

## PROPOSED AGENDA

### Communications and Public Involvement Committee

*Julie Keeton Arnold, Chair*

**Thursday, January 13, 2011**

**1:30 p.m.**

**Executive Conference Room, Level C**

1. Public Comment Period
2. Overview of Communications Priorities for 2011 Julie Ralston, ARC
3. “I’m In” Water Conservation Website Grace Trimble, ARC
4. Regional Snapshot Mike Carnathan, ARC
5. PLAN 2040 Outreach and Schedule Jim Jaquish, ARC
6. Plans for Use of Ron Sims Speech Julie Arnold
7. Other

***Note:***

***The next meeting of the Communications and Public Involvement Committee will be held on Thursday, February 10, 2011.***

***Have a great day!***

# ARC COMMITTEE MEETING FOLLOW-UP

## COMMUNICATIONS AND PUBLIC INVOLVEMENT COMMITTEE

*Thursday, January 13, 2011 – Meeting Notes*

<b>Members Present</b>	<b>Members Absent</b>
Dr. Arla Bernstein	Ms. Julie Keeton Arnold
	Mr. C.J. Bland
	Mr. Bill Dewrell
	Mr. Davis Fox
	Mr. Matt Gove
	Ms. Kellie Hunter
	Mr. Eddie L. Moore, Jr.
	Ms. Clair Muller
	Hon. Rick Roberts
	Mr. Aaron Turpeau
	Mr. Michael Wall
	Ms. Cynthia Baugh Williams

Meeting cancelled due to inclement weather.

## AGENDA

### Communications and Public Involvement Committee

*Julie Keeton Arnold, Chair*

**Thursday, February 10, 2011**

**1:30 p.m.**

**Executive Conference Room, Level C**

1. Public Comment Period
2. Overview of Communications Priorities for 2011 Julie Ralston, ARC
3. Demonstration: "I'm In" Website Grace Trimble, ARC
4. Regional Snapshot-New Population & Employment Estimates Mike Alexander, ARC
5. PLAN 2040 Outreach and Schedule Jim Jaquish/Judy Dovers, ARC
6. Plans for Use of Ron Sims Speech Julie Arnold, Chair
7. Other

***Note:***

***The next meeting of the Communications and Public Involvement Committee will be held on Thursday, March 10, 2011.***

***Have a great day!***

# ARC COMMITTEE MEETING FOLLOW-UP

## COMMUNICATIONS AND PUBLIC INVOLVEMENT COMMITTEE

*Thursday, February 10, 2011 – Meeting Notes*

<b>Members Present</b>	<b>Members Absent</b>
Ms. Julie Keeton Arnold	Mr. Matt Gove
Mr. C.J. Bland	Ms. Kellie Hunter
Mr. Bill Dewrell	Mr. Eddie L. Moore, Jr.
Mr. Aaron Turpeau	Hon. Rick Roberts
Ms. Clair Muller	Mr. Michael Wall
	Ms. Cynthia Baugh Williams

### **1. Public Comment Period**

Julie Keeton Arnold committee chair opened the meeting with a welcome to all and invited public comments. There were no public comments.

### **2. Overview of Communications Priorities for 2011**

Julie Ralston, Director of Communications, briefed the committee on the services and priorities that are on tap for the Department of Communications in 2011. Under *Communications Services*, the goal is to continue to provide consistent key messaging throughout the following services, which are: Editorial Services, Photography, Internal/Board Communications, Media Relations, Web Services, Strategic Counseling/Planning, Broadcast Services, Speechwriting/Presentations, Information Center, Special Event Coordination, Graphic Design and Crisis Communications. *Under 2011 Communications Priorities*, the department of communications will continue to strategize and support the following initiatives: I'm in Water Conservation, Plan 2040, Community Choices, Transportation Funding Referendum, Community Planning Academy, Livable Communities Initiative, Lifelong Communities, Household Travel Survey, RideSmart, Regional Transit Committee, GEM Initiative, ARC Board Actions,

LINK/RLI/MARC, Water Planning District, the State of the Region Breakfast, and Innovation Crescent.

**3. Demonstration: “I’m In” Website**

Grace Trimble, Sr. Communications Coordinator, gave a demonstration on the “I’m In” website that is under construction. This website will be officially launched on March 3, 2011, at the Water District Board Meeting. Ms. Trimble navigated through the site and gave a few demonstrations on the search capabilities and hands-on application features.

**4. Regional Snapshot- New Population & Employment Estimates**

Mike Alexander, Chief of the Research Division, briefed the committee on the current issue of Regional Snapshot, which is entitled: *ARC’s County and Small-Area Forecasts: What the Future Holds in the Atlanta Region*. This Regional Snapshot provides new, detailed information on ARC’s forecasts for county and small areas - indicating that five metro counties will double their population and 10 counties will experience a doubling of their job base by 2040 along with other timely statistics. To read this issue in its entirety and other issues of regional snapshot, visit [www.atlantaregional.com/regionalshots](http://www.atlantaregional.com/regionalshots).

