



PLAN 2040 QUICK GUIDES TO REGIONAL PLANNING



ATLANTA REGIONAL COMMISSION

About these Guides

Why don't we widen this road to relieve the congestion?

I love this little pocket park. Who decided this piece of land should not be developed?

Do you ever find yourself asking these questions or others about the planning process? Good news! The Quick Guides to Regional Planning were designed with you in mind! They are brief, easy-to-read introductions to planning that cover a wide range of subjects.

With each planning topic within this guide you will be able to answer these four questions:

- What is it?
- Why is it important?
- What is ARC doing to address it?
- Where can I find more information?

Table of Contents

A. Learning about the planning process

- a. Understanding Regional Planning
- b. Forecasting for Population and Employment
- c. Travel Demand Modeling
- d. Understanding the Transportation Improvement Program
- e. Financing of Transportation Projects
- f. Regional Plan Implementation

B. How planning affects where you live

- a. Environmental Considerations in Regional Planning
- b. Regional Resources: Conservation and Preservation Planning
- c. Air Quality Considerations in Transportation Planning
- d. Regional Housing Planning
- e. Lifelong Communities

C. Planning the movement of people and goods

- a. Connecting the Regional Strategic Transportation System with Regional Growth Policies
- b. Regional Bicycle and Pedestrian Planning
- c. Regional Transit Planning
- d. Regional Freight Planning
- e. Managed Lanes Planning

D. Important considerations in planning

- a. Planning for Social Equity
- b. Congestion Management Process
- c. Access Management Planning
- d. Transportation Safety Planning
- e. Regional Human Services Transportation Planning
- f. Transportation Demand Management

LEARNING ABOUT THE PLANNING PROCESS



UNDERSTANDING REGIONAL PLANNING

What is regional planning?

Changes in population, jobs and economic growth impact us all — regardless of where we live, work or recreate.

How do we deal with issues of traffic congestion, an aging population, a shrinking workforce, air quality and water quality across community and political boundaries?

The **Atlanta Regional Commission** (ARC) and its planning partners develop and track growth-related data in order to develop plans for metro Atlanta.

The process for accomplishing regional land use and transportation plans is a collaborative effort between local, state and regional agencies, as well as the community at large. Through regional collaboration, infrastructure and human service needs and strategies across city and county boundaries are anticipated and studied for impact. The outcomes of the plan are meant to provide people access to services required for a better quality of life — including education, healthcare and retail, to name a few.

Why regional planning?

On a regular basis, it is good for communities (both local and regional) to consider their current status and re-examine their goals. This helps them better determine where they want to be in the future, both economically and in terms of quality of life.

Regional plans help public agencies identify issues so they can determine policies and investment strategies to guide the future direction of their communities and the region. Even though different planning functions have different regional boundaries, joining together collectively helps individual jurisdictions develop policies targeted at the overall common good.

Planning in Georgia

While regional planning is critical to the health and continued prosperity of the Atlanta region, it is also required by law. The federal government requires a regional transportation plan to be in place before the region can receive transportation funds.

The **Georgia Planning Act** requires local governments to develop plans for their future and stipulates how their plans should be developed. Those plans are taken into account in the regional planning process.

WHAT IS PLAN 2040?

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How are regional plans created?

City and county governments set local priorities based on the needs of their constituencies. However, the resulting policies may impact neighboring communities. When a regional plan takes local planning efforts into consideration, collective impacts can be measured and considered.

Regional planning includes:

- Assessing where the region is currently
- Determining a vision of the region's desired future
- Developing measures of progress toward the vision
- Developing different paths to achieve the vision and testing them
- Settling on a preferred path of action
- Developing policies to achieve that path
- Adopting the plan formally
- Evaluating periodically the progress made.

Throughout this process, public agencies are sharing planning data and ideas. They are also gathering input from citizens, community organizations, businesses, property owners and others. This input is considered in each step of regional plan development.

How can someone participate in developing Plan 2040?

Metro Atlanta residents can participate in ARC's Plan 2040 activities in several ways:

- Regularly visit the Plan 2040 Web site at www.atlantaregional.com/plan2040 for the latest information about the planning process. Check the "Get Involved" section of the site for discussions, meetings and other ways to share thoughts and ideas.
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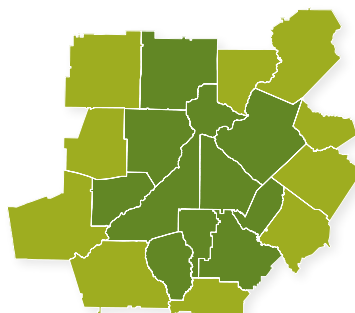
- [ARC's activities and planning initiatives](#)
- [National Association of Regional Councils](#)
- [Georgia Department of Community Affairs](#)
- [Association of Metropolitan Planning Organizations](#)

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WHAT IS REGIONAL FORECASTING FOR POPULATION AND EMPLOYMENT?

