



blueprint for a brighter tomorrow

A: C
ATLANTA REGIONAL COMMISSION

PLAN
2040

blueprint for a brighter tomorrow

ARC
ATLANTA REGIONAL COMMISSION

PLAN
2040

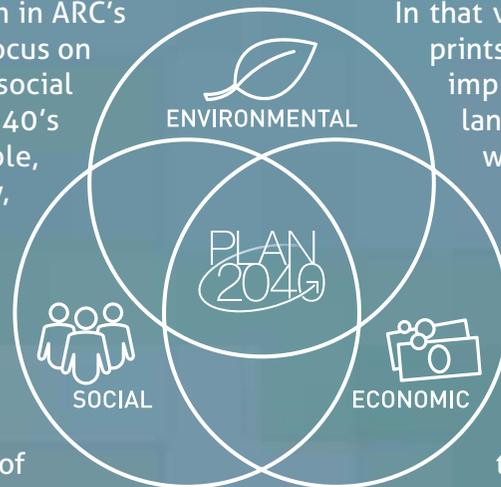


a sustainable blueprint for the atlanta region

Since 1947, ARC and its predecessor agencies have developed a framework of plans and programs to ensure the Atlanta region's positive development and quality of life. From creating the first parallel runway plan in the U.S.—which led to the busiest airport in the world—to protecting the region's major water source, the Chattahoochee River, ARC's regional plans and initiatives have shaped our present and will continue to help mold our future.

PLAN 2040 is the next step forward to ensure the region's future success and livability. This regional plan represents the most comprehensive, long-range plan in ARC's history and breaks new ground with its focus on the triple bottom line of environmental, social and economic sustainability. PLAN 2040's five objectives focus on Serving People, Building Community, Enhancing Mobility, Preserving the Environment and Growing the Economy.

The Atlanta region will undergo a dynamic shift in its racial and ethnic composition in the next 30 years. Our region's share of residents age 65 years and older will more than double by 2040. Meeting the needs of a changing population requires a built environment, services and supportive transportation systems that allow all residents to be active, productive and independent.



With the goal of examining these and other emerging trends, PLAN 2040 began with an ARC initiative called Fifty Forward—a multi-year visioning effort that brought thought leaders from around the U.S. and the world to the Atlanta region to share cutting-edge ideas for our future. Thousands of regional residents participated in forums and shared their ideas about the evolution of metro Atlanta. Fifty Forward avowed that the “metropolitan Atlanta region of the future will be a sustainable place that anticipates change, rather than reacting to it.”

In that vein, PLAN 2040 is a proactive set of blueprints that include \$61 billion in transportation improvements, a Regional Agenda for future land use, continuation of the nationally award-winning Livable Centers Initiative program, the Lifelong Communities Initiative, along with economic and workforce initiatives that put our region on track to leverage global and national trends to the benefit of our residents.

A great region requires continuing vision, cooperation and commitment. ARC thanks the thousands of citizens, elected officials and business leaders who contributed their energy over the course of three years to make PLAN 2040 reflect their ideals.

DRIVERS OF CHANGE

Change at the global, national and regional levels is happening at a dizzying pace. Major trends are driving this change, and each has the potential to have a dramatic effect on our region. Taken together, their impact will be profound. ARC's Fifty Forward initiative, which served as the environmental scan and visioning component of PLAN 2040, examined seven drivers of change.



Population—Our population continues to grow, getting older and more diverse.



Globalization—Human, financial and intellectual resources are more mobile over a larger space than ever before, and as a result, competition for them grows ever more intense.



Energy—Consumption continues to trend upward and toward reliance on non-renewable sources. As the limits and environmental impacts of these sources become ever more clear, the leader in promoting a shift to renewable resources will be the winner.



Federal Policy—Current policy is moving in the direction of investments that build community and conserve resources.



Environment—Climate change has moved to the forefront of the global consciousness, and governments at all levels are assessing their impact on it.



Technological Innovation—Technology is an enabler and catalyst of social and economic progress, and its advancement is occurring at an ever increasing rate.



Economy—Increasingly, the global and national economies are driven by knowledge workers and creative workers. Innovation is critical to success in the 21st Century.

Water Supply & Quality
Air Quality
Regionally Important Resources
RideSmart

Lifelong Communities
Environmental Justice
Community Involvement
Aging Services

Regional Leadership Institute
LINK City Visits
MARC Youth Leadership
Community Planning Academy

FROM INCEPTION TO IMPLEMENTATION

Setting the Framework

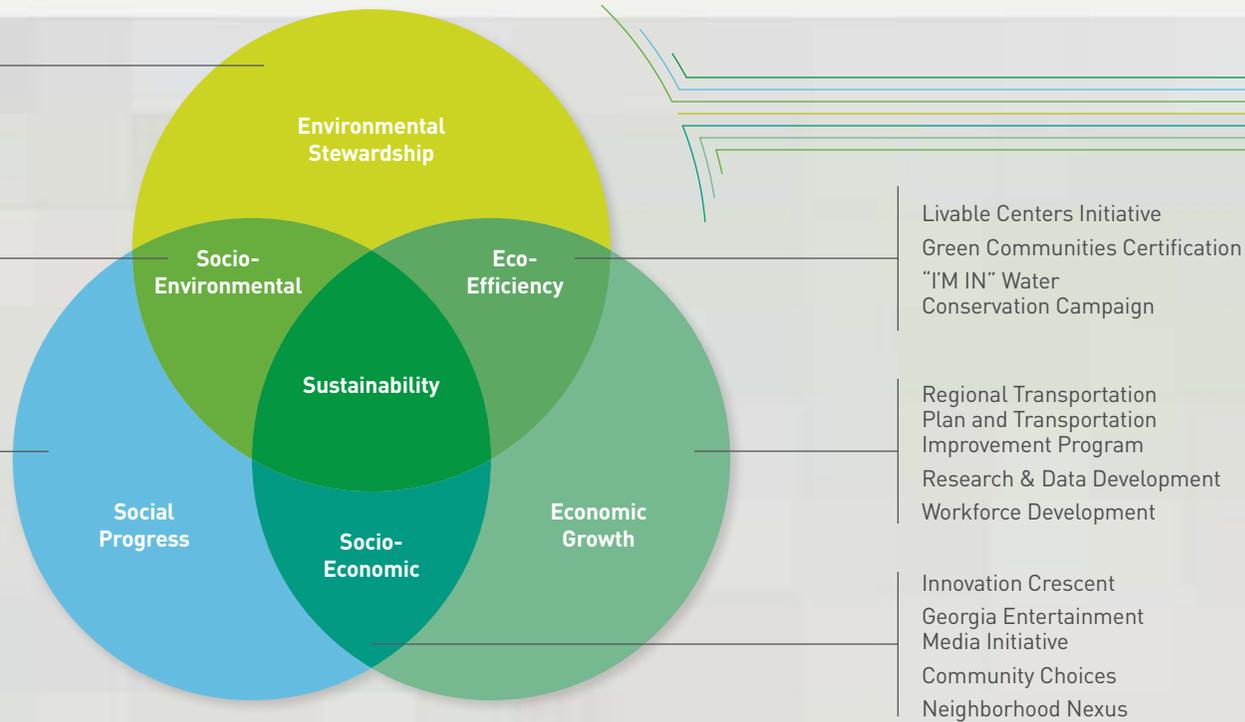
Began Fifty Forward visioning initiative, continuing through 2009

2008

KEYS TO A SUSTAINABLE REGION

Fifty Forward participants agree that the region's success depends on having a compelling vision of a successful Atlanta region and working toward achieving it, leveraging the trends to our advantage.