**5. Plan 2040 Outreach and Schedule**

Judy Dovers, Public Outreach Coordinator of the Transportation Division, briefed the committee on Plan 2040 Outreach efforts and the schedule of meetings for the first half of 2011. Several meetings are scheduled from January – June, 2011. These meetings will take the format of stakeholders meetings, speaking engagements, online public meetings, and neighborhood forums. Ms Dovers stated that the January meeting with local planners was a success and that the online public meetings, when first initiated, were met with some skepticism, but to date they are all well attended.

**6. Other – The Civic League for Regional Atlanta**

Clair Muller, committee member and chairperson for The Civic League for Regional Atlanta gave an update on the mission of this organization and announced the upcoming event called **What’s Right with the Region!** This event will be held on February 24, at the Cobb Galleria, and will celebrate the individuals and organizations that are working to build the Atlanta region. Ms. Muller announced that ARC’s Chairman, Tad Leithead, will be one of the honourees and encouraged all present to attend.

There being no further business the meeting adjourned.

## AGENDA

### Communications and Public Involvement Committee

*Julie Keeton Arnold, Chair*

**Thursday, March 10, 2011**

**1:30 p.m.**

**Executive Conference Room, Level C**

1. Public Comment Period
2. Plan 2040 Outreach Judy Dovers, ARC
3. Local Government Update Kellie Brownlow, ARC
  - Create Awards
  - LINK
  - RLI
  - Community Choices
4. Regional Snapshot Mike Carnathan, ARC
5. Regional Roundtable Focus Groups and Update Kathryn Lawler, ARC
6. Legislative Update Catherine Brulet, ARC
7. Other

***Note:***

***The next meeting of the Communications and Public Involvement Committee will be held on Thursday, April 14th, 2011.***

***Have a great day!***

# ARC COMMITTEE MEETING FOLLOW-UP

## COMMUNICATIONS AND PUBLIC INVOLVEMENT COMMITTEE

*Thursday, March 10, 2011 – Meeting Notes*

<b>Members Present</b>	<b>Members Absent</b>
Ms. Julie Keeton Arnold	Bill Dewrell
Dr. Arla Bernstein	Mr. Matt Gove
Mr. C.J. Bland	Ms. Kellie Hunter
Ms. Clair Muller	Mr. Eddie L. Moore, Jr.
Ms. Cynthia Baugh Williams	Hon. Rick Roberts
	Mr. Aaron Turpeau
	Mr. Michael Wall

### **1. Public Comment Period**

Julie Keeton Arnold committee chair opened the meeting with a welcome to all and invited public comments. There were no public comments.

### **2. Regional Roundtable Focus Groups Update**

*Kathryn Lawler, ARC's External Affairs Manager*, gave an update on the outreach efforts of the Regional Roundtable Focus Groups. Several focus group meetings are scheduled: March 15 in Rockdale County; March 17 in Henry County; and March 19<sup>th</sup> -- with dual locations of Cobb County and North Fulton County. Ms. Lawler will keep us informed with the results of these meetings and the input gathered.

### **3. Plan 2040 Outreach**

*Judy Dovers, ARC's Transportation Planning Division* and *Jim Jaquish of ARC's Communications Department*, briefed the committee on Plan 2040 outreach. The Civic League for Regional Atlanta and ARC are holding a series of five forums that are

designed to involve the citizens of the region in the PLAN 2040 decisions that will shape the region. The dates for these forums are: March 10, March 22, March 31, April 14 and April 19<sup>th</sup>. These meetings are free and open to the public, but registration is required. The forums run from 6:45 p.m. to 9:00 p.m. More information on Plan 2040 can be found at [www.atlantaregionalcommission\plan2040](http://www.atlantaregionalcommission\plan2040).

#### **4. Local Government Update**

*Kellie Brownlow, ARC's Division Chief of Local Government Services*, briefed the committee on the following initiatives that are underway.

- *The CREATE Awards*, designed to recognize local programs and services that work collectively to achieve regional goals, was hosted on March 3<sup>rd</sup>. Awards honored local governments in the following areas: Community Building and Involvement, Regional Prosperity & Economic Development, Educational Excellence, Application and Innovation in Technology. The Honorees were Fayette County, Stone Mountain, Gwinnett County, Fulton County and the City of Decatur.
- *The Leadership Involvement Networking Knowledge (LINK)* program, is a cross-sector, cross-county leadership exchange that brings together the region's most influential leaders to learn how other metropolitan areas throughout the country are addressing the same issues and challenges that are faced in the Atlanta region. This year's program will be hosted in Seattle, Washington, May 4-7<sup>th</sup>, and Ms. Brownlow will give a comprehensive report after the trip is completed.
- *The Regional Leadership Institute (RLI)* is a comprehensive leadership program designed to better prepare a diverse group of community, government, business and nonprofit leaders to work collaboratively in addressing regional issues. RLI is designed to provide a unique learning experience for emerging and existing leaders through an intensive one-week program that trains, empowers and supports leaders so they can effect positive community change in the region. This year's recruitment is presently underway and the class will run September 11 through the 16<sup>th</sup>.
- *The Community Choices program* is a quality growth initiative of the Atlanta Regional Commission. Through this program, cities and counties are provided with the tools, technical assistance and resources to help them create communities that best suit their unique visions. Ms. Brownlow stated that to date, six applications have been received for the 2011-12 Community Choices Implementation Assistance program and that any local government in the 10-county area is eligible to apply for assistance in implementing their community's quality growth plans or policies. The application deadline is March 11 and assistance begins in May.

