



# PLAN 2040

## Stakeholder Involvement Program

### Program Purpose and Introduction

The Atlanta Regional Commission seeks to ensure that *PLAN 2040* reflects the full range of regional values and desires by involving a diverse spectrum of Stakeholders in development of the Regional Agenda as well as the transportation element, the Regional Transportation Plan. The program outlined below is ARC's plan to meet the requirements of both the State of Georgia Department of Community Affairs (DCA) and the U.S. Department of Transportation (DOT) for the development and sharing of the Regional Agenda and the Regional Transportation Plan (RTP). In order to meet these requirements, this plan is designed for the 18-county<sup>1</sup> metropolitan planning organization (MPO) region and incorporates both the Regional Agenda and the RTP scheduling parameters. The Stakeholder Involvement Program (SIP) also meets ARC participation policy, addressed in the 2008 Update to the *Regional Transportation Participation Plan*.

The *PLAN 2040 Regional Assessment* outlines the issues, opportunities and trends currently impacting the Atlanta region. During 2010/2011, a program of activities are envisioned with the local governments in the Atlanta region as well as other Stakeholders to ensure that broad input and support for *PLAN 2040* goals, policies, transportation investments and programs are achieved. These activities will supplement the ARC existing committee structure and include opportunities for diverse public participation.

### ***PLAN 2040* Stakeholders**

The *PLAN 2040* participation process will involve any person expressing interest in its activities and outcomes. For planning purposes, three broad audiences are identified within the jurisdictions served by the Atlanta Regional Commission:

- Policy-making elected/appointed officials from local, regional and state jurisdictions. This also includes interaction with federal officials who establish and review rules and regulations in the planning process. Public planning partner staffs, who prepare their jurisdictional plans, and can provide background information and advise officials are also targeted here.
- State and local private sector leadership and interested people within special interest groups that consistently engage in *PLAN 2040* issues.
- Individuals or groups that participate in ARC activities based on short-term, issue-driven concerns.

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<sup>1</sup> Counties of Barrow, Bartow, Cherokee, Clayton, Cobb, Coweta, DeKalb, Douglas, Forsyth, Fayette, Fulton, Gwinnett, Henry, Newton, Paulding, Rockdale, Spalding, and Walton.

To facilitate these three broad audiences' engagement in PLAN 2040, the following is a list of Stakeholders who need to have a voice in plan development:

**Local governments:** County and city governments, including local planning commissions, economic development and public works departments that are located in the Atlanta Regional Commission DCA boundaries plus those governments that are in the Transportation Non-Attainment Planning Area for purposes of connecting the land use and transportation planning activities on a local level.

**State legislators:** Lawmakers that represent the districts covered by the ARC DCA and MPO planning areas.

**Chambers of commerce and other business organizations:** Chambers of commerce stakeholders will include the individual county chambers as well as umbrella, ethnic, regional and state chambers, land trusts, real estate, trade and other economic development organizations.

**Targeted private/public professional organizations:** Working with these organizations will target workforce, energy concerns, health, housing, public safety and environmental issues.

**Citizens groups:** These groups have mission statements, concerns, and activities that intersect ARC planning goals.

Civic: Leadership and other community groups serving youth, geographic and senior categories  
Neighborhoods: Homeowners associations as well as other community, activity or service-based organizations.

Population-focused: Representatives from social equity, seniors, youth, disability, limited English proficiency (LEP), ethnic, minorities and low-income groups.

Advocacy: Persons and organizations whose Issue areas might include social equity, environment, housing, sustainability, conservation, historic preservation, greenspace, transportation modes, parks and recreation, health, energy and the needs of the older adult population.

Religious: Umbrella religious groups as well as other ecumenical councils.

**Educational institutions:** K-12 school leadership/parent organizations, university leadership and students, trade school leadership and students.

**MPO interested parties:** Public transit user's representatives, public transit employee's representatives, providers of freight transit services, private providers of transit, and freight shippers are included.

