

Non-Governmental Organization
PLAN 2040 Briefing and Roundtable Discussion
March 15, 2010
Meeting Notes

Background on Briefing

Purpose: For non-profit organizations to consider the region's challenges and opportunities within their decision framework. Discuss what actions or programs can produce beneficial changes.

Participants: Non-profit organizations that work in the fields of housing, social services, jobs, development, energy, transportation, and economic growth.

Agenda: Learn about the PLAN 2040 process and the findings of the Regional Assessment recently completed by ARC. Consider a panel discussion on the topics of housing, services, jobs, economy, transportation, growth, development and energy. Engage in a roundtable discussion about how to take this information forward to scenarios of action.

Briefing Participation: 32 participants engaged in a discussion from 8:30 – 11:30 am.

Next Steps:

- Participants were invited to help ARC develop issue papers for the upcoming election
- Participants were invited to have ARC staff come to their organization's activities during the year to discuss more of the challenges in detail.
- It is ARC's intention to invite the participants back again in the fall to monitor progress.
- The organizations were challenged to take the information back to their own work programs to see how to incorporate.
- Participants were invited to provide input in the upcoming online public meetings.

Summary of Results

PLAN 2040 Actions

- Make the connections between growth, education, energy, water supply, transportation and land development to show issues and impacts
- Balance transit and road assets
- Divide plan into bite-sized chunks to show progress made
- Base planning for transportation and community assets on new growth patterns that will be supported by changing demographics and trends
- Recognize the new paradigm of increased energy, transportation, business, education, and other infrastructure costs
- Introduce the concept of health as a community and economic asset

Collective Actions

- Work across boundaries
 - North/south metro region
 - Two Georgia's
 - Neighboring states
 - Business-government-NGOs
- Recapture the attractiveness of the region to the 20-30 year old age group (young and restless)
- Focus on industries that will bring jobs to region: biotech, energy efficiencies, green industries
- Target job training of those who have lost jobs recently, especially in South region.
- Agree on common visions, platforms and boldly plan together
- Mentor youth leadership
- Develop solid, formal civic infrastructure

ARC Actions

- Share information/challenges/options with non-ARC local officials
- Use our wealth of data to tell the story on compelling and cross-cutting issues (such as true costs of transportation or housing)
- Tie together community assets into one place to share broadly
- Convene education leaders and business leaders to develop strategies for K-12 improvement
- Be a more rigorous engager