What is regional forecasting?

The Atlanta region has been one of the fastest growing areas in the nation for decades. According to the latest ARC forecasts, it will continue to grow over the next 25 years. To accommodate this growth, ARC periodically develops future land use and transportation plans for the metro Atlanta area. These plans must be based on solid forecasts predicting the number of people and households to be expected, as well as where residents will live and work.

Regional forecasts are updated at the beginning of each long-range planning process to reflect the latest social and economic trends. These trends are quantified and entered into a computer forecasting model that studies the entire metro Atlanta system, linking land use, transportation and the economy.

Why is regional forecasting important?

Regional land development and transportation plans constitute the basis for official regional policy. These long-range plans allocate where development and transportation resources should be provided, where funding will originate and what impacts the growth will have on air quality and the environment. The basis for this planning is the population and employment forecast.

In support of its long-range planning efforts, ARC forecasts future population and employment conditions as base data for these plans. Population and employment forecasts are updated by discussing future growth assumptions with local governments, private companies, economic forecasters and policy analysis developers.

Based on these projections, land use and transportation planners can make assumptions about where housing, business and transportation services should be located and what policies should be in place to make this happen. The probability of ARC's assumptions and its resulting forecasts are reviewed through a committee of economic advisors.

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How is regional forecasting done?

ARC uses a two-step process to produce forecasts. Population and employment are first forecast for the region as a whole. A second set of models then distributes the regional forecast of jobs and people within local jurisdictions within the region.

The first step establishes area-wide control totals – the total number of jobs and people for the new 20-county planning area. This step assumes that certain groups, identified by race, gender and age, have similar birth, death and migration patterns. Based on historical patterns, employment trends in some industries are determined nationally, while others are determined locally. The number of people moving here is determined by the need to balance the forecast number of jobs with the population necessary to fill those jobs.

The second step takes the control totals and “allocates” the jobs and people to county and sub-county areas within the 20-county planning area.

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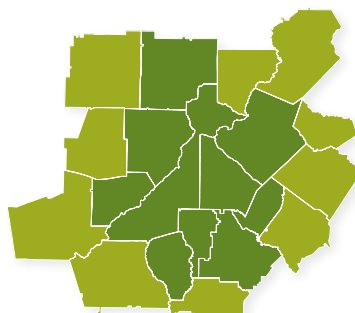
- [Latest Forecasts for Population and Employment](#)
- [Regional Snapshots](#)
- [Population and Housing Report: A Primer](#)
- [Cities and Towns: 2008 Yearbook of Growth and Change](#)
- [Population Estimates Methodology](#)

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WHAT IS TRAVEL DEMAND MODELING?

What is travel demand modeling?

Transportation projects are planned years in advance of their construction. How do we know where people will live and work in the future? Or how they will choose to get there?

A travel demand model is a planning tool that utilizes computer programs to replicate real-world travel patterns and forecast future travel needs. It uses population and employment forecasts, as well as land use data to estimate where people will go in the future and how they will get there. Models are compared and validated against real-world traffic counts and various travel surveys.

Traditionally, a travel demand model undergoes a four-step process: Trip Generation examines where trips will originate based on household, employment and land use data. Trip Distribution determines where trips will end. Mode Choice indicates how the trips will be distributed across modes of transportation (car, transit, non-motorized travel) and Trip Assignment allocates which path the trip will occur between the origin and destination.

Why is travel demand modeling important?

Travel demand models help planners anticipate where transportation services will be in the future in developing plans. By simulating the current roadway conditions and the demand for those facilities, the model can predict future travel patterns and demands based on changes in the transportation system. Such changes include the addition of new roads or widening of roads, new transit, changes in land uses such as higher density development, and changing demographics through increased population and employment growth.

By understanding where future trips will be, planners can identify future needs and use the model to test future improvements to the transportation network.

Model output plays a key role in analyzing and demonstrating the impacts and benefits of potential transportation investments.

Results from the travel demand model give policy makers the information they need in order to make transportation investments that address future needs and bring the highest benefit to the public.

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How is the travel demand model used to create future plans?

The travel demand model incorporates extensive social and economic forecasts developed for the Atlanta region. These forecasts predict where people will live and work for the next 30 years. This information is used to project traffic volumes, congestion levels, travel times, and transit usage. Analysts can then better understand travel behavior and project recommendations.

All projects proposed as part of a **Regional Transportation Plan** are analyzed to ensure they conform with Federal air quality requirements through a process known as **Conformity Determination**. Outputs from the regional travel demand model are a key part of the conformity review process.