## Stakeholder Involvement Program

Below is a summary of the proposed Stakeholder Involvement Program constituent groups and actions:

1. **The ARC Board and Board Committees, Environment and Land Use (ELUC), Transportation and Air Quality (TAQC) and the Aging Services** will receive monthly briefings on *PLAN 2040* as occurred during 2009 for the development of the Regional Assessment. During 2010, these briefings will focus on the proposed visions, goals, strategies, activities and outcomes of broader Stakeholder involvement. Board and committee members, including citizen members, will be invited to participate in county-based meetings that occur during 2010. ARC subcommittees, The Land Use Coordinating Committee (LUCC) and

the Transportation Coordinating Committee (TCC) will meet individually and jointly throughout 2010 to work on visions, goals, systems, methodologies, scenarios, and projects.

2. **Local Government Dialogue on *PLAN 2040*:** Meetings will occur in each county individually with both local government staff and elected officials and will be facilitated by ARC Government Services, Land Use, Transportation, and Aging Division staff. These meetings will seek to help local governments understand ARC's role, present issues identified in the *PLAN 2040* Assessment and identify strategies or projects that are supported by both local and regional policy. These discussions will also be held at local municipal association meetings.
3. **Targeted Stakeholder Dialogue on *PLAN 2040*:** ARC will identify and solicit the involvement of Stakeholders who are influential and undertake supporting action that can implement *PLAN 2040*. Meetings will occur before major milestone activities to gain input and review decisions made from prior milestones in the process. Examples of Stakeholder groups include the Livable Communities Coalition, Metro Atlanta Chamber of Commerce, Community Improvement Districts (CIDs), Urban Land Institute (ULI), and others. The groups will be asked to review and assist with issues identified in the *PLAN 2040* Assessment document. They will be asked for input on strategies that can be undertaken by their organizations as well as local governments and ARC to implement *PLAN 2040*.
4. **Social Equity Dialogue on *PLAN 2040*:** ARC will identify and solicit the involvement of Stakeholders who are traditionally underrepresented in the planning process including individuals protected under Title VI of the Civil Rights Act of 1964, "Nondiscrimination in Federally Assisted Programs" and the Americans with Disabilities Act of 1990. The purpose of this dialogue is to help low-income and minority communities and their planning representatives better understand and more effectively address a wide range of urban issues and for ARC to address and achieve sound solutions when addressing social equity concerns, relating to land use and transportation issues. Examples of Stakeholder groups include Disability Link, Latin American Association, Georgia Stand-Up, Equity Atlanta, Clark Atlanta Environmental Resource Center, Transit Riders Union, Advisory Committee on Aging and others.
5. **Public Dialogue on *PLAN 2040*:** Broad involvement and support from the general public in development of *PLAN 2040* will be sought. ARC will identify and solicit the involvement of the general public through community and advocacy organizations, diverse media outlets, speaking engagements and internet communications. A *PLAN 2040* website is established to provide up-to-date process, document, mapping resources and input linkages for any interested resident or group.

## Stakeholder Involvement Actions

Stakeholder involvement ultimately is about learning about and influencing *PLAN 2040*. ARC will provide a transparent and clear process for involvement. Below are specific actions ARC will ask for from the involvement of local governments, targeted stakeholders and social equity representatives. The general public will also be solicited to review process products and give advice through the numerous techniques listed later in this document.

**Local Governments:** Meetings will be held with individual officials (especially targeting non-ARC Board local officials) in local governments twice (spring and fall) during 2010. Following the first round of meetings, ARC staff will review comments that have been received from all local governments and other Stakeholders regarding the *PLAN 2040* Assessment identified issues and opportunities as well as proposed strategies, policy areas or programs. ARC staff will review the existing programs, projects and

actions underway by ARC and local governments to assess whether additional activities, new policy, projects or programs are needed. ARC staff will use the input received from the first series of meetings to develop an outline for the Regional Agenda document and the initial Regional Transportation Plan development. A second round of meetings with local governments, elected officials, and local government staff will be undertaken to review the draft actions, strategies and programs that have been proposed by ARC staff as identified in the *PLAN 2040* Assessment document. This input will become the basis for developing a Regional Agenda and the Regional Transportation Plan document for review and support by the ARC Board.

