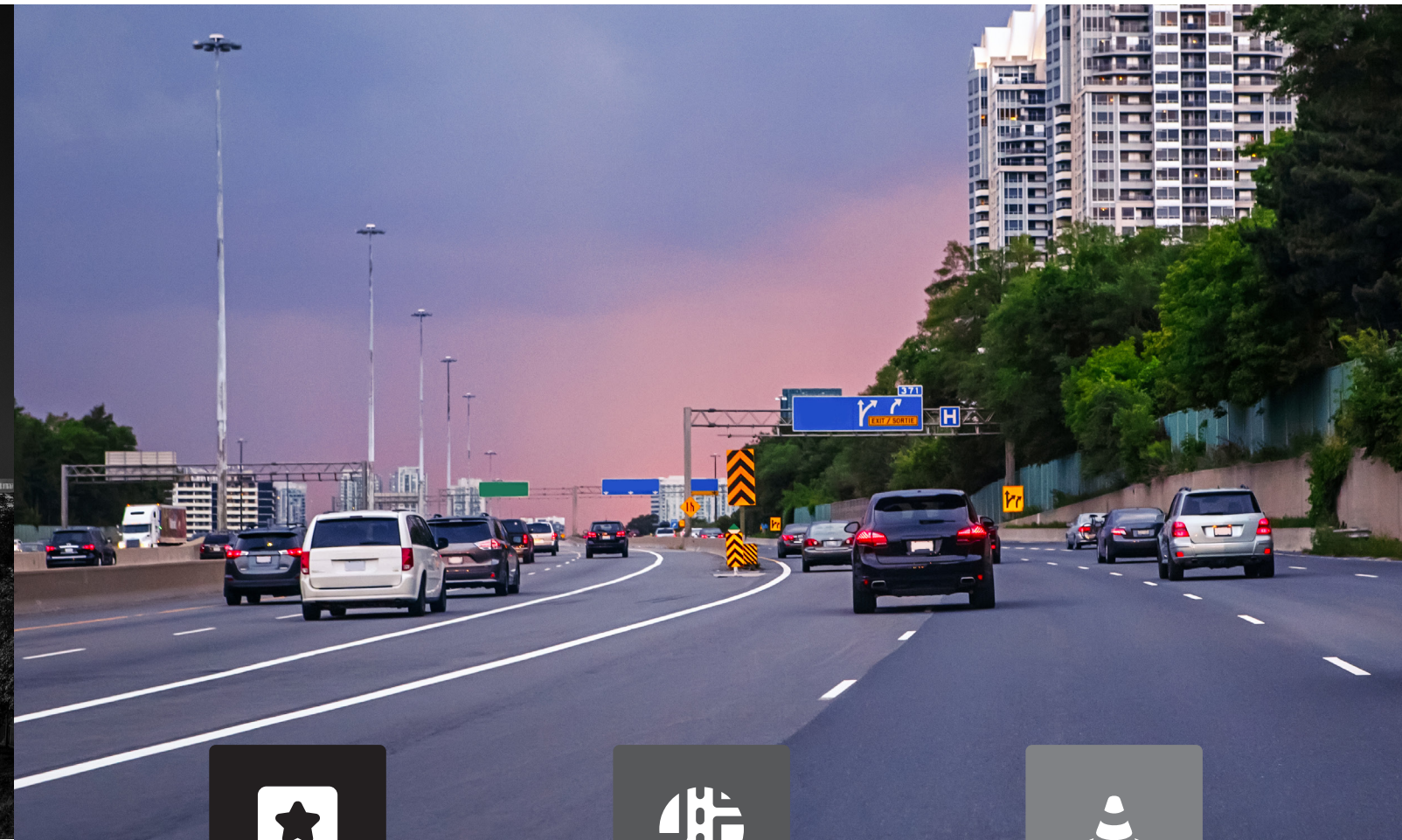


PASSIONATE

Travel demand modeling is a powerful tool that evaluates the relationship between transportation demand and supply by time (daily, peak period, peak hour), geographic area (state, region, county, project-specific level), and by mode (passenger, freight, transit). It can be effectively used to inform and optimize transportation investment decisions and support a variety of transportation planning analyses and studies. We provide innovative, cost-efficient solutions to meet modeling challenges, and assist clients in identifying optimal, practical forecasting, and data analysis approaches. We recognize that technology is out-pacing traditional traffic forecasting methods, and that shorter-term forecasting tools.