Currently under development is an activity-based model incorporating the most advanced principles of modeling individual travel choices. It addresses both household-level and person-level travel choices.

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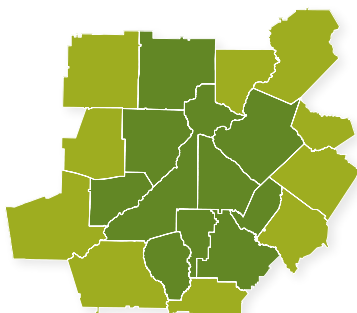
- **ARC Travel Demand Modeling**
- **ARC Activity-Based Model**
- **FHWA Travel Demand Forecasting**
- **TRB Special Report No. 288: Metropolitan Travel Forecasting: Current Practice and Future Direction**
- **TRB Committee on Transportation Demand and Forecasting**
- **ARC Modeling Channel**

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UNDERSTANDING THE TRANSPORTATION IMPROVEMENT PROGRAM (TIP)

What is a Transportation Improvement Program?

The **Transportation Improvement Program** is a list of priority transportation projects the region will build over a six-year period. The TIP supports the vision of the long-range **Regional Transportation Plan***, which articulates metro Atlanta's future transportation needs and opportunities. The TIP prioritizes highway, transit, bicycle and pedestrian, emission reduction and alternative commuting projects throughout the region. The current TIP can be found at **ARC's Web site**.

Why is the TIP important?

The **TIP process** prioritizes and allocates funding for transportation investments to match the Atlanta region's vision for mobility. The TIP provides a blueprint to metro residents and taxpayers of how federal and state dollars are spent on transportation needs.

How is the TIP created?

The **Atlanta Regional Commission** and its planning partners develop the federally-required TIP through a multi-step process.

1. Transportation agencies, the public and affected stakeholders identify and study transportation needs and potential solutions.
2. Local, regional and state sponsoring agencies send their priority project lists (including locations, funding sources and justification) to ARC in response to a "Call for Projects."
3. ARC scores the projects and prioritizes them according to regional goals.
4. Projects also are tested for financial feasibility and, as needed, air quality impacts.
5. The public and decision-makers review and comment on the resulting project list.
6. The TIP is approved by the State of Georgia and included in the **state's transportation improvement program**.

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How are TIP projects funded?

TIP projects are funded through a mix of **local, state and federal** transportation funding sources.

Can the TIP be amended?

Yes. Emerging transportation needs in the region may require changes to projects that could affect regional travel demand, air quality or funding. These must undergo review and approval by ARC and the **Georgia Regional Transportation Authority** on behalf of the Governor. The review includes opportunities for comment by the public and affected stakeholders. Small changes to the TIP which do not affect travel demand, air quality or funding may be made by ARC staff. The TIP amendment process is found in the **Transportation Participation Plan**.

How is the TIP monitored to ensure it is completed as planned?

ARC periodically evaluates the TIP in terms of how projects advance from planning through completion and shares those results in its **Breaking Ground report**.

How can someone participate in developing the TIP?

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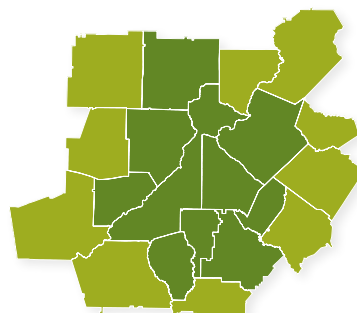
- **ARC's activities and planning initiatives**
- **ARC's transportation plans**
- **Status of TIP projects**
- **How projects are funded**

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UNDERSTANDING THE FINANCING OF TRANSPORTATION PROJECTS

Why is planning for transportation financing important?

The federal government requires a **Regional Transportation Plan (RTP)** to be financially constrained – meaning the total cost of the plan does not exceed available funding. Therefore, planners base their forecasts on anticipated revenues from various funding sources, including:

- State and federal motor fuel taxes
- Local sales taxes
- Funding from local governments
- Bonds
- Tolls and user fees

Federal funding comes from the **Highway Trust Fund**, which in turn is funded through the federal motor fuel tax. **SAFETEA-LU** is a federal law that establishes funding levels for programs through the Highway Trust Fund and is administered via **FHWA** and **FTA**. It also introduces alternative revenue sources, like infrastructure banks and bonding programs.

If adequate funding does not exist for all projects in the program, lower-priority projects are removed.

Determining project costs?

To establish the cost of a future project, planners and engineers consider a series of factors that include capital costs (the cost to build infrastructure), the cost of operating and maintaining the facility over time, and the cost of inflation, which accounts for an increase over current -year dollars to represent the year the project will be built. The cost of any land needed for the project and the cost of raw materials for the project is included in these costs based on trends and future projections.