#### **5. Regional Snapshot**

*Mike Carnathan, ARC's Research Division*, briefed the committee on the recent issue of Regional Snapshot, entitled: *Educational Attainment in Metro Atlanta*. This Regional

Snapshot examines recently-released educational attainment data from the U.S. Census Bureau for metro areas, counties and small areas within the region. It finds that metro Atlanta ranks ninth in the nation in the share of its population with at least a Bachelor's degree. It also finds that almost every county in the region made strides last decade in increasing the share of population with at least a Bachelor's degree, while simultaneously decreasing the share of population without a high school diploma. This snapshot also reveals that the Atlanta region has a relatively high concentration of those with Business-related degrees and also shows from small area data from 2005-2009 American Community Survey, how strongly educational attainment is tied to income. More on this regional snapshot can be accessed online at: [www.atlantaregional.com/regionalsnapshot](http://www.atlantaregional.com/regionalsnapshot).

## **6. Other – Water Oral Arguments**

*Grace Trimble, Sr. Communications Coordinator*, briefed the committee on the tri-state water oral arguments that took place on Wednesday, March 9<sup>th</sup> in the 11<sup>th</sup> US Circuit Court of Appeals. The State of Georgia, ARC and the Metro water providers (City of Atlanta, Cobb County-Marietta Water Authority, DeKalb County, Atlanta-Fulton Water Resources Commission and City of Gainesville), along with the U.S. Army Corps of Engineers, appealed the 2009 ruling of Judge Paul Magnuson that would severely restrict the operation of Buford Dam for water supply. Seth Waxman, former Solicitor General of the U.S., arguing on behalf of the Georgia parties, urged the court to send the case back to Judge Magnuson with instructions to order the Corps to complete the necessary analysis to determine how much water is available for users in the Chattahoochee Basin. Based on their questions, the three judges hearing the appeal were very knowledgeable about the intricacies of the case and its history. Media coverage was excellent, both in the *Atlanta Journal-Constitution* and the *Gainesville Times*. An Associated Press story ran in the *Miami Herald* and *BusinessWeek*. A ruling is expected within six months. Ms. Trimble promised to keep the committee abreast of the water wars as it continues to unfold.

There being no further business the meeting adjourned.

## PROPOSED AGENDA

### Communications and Public Involvement Committee

*Julie Keeton Arnold, Chair*

**Thursday, April 14, 2011**

**1:30 p.m.**

**Executive Conference Room, Level C**

***This meeting of Thursday, April 14, has been cancelled!***

***Note:***

***The next meeting of the Communications and Public Involvement Committee will be held on Thursday, May 12, 2011.***

***Have a great day!***

## PROPOSED AGENDA

### Communications and Public Involvement Committee

*Julie Keeton Arnold, Chair*

**Thursday, May 12, 2011**

**1:30 p.m.**

**Executive Conference Room, Level C**

1. New *Plan 2040* Website *Jim Jaquish*
2. *Plan 2040* Public Outreach and Comment *Judy Dovers*
3. Regional Transportation Roundtable  
Communications Strategy and Preliminary  
Research Results *Kathryn Lawler and Jim Jaquish*
4. LINK Report *Kellie Brownlow*
5. “I’m In” Launch *Grace Trimble*
6. Proposed Documentary on Aging *Laura Keyes*
7. Regional Snapshot *Mike Carnathan*

***Note: The next meeting of the Communications and Public Involvement Committee will be held on Thursday, June 9, 2011.***

# ARC COMMITTEE MEETING FOLLOW-UP

## COMMUNICATIONS AND PUBLIC INVOLVEMENT COMMITTEE

*Thursday, May 12, 2011 – Meeting Notes*

<b>Members Present</b>	<b>Members Absent</b>
Ms. Julie Keeton Arnold	Ms. Arla Bernstein
Mr. C.J. Bland	Ms. Kellie Hunter
Mr. Bill Dewrell	Hon. Rick Roberts
Mr. Matt Gove	Mr. Aaron Turpeau
Mr. Eddie L. Moore, Jr.	Mr. Michael Wall
Ms. Clair Muller	
Ms. Cynthia Baugh Williams	

### **1. Public Comment Period**

Julie Keeton Arnold committee chair opened the meeting with a welcome to all and invited public comments. There were no public comments.

### **2. I'm In Water Conservation Campaign Launch**

Grace Trimble, Sr. Communications Coordinator, briefed the committee on the launch of the I'm In Water Conservation campaign that took place on Tuesday, May 10 at E. Rivers Elementary School. This grassroots regional water conservation effort, conceived by the ARC Communications and Public Involvement Committee and supported by the Metro Water District, is designed to promote a culture of water conservation in metro Atlanta. Ms. Trimble stated that the event was a great success, with many in attendance including Tad Leithead, Laura Turner Seydel and Katie Kirkpatrick. Channel 2 News sent a crew. Ms. Julie Keeton Arnold who was also in attendance was very enthusiastic in her comments on the successful launch.