**Targeted Stakeholders:** ARC will present findings from the Regional Assessment during the first quarter of 2010 to groups of Stakeholders, either called together by invitation at ARC offices, as a part of their regularly scheduled meetings, or as an interactive exercise on the internet. These discussions will include sharing work completed and soliciting input on the next stage (milestone) of the planning process. ARC will endeavor to gain insight from these same groups on a reoccurring basis.

**Social Equity Groups:** ARC is working with an advisory group (consisting of representatives from the Environmental Justice Resource Center, Latin American Association, Emory University's Office of University-Community Partnerships/Equity Atlanta, and Georgia Stand-Up) to develop a *PLAN 2040* Social Equity Workshop on February 18, 2010 to provide information about the planning process and to solicit input on the Regional Assessment results. A smaller Social Equity Advisory Committee will serve as a primary link to social equity communities and is representative of the geographic and ethnic diversity in the region. It will meet quarterly to get updates on the process and provide input strategies and draft policies that will be included in the Regional Agenda and Regional Transportation Plan. Input will also be provided, as needed, through the Hispanic and Asian American Advisory Councils and Global Atlanta Works Advisory Groups. In addition, ARC will continue its Community Conversation series in 2010 where local organizations will sponsor visits by ARC staff to share *PLAN 2040* updates and gather input.

**General Public:** ARC will work with the Regional Civic League to hold information and input session/s on *PLAN 2040* activities. This will build off of a very successful Neighborhood Summit the Civic League held in fall, 2009 drawing 500 participants. This will be in addition to other broad outreach activities listed in "Participation Techniques".

## **Participation Techniques**

The techniques proposed for *PLAN 2040* seek to match the Stakeholders for which they are planned. The range of techniques varies from the use of direct conversation to large group meetings. The goal of these techniques is to have meaningful two-way dialogue on issues and potential solutions on a continuous basis throughout the planning time frame.

## Committee Framework

- Standing Committees: ARC Board policy making committees including Environmental and Land Use Committee (ELUC), Transportation and Air Quality Committee (TAQC), a Joint ELUC/TAQC Chairs Committee and the Aging Services Committee. Technical committees the Land Use Coordinating Committee (LUCC), and the Transportation Coordinating Committee (TCC).
- Standing Subcommittees: These committees include forecasting, finance, freight, bicycle/pedestrian, public involvement, social equity, transit operators, aging services and model users. Their participants include planning partners, local advocates, and interested parties.
- Ad hoc groups (short-term task committees) will be formed and meet as needed and can include any interested parties but most particularly those with special expertise on the subject at hand.

## Special Events

- ARC Board Mini-Retreats: These half-day to full-day retreats will be held to engage the ARC Board at various milestones in the planning process.
- PLAN 2040 Social Equity Workshop: This workshop will occur early in the process and will be held in partnership with local leadership. It is intended to provide planning staff with input into the process and provide the participants with information about the needs of the region, the products of the planning process and methodologies for responding.
- PLAN 2040 Mobile Public Meetings: These meetings will be internet-based, accessible from personal computers on a 24/7 basis over a specified period of time to get input at critical times in the process. They will include draft planning documents, recorded messages from staff, and methods to respond to the questions at hand.
- Fifty Forward: This regional visioning initiative has activities planned with the Regional Civic League to discuss with the general public at neighborhood forums. The product of those forums will be shared with the *PLAN 2040* effort. In addition, *Fifty Forward* has engaged professional and advocate expertise in short term technical panels on various issues for the region. The products of those panels will also be shared with the *PLAN 2040* effort. A concluding capstone event is scheduled for the summer, 2010.
- Official Public Review and Comment: There will be a 30-day public review and comment period before the Regional Agenda vote and before the Regional Transportation Plan vote.
- Formal Public Hearings: These hearings will be held before Regional Agenda vote and Regional Transportation Plan vote at a monthly ARC Board meeting.