Funding challenges

As current infrastructure continues to age, many states lack the necessary funding to maintain existing roads, bridges, and transit facilities. Maintaining existing infrastructure is a high priority that reduces funding for projects to expand the transportation system to address the needs of a growing region. Legislation permitting alternative sources of revenue, such as public-private partnerships and initiatives for new transportation sales taxes, as well as increases in motor fuel taxes are under consideration in many states to help address this funding gap.

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What funding sources are available for PLAN 2040?

Projects in PLAN 2040 will be funded through sources at the federal, state, and local levels. Traditionally, projects receive a percentage of funds from federal sources matched by a percentage of funds at the state or local level. Matching levels are established in the federal transportation authorization. The federal government and the State of Georgia are exploring innovative funding through a variety of mechanisms, including infrastructure banks and public/private partnerships (P3s).

PLAN 2040 will allocate funds for a variety of project types, including roadway, transit, bridges, safety enhancements and bicycle and pedestrian improvements. Specific funding sources are identified based on project location and type, among other criteria.

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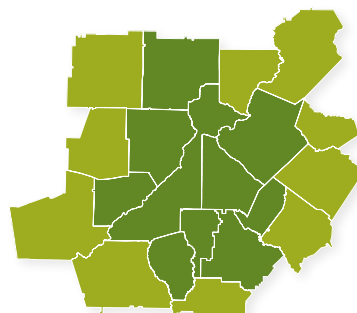
- [ARC Financial Planning](#)
- [FHWA SAFETEA — LU Website](#)
- [FHWA Innovative Finance](#)

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REGIONAL PLAN IMPLEMENTATION

Implementation — the ultimate goal

For a region to successfully achieve the transportation and land use goals and policies specified in its planning efforts, projects identified in these plans must be implemented and put into action. This means that everything must be in place — timing, funding, regulation, people, right of way as well as the support of elected leaders, policymakers, agency staff and the public.

Transportation projects identified as part of the regional plan are implemented through the programming of funds in the Transportation Improvement Program, **TIP**, by regional planning partners who sponsor and steer specific projects through planning and development, environmental review, design, and construction.

Regional growth and development policies work in concert with those of local governments, since development policies are implemented through localized procedures including development review, zoning ordinances, and land use policies.

Obstacles to regional plan implementation

Delays in implementation of much needed transportation projects result in increased congestion, decreased air quality and increased cost. Among the impacts to project implementation are the following:

- Funding availability from budgets at the federal, state, and local levels
- Fluctuations and changes in estimated costs
- Unforeseen construction issues that change a project's schedule and budget
- Public support and the dedication of public officials to see projects through to completion

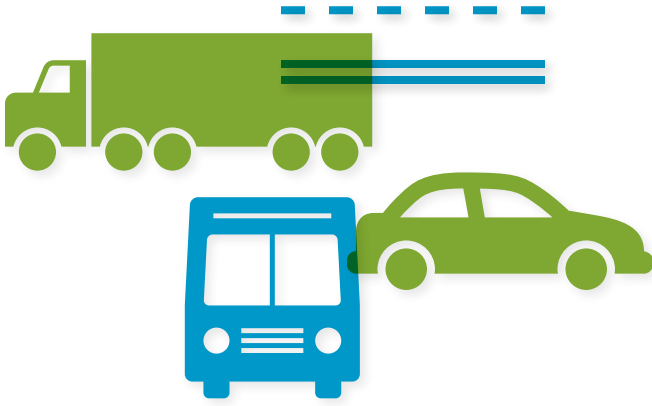
Generating momentum for a project in the community helps to raise the level of accountability among those responsible for completing a project. Since priorities often change due to economic and political realities, it is challenging to maintain community consensus and identify projects that public officials are willing to stand behind.

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Overcoming the challenges to plan implementation

A transportation project may have several different stages of development — years of engineering, design and right of way acquisition before construction begins. How can planning agencies and project sponsors improve implementation?

- Establish realistic expectations regarding actual project implementation
- Develop an overall plan, set priorities, and not shift direction to other priorities
- Give financial commitment to a project only after it has gone through rigorous evaluation to ensure reasonable costs and schedules

ARC tracks the progress of metro Atlanta transportation projects through an annual **Breaking Ground** report. It includes a status report of each project in the latest **Transportation Improvement Program** along with a detailed analysis of the **Livable Centers Initiative** (LCI) program, advancement rates by project sponsor and funding source. Also included are projects delayed two or more years in a row, historical trends, and planning successes.