Sample Project Experience:

- Georgia Statewide Travel Demand Model (GSTDM) and MPO Models Development, Statwide, GA
- Georgia State Road and Tollway Authority (SRTA) Managed Lane & Airport Transit Services, Statewide, GA
- Atlanta Downtown Improvement District VISUM Subarea Model Development & Project Evaluation, Atlanta, GA
- Capital Area MPO Regional Mobile Emission Reduction Plan, Austin, TX



BOLD



DYNAMIC



PRACTICAL

Modern Mobility Partners provides a variety of traffic engineering services ranging from safety and traffic impact analysis to traffic engineering and simulation. Our traffic practice is centered on safety for all users of the transportation ecosystem. Our traffic engineers work closely with our travel demand forecasting team, and have experience with the following traffic engineering software: Highway Capacity Software, Microstation, Synchro, VISSIM, MaxTime/MaxView, RITIS, and ATSPM.

Sample Project Experience:

- Georgia Regional Transportation Authority (GRTA) DRI Review Services, Statewide, GA
- GDOT I-85 Corridor Planning & Environmental Linkages (PEL) Study, Gwinnett County, GA
- Metropolitan Atlanta Rapid Transit Authority (MARTA) Roosevelt Highway Arterial Rapid Transit, Atlanta, GA
- GDOT I-285 Westside Express Lanes, Atlanta, GA
- SR 6 Corridor Study, Paulding County, GA
- Spartanburg Downtown Master Plan, Spartanburg, SC

DATA ANALYTICS

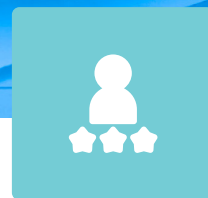
Our data analysis experts have played key roles in advancing corridor studies, transportation planning projects, funding analyses, and grant applications.



RESPONSIVE



PIONEERING



PROFICIENT

The Modern Mobility Partners team brings an in-depth knowledge of performance-based planning and data-driven decision-making through the development of economic modeling, and project prioritization tools. Our data team has experience with the GIS story maps, data analytics dashboards and the following programming software: Python, R, R Shiny, SQL, JavaScript and HTML/CSS.

Sample Project Experience:

- Georgia's Mobility Authorities Transportation Performance and Innovation (TPI) Support, Statewide, GA
- Georgia State Road and Tollway Authority (SRTA) Managed Lane & Airport Transit Services, Statewide, GA
- GDOT System Performance, Freight, and CMAQ (PM3) Target Setting, Statewide, GA
- GDOT Savannah River Crossing Feasibility Study, Savannah, GA
- CHCNGA 2050 RTP (Award Winning Project), Chattanooga, TN

VISUALIZATION

To move projects forward and leverage funding strategies, we help our clients tell the story of what, why, and how. The best way to achieve this is through graphics, renderings, and visualizations.

South Forsyth CID Master Plan Rendering Before and After



MODERN



IMAGINATIVE



INVENTIVE

Modern Mobility Partners prides itself on high-quality, highly graphical deliverables. We find that when we can tell the study process and outcomes through storytelling, graphics, renderings, and other visuals, it results in more consensus and recognition. Our team is experienced in visual communication using Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Acrobat, SketchUp, Lumion, Infogram, Slidemodel, Canva, and Esri ArcGIS. Modern Mobility Partners has had proven success with our design process of taking a large swath of information and conveying it in a streamlined visual format.

Sample Project Experience:

- Atlanta Region Transit Link Authority 2024 Priority Investment List Fact Sheets, Atlanta, GA
- GDOT Statewide Planning Technical Support Services—Interactive Dashboard & ArcGIS Tool Development, Statewide, GA
- CHCNGA 2050 RTP Smart Corridor Renderings (Award Winning Project), Chattanooga, TN
- South Forsyth CID Master Plan, Alpharetta, GA

CLIENT TESTIMONIALS



"MMP was a critical part of our team for the update of our 2020 Atlanta Regional Transit Plan. Their technical capacity, organizational skills, and commitment to delivering quality work on time and within budget ensured our team met our goals. And they are also fun to work with!"

Cain Williamson, Chief Planning Officer
Atlanta-Region Transit Link Authority (ATL)



"It was truly a pleasure working with the professionals at Modern Mobility Partners. Their organizational skills, knowledge and insight on projects, especially the Virginia Avenue Smart Corridor, was extremely valuable. Because of their commitment and determination we won awards and received various accolades from our supports and stakeholders."

Gerald McDowell, Executive Director
ATL Airport Community Improvement Districts



"Modern Mobility Partners has been providing timely and exceptional professional planning services in all areas of our Regional Transportation Plan process. Their staff is well organized, creative, and has up-to-date knowledge on the ever-changing dynamics of transportation needs now and into the future. We are so pleased with their work and their flexibility to try new tools or shift direction based on our organization's preferences. They have truly become an extension of our staff."