### **3. Regional Snapshot**

Mike Alexander, chief of the research division, gave the briefing on the May issue of *Regional Snapshot*. This issue explores trends in the retail trade sector and finds that this sector has seen a 13 percent decline in total employment since 2007, which is greater than the decline in overall employment. The decline in retail trade employment drove vacancy rates for retail space to 10.3 percent, among the highest rates observed this decade. This *Regional Snapshot* also looks at areas where retail jobs are concentrated versus where retail workers live. To read this *Regional Snapshot* and previous issues in its entirety, please visit [www.atlantaregional.com/regionalsnapshot](http://www.atlantaregional.com/regionalsnapshot).

### **4. Plan 2040 Website**

Jim Jaquish, Sr. Communications Coordinator gave a brief update on the Plan 2040 website that is under construction. Mr. Jaquish previewed a two-pager of the potential look of the website and solicited the input of the committee. The launch of the website is dependent upon Plan 2040's adoption by the ARC Board at the July 2011 board meeting.

### **5. Regional Transportation Roundtable**

Jim Jaquish gave a summary of the results of the Metro Atlanta Quality of Life Survey that was conducted in March 2011. The A.L. Burruss Institute of Public Service and Research at Kennesaw State University surveyed residents of the 10-county metro Atlanta region to ascertain their perception of the quality of life in their area as well as two transportation issues of interest to the Atlanta Regional Commission (ARC). The poll was conducted by telephone from the Institute's Survey Research Laboratory and included 1,021 randomly selected adult respondents ages 18 and older from the 10-county area. The responses were weighted to accurately reflect as closely as possible the demographic characteristics of the state's adult population. The margin of error for the metro-wide results is +/-3%.

### **6. LINK Report 2011**

Kellie Brownlow, Chief of Governmental Services, gave a briefing on the success of the 2011 Leadership Involvement Networking Knowledge (LINK) trip that was hosted in Seattle, Washington May 4-7, 2011. This year's trip had in attendance over 120 participants and seemed seamless stated Kellie Brownlow. Ms. Brownlow asked Kathryn Lawler who was a LINK 2011 participant to give a summary from a participant's perspective; Ms. Lawler concurred it was well planned, executed and highly educational.

There being no further business the meeting adjourned.

## AGENDA

### Communications and Public Involvement Committee

*Julie Keeton Arnold, Chair*

**Thursday, June 9, 2011**

**1:30 p.m.**

**Executive Conference Room, Level C**

- |  |                                    |
|--|------------------------------------|
| <b>1. Regional Snapshot</b>                      | <b>Mike Carnathan, Research</b>    |
| <b>2. Transportation Investment Act – Update</b> | <b>Jim Jaquish, ARC</b>            |
| <b>3. Plan 2040 Focus Group Research</b>         | <b>Judy Dovers, TPD</b>            |
| <b>4. Aging - Lifelong Mableton - Update</b>     | <b>Laura Keyes, Aging Services</b> |
| <b>5. “I’m In” Water Conservation Campaign</b>   | <b>Discussion by All</b>           |

**Note: The next meeting of the Communications and Public Involvement Committee will be held on Thursday, July 14, 2011.**

## AGENDA

### **Communications and Public Involvement Committee**

*Julie Keeton Arnold, Chair*

**Thursday, July 14, 2011**

**1:00 p.m.**

**Executive Conference Room, Level C**

- |  |                |
|--|----------------|
| 1. Transportation Roundtable Video Preview         | Julie Ralston  |
| 2. Transportation Investment Act - Update          | Kathryn Lawler |
| 3. ARC Quick Reference Guide for ARC Board Members | Julie Ralston  |
| 4. Overview of Plan 2040                           | Jim Jaquish    |
| 5. ARC Regional Snapshot                           | Mike Carnathan |
| 6. Other   |                |

*Note: The next meeting of the Communications and Public Involvement Committee will be held on Thursday, August 11, 2011.*

# ARC COMMITTEE MEETING FOLLOW-UP

## COMMUNICATIONS AND PUBLIC INVOLVEMENT COMMITTEE

*Thursday, June 9, 2011 – Meeting Notes*

<b>Members Present</b>	<b>Members Absent</b>
Ms. Julie Keeton Arnold	Mr. Bill Dewrell
Ms. Arla Bernstein	Mr. Matt Gove
Mr. C.J. Bland	Ms. Kellie Hunter
Ms. Claire Muller	Mr. Eddie L. Moore, Jr.
	Mr. Aaron Turpeau
	Mr. Michael Wall
	Ms. Cynthia Baugh Williams

### 1. Public Comment Period

*Julie Keeton Arnold* committee chair opened the meeting with a welcome to all and invited public comments. There were no public comments.

### 2. Regional Snapshot

*Mike Carnathan, Research Division*, gave a briefing on the current *Regional Snapshot*. This issue entitled: *Travel Patterns in the Atlanta Region*, explores how residents travel around the region each day and provides “daytime population” estimates for each of the region’s 20 counties. Daytime population is a good gauge of how much an area’s population grows each the day, based on the net number of workers coming into the area to work. The Snapshot also analyzes trips for any purpose (including work and non-work) and shows that several areas have significant differences between the trips that begin there and the trips that end there. This Regional Snapshot can be read in its entirety at [www.atlantaregional.com/regionalsnapshot](http://www.atlantaregional.com/regionalsnapshot).