The Vision: Our metropolitan Atlanta region of the future will be a sustainable place that anticipates change rather than reacting to it.



PLAN OBJECTIVES



Identifying the Issues

Held conversations with regional residents about how to reach desired outcomes

Gathered and analyzed data that will impact the region, such as projected growth, employment and the economy

Gleaned important information from previous regional planning efforts

Determined the region's major assets and challenges

2009

Identifying Goals and Guidelines

Continued conversations with regional residents

Determined the best ways to channel available resources toward our desired future

Tested land use and transportation systems.

Drafted list of transportation projects to be considered and modeled

2010

Formulating and Sharing the Product

Tested and finalized the Regional Agenda and Regional Transportation Plan

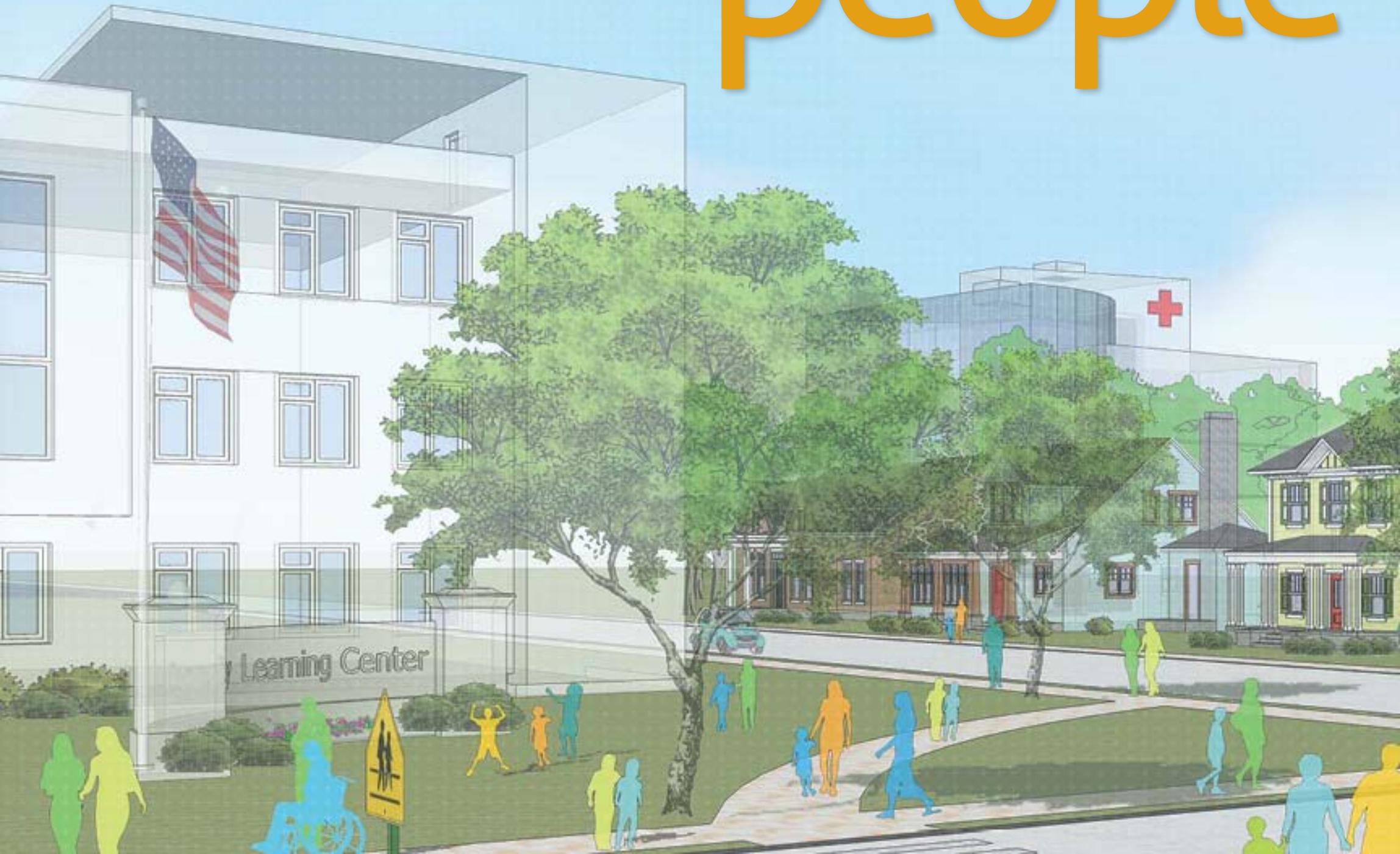
Crafted policies and priorities for all facets of the plan

Defined a strategy for implementing PLAN 2040

Presented unified PLAN 2040 for adoption by the Atlanta Regional Commission

2011

people



People are the lifeblood of any metropolitan region. PLAN 2040 was developed with the intent of creating a better, more sustainable quality of life for the nearly five million residents of today, and three million more expected during the next 30 years.

Not only will our region continue to grow, but our population will be more diverse, with no majority racial or ethnic group by 2015. The aging of the Baby Boomers will more than double the percentage of seniors in the region by 2040.

While residents will demand a higher quality of life, the landscape for providing new services will be quite different. The regional plan calls for retrofitting our communities so more of us can age in place, in quality communities.



people

PLAN 2040's objective for the people of the Atlanta region is to **foster a healthy, educated, well-trained and safe and secure population.**

PLAN 2040's four principles for accomplishing this objective are:

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

How will these principles be implemented?

PLAN 2040 recognizes the tremendous change that shifting demographics will have on the future of metro Atlanta. PLAN 2040 anticipates the future employment needs of the entire population, promoting workforce development and training programs that will ensure the region has the human talent to meet the demands of the 21st Century workplace. Public health will be improved through better alternatives in community design, public greenspace and new healthcare infrastructure.