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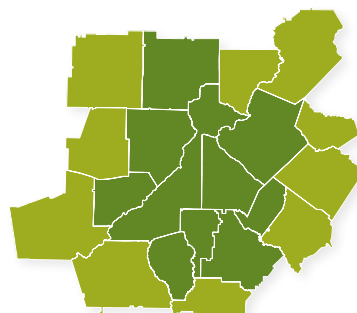
- [Summary of the 2008 ARC Breaking Ground Report](#)
- [Key Factors of Successful Project Implementation \(USDOT/FTA\)](#)

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HOW PLANNING AFFECTS WHERE YOU LIVE



ENVIRONMENTAL CONSIDERATIONS IN REGIONAL PLANNING

What is environmental review of a transportation project?

When a transportation project, such as a roadway, bridge or transit is planned for your area, you are probably interested in how the project will impact your community. Impacts include both the benefits and the potential problems a project may bring. To ensure that these impacts are identified and addressed, public agencies must meet the requirements of **The National Environmental Policy Act of 1969**, (NEPA) before a project can go into construction.

The purpose of a transportation project needs to be clearly established based on the needs it is intended to address, such as accessibility, congestion or bottleneck relief. For every project, a series of reasonable alternatives must be investigated so that the best possible project can be identified.

Essential to this review is the identification of potential environmental impacts. Once the potential impacts have been established, corresponding **mitigation** plans must be developed to offset any potentially negative impacts. Very significant to the process is the solicitation of the **public to provide input** into the review.

How does transportation planning connect with environmental review?

Transportation projects are implemented through a rigorous process that includes the concept being evaluated, selected and vetted. Once part of an adopted transportation plan, a project proceeds through design and right-of-way determination before construction begins.

To streamline implementation of projects, federal law requires planning agencies to consider a transportation plan's environmental impact as part of the initial planning process. This happens before detailed design work that refines the project scope.

Included in this preliminary consideration are:

- Identification of environmental resources and environmentally sensitive areas
- Descriptions of air and water resources
- Demographic trends and forecasts
- Projections of future land use, natural resource conservation areas and development
- Existing wildlife conservation plans, watershed plans, and habitat conservation plans

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Who participates in the planning process environmental review?

ARC provides a setting for interaction between the region-wide transportation planning process and project-specific environmental decisions. Studies sponsored by ARC and its planning partners, in addition to needs identified during the PLAN 2040 development process, provide information that can help planners to answer environmental questions and serve as useful inputs into the detailed NEPA review process once it begins.

Consultation with federal, state, wildlife and other regulatory agencies is an integral part of the planning process. These agencies share their existing plans and their advice so transportation planners can accurately identify potential environmental impacts and develop mitigation remedies if needed. Agencies representing the following disciplines are involved in this discussion:

- Land use management
- Natural resources
- Environmental protection
- Conservation

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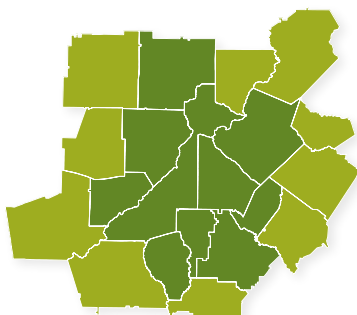
- [FHWA Planning and Environmental Linkages Resource Guide](#)
- [FHWA Planning and Environmental Linkages Implementation Resources](#)
- [AASHTO- Using the Transportation Planning Process to Support the NEPA Process](#)
- [Georgia Department of Transportation Plan Development Process](#)

This document can be found on ARC's Web site at www.atlantaregional.com/plan2040. For assistance in viewing this document, contact plan2040@atlantaregional.com or 404.463.3272.



ATLANTA REGIONAL COMMISSION

40 COURTLAND STREET, NE
ATLANTA, GEORGIA 30303
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WHAT IS THE ATLANTA REGIONAL COMMISSION?

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REGIONAL RESOURCES: CONSERVATION & PRESERVATION PLANNING

Why plan for conservation and preservation of regional resources?

What do small water supply watersheds, natural habitats and civil war battlefields have in common? They are some of the vital resources that contribute to our quality of life in the metro Atlanta area.

An important element of regional planning is an understanding and assessment of how critical natural and cultural resources are responsibly used, managed and preserved. In a place like the metro area, growth can be rapid and sometimes impactful to the people, places and patterns that it envelopes. It is important to identify places that make the region great and find ways to ensure their viability.

As the region continues to grow and expand, it will become more difficult to balance the need to maintain areas of natural habitat, as well as clean air and water, with the requirements of our existing and future populations. Equally important are our shared cultural resources that identify who we are, where we came from and share our story with others.

What is ARC's role in conservation planning?

During the past decade local governments have taken a larger role in greenspace acquisition by utilizing funding opportunities available from the State of Georgia and generating revenue locally.

In order to protect irreplaceable natural and cultural resources, planning for **green infrastructure** is needed. We must strategically manage networks of natural lands, working landscapes and other open spaces to conserve ecosystem values and functions that benefit the human populations.