## **Transportation Investment Act**

*Jim Jaquish*, Sr. Communications Coordinator and *Judy Dovers*, Public Outreach Coordinator for ARC's Transportation Planning Division, gave a brief update on the Public Outreach efforts of the Transportation Investment Act (TIA). A series of outreach efforts began in March and will end in October 2011. Some of the activities planned to engage metro Atlanta's citizens are monthly community briefings, RTR online surveys, telephone town halls and public hearings. Ms. Dovers stated that these public involvement activities have been very well attended and the traffic to the web-site has been greatly increased.

### **3. Lifelong Mableton – Aging**

*Laura Keyes*, Sr. Planner in the Aging Services Division, briefed the committee on the Lifelong Mableton initiative. This initiative is an innovative partnership between the Atlanta Regional Commission, Cobb County, neighborhood associations and developers who are working together to create a place where individuals of all ages can live throughout their lifetime. Lifelong Mableton is funded through a grant from the Administration on Aging and is one of the 13 demonstration grants nationwide to improve the quality of life for older Americans and sustain their independence. Ms. Keyes stated that she is well pleased with the progress of this initiative.

### **4. "I'm In" Water Conservation Campaign**

*Grace Trimble*, Sr. Communications Coordinator with the Department of Communications, gave a brief update on the "I'm In" Water Conservation Campaign. Ms. Trimble showed a 2-minute video segment of the "I'm In" campaigns' kick-off on May 10, 2011. The video features 100 third-graders and city council person, Melanie Hamilton, of Pine Lake, singing a water conservation song she wrote specifically for the campaign. Ms. Trimble was pleased to announce, the Water District board has approved \$247,000 to go towards PR and marketing for the "I'm In" campaign. The next step will be to initiate a request for proposal (RFP) for a marketing/public relations firm.

There being no further business the meeting adjourned.

# ARC COMMITTEE MEETING FOLLOW-UP

## COMMUNICATIONS AND PUBLIC INVOLVEMENT COMMITTEE

*Thursday, July 14, 2011 – Meeting Notes*

<b>Members Present</b>	<b>Members Absent</b>
Ms. Julie Keeton Arnold	Dr. Arla Bernstein
Mr. C.J. Bland	Mr. Matt Gove
Mr. Bill Dewrell	Ms. Kellie Hunter
Mr. Eddie L. Moore, Jr.	Hon. Rick Roberts
Ms. Claire Muller	Mr. Michael Wall
Mr. Aaron Turpeau	Ms. Cynthia Baugh Williams

### **1. Public Comment Period**

*Julie Keeton Arnold* committee chair opened the meeting with a welcome to all and acknowledged Clarke Martin of Clayton County and Abbye Conrad of Henry County, who are students of the 2011-2012 MARC class. Following their acknowledgements Ms. Keeton invited public comments. There were none.

### **2. Transportation Roundtable Video - Preview**

Julie Ralston, Director of Communications, introduced a four-minute video, recently produced cooperatively by ARC and the Georgia Municipal Association, to provide an overview of the Transportation Investment Act and the upcoming regional referendum on July 31, 2011. Ms. Ralston solicited the input of the committee in tweaking the video which will be distributed to a broad list of stakeholders and will be placed on the website: [www.atlantaregionalroundtable.com](http://www.atlantaregionalroundtable.com)

### 3. Transportation Investment Act – Update

Kathryn Lawler, External Affairs Manager, gave an update on the Transportation Investment Act. The Regional Transportation Roundtable (RTR) held a transit workshop on July 7th and worked to hone the list of potential referendum projects to be considered for funding through the penny sales tax. The unconstrained list of projects must be affordable, based on the amount of expected revenue. Ms. Lawler will keep the committee apprised of all related activities of the Transportation Investment Act and its next steps. The Atlanta Region Unconstrained Project List can be viewed online at: [http://www.atlantaregionalroundtable.com/docs/unconstrained\\_list\\_by\\_projectid\\_6-8-11.pdf](http://www.atlantaregionalroundtable.com/docs/unconstrained_list_by_projectid_6-8-11.pdf)

### 4. ARC Quick Reference Guide for ARC Board Members

A new Quick Reference section has been created on the ARC website to provide easy access to information resources for ARC board members and others. The new section can be viewed at viewed online at: [www.atlantaregional.com/quickreference](http://www.atlantaregional.com/quickreference).

### 5. Overview of Plan 2040

Jim Jaquish Sr. Communications Coordinator, briefed the committee on efforts to create a final report and web micro site for PLAN 2040, when it is adopted this month. PLAN 2040 is ARC's comprehensive, long-range plan for the Atlanta region, closely linking transportation, economic, land planning, workforce and human services delivery. The ARC Board is scheduled to take action to adopt PLAN 2040 at its July 27 board meeting.