LIFELONG COMMUNITIES

The older adult population in the Atlanta region is growing at a tremendous rate. Most individuals over 60 have lived in the region for at least three decades and plan to stay for many more. But our cities, counties and neighborhoods are not ideally designed for an aging population. ARC's Lifelong Communities initiative is an effort to change that.

Lifelong Communities are places where individuals can live throughout their lifetimes; they provide a full range of options to residents, insuring a high quality of life for all.

Lifelong Communities work to achieve three major goals:

- Promoting housing and transportation options
- Encouraging healthy lifestyles
- Expanding information and access to services

Local Lifelong Communities initiatives are underway in Cobb, DeKalb and Clayton counties and the Peachtree Hills neighborhood in Atlanta. To learn more, visit www.atlantaregional.com/llc.



New Mableton Farmers Market is part of its Lifelong Community vision.

MATT'S VISION

"Atlanta has always been home to people of remarkable vision, enterprise and success. Men and women have fulfilled their boldest dreams, hopes and aspirations in this capital of the South for more than 175 years. But, we will face serious issues in the years ahead, and we need to address them with a clear vision, openness to new ideas, respect for our neighbors and a desire to find meaningful solutions. Building the kind of Atlanta we envision requires all of us—elected officials, business leaders, civic organizers, members of our faith community, everyday citizens—to overcome our racial, cultural, religious, economic, political and geographic differences, and work together for the good of the region."

Matt recently graduated from Princeton University, where he served as editor-in-chief of the Daily Princetonian. Prior to going to graduate school, Matt wanted to give back to the community and was accepted by Teach for America. He is now teaching history at Carver Early College Academy. Matt served as chairman of the 2003–2004 Model Atlanta Regional Commission class.

Priorities for the First Five Years

- Update the four-year Area Plan on Aging.
- Encourage and participate in more health impact assessments for new development.
- Create more youth development projects through the Atlanta Regional Workforce Board.
- Host and participate in more schools and community workshops and forums.

PLAN 2040 will be implemented by ARC and its planning partners through programs such as Lifelong Communities, the Regional SchoolPool program, One-Stop Career Resources Centers and coalitions like Healthy Aging, CARE-NET and Aging Disability Resource Connection.



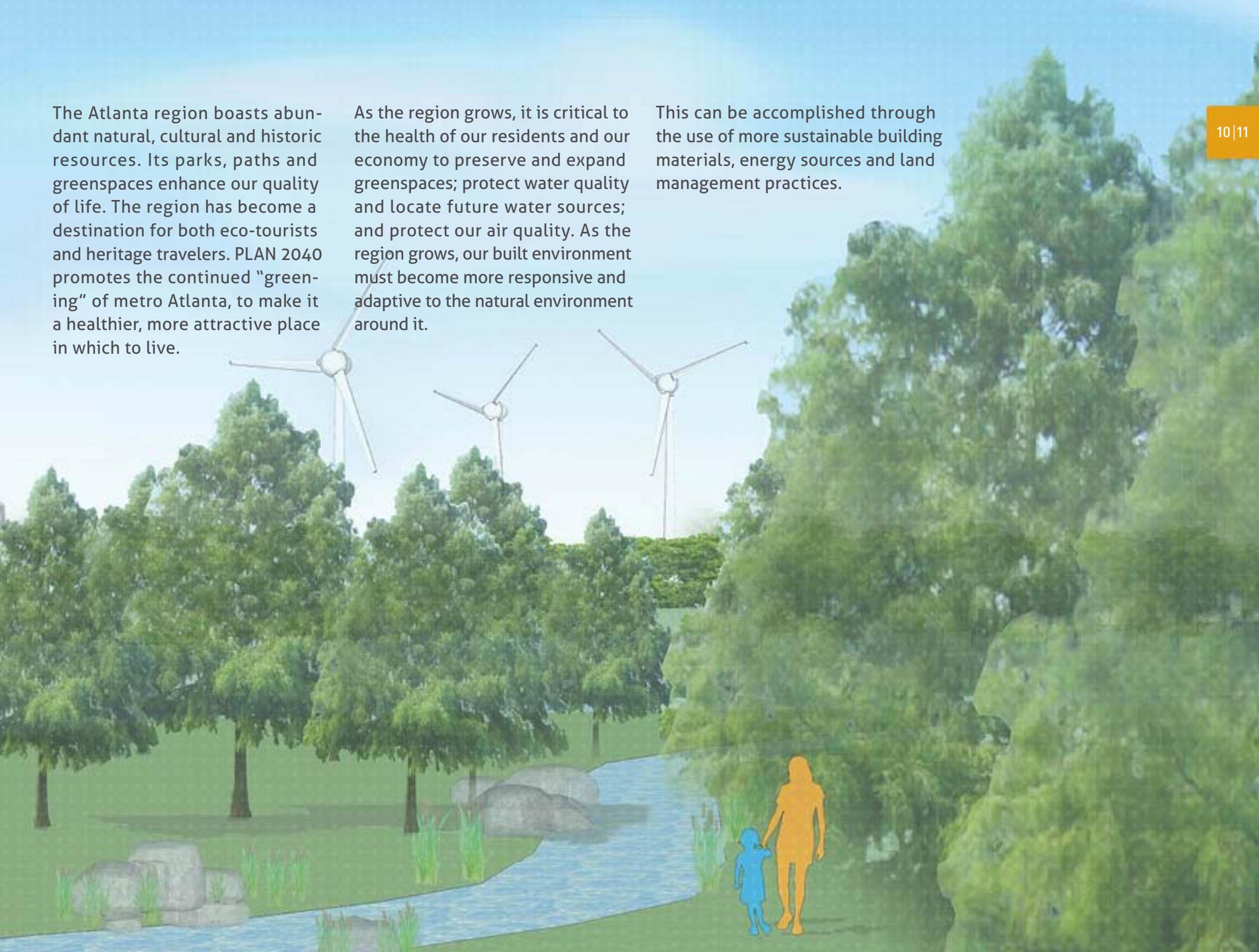
environment



The Atlanta region boasts abundant natural, cultural and historic resources. Its parks, paths and greenspaces enhance our quality of life. The region has become a destination for both eco-tourists and heritage travelers. PLAN 2040 promotes the continued “greening” of metro Atlanta, to make it a healthier, more attractive place in which to live.

As the region grows, it is critical to the health of our residents and our economy to preserve and expand greenspaces; protect water quality and locate future water sources; and protect our air quality. As the region grows, our built environment must become more responsive and adaptive to the natural environment around it.

