



# CREATING A PATH TO METRO ATLANTA'S SUCCESSFUL FUTURE



ATLANTA REGIONAL COMMISSION

# PLAN 2040: A UNIFIED PLAN FOR REGION'S SUCCESS

The old saying goes, if you don't know where you're going...any road will get you there. But, that's never been the philosophy of the Atlanta Regional Commission, the multi-faceted planning agency for the Atlanta region.

Beginning in 1947, when ARC's predecessor agency — the Metropolitan Planning Commission — was formed, regional plans have been generated to guide and shape metro Atlanta into one of the most dynamic cities in America. Those regional plans were not always implemented to the letter, but they represented a consensus vision that indeed led to the busiest airport in the world; protection of the Chattahoochee River, the region's central water source; and the first rapid rail system in the Southeast, along with an extensive interstate and roadway network.

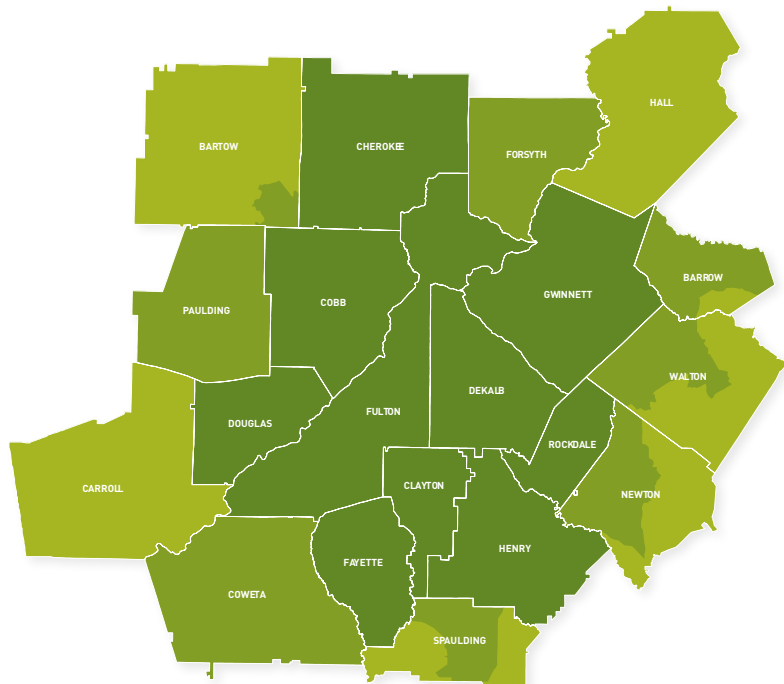
In 2009, ARC has initiated another iteration of its visioning and planning efforts to insure our region's positive development well into the 21st Century. **Plan 2040** will result in a unified approach to addressing the many facets of life in our diverse region.

Often, plans are created with one silo in mind, like transportation or land development. This plan is different in that it will integrate a multitude of community aspects, including transportation and land planning/design — but also housing, greenspace, green energy, water and air quality, as well as changing demographics and economies.

The products of this unified regional planning effort will include a new 2040 Regional Transportation Plan, with its six-year, priority Transportation Improvement Program — as well as a comprehensive Regional Development Plan, that will not only guide future growth, but will offer policies for shaping many other critical aspects of life in the Atlanta Region.

How will we live, travel, work and recreate in the future? How can we best anticipate the opportunities, changes and challenges to create an even more attractive region? Only you can help answer these questions. I invite you to become a part of Plan 2040 as it progresses over the next two years. We have a chance to really do it right!

— **Sam Olens, Chairman**  
Atlanta Regional Commission



## FOCUS OF PLAN 2040

### PLAN 2040'S SCOPE INCLUDES:

- Comprehensive Regional Plan for 10-county Atlanta Regional Commission
- Regional Transportation Plan for 18-county Metropolitan Planning Organization
- Air Quality Assessment for 20-county (8-hour) non-attainment area



## WHAT IS PLAN 2040?

### THE PROCESS

- Conduct comprehensive regional assessment of needs
- Develop long-range forecasts for population and workforce
- Develop supporting goals and policies to address needs
- Develop a unified regional plan for the Atlanta Region in 2040

### DESIRED OUTCOMES

- A closer connection between land use and transportation plans and systems
- A greater regional focus on sustainability
- Continued success of the region through thoughtful, strategic planning
- Include many voices and points of view, taking into consideration the region's many assets and challenges, while protecting critical resources



## REGIONAL DEVELOPMENT PLAN

The policies created in the Regional Development Plan (RDP) guide future development decisions in the region. RDP policies seek to integrate land use decisions with transportation, environmental and other public investment decisions. These policies serve as recommendations to local governments for endorsement or implementation in their local planning efforts and also guide ARC's planning efforts.

## REGIONAL TRANSPORTATION PLAN

The Regional Transportation Plan (RTP) establishes future transportation policy, projects and programs that meet federal air quality standards and are financially realistic. The RTP includes a variety of projects, like bridges, bike paths, sidewalks, transit services, new and upgraded roadways, safety improvements and emission-reduction strategies. Plan recommendations are implemented in the RTP is the short-range Transportation Improvement Program (TIP).



# HOW WILL IT HAPPEN?

Creating a comprehensive regional plan is not a simple or quick process. Over the course of about three years, ARC and its planning partners will develop Plan 2040 in four phases:

- 1. Set Priorities** — What are our goals? Where do we want to be in 2040? What can we do better? What do we need to do differently in the future? Through careful study and frequent public input, these priorities will be formulated in terms of housing, parks, roads, public safety and other critical areas.
- 2. Create a Regional Plan** — Establish a plan that includes both priorities and policies that will govern regional development, sustainability and prosperity.
- 3. Develop Policies** — What policies will best serve our priorities for growth? What are the policies that will help us reach our desired outcomes? The results of these policies will impact land development, transportation improvements and quality of life across jurisdictions.
- 4. Implement the Plan** — Determine the actions necessary to implement plan recommendations. Identify those responsible for implementation and create a timeline.

## PLAN 2040 TIMELINE

### 2009

- Gather and analyze data that will impact the region, such as projected growth, employment and the economy.
- Review important information from previous planning efforts.
- Determine the region's major assets and challenges.
- Hold conversations with regional residents about how to reach desired outcomes.

### 2010

- Determine the best ways to channel available resources toward our desired future.
- Evaluate land use and transportation scenarios.
- Identify potential transportation strategies.

### 2011

- Craft Regional Development Plan policies and priorities.
- Finalize the Regional Transportation Plan.
- Present a unified Plan 2040 to the Board of Directors of the Atlanta Regional Commission.



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