### 6. ARC Regional Snapshot

*Mike Carnathan, Research Division, gave a briefing on the current Regional Snapshot. This issue entitled: A Look at Foreclosures in the Atlanta Region explores several sources of foreclosure and mortgage-related data. The data shows that metro Atlanta still has a relatively high rate of serious delinquent mortgages, meaning that more foreclosure is in the offing. At the same time, however, foreclosure filings are well below last year's levels. According to Equity Depot, a local firm that tracks foreclosures and real estate trends, the drop off seen this year is likely due to a change in lender practices that may have temporarily stalled foreclosure proceedings (as reported in the Atlanta Journal-Constitution's "The Biz Beat," on April 10, 2011). The data compare metro Atlanta to other large metro areas and explores county-level and small-area trends. This Regional Snapshot can be read in its entirety at [www.atlantaregional.com/regionalsnapshot](http://www.atlantaregional.com/regionalsnapshot).*

### 7. Communications and Public Involvement Committee – Time Change

Chairwoman, Julie Keeton Arnold, informed the committee of a change in meeting time for the Communications and Public Involvement committee meetings. The new

time will be 1:00 p.m. instead of 1:30 p.m. and will be effective at the August 11<sup>th</sup> meeting. Ms. Keeton requested that all members mark their calendars.

There being no further business the meeting adjourned.

## PROPOSED AGENDA

### **Communications and Public Involvement Committee**

*Julie Keeton Arnold, Chair*

**Thursday, August 11, 2011**

**New Time 1:00 p.m.**

**Executive Conference Room, Level C**

1. Other

*Note: The next meeting of the Communications and Public Involvement Committee will be held on Thursday, September 15, 2011.*

# ARC COMMITTEE MEETING FOLLOW-UP

## COMMUNICATIONS AND PUBLIC INVOLVEMENT COMMITTEE

*Tuesday, August 13, 2011 – Meeting Notes*

<b>Members Present</b>	<b>Members Absent</b>
Ms. Julie Keeton Arnold	Dr. Arla Bernstein
Mr. C.J. Bland	Mr. Bill Dewrell
Mr. Aaron Turpeau	Mr. Matt Gove
	Ms. Kellie Hunter
	Mr. Eddie L. Moore, Jr.
	Hon. Rick Roberts
	Mr. Michael Wall
	Ms. Cynthia Baugh Williams

### **1. Public Comment Period**

*Julie Keeton Arnold* committee chair opened the meeting with a welcome to all, Ms. Keeton invited public comments. There were no public comments.

### **2. Regional Snapshot**

*Jim Skinner*, ARC Research Division, briefed the committee on the latest Regional Snapshot dated September 2011. This Snapshot explores age trends in the 20-county region, showing which areas are adding children and which are graying the most, while tracking the Millennials, Generation Xers and Baby Boomers through the last decade. The data contained in this Snapshot shows that the Baby Boomers, defined as those ages 45 to 64 in 2010, now make up 25 percent of the region's population, making them one of only two age groups that experienced an increase in its percentage of the total population since 2000. The other age group to experience such an increase are those that are 65 years and older. This snapshot can be read in its entirety at: [www.atlantaregional.com/regionalsnapshot](http://www.atlantaregional.com/regionalsnapshot).

### **3. MARC Class 2011/2012 – kick-off briefing**

*Grace Trimble*, Sr. Communications Coordinator, gave a brief update on the Model Atlanta Regional Commission (MARC) class of 2011/2012. The kick-off was held on Saturday, September 13, 2011, at the Loudermilk Conference Center. The keynote address was given by Mandy Schmitt Mahoney, director of management and strategy for the Southeast Energy Efficiency Alliance. Ms. Trimble was pleased to announce that this class, with a roster of 52 students, had full representation of all 10 counties. The next meeting is scheduled for October 1-2 -- an overnight retreat at the Simpsonwood Conference Center.

### **4. ARC's Strategic Direction – Priorities for 2012**

*Julie Ralston*, Director of Communications, gave a briefing on the strategic direction of ARC's Communications Department for the calendar year 2012. Handouts were distributed detailing Communications Services; 2011 Communications Priorities and 2012 ARC Work Program Highlights. A healthy discussion ensued about all that the ARC does and the challenges of communicating about all, as well as all the successes.

### **5. Regional Transportation Roundtable Public Forums**

*Jim Jaquish*, Sr. Communications Coordinator, briefed the committee on 12 Regional Transportation Roundtable Public Forums that are now underway. These public forums began on August 15, 2011, and will continue through September 30, 2011. The purpose of these meetings is to gather input, address concerns and to allow constituents and citizens throughout the 10-county region to weigh in on the draft constrained list of projects. Mr. Jaquish stated that the meetings held to date have been successful.

### **6. ARC and Metro Atlanta Arts and Culture Coalition (MAACC) Initiative**

*Julie Ralston*, ARC's Director of Communications and Allison Duncan, Planner, Land Use Division briefed the committee on work being conducted through a contract with MAACC. This initiative is part of a larger regional planning process which will engage in a facilitated dialogue regarding critical issues facing the cultural community and potential collaborations. Another aspect to this initiative is the creation and maintenance of a comprehensive database of arts and culture resources. As a part of the information gathering process, several forums are planned for the 10-county region. These 11 forums will begin August 2, are hosted by the county chairperson or Mayor of Atlanta and will run through the end of the year.

