



BUILDING A PATH TO METRO ATLANTA'S SUCCESSFUL FUTURE



ATLANTA REGIONAL COMMISSION

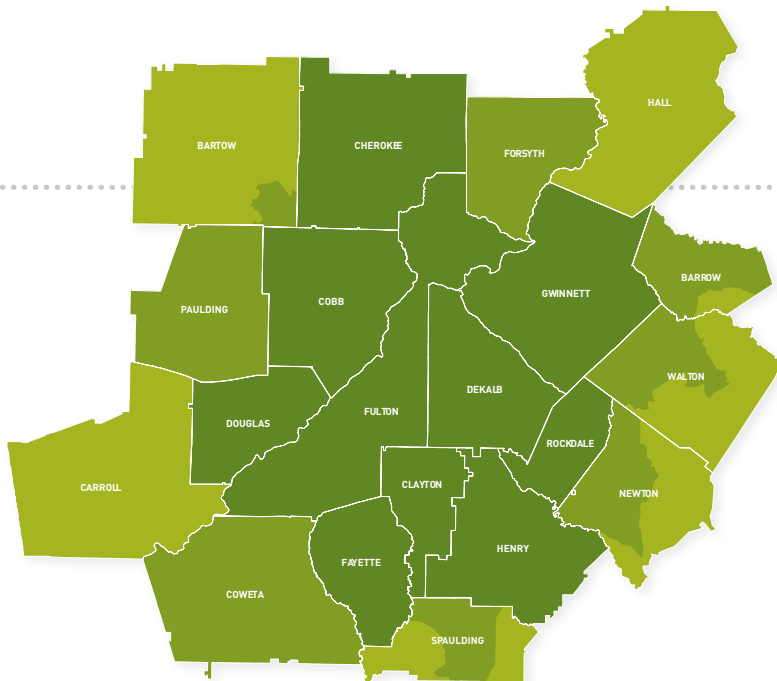
PLAN 2040: PLANNING FOR A SUCCESSFUL, SUSTAINABLE ATLANTA REGION

The continued quality of life we have enjoyed in the Atlanta region during the last several decades will depend on how well we imagine, plan and build on our many strengths. That is why the Atlanta Regional Commission (ARC) is inviting you to participate in a long-range plan called Plan 2040, to insure our long-term success and livability.

ARC is the regional planning agency for metro Atlanta in key areas such as transportation, land use, water, aging services and workforce development. Recently, ARC conducted an assessment of the region's key needs for the future. That assessment raised nine key challenges, for a region with a population expected to grow from five million to eight million between 2010 and 2040 and is the basis for PLAN 2040:

1. The region is well-positioned for an economic recovery, but only if we're willing to adjust how we live and do business.
2. The long-term economic success of the region is directly tied to the availability of water.
3. The region needs significant transportation investments and increased housing availability in major employment centers.
4. The region does not have the financial capacity to expand its development further out if it expects to meet the needs of its people and communities.
5. The demographic composition of the region's eight million residents in 2040 will be very different from the population of today.
6. The new housing market will shift toward communities that offer abundant amenities close to employment and cultural opportunities.
7. Approximately 75 percent of the region's residents have no other option but to drive to most destinations.
8. Not only does the region need increased funds for transportation, but also better management of our many existing resources.
9. The region must focus future growth in areas where jobs and infrastructure already exist. It must also work to conserve natural resources and rural areas.

To achieve these goals and maintain our high quality of life, we should keep an eye on national and international trends in housing, energy, and transportation, while also preparing our local workforce for the careers of the future.



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

VISION OF PLAN 2040

ARC's vision for PLAN 2040, adopted after discussions with hundreds of local elected officials, business leaders, nonprofit representatives and citizens like you, is two-fold:

- Visionary leadership for sustainable growth
- Balance environmental responsibility, economic growth and social needs, while maximizing benefits to all.

GOALS

In order to achieve this vision, ARC has set goals for PLAN 2040. The goals pertain to the economic, environmental and social needs of the region:

- Lead as the global gateway to the South (economy).
- Encourage healthy communities (environment, both natural and built).
- Expand access to community resources (social needs).

OBJECTIVES

Accomplishing these lofty goals requires objectives so that progress can be measured. The objectives below will lead to specific action steps and local policies that enforce them:

- Increase mobility options for people and goods.
- Foster a healthy, educated, well-trained, safe and secure population.
- Promote residential choices in locations that are accessible to jobs and services.
- Improve energy and resource efficiency, while preserving the region's environment and critical assets.
- Identify innovative approaches to economic recovery and long-term prosperity.



WHAT'S NEXT?

The next step is to look at Plan 2040's vision and goals and determine, with the help of you and your elected officials, what types of policies might help the Atlanta region reach its ideal vision in 2040.



ON THE BRIGHT SIDE

While ARC's assessment of the Atlanta region focused on regional needs, it also identified many strengths and assets that give our region an advantage over other Southeastern cities when it comes to recovering from the national recession:

- Headquarters of Fortune 500 companies like Coca-Cola, UPS, Delta Airlines and The Home Depot
- The world's busiest airport and the intersections of major interstates for the distribution of goods
- Superior colleges and universities, like Georgia Tech, Morehouse, Emory and Georgia State
- Cultural and entertainment facilities unmatched in the Southeast

WHAT WE'VE HEARD

From elected officials, businesses, nonprofits and the public, we've heard many things that will help shape policies, programs and strategies through PLAN 2040. Some of the emerging trends include:

- Make the most out of the systems and resources we already have.
- Connect housing, jobs and transportation.
- Emphasize connectivity between transportation modes, infrastructure, health, energy efficiencies and water supply.
- Provide more and different options for travel.
- Provide incentives for local governments to implement PLAN 2040 policies.
- Provide transit options in many forms.
- Support a regional transit system.
- Dense development only works in certain areas.
- Safety is a primary concern from both a travel perspective and in our neighborhoods.



PLAN 2040 is based on the premise of sustaining the Atlanta region's economy, environment and its communities by looking at how they are affected by land development, changes in the transportation network, shifts in the makeup of the population and other factors.

PLAN 2040 TIMELINE

2009

- Gather and analyze data that will impact the region, such as projected growth, employment and the economy.
- Glean important information from previous regional planning efforts.
- Determine the region's major assets and challenges.

2010

- Hold conversations with regional residents about how to reach desired outcomes.
- Determine the best ways to channel available resources toward our desired future.
- Test land use and transportation systems.
- Draft list of transportation projects to be considered and modeled.

2011

- Test and finalize the Regional Transportation Plan.
- Craft policies and priorities for all facets of the plan.
- Define a strategy for implementing PLAN 2040.
- Present a unified PLAN 2040 for adoption by the Atlanta Regional Commission.



ATLANTA REGIONAL COMMISSION

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