## Targeted Activities

- Stakeholder Group Discussions: These targeted discussion groups endeavor to have specific conversations on issues and concerns leading up to the plan milestone points. Included in these discussions will be representatives from local governments, public/private organizations and advocacy groups.
- Online Forums: At designated times in the process, the public will be engaged on specific topics through the *PLAN 2040* website and the *LENS on Atlanta* website (a public square social networking site operated by WPBA Broadcasting). In addition, ARC staff will monitor other local blogs and participate where necessary to discuss *PLAN 2040* initiatives gaining input to be shared with other participants.
- PLAN 2040 Polls/Surveys: Public opinion will be sought at various stages of the process through these interfaces.
- Student Programs: ARC will engage the youth in ongoing programs on topics pertaining to *PLAN 2040* and inform the process with their results. Examples will include: Clark Atlanta Transportation Summer Institute, the Model ARC program (MARC), and Georgia Perimeter College's Community Awareness program.

- Speakers Bureau: Leadership within the standing committees and within ARC will provide community with online updates and discussion of planning products.

### **Information Distribution**

- PLAN 2040 Website includes the following:
  - “Act now” solicitation for responses
  - Plan schedule and summaries of planning activities
  - Maps of planning areas and activities
  - “Get Involved” section with contact information, poll, calendar, survey and comment archives
  - RSS feeds for planning updates
  - Connection to ARC Facebook page and *LENS on Atlanta* public square page
  - Documentation section for regulatory materials
  - Links and glossary information
  - *PLAN 2040* Fact Sheets detailing planning concepts to be used
  - 3 minute podcast briefs on planning concepts, enabled through clicking or RSS feeds
  - ARC YouTube Channel and Vimeo resources will provide video resources
- LENS on Atlanta: This is an online “Public Square” social networking site operated by WPBA Broadcasting. ARC will have a Group page where information about *PLAN 2040* will be posted or connected back to the *PLAN 2040* website.
- Local Officials PLAN 2040 Mailings: These targeted mailings sent out either through mail or email will provide local elected officials and their staff reports on *PLAN 2040* progress and invitations to be involved.
- Printed Brochure/Handouts will be provided for general and specific information about the process. They will also be accessible on the *PLAN 2040* website.
- PLAN 2040 Fact Sheets As many as 25 fact sheets will provide overviews of features contained in *PLAN 2040* with linkage to further information. These can be printed or accessed via the internet.
- Broadcast Conversations: These will include *PLAN 2040* podcasts, ARC TV shows, Fifty Forward Forums, ethnic community media interviews.
- Media Outreach: use milestones, forecasts and statistics to pique interest of media (including key bloggers) through series of press releases and advisories. In addition, the following will be specific to the reporter and editorial board as needed:
  - Hold “desk side” meetings with reporters and editors from key media outlets
  - Target key outlets and “personalize” message to their audience
- PLAN 2040 Presentations: These presentations will be tailored to speaking engagements and online geared to general audience. These can be used to present to civic groups at their request. These could be video presentations rather than slide presentations. A copy could be sent on DVD to each local government.