### **7. 2011 State of the Region Breakfast Planning**

*Julie Ralston* briefed the committee on the plans for the 2011 State of the Region breakfast that will be held on Friday, November 4, 2011, at the Hyatt Regency Atlanta. Ms. Ralston stated that the process is moving along with multiple sponsors on board.

There being no further business the meeting adjourned.

## AGENDA

### **Communications and Public Involvement Committee**

*Julie Keeton Arnold, Chair*

**Thursday, November 10, 2011**

**1:00 p.m.**

**Executive Conference Room, Level C**

1. 2011 ARC State of the Region Breakfast Wrap-up Julie Ralston, ARC
2. Update on Metro Atlanta Arts & Culture Coalition Grant Julie Ralston, ARC
3. PLAN 2040 Public Involvement and Outreach Assessment Judy Dovers, ARC
4. ARC's Role in Regional Transportation Referendum Awareness-Building Julie Ralston, ARC
5. Regional Snapshot Mike Carnathan, ARC
6. Upcoming Events/Activities
  - RLI alumni event – Wednesday, November 16, 2011
  - Legislative breakfast – Tuesday, December 6<sup>th</sup>, 2011

*Note: The next meeting of the Communications and Public Involvement Committee will be held on Thursday, January 12, 2012 at 1:00 p.m. in the Executive Conference room.*

**Happy Holidays!**



# ARC COMMITTEE MEETING FOLLOW-UP

## COMMUNICATIONS AND PUBLIC INVOLVEMENT COMMITTEE

*Thursday, November 10, 2011 – Meeting Notes*

<b>Members Present</b>	<b>Members Absent</b>
Ms. Julie Keeton Arnold	Dr. Arla Bernstein
Mr. Eddie L. Moore, Jr.	Mr. Matt Gove
Mr. Bill Dewrell	Ms. Kellie Hunter
Mr. Aaron Turpeau	Hon. Rick Roberts
	Mr. Michael Wall
	Ms. Cynthia Baugh Williams

### 1. Public Comment Period

*Julie Keeton Arnold* committee chair opened the meeting with a welcome to all, Ms. Keeton invited public comments. There were no public comments.

### 2. 2011 State of the Region Breakfast Wrap-up

*Grace Trimble*, Sr. Communications Coordinator gave an update on the 2011 State of the Region breakfast which was held on Friday, November 4, at the Hyatt Regency Atlanta. There were 22 corporate sponsors represented and well over 1000 attendees. The Honorable Kasim Reed, Mayor of the City of Atlanta, and The Honorable Casey Cagle, Lieutenant Governor, keynoters delivered their perspectives from the city and state levels, respectively. Also, the 2011 Developments of Excellence awards were awarded to six distinguished organizations who exemplified cutting-edge, livable designs. The organizations are as follows: Perkins + Will, Arabia Mountain National Heritage Area, Fairburn Educational Campus, Trees Atlanta, Kendeda Center, Stantec and Mathias Construction and The Brickworks, Midtown West.

### **3. Metro Atlanta Arts and Culture Coalition Grant**

Allison Duncan, Sr. Planner with the Land Use Division gave a brief update on the MAACC initiative. To date Cultural Forums have been held in 7 counties along with the City of Atlanta. Upcoming forums are being planned for North and South Fulton, Fayette and Rockdale counties. MAACC and ARC have been awarded a grant in the amount of \$50,000 by the Community Foundation of Greater Atlanta. This grant award will allow the MAACC and the Atlanta Regional Commission to forge ahead with exploration of a merger of a more formal relationship. Ms. Duncan stated that a Request for Proposal has been submitted and the scope of work will include the feasibility and/or refinement of a merger with details to include: rationale, services, funding possibilities, budget, role of advocacy, staffing structure, salaries, & reporting, governance model and organizational design to ensure success. The deadline for submittal is Friday, November 18, 2011. Also, MAACC and ARC have begun to map data relating to arts and cultural organizations that operate in the metro area. Over 1,700 organizations have been identified in the 10-county region.

### **4. Regional Snapshot**

Mike Carnathan, Planner with the Research Division, briefed the committee on the November/December issue of Regional Snapshot, which was published to coincide with ARC's 2011 State of the Region breakfast. This Snapshot entitled, **State of the Atlanta Region: 2011** tells the story of the Atlanta region through the eyes of the 2010 Census. This issue states that metro Atlanta is one of the fastest-growing places in the nation, while getting older and more diverse. And the magnitude of change is dramatic. The Atlanta region isn't the same place it was 10 years ago. And it won't be the same place in 30 years; change will continue to transform our region. This snapshot can be read in its entirety at [www.atlantaregional.com/regionalsnapshots](http://www.atlantaregional.com/regionalsnapshots).

### **5. TIA Update**

Jim Jaquish, Sr. Communications Coordinator briefed the committee on the Regional Roundtable work that is completed. The business of building awareness about the Transportation Investment Act and educating stakeholders and the general public with accurate information is now crucial. The Regional Roundtable website is in the process of being restructured and the Transportation Division is currently running computer models of what traffic will be like in 2025, if the projects approved are built and if they are not. ARC will produce a report of the data and then break it into "bite size" pieces, that will be released monthly or on a regular basis throughout 2012. Committee members Eddie Moore and Aaron Turpeau discussed the need to make sure the elected officials get all information, and that their chiefs of staff are also furnished with said information, as they are the ones who are on the front lines.