This can be accomplished through the use of more sustainable building materials, energy sources and land management practices.



environment

One of PLAN 2040's stated purposes is to **improve energy efficiency while preserving the region's environment.**

To do this, ARC and its partners will pursue the following four principles:

- Conserve and protect environmentally-sensitive areas and increase the amount and connectivity of greenspace.
- Promote energy-efficient land development and infrastructure investments that foster the sustainable use of resources and minimize impacts to air quality.
- Continue to enhance stewardship of water resources throughout the region.
- Encourage appropriate infill, redevelopment and adaptive reuse of the built environment to maintain the regional footprint and optimize the use of existing investments.

How will these principles be implemented?

PLAN 2040 continues critical and successful water planning work along the Chattahoochee River and larger watershed planning initiatives undertaken by the Metropolitan North Georgia Water Planning District. It also introduces new initiatives for long-term natural and cultural resource planning that are set forth in the PLAN 2040 Regional Resource Plan. New directions on air quality and climate change issues will be implemented through the Regional Transportation Plan. The plan also charts ways for local governments, businesses, developers and commuters to use energy more efficiently.



Green roof atop Atlanta City Hall contributes to city's ARC Green Community designation.

METRO ATLANTA GREEN COMMUNITIES ABOUND

ARC's Green Communities Program is a voluntary certification initiative that challenges local governments in the 10-county Atlanta region to reduce their overall environmental impact. In its first two years, the program has certified 15 local governments as Green Communities. Jurisdictions earn points in 10 categories by implementing specific

policies and practices that contribute to overall sustainability, including green building, water efficiency, green energy and more.

The Green Communities Program sets a high bar by encouraging local governments throughout the Atlanta region to conserve energy, water and fuel; invest in renewable energy; reduce waste and protect greenspace.

Priorities for the First Five Years

- Promote sustainability initiatives with regional partners and stakeholders to promote energy conservation through building and development standards, commute alternatives and expanded transit options.
- Work with partner organizations to develop a regional conservation index of environmentally-sensitive land.
- Implement a system for identifying critical natural and cultural resources, prior to transportation project prioritization.

PLAN 2040 will be implemented by ARC and its many planning partners through critical programs like Green Communities, administering the provision of the Metropolitan River Protection Act, the Regional Resource Plan, Intelligent Transportation Systems Operations and Support Programs and Advanced Traffic Management Systems like Georgia Navigator.

ARIANA'S VISION

"I think water conservation is important because the world is only 3 percent fresh water, and there are a lot of people in this world who need some of that water. The rest is saltwater that we cannot drink. If we take the salt out of water, it kills animals that live in the water and birds can't find food. That is bad. We need to come together and conserve water. We also need that water so we can wash dishes, take showers and baths. If you don't need water, turn it off. If you see water dripping from the sink, tell an adult or turn it off so we can save water."

Ariana is a fourth grader at E. Rivers Elementary School. An advocate for water conservation, she is one of more than 100 metro Atlanta school children who participated in the kick-off of the "I'm In" water conservation campaign for metro Atlanta, pledging to do their part to save water at home and at school. She and her classmates are serving as water conservation ambassadors to family and friends. For more information, visit www.mydropcounts.org.



Shops at The Gallery

448

economy

A strong, growing economy is essential to the success of any metropolitan region. During the last 30 years, few metro economies have been stronger than that of the Atlanta region. Its booming job market and diverse population attracted new residents from around the country and the globe.

Like many other metro areas, this region's economy has been slowed by the recent recession. Even so, long-term forecasts call for job growth and better economic performance between now and 2040. And, one of the critical objectives of PLAN 2040 is to help metro Atlanta grow its economy over the next few years in a manner that can be sustained for future generations.

One of the foundations of PLAN 2040 is a Regional Assessment that was conducted in the early months of the planning process. This assessment examined key demographic and economic indicators and described the region's strengths and opportunities for future economic growth.

Research Center



After assessing the region's strengths and weaknesses, ARC and its partners set as one of PLAN 2040's stated purposes to **identify innovative approaches to economic recovery and long-term prosperity**.

To do this, ARC and its planning partners will follow these four principles:

- Focus financial resources and public investments in existing communities.
- Enhance and diversify 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.
- Establish a region-wide economic and growth management strategy that includes federal, state, regional and local agencies, as well as non-governmental partners.
- Leverage the diversity of the region—our people, places and opportunities—to continue to attract businesses and residents.

KYLON'S VISION

"The one thing that I believe is important for a great future is preparation. No longer can a person just go with the flow if they want to excel in the current market. For example, instead of just going to job interviews without any prior experience, I participated in an interview workshop with the ARC and Hearts to Nourish Hope that gave me the experience I needed

to truly impress the people I wanted to work for. It helped me get a job, and it helped me get into college. In the future I foresee technical, mathematical and scientific jobs topping the market. For that reason, young people should start preparing by taking the higher math and science classes at their schools. That is what I did to start preparing for my life as a civil engineer."

Kylon, a recent graduate of Fayette County High School, was a member of the 2009–2010 class of the Model Atlanta Regional Commission. He took part in ARC's summer jobs program, successfully competing for a job against much older candidates. He was recognized by the Atlanta Regional Workforce Board as the Outstanding Youth Participant for 2010. He attends Oglethorpe University and plans to transfer later to Georgia Tech to study civil engineering.



GEORGIA ENTERTAINMENT MEDIA

The Georgia Entertainment Media (GEM) Work Ready Region initiative focuses on careers in radio, television, film, digital gaming and music, all of which are growing rapidly in the Atlanta region. The goal is to align education, workforce development and training with the needs of businesses in these industries. This will be accomplished by working closely with industry leaders, job profiling and providing in-house training for existing employees based on the needs for continued growth in this multi-billion dollar industry cluster.

Hollywood is coming to metro Atlanta, and the GEM initiative prepares supporting workforce.



AES Clean Technologies builds clean room solutions at its Suwanee, Georgia facility.

INNOVATION CRESCENT

The Innovation Crescent is internationally recognized as a unique hub of life science talent and is a regional coalition dedicated to supporting the future growth of Georgia's life sciences. It is comprised of a 13-county region spanning Atlanta to Athens that is implementing a life science workforce development strategy under funding from Georgia's Work Ready Region program. The result is a linking of education, workforce development and training, aligned to the needs of the regional bioscience industry.

How will these principles be implemented?

PLAN 2040 will foster economic recovery and long-term prosperity through a coordinated effort with regional economic development agencies, including chambers of commerce, community improvement districts and the Governor's Competitiveness Initiative. The plan anticipates future growth with new investment by planning for critical industry and logistics areas, key industrial sector strategies and regional road and rail corridors that are critical for the movement of employees and goods. ARC and its planning partners will anticipate technology and transportation needs of the knowledge workers who will drive the new global economy by planning for additional commute alternatives.

Priorities for the First Five Years

- Undertake a major update of the Comprehensive Economic Development Strategy.
- Develop state-of-the-art forecasting models for demographic needs of local governments and regional employers.
- Implement new strategies related to biosciences and digital entertainment.
- Focus economic planning efforts around Hartsfield-Jackson Atlanta International Airport.