Melissa Taylor, Director of Strategic Long Range Planning
Chattanooga-Hamilton County/North Georgia Transportation Planning Organization



"The Southern Fulton Comprehensive Transportation Plan (SFCTP) exceeded expectations and achieved a high level of support across multiple stakeholders and the public through an extensive outreach process, high quality technical analyses, and a forward-thinking approach to implementation considerations. The SFCTP was delivered on time and on budget and met or exceeded all project goals."

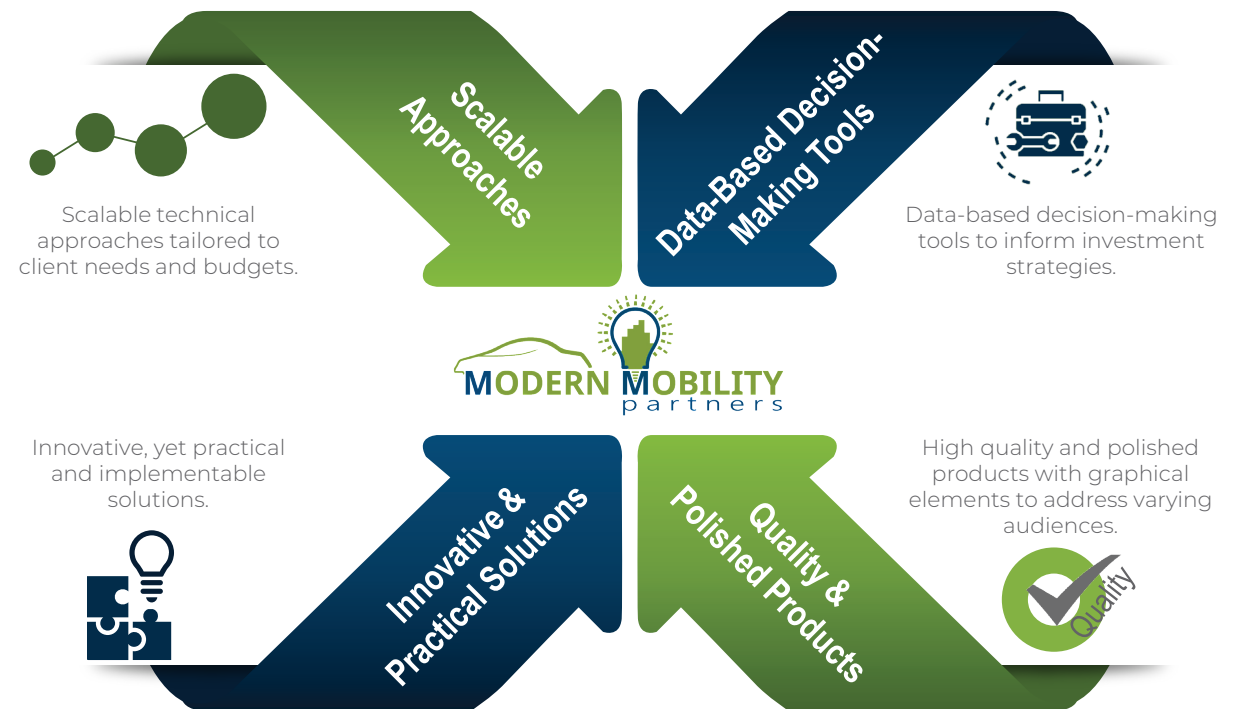
David Haynes, Long Range Transportation Plan Manager
Atlanta Regional Commission



"Working with Modern Mobility Partners has added great value to our on-call contract. The entire MMP staff excel in their ability to collaborate, making it feel like we are on the same team while providing a fresh, unique and highly professional outside perspective. They are incredibly responsive, unfailingly providing technical services in a timely manner without letting their promptness come at the cost of high quality work. Modern Mobility Partners has gone above and beyond in helping our staff, and it's been a joy to work with them."

Habte Kassa, Assistant State Transportation Planning Administrator
Georgia Department of Transportation, Planning

OUR VALUE



THE MODERN MOBILITY PODCAST

Modern Mobility Partners believes that we have an obligation to share our knowledge within the transportation planning community and beyond to transportation enthusiasts. MMP began the Modern Mobility Podcast in 2021 and has released 34 episodes over four seasons with over 15,000 downloads in 60 countries, providing provide practical solutions to modern-day transportation challenges. The podcast can be accessed anywhere podcasts are available and are qualified for AICP CM, including the equity credit requirement.

<https://www.modernmobilitypartners.com/modern-mobility-podcast>



Selected as one of
2021's best transportation
planning podcasts by
Welp Magazine!



Featured in Planning
Magazine's 2022
Summer Issue!



Co-hosted by Keli Kemp
and Kirsten Mote—certified
transportation planners and
national experts.