### **Plan Development/Participation Schedule**

The process for Stakeholder Involvement began in 2009 in order to provide preliminary input into the Regional Assessment and satisfy transportation planning requirements for metropolitan planning organizations. Because of this, some of the following activities have already taken place. The activities intended for 2010-2011 are shown by quarter as an initial determination of when they would be most effective. As the process goes forward, the schedule is subject to change through addition, deletion, or restructure of the activity. The following is the intent of the program:

**Winter, 2009 (accomplished):**

- ARC internal multi-disciplinary Staff Charrette
- Online TCC/LUCC surveys
- Leadership interviews
- Fifty Forward Land Use and Housing neighborhood forum
- Local government outreach

**Spring, 2009 (accomplished):**

- Fifty Forward Land Use and Housing Forum
- Fifty Forward neighborhood forums on land use and housing
- Local government outreach
- Development of *PLAN 2040* video
- Development of *PLAN 2040* website and outreach plan
- Initial forecast discussions with economists in region

**Summer, 2009 (accomplished):**

- Website launch, incorporating social media inputs (RSS feeds, Sharing to aggregation sties, submissions to Flickr)
- Discussion group with seniors
- Region wide *PLAN 2040* Summer Scientific Poll
- Development of initial Critical Themes from input received
- Public and leadership input on Regionally Important Resources before launch
- Fifty Forward Land Use and Housing technical committee meetings
- Local government outreach
- Urban Land Institute Technical Assistance Panel
- Fifty Forward neighborhood forum on transportation.
- Advisory group discussions with ARC board on local government outreach
- Advisory group discussion with advocate leadership on social equity outreach
- Advisory discussion with Regional Civic League on partnership
- Began development of *PLAN 2040* Fact Sheets
- *Plan 2040* podcast from video
- Completed a computer graphic series of Access Management
- Advisory discussion with an umbrella homeowner association for *PLAN 2040* input
- Development of partnership with WPBA *LENS on Atlanta* social media site to get input into *PLAN 2040*
- *PLAN 2040* online survey development
- Call for Regionally Important Resources along with photo submissions on Flickr

**Fall, 2009 (accomplished):**

- *PLAN 2040* Stakeholder Plan review
- *PLAN 2040* Fall Scientific Poll
- *Fifty Forward* Transportation Forum
- *Fifty Forward* transportation technical committee meetings
- Development of Social Equity Workshop in 2010
- Social equity discussion group

- RIR Call and Flickr submissions
- Leaders of Tomorrow (university students) discussion group
- *Fifty Forward* visioning with Boys and Girls Clubs
- ARC Board Retreat
- Develop DVD of Board Retreat findings
- LENS on Atlanta social networking site for *PLAN 2040* launch
- Online survey of *PLAN 2040* site and LENS on Atlanta

#### **Winter, 2010:**

- Local government outreach
- Targeted Stakeholder discussions
- Planning partner involvement
- Launch *PLAN 2040* Fact Sheets
- Hold Social Equity Workshop
- Social Equity Advisory Committee and Aging Services Advisory Committee updates
- Speaking engagements
- Mobile public meetings
- County Community Conversations (update to ARC prior Ethnic Community Conversations several years ago)
- Online surveys

#### **Spring, 2010:**

- Local government outreach
- Online general public discussions
- Planning partner involvement
- Targeted Stakeholder discussions
- Ethnic Community Conversations
- Local media outreach
- Public brochure of findings to date
- Speaking engagements
- Podcasts and videos
- Mobile public meetings
- Online survey

#### **Summer, 2010:**

- Online general public discussions
- Local government outreach
- Targeted Stakeholder discussions
- Local media outreach
- ARC Board retreat
- Regional Civic League outreach
- Ethnic media conversations
- Speaking engagements



- Mobile public meetings
- Social Equity Advisory Group
- Ethnic Community Conversations
- Speaking engagements
- Mobile public meetings
- Online survey

**Fall, 2010:**

- Local government outreach
- Online discussions
- Local media outreach
- Publish brochure
- Speaking engagements
- Mobile public meetings
- Online surveys

**Winter, 2011:**

- Regional Agenda public hearing
- Local government outreach
- Online discussions
- Speaking engagements
- Video/podcasts
- Mobile public meetings
- Social equity follow-up meetings
- Online surveys

**Spring, 2011:**

- Formal public review and comment period
- Speaking engagements
- Regional Transportation Plan public hearing
- Adoption of the Regional Transportation Plan