PLAN 2040's economic initiatives will be implemented by ARC and its many planning partners. Two outstanding, collaborative initiatives are featured above. Other programs supported by ARC that will further PLAN 2040's economic goals include Community Choices, Community Planning Academy, Regional Leadership Institute, as well as the LINK, Georgia Work Ready and Georgia Camera Ready programs.



MEDICAL

TRAIN
Port Authority Central

mobility

The Atlanta region was born as a transportation hub, at the nexus of the railroads that brought commerce to and through the Southeastern United States. Today, it boasts the nation's ninth-largest public transit system, the convergence of three major interstate highways and the world's busiest airport.

This transportation center did not occur without proactive planning and investment. Today, the challenge of maintaining and expanding our region's mobility systems is greater than ever. As the second fastest growing major metropolitan area during the last decade, our transportation network has been put to the test.

PLAN 2040 includes a \$61 billion Regional Transportation Plan (RTP) to continue critical investments and expansions of the region's transportation options. These improvements will create a range of new options for residents and keep our economy competitive.



LAUREN'S VISION

"The explosive growth that Atlanta has experienced in the past few decades can be credited almost wholly to its establishment as a transportation hub. Our transportation network attracted corporations who, in turn, created thousands of job opportunities. Now is the time to expand transportation options, with more transit and even high-speed rail. This will relieve traffic and air pollution problems that could slow the growth of the metro area and provide a sustainable foundation for future generations. As a life-long resident of the suburbs of Atlanta, I wish that these changes had been considered much earlier. By making these changes now, metro Atlanta can teach future generations, as well as other urban centers, how to live and grow more sustainably."

Lauren, a 2011 graduate of Wheeler High School in Cobb County, served as chair of the Transportation and Air Quality Committee of the Model Atlanta Regional Commission youth leadership program. She and her committee developed a resolution to involve metro Atlanta's corporate leadership in an initiative to advocate for high-speed rail, connecting metro Atlanta to other cities along the East Coast. She currently studies urban planning at Cornell University.

PLAN 2040's stated mobility objective is to **increase mobility options for people and goods**.

Five principles drive the success of the 30-year Regional Transportation Plan and the six-year Transportation Improvement Program:

- Preserve, maintain and operate the existing multimodal transportation system.
- Implement cost-effective improvements such as bicycle lanes, intersection improvements and interchange upgrades to expand transportation alternatives, improve safety and maximize existing assets.
- Maintain industrial and freight land uses at strategic locations, with efficient access and mobility.
- Maintain and expand infrastructure to support air and rail travel and transport.
- Target strategic roadway capacity improvements to serve regionally-significant corridors and centers.

How will these principles be implemented?

PLAN 2040 focuses on three priority areas that comprise \$61 billion (FY 2012 dollars) in total investment in the region's transportation infrastructure, based on estimated funding from local, state, federal and private sources over the next 30 years.

- **Infrastructure Modernization:** PLAN 2040's highest regional priority is maintaining and operating existing transportation facilities. This category represents 70 percent of the investments in PLAN 2040, or \$42.8 billion. Examples of these projects include road resurfacings and transit operations.
- **Demand Management:** Demand Management focuses on reducing and shortening vehicular trips within the region. Demand Management funding is \$2.1 billion, or 4 percent of the Regional Transportation Plan. Examples of these projects include bicycle and pedestrian facilities, employer services, ridesharing and special studies.
- **System Expansion:** System expansion comprises the second largest portion of PLAN 2040 investments at 26 percent, or \$16 billion. Projects in this category include roadway widenings, reconstructed interchanges, managed lanes and fixed-guideway transit expansions.

Priorities for the First Five Years

ARC and its planning partners—GDOT, MARTA, GRTA, local governments and others—will undertake many projects and programs to increase travel safety, reliability and options. A few of these include:

- Atlanta Streetcar phase one from Centennial Olympic Park to Martin Luther King, Jr. National Historic Site
- Modernization of Brady Mobility Paratransit Facility
- Replacement of Spring Street bridge
- Pedestrian improvements on Georgia 120 from Webb Bridge Road to Medlock Bridge Road
- The Georgia Environmental Protection Division Railroad Emissions Reduction Program
- Improvements on U.S. 41 from Akers Mill Road to Northgate Drive
- Improvements on Georgia 316 at Georgia 20 and Collins Hill Road
- New park and ride facility near Stonecrest Mall

RIDESMART

The RideSmart program matches commuters who live or work in Georgia with possible commuting partners for carpools, vanpools, walking and biking. This includes helping them form new car/vanpools or find open seats on existing ones. RideSmart also helps commuters find available transit options in their area. Part of the service includes RideSmart's Guaranteed Ride Home program, which reimburses eligible commuters for cab rides should they unexpectedly need to leave work early or stay late. Along with helping commuters, RideSmart offers the SchoolPool program that provides carpool services to parents of students in all grades. Individuals can receive immediate results by using RideSmart's web-based system at www.MyRideSmart.com or by calling 877.433.3463.



Carpoolers ease their commute through ARC's RideSmart program.

community



Communities that offer a high quality of life have been a hallmark of metro Atlanta since its early days in the 19th century. In part, because of these exceptional communities, the Atlanta region has been one of the fastest growing in the U.S. for the past few decades. ARC predicts similar growth over the next 30 years.

Proactive steps must be taken to ensure that the region will have complete communities with new housing options, adequate public facilities, parks and safe and healthy environments that will offer a high quality of life for future residents of the region. To that end, PLAN 2040 includes a Regional Agenda, which encourages future development to be focused on the region's town and employment centers, where critical

infrastructure like roads, water and commercial and residential development already exist. By growing efficiently in these places, the region can preserve its existing greenspace and rural areas that might be otherwise consumed by new development.



community

One of PLAN 2040's stated purposes is to **promote places to live with easy access to jobs and services.**

To do this, ARC and its partners will follow four principles:

- 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.

How will these principles be implemented?

PLAN 2040 will help create more communities that provide easy access to jobs and services by providing a framework that brings together different players in the regional housing market to form regional housing initiatives and to ensure quality housing near strategic job centers. It will promote the redevelopment of sites that could result in transformative projects like Atlantic Station, and it will encourage builders and planners to include all types of residents in their communities regardless of age or ability. PLAN 2040 also provides a transportation plan that will help connect communities through transit options and commute alternatives.



Marietta's downtown core gets new master plan through LCI grant.

AWARD-WINNING LCI PROGRAM FITS THE BILL

The Livable Centers Initiative (LCI) is a program that awards grants on a competitive basis to local governments and nonprofit organizations to prepare plans for the enhancement of existing centers and corridors consistent with regional development policies.