There being no further business the meeting adjourned.

## AGENDA

### Communications and Public Involvement Committee

*Julie Keeton Arnold, Chair*

**Tuesday, September 13, 2011**

**1:30 p.m. (This meeting only)**

**Executive Conference Room, Level C**

1. ARC's Strategic Directions – Priorities for 2012 Julie Ralston, ARC
2. Regional Transportation Roundtable Public Forums Jim Jaquish, ARC
3. ARC and Metro Atlanta Arts and Culture Coalition Initiative Julie Ralston and Allison Duncan, ARC
4. ARC State of the Region Breakfast Plans Julie Ralston, ARC
5. Regional Snapshot Mike Carnathan, ARC
6. MARC Class 2011/2012 – Kick - off briefing Grace Trimble, ARC

***Note: The next meeting of the Communications and Public Involvement Committee will be held on Thursday, October 13, 2011 at 1:00 p.m.***



# ARC COMMITTEE MEETING FOLLOW-UP

## COMMUNICATIONS AND PUBLIC INVOLVEMENT COMMITTEE

*Tuesday, August 13, 2011 – Meeting Notes*

<b>Members Present</b>	<b>Members Absent</b>
Ms. Julie Keeton Arnold	Dr. Arla Bernstein
Mr. C.J. Bland	Mr. Bill Dewrell
Mr. Aaron Turpeau	Mr. Matt Gove
	Ms. Kellie Hunter
	Mr. Eddie L. Moore, Jr.
	Hon. Rick Roberts
	Mr. Michael Wall
	Ms. Cynthia Baugh Williams

### 1. Public Comment Period

*Julie Keeton Arnold* committee chair opened the meeting with a welcome to all, Ms. Keeton invited public comments. There were no public comments.

### 2. Regional Snapshot

*Jim Skinner*, ARC Research Division, briefed the committee on the latest Regional Snapshot dated September 2011. This Snapshot explores age trends in the 20-county region, showing which areas are adding children and which are graying the most, while tracking the Millennials, Generation Xers and Baby Boomers through the last decade. The data contained in this Snapshot shows that the Baby Boomers, defined as those ages 45 to 64 in 2010, now make up 25 percent of the region’s population, making them one of only two age groups that experienced an increase in its percentage of the total population since 2000. The other age group to experience such an increase are those that are 65 years and older. This snapshot can be read in its entirety at: [www.atlantaregional.com/regionalsnapshot](http://www.atlantaregional.com/regionalsnapshot).

### 3. MARC Class 2011/2012 – kick-off briefing

*Grace Trimble*, Sr. Communications Coordinator, gave a brief update on the Model Atlanta Regional Commission (MARC) class of 2011/2012. The kick-off was held on Saturday, September 13, 2011, at the Loudermilk Conference Center. The keynote address was given by Mandy Schmitt Mahoney, director of management and strategy for the Southeast Energy Efficiency Alliance. Ms. Trimble was pleased to announce that this class, with a roster of 52 students, had full representation of all 10 counties.

The next meeting is scheduled for October 1-2 -- an overnight retreat at the Simpsonwood Conference Center.

**4. ARC's Strategic Direction – Priorities for 2012**

*Julie Ralston*, Director of Communications, gave a briefing on the strategic direction of ARC's Communications Department for the calendar year 2012. Handouts were distributed detailing Communications Services; 2011 Communications Priorities and 2012 ARC Work Program Highlights. A healthy discussion ensued about all that the ARC does and the challenges of communicating about all, as well as all the successes.

**5. Regional Transportation Roundtable Public Forums**

*Jim Jaquish*, Sr. Communications Coordinator, briefed the committee on 12 Regional Transportation Roundtable Public Forums that are now underway. These public forums began on August 15, 2011, and will continue through September 30, 2011. The purpose of these meetings is to gather input, address concerns and to allow constituents and citizens throughout the 10-county region to weigh in on the draft constrained list of projects. Mr. Jaquish stated that the meetings held to date have been successful.

**6. ARC and Metro Atlanta Arts and Culture Coalition (MAACC) Initiative**

*Julie Ralston*, ARC's Director of Communications and Allison Duncan, Planner, Land Use Division briefed the committee on work being conducted through a contract with MAACC. This initiative is part of a larger regional planning process which will engage in a facilitated dialogue regarding critical issues facing the cultural community and potential collaborations. Another aspect to this initiative is the creation and maintenance of a comprehensive database of arts and culture resources. As a part of the information gathering process, several forums are planned for the 10-county region. These 11 forums will begin August 2, are hosted by the county chairperson or Mayor of Atlanta and will run through the end of the year.

**7. 2011 State of the Region Breakfast Planning**

*Julie Ralston* briefed the committee on the plans for the 2011 State of the Region breakfast that will be held on Friday, November 4, 2011, at the Hyatt Regency Atlanta. Ms. Ralston stated that the process is moving along with multiple sponsors on board.

There being no further business the meeting adjourned.