Connecting green infrastructure demands a regional approach and perspective. Because of this, green infrastructure planning must take place on local, regional, state and federal levels. All these jurisdictions must communicate with one another to create an interconnected system. This ensures that the system is greater than the sum of its parts.

ARC's Regionally Important Resource Map will identify critical components of the region's green infrastructure. These include historic and cultural resources that all parties in the region will need to work to preserve and protect

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Identifying and protecting cultural and natural features in the metro Atlanta area

ARC will be developing a Regional Resource Plan as part of the overall Plan 2040 initiative. The Resource Plan will:

- Enhance the focus on protection and management of important natural and cultural resources in the Atlanta region.
- Provide for careful consideration of, and planning for, impacts of new development on these important resources.
- Improve local, regional, and state level coordination in the protection and management of identified resources.

The Resource Plan will be developed with input from numerous stakeholders around the region. It will be reviewed by the State of Georgia and ultimately adopted and communicated by ARC.

All interested parties from around the region including local governments, state and federal agencies, local land trusts, conservation organizations, and the public will be consulted in developing the Resource Plan.

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Helpful links for more info

- www.atlantaregional.com
- [Regional Development Plan](#)
- [ARC's Inventory of Greenspace Tools](#)

Other resources include:

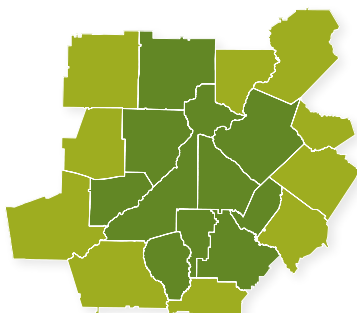
- [Green Infrastructure](#)
- [Regionally Important Resource \(RIR\) Rules](#)
- [Georgia Land Conservation Program](#)
- [Trust for Public Land](#)
- [Georgia Department of Community Affairs](#)

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AIR QUALITY CONSIDERATIONS IN TRANSPORTATION PLANNING

How does air quality relate to transportation?

The transportation choices we make have a big impact on the air we breathe. Increased use of cars and trucks over the years has contributed to pollution proven to be harmful to the environment and to human health.

The Federal Clean Air Act establishes standards to protect air quality and reduce air pollutant emissions, including those that are produced from motor vehicles. The U.S. Environmental Protection Agency (EPA) has set limits on the amount of certain harmful pollutants allowed in the air we breathe. These limits, referred to as **National Ambient Air Quality Standards** (NAAQS), apply to six air pollutants: ozone, lead, nitrogen dioxide, particulate matter, carbon monoxide, and sulfur dioxide. Areas that exceed the limits for any of these pollutants are known as non-attainment areas. Twenty counties in the Atlanta region are in non-attainment for **ozone** and **fine particulate matter (PM)**.

Why is air quality important in transportation planning?

States that fail to meet air quality standards are required to establish and adhere to a Motor Vehicle Emissions Budget (MVEB). The MVEB is part of the **State Implementation Plan (SIP)** — an EPA-required document addressing how a state will achieve Clean Air Act requirements. This means that any transportation improvements identified as part of the **Regional Transportation Plan (RTP)** and the **Transportation Improvement Program (TIP)** must not cumulatively contribute to poor air quality in the future.

The process of determining a transportation project's impact on air quality is known as transportation conformity. A positive conformity determination — one where analysis proves that pollutants will not further degrade air quality — is required in order to receive federal funding for projects. The Atlanta region continuously monitors the impact that transportation projects have on the levels of ozone and particulate matter in the atmosphere. Promoting programs that reduce vehicle emissions — such as carpooling, walking, teleworking, and transit — is one way to achieve cleaner air.

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How is the ARC planning for cleaner air?

ARC is the agency responsible for air quality planning and transportation conformity determination in metro Atlanta. ARC conducts technical analysis to illustrate transportation projects' impact on air quality in the region. It also sponsors and participates in programs designed to raise public awareness of the impact transportation choices have on air quality and to promote transportation alternatives that help reduce emissions. These programs and initiatives include:

- **ARC RideSmart**
- **Green Communities Program**
- **Livable Centers Initiative Program**
- **Clean Air Campaign**
- **Southeast Diesel Collaborative**
- **FHWA Congestion Mitigation and Air Quality Improvement Program**

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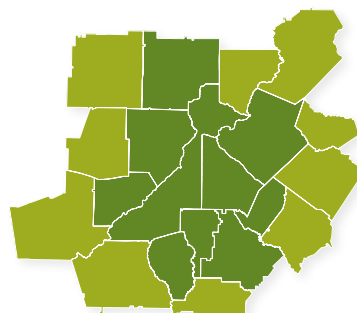
- **ARC Air Quality Programs**
- **AASHTO Center for Environmental Excellence — Air Quality**
- **US EPA Office of Transportation and Air Quality**
- **FHWA — Air Quality**
- **Air Quality Index and Forecast**

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WHAT IS REGIONAL HOUSING PLANNING?