The ARC Board has approved \$18 million in study funds—\$1 million annually—for use in years 2000 to 2017. The ARC Board also approved an initial allocation of \$350 million for priority funding of transportation projects resulting from LCI studies.

An additional \$150 million was approved for these projects in the 2030 Regional Transportation Plan, for a total commitment of \$500 million dedicated to transportation projects resulting from completed LCI studies.

Since it provided its first grant in 2000, the LCI program has grown to include 107 communities. As of June, 2011, these communities include 84,800 new or planned residential units, 13,800 hotel units, 21,500,000 commercial square feet and 45,800,000 office square feet.

DARRIELLE'S VISION

"I am an eighth-grade student in Jonesboro, and I want good housing and healthy communities for our citizens in the future. For the last two years, I have researched, surveyed and interviewed families and children who have been affected by home foreclosure. I believe children are the real victims of foreclosure! Over two million children are being affected by home foreclosures throughout the U.S. When homes foreclose, students lose their schools, their academics are disrupted and their behaviors may change. This has also led to

homelessness for many students. I became really passionate in finding a way for the voices of children to be heard when one of my friends had to move from her home due to foreclosure. Since then, I have written to President Obama, my Senator Johnny Isakson, local officials, completed a documentary for C-Span on this economic crisis and started a website in the effort to support kids of foreclosure and homelessness. I am so thankful to my parents and grandparents who support my every step. Visit me at www.kidsofforeclosure.com."

Darrielle, an 8th grader in Henry County, watched a classmate suffer through foreclosure. Concerned about foreclosure's impact on other kids, she created www.kidsofforeclosure.com, a website to draw attention to the crisis. She has spoken to elected officials and housing stakeholders in metro Atlanta and as far away as California, Darrielle was recognized by former HUD Secretary Henry Cisneros at the 2010 Piece by Piece initiative kickoff in Atlanta.

Priorities for the First Five Years

- Coordinate programs to help the region overcome the foreclosure crisis and will continue to encourage development of diverse, quality housing options with easy access to employment opportunities.
- Provide technical services and support to ensure options for lifelong communities and programs that allow seniors to age in place.
- Encourage the expansion of the regional transit network and provide support to programs that create commute alternatives for the regional workforce.



Plan Management

Plan management is focused on delivering the PLAN 2040 RTP and provides the internal benefit of improving implementation efforts, while providing the external benefit of improving transparency and accountability. The plan management approach for the PLAN 2040 RTP is comprised of the following three tracks:

- Tracking Business Practices (Internal/Agency Success)
- Tracking Project Implementation (Regional/Interagency Success)
- Measuring Plan Impacts (External/Plan Success)

ARC will compile the results of these three tracks in an Annual Regional Transportation Plan Management Report. This report will monitor progress for the three tracks and present actionable strategies for revising or refining the ARC work program accordingly.



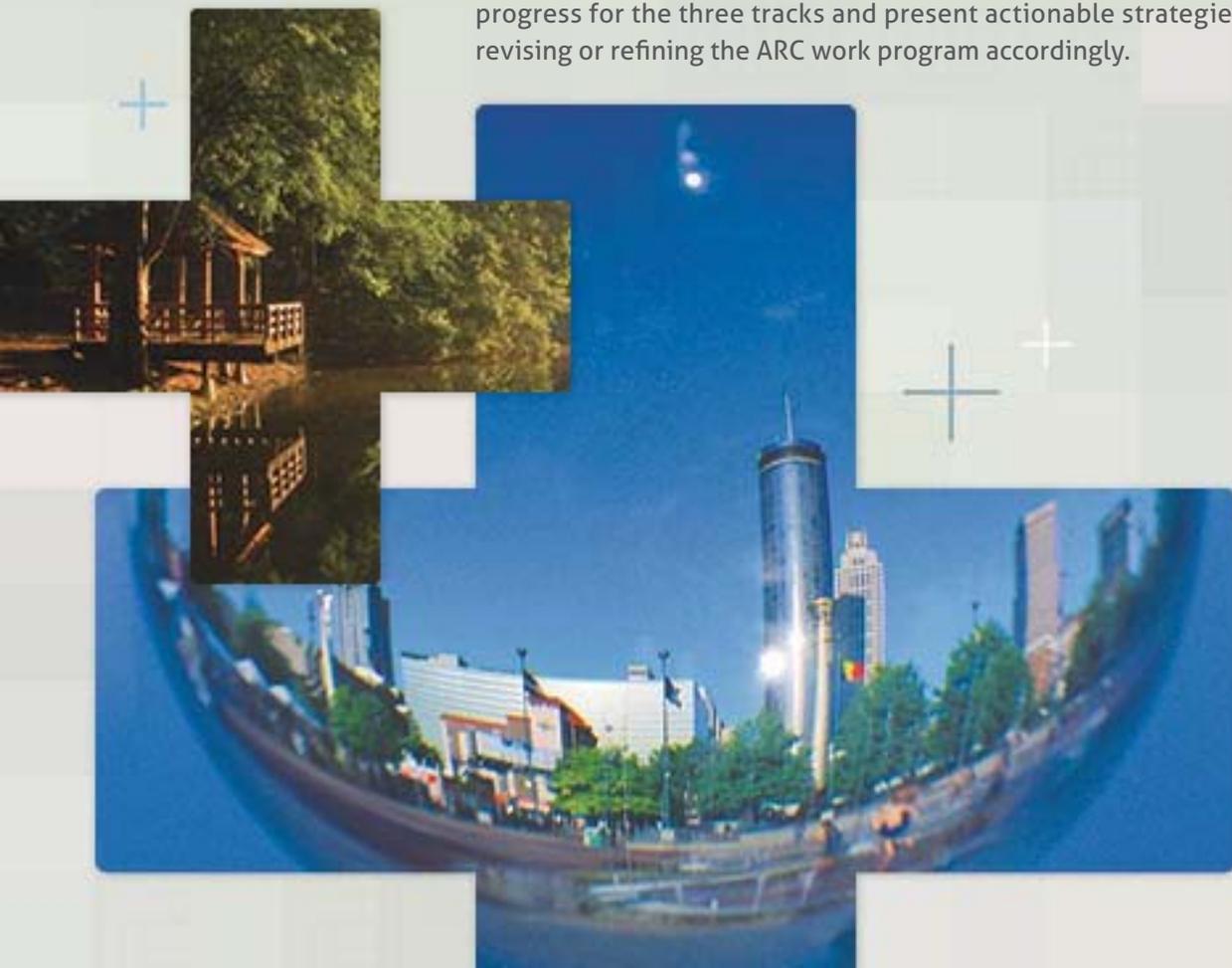
Public Involvement

OUTREACH MILESTONES

The community outreach process began in 2008 and touched a wide variety of audiences via several channels.

Outreach Process Activity	Number of Meetings	Estimated Audience
Local government outreach	162	500
LUCC/TCC joint sessions	5	250
Leadership interviews	36	36
Workshops/briefings/retreats	9	630
Stakeholder meetings	105	300
Civic League forums	17	600
PLAN 2040 website total visits (2/23/10–6/20/11)		11,687
Online public meetings total visits	6	2,197
Public hearings	2	2
Online surveys Completed	6	300
Fifty Forward Forums/discussion groups/website/video views	35	8,000
TIA outreach (through 6/20/11)	27	120,000

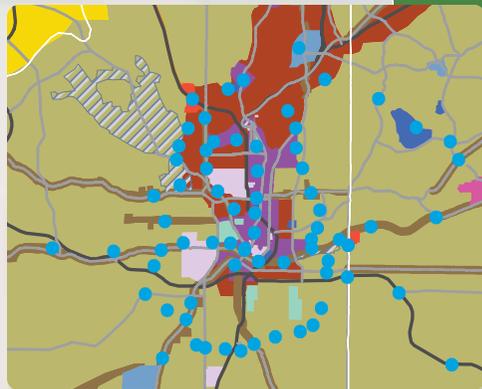
Youth outreach: This included high school and university participants, particularly through the Clark Atlanta Transportation Institute, ARC's MARC (Model ARC) leadership program and a discussion group of students from Emory, Georgia State, Georgia Tech, Kennesaw, Morehouse and Oglethorpe campuses.



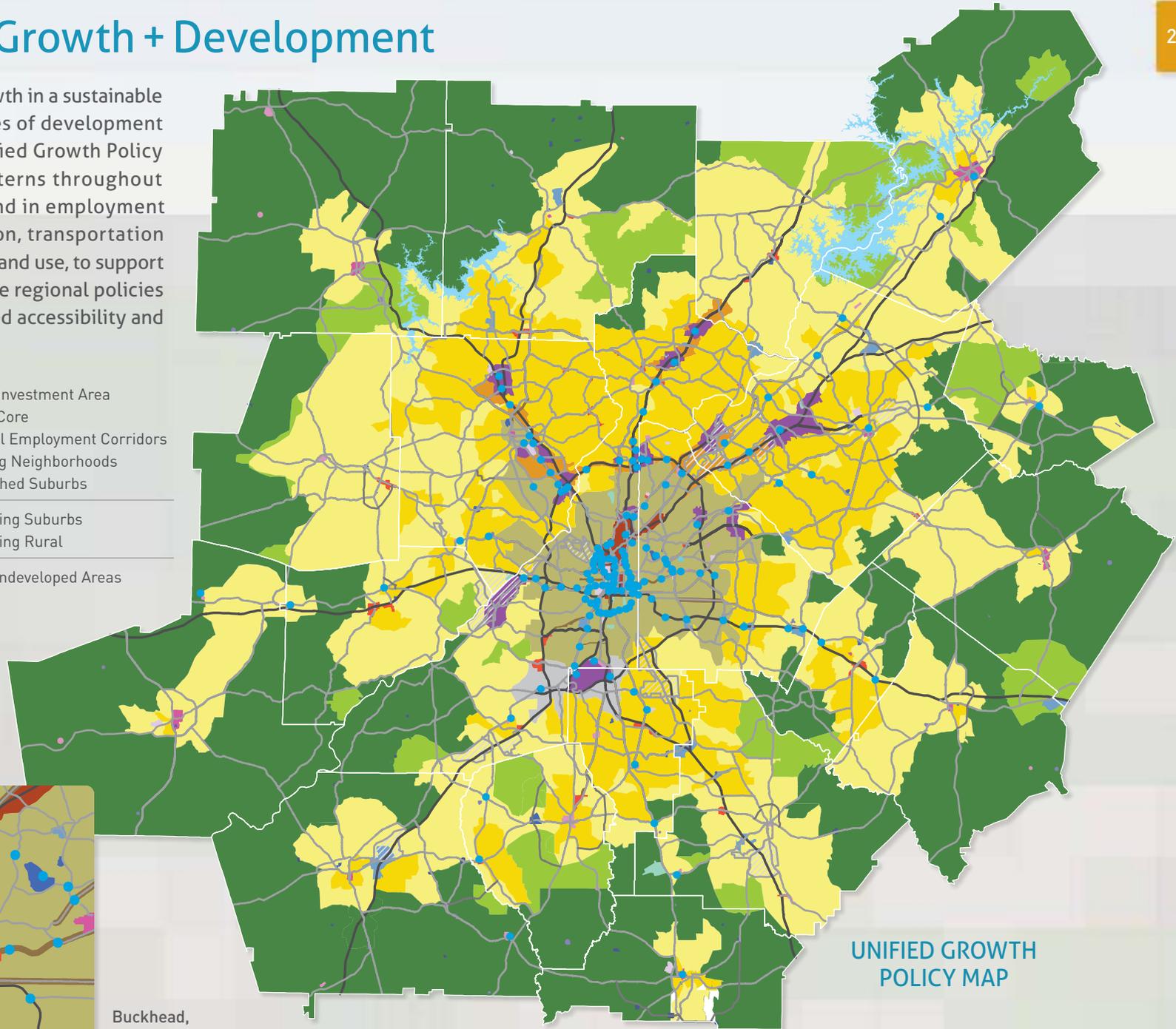
Guiding Sustainable Growth + Development

To accommodate the region's anticipated growth in a sustainable way, the region must plan for different types of development than it has seen in recent decades. The Unified Growth Policy Map describes predominant land use patterns throughout the region and reflects specific uses of land in employment and residential areas. Using this information, transportation investments are planned to complement this land use, to support significant corridors and regional centers. The regional policies promote economic competitiveness, increased accessibility and enhanced mobility.

- Interstates and Ltd. Access Facilities
 - Regional Strategic Facilities
 - Strategic New Alignments
 - Station Communities
 - Regional Centers
 - Community Activity Centers
 - Regional Town Centers
 - Town Centers
 - Crossroad Communities
 - Village Centers
 - Recreational Districts
 - Major Retail Districts
 - University Districts
 - Wellness Districts
 - Redevelopment Corridors
 - ▨ Industrial/Logistics Areas
 - Lakes & Ponds
 - Counties
-
- Airport Investment Area
 - Region Core
 - Regional Employment Corridors
 - Maturing Neighborhoods
 - Established Suburbs
-
- Developing Suburbs
 - Developing Rural
 - Rural/Undeveloped Areas



Buckhead, Midtown, Downtown



UNIFIED GROWTH POLICY MAP

ARC BOARD

Tad Leithead—Chair
Buzz Ahrens—Vice Chair
Burrell Ellis—Secretary
Mike Bodker—Treasurer
Judy Waters—Parliamentarian

Kerry Armstrong
Julie Keeton Arnold
Eldrin Bell
Kip Berry
C.J. Bland
Dennis Burnette
Tread Davis
John Eaves
Todd Ernst
Bill Floyd
Herb Frady
Rob Garcia
Gene Hatfield
Bucky Johnson
Doris Ann Jones
Tim Lee
Liane Levetan
Lorene Lindsey
Mark Mathews
Elizabeth “B.J.” Mathis
Randy Mills
Eddie Moore
Ralph Moore
Charlotte Nash
Richard A. Oden
Willie Oswalt
Dan Post, Jr.
Kasim Reed
David Sjoquist
Ken Steele
Mickey Thompson
Aaron Turpeau
H. Lamar Willis
Tom Worthan

Conceptual renderings by **Tunnell-Spangler-Walsh & Associates**

Vision portraits by **Lance Davies Photography**

Printing by **Canterbury Press**

Photo credits: Georgia Entertainment Media image, pg.17 courtesy of Georgia Department of Economic Development
Innovation Crescent image, pg.17 copyright © 2010 AES Clean Technology

Perimeter Transportation Coalition (Perimeter CID) * Mexican Consulate * Georgia Emergency Management Agency * Bowdon * Atlanta Apartment Association
Fayette Senior Services * Powder Springs * Carl * Pedestrians Educating Drivers on Safety (PEDS) * Gwinnett Place CID * Habitat for Humanity * Cobb County
Marietta * The Community Foundation for Greater Atlanta * Braswell * South Fulton CID * Bremen * Waleska * Johns Creek * Marcus Jewish Community Center
Austell * Georgia Chapter of APA * Cobb Chamber of Commerce * Griffin * Arabia Mountain Heritage Area Alliance * Fulton & DeKalb Perimeter CID * Shardsburg
DeKalb County Senior Affairs * Brooks * Civic League for Regional Atlanta * Grantville * Clayton County Resource Center * Georgia Apartment Association
Union City * Clayton County * The Georgia Trust for Historic Preservation * Atlanta Development Authority * United Way of Metropolitan Atlanta * Stone Mountain
Mount Zion * Federal Highway Administration (FHWA) * Braselton * Canton * Atlanta Board of REALTORS * Atlanta Transit Riders Union * Henry County
Federal Transit Administration * Association County Commissioners of Georgia * Clifton Corridor TMA (Emory University) * Georgia Department of Transportation
Atlanta Community Food Bank * Alpharetta * Georgia Piedmont Land Trust * Council for Quality Growth * Smyrna * Metropolitan Atlanta Rapid Transit Authority
Hampton * Tyrone * Town Center CID * Moreland * Winder * Norcross * Cumberland CID * Grayson * Atlantic Station Access * Mobility Program * Dunwoody
Morrow * Atlanta Housing Association of Neighborhood-based Developers (AHAND) * Acworth * Atlanta Neighborhood Development Partnership, Inc. (ANDP)
Refugee Family Services * Metro Atlanta Chamber of Commerce * Stockbridge * Georgia Regional Transportation Authority * Salvation Army * Peachtree City
Georgia Department of Economic Development * Villa Rica * Riverdale * Safe Routes to School (Georgia) * Milton * Livable Communities Coalition * Palmetto
Gwinnett Chamber of Commerce * Between * Lilburn * Walnut Grove * The Trust for Public Land * Barrow County * Georgia Conservancy * Coweta County
Buckhead Area Transportation Management Association (Buckhead CID)
Hartsfield Area TMA * Chattahoochee Hills * Gwinnett County Transit
National Association for the Advancement of Colored People (NAACP)
Gwinnett Village CID * South Fulton Senior Services * Senior Connections
Buckhead Community Improvement District * Gwinnett County
Sunny Side * Georgia Environmental Protection Division * Atlanta
American Institute of Architects (AIA) * Porterdales Lawrenceville
East Point * Progressive Redevelopment, Inc * Rockdale County
Forsyth County * Greater Atlanta Home Builders Association
Georgia Battlefields Association * River Line Historic Area
Georgia Power (Economic Development) * Cobb County Transit (CCT)
Holly Springs * Douglas County * The Coalition for the People's Agenda
Commuter Club (Cumberland CID) * Fulton County * Cherokee County
Lake City * Georgians for Passenger Rail * Refugee Women's Network
Bartow County * Georgia Department of Natural Resources * Resources for Residents and Communities * Urban Land Institute (ULI)—Atlanta Chapter * Conyers
Atlanta BeltLine Inc. * Walton County * Lilburn Community Improvement District * Georgia Tech Enterprise Innovation Institute * City of Atlanta Housing
Carrollton * Georgia Affordable Housing Coalition * Midtown Improvement District (Midtown Alliance) * Loganville * Equity Atlanta * JKeys Solutions
Mexican American Business Chamber * Cumming * Hiram * Locust Grove * Whitesburg * Georgia State University—Andrew Young School of Public Policy
Clarkston * Latin American Association * Senior Service North Fulton * Buford * Georgia Watch * Atlanta Fulton Land Bank Authority * PATH Foundation
Atlanta Bicycle Coalition * Sierra Club Georgia * Turin * Cobb Rides/Town Center CID * DeKalb Chamber of Commerce * Decatur * Bethlehem * Roopville
Covington * 100 Black Men of Atlanta * Clean Air Campaign * Paulding County * Fairburn * Pine Lake * Robert Charles Lesser and Company * Ball Ground
Forest Park * Lovejoy * Southface Energy Institute * Woolsey * The Atlanta Commercial Board of REALTORS * Georgia Division of Aging Services * Fayette County
Citizens for Progressive Transit * Community Services Agency of Cherokee County * Chamblee * Scenic Georgia * Rest Haven * Suwanee * Kennesaw
Avondale Estates * DeKalb County * Downtown TMA (Central Atlanta Progress * Gwinnett Sports Council * Douglasville * Minority Professionals Network
Decatur Housing Authority * College Park * Oxford * Midtown Transportation Solution (Midtown Alliance) * Congress for the New Urbanism—Atlanta Chapter
Fayetteville * Georgia Tech School of City and Regional Planning * Dacula * Georgia Land Conservation Program * Oglethorpe University * Evermore CID
Auburn * Center for Pan Asian Community Services * All About Developmental Disabilities * National Coalition of 100 Black Women, Inc. * Hapeville * Duluth
Berkeley Lake * Woodstock * Center for Quality Growth and Regional Development (Georgia Tech) * Lithonia * North Fulton Community Improvement District

OUR PARTNERS



ATLANTA REGIONAL COMMISSION

40 COURTLAND STREET, NE
ATLANTA, GEORGIA 30303
ATLANTAREGIONAL.COM