

APPENDIX A: PLAN 2040 Vision, Goals and Objectives

The PLAN 2040 vision statement, *visionary leadership for sustainable growth by balancing environmental responsibility, economic growth and social needs while maximizing benefits to all*, was adopted by the ARC Board and supported by three goals:

Goal 1: Lead as the Global Gateway to the South

Goal 2: Encourage Healthy Communities

Goal 3: Expand Access to Community Resources

The Atlanta Regional Commission adopted the PLAN 2040 Objectives in July 2010. ARC staff developed Principles that further refine the adopted Objectives based on former regional policy as well as recent regional activities, including Fifty Forward. The Objectives and Principles will become the official land use policy that guides programs, decisions and investments within the PLAN 2040 Implementation Strategy.

Increase mobility options for people and goods by

- Assuring the preservation, maintenance and operation of the existing multimodal transportation system.
- Continuing to implement cost effective improvements such as sidewalks, multi-use trails, bicycle lanes, and roadway operational upgrades to expand transportation alternatives, improve safety, and maximize existing assets.
- Maintaining industrial and freight land uses at strategic locations with efficient access and mobility.
- Maintaining and expanding infrastructure to support air and rail travel and transport.
- Strategically targeting roadway capacity improvements to serve regionally significant corridors and centers.

Foster a healthy, educated, well trained, safe and secure population by

- Building communities that encourage healthy lifestyles and active living for all ages, with provisions for healthcare, education, recreation, cultural arts and entertainment opportunities.
- Promoting a regional community that embraces diversity – age, ethnicity, and lifestyle – as its strength.
- Promoting access to quality schools, career training, and technology literacy to provide a workforce that can support economic opportunity.
- Promoting public safety efforts to create vibrant and safe 24-hour communities.

Promote places to live with easy access to jobs and services by

- Building compact development in existing communities with integrated land uses that will minimize travel distances and support walking, cycling and transit.
- Increasing housing, services, and employment opportunities around transit stations.
- Providing a range of housing choices to accommodate households of all income levels, sizes and needs and to ensure that workers in the community have the option to live there.
- Protecting the character and integrity of existing neighborhoods, while also meeting the needs of the community.

Improve energy efficiency while preserving the region's environment by

- Conserving and protecting environmentally-sensitive areas and increasing the amount and connectivity of greenspace.
- Continuing to enhance stewardship of water resources throughout the region.
- Promoting energy-efficient land development and infrastructure investments that foster the sustainable use of resources and minimize impacts to air quality.
- Encouraging appropriate infill, redevelopment and adaptive reuse of the built environment to maintain the regional footprint and optimize the use of existing investments.

Identify innovative approaches to economic recovery and long term prosperity by

- Focusing financial resources and public investments in existing communities.
- Establishing a region-wide economic and growth management strategy that includes federal, state, regional and local agencies, as well as non-governmental partners.
- Enhancing and diversifying economic development activities to include sectors like life sciences, logistics and transportation, agribusiness, energy and environmental technology, healthcare and eldercare, aerospace technology and entertainment and media production.
- Leveraging the diversity of the region – our people, places and opportunities – to continue to attract business and residents.