What is Regional Housing Planning?

Housing is a critical element for creating and maintaining a viable community. Civic leaders and planners must constantly reassess the housing situation by asking questions like:

Can existing housing meet the current and anticipated needs of the residents? Is there an oversupply? Is housing located near services and transportation alternatives? Where should future housing be located? What types of housing are likely to be built under current regulations and market conditions?

The answers to these questions directly influence how people travel throughout the region. As housing costs rise, some people can be “priced out” of the housing market, forcing them to live further from their jobs and from services. This adds to traffic congestion. In general, as congestion increases, housing near jobs, shopping and other activities rises in value. In response, government agencies and private developers can create housing plans that focus on adding a mix of housing types in various price ranges across the region.

Why is Regional Housing Planning important?

The existing housing in metro Atlanta and throughout Georgia was built under laws and rules that have essentially not changed in the last 100 years. But over time, housing preferences and demographics have changed and economic conditions have necessitated that local and state governments adjust their housing policies accordingly. This is an important step in ensuring that adequate choices can be made available to sustain the region’s residents.

The Atlanta region will grow substantially through new births even if another person does not move to the region to take a job or decide to retire in the area. Therefore, the region’s housing stock is an asset that requires continuous reinvestment. As the Atlanta region grows, older homes and apartments must be updated and new housing built. While the private sector, such as bankers, developers and builders take risks and construct housing, the public sector is responsible for the planning, rules and regulations that ensure the right types and locations for housing are available and encouraged.

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What is done regionally about housing?

Housing planning is a key element of the Georgia Department of Community Affairs regional planning requirements. Housing issues must be coordinated in local and regional plans to effectively manage growth. The Atlanta region began coordinating housing, land use and transportation policy during the past decade. While local governments are responsible for zoning, a critical factor in housing development, the ARC provides resources to help local governments develop and manage housing plans and strategies.

ARC participates in numerous programs that promote equitable housing practices throughout the region, including quarterly **Regional Housing Forums**. These forums allow local officials and the public to learn from experts about the housing market, housing programs, special grants and other tools to promote equitable housing practices. ARC also conducts housing studies, funded through the **Livable Centers Initiative program**, that analyze local housing stock, programs and policies to determine how best to implement equitable housing development in LCI areas.

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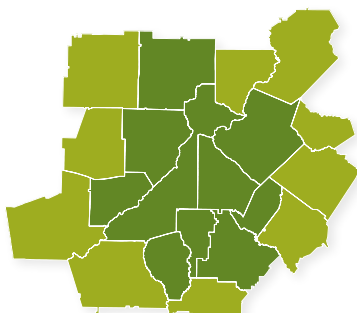
- [Atlanta Neighborhood Development Partnership](#)
- [Atlanta Regional Housing](#)
- [Department of Community Affairs](#)
- [Department of Housing and Urban Development](#)
- [Fannie Mae](#)
- [Greater Atlanta Homebuilders Association](#)
- [Regional Strategies for Affordable Housing in Metropolitan Atlanta" \(2004\)](#)

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WHAT IS THE LIFELONG COMMUNITIES INITIATIVE?

What is the Lifelong Communities initiative?

The Atlanta region is experiencing a dramatic demographic shift in the older adult population. By 2030 one out of every five residents will be over the age of 60, a doubling of the current 60+ population. The **Lifelong Communities Initiative** is a comprehensive effort that involves designing physical environments, the arrangement of land use patterns, buildings and infrastructure, that support both individual activities and the programs, policies and funding that allow all people to remain in their homes and communities as long as they desire.

Over the past three years, ARC has facilitated aging-in-place discussions in 10 counties in the metro Atlanta area, and connected partners to implement innovative approaches to meeting the challenges and opportunities of this demographic shift. In 2009, ARC sponsored a **Lifelong Communities Charrette** to explore ideas, challenge assumptions and create consensus around a community vision and plan.

Why is the Lifelong Communities initiative important?

A Lifelong Community is a community that provides a high quality of life for all, no matter their age or ability. This includes housing choices that are affordable, accessible and located near services, along with mobility options that ensure that individuals can access basic services and remain independent as they age.

The Lifelong Communities Charrette brought together design, architecture, planning, aging and health experts to craft six master plans for sites in Cobb, DeKalb and Gwinnett counties and the cities of Atlanta, Conyers and Fayetteville to serve as models for what makes a community “lifelong”.

The charrette resulted in seven core principles:

- Connectivity
- Pedestrian access and transit
- Neighborhood retail and services
- Social interaction
- Mix of dwelling types
- Healthy living
- Consideration for existing residents

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How can a community be a Lifelong Community?

Lifelong community principles offer a set of planning principles and a strategic approach that should become a greater focus in many aspects of community planning undertaken by ARC and the region's local governments. Design of new development and more importantly the impact that new development can have on surrounding communities is a critical aspect of this approach to accommodate the needs of older adults.

ARC's planning process, including PLAN 2040 and programs such as the **Livable Centers Initiative (LCI)** offer opportunities and resources for planning, related implementation assistance and transportation projects in specific areas. Lifelong community principles relate to the design of new development or retrofits to existing communities. They also provide a new element to planning which specifically addresses the anticipated problems of older adults. Integration of these principles into the regional planning process will lead to systemic change in meeting the needs of older adults throughout the metro Atlanta area.

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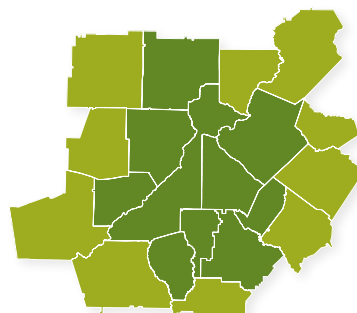
- **Demographic Data on Older Adults**
- **Aging Workforce Dynamics**
- **The Longevity Revolution**
- **The Green House Model**
- **Duany Plater-Zyberk (DPZ)** Lifelong Communities Charrette partner

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PLANNING THE MOVEMENT OF PEOPLE & GOODS



CONNECTING THE REGIONAL STRATEGIC TRANSPORTATION SYSTEM WITH REGIONAL GROWTH POLICIES

What is the Regional Strategic Transportation System (RSTS)?

During the development of metro Atlanta's current transportation plan, Envision6, ARC identified a network of regionally significant roadways and transit routes. Called the **Regional Strategic Transportation System (RSTS)**, this network includes key regional corridors as priorities for transportation investments.

This helps focus the use of the region's limited federal transportation funding for increasing capacity by limiting it to facilities in the RSTS. The RSTS was identified through consultation with regional planning agencies and includes the following:

- Interstate freeways.
- Existing and future regional transit service, including MARTA rail and planned transit service.
- Principal roadways that provide inter-county mobility, ensure adequate spacing of major roads and connect commercial centers, town centers and/or freight corridors.

To be effective, the transportation system must coordinate with and support land development plans and growth policies across the metro area.

How does the RSTS connect with regional growth policies?

The Atlanta region has a Regional Development Plan that includes a **Unified Growth Policy Map (UGPM)** — a map identifying existing and desirable growth patterns that help achieve regional development goals. These goals include encouraging development and investments within principal transportation corridors and activity and town centers. The UGPM identifies urban redevelopment corridors, regional parks, freight areas, town centers, central cities, mega-corridors, urban or suburban neighborhoods and rural areas.

Together, the RSTS and UGPM are planning tools that provide a policy and implementation framework to guide future investment decisions for both transportation improvements and development decisions.

For example, a future transit corridor that coincides with a busy commercial district may be an appropriate area for transportation investment since many commuters utilize the area to access jobs. This type of area may be a candidate for **transit-oriented development** to support a future transit system.

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Connecting land development and transportation — an essential tool

PLAN 2040 is a comprehensive planning effort that addresses both land use and transportation issues in the Atlanta region. The RSTS and UGPM are essential tools for identifying where investments have the biggest impact in achieving the long-term goals of the region. Based on forecast population and employment growth, these investments provide the most impact on traffic congestion levels, development densities, commercial and retail viability and other future growth trends.

ARC encourages local governments to integrate transportation and land use in planning initiatives through ongoing programs including:

- **County Comprehensive Transportation Plan (CTP) Program**
- **Livable Centers Initiative (LCI) Program**
- **Lifelong Communities**

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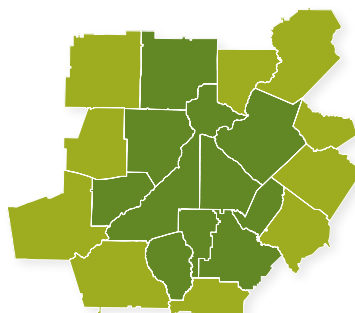
- **U. S. Department of Transportation, Federal Highway Administration**
- **Georgia Tech Center for Quality Growth and Regional Development**
- **Livable Communities Coalition**
- **Smart Growth America**

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WHAT IS BICYCLE AND PEDESTRIAN PLANNING?

What is bicycle and pedestrian planning?

Communities designed to incorporate a variety of travel choices are very desirable. Imagine going to the store or movie theater without using your car. Or accessing work or recreation by sidewalks and bike paths. These options are good for the air we breathe and for our general health.

Planning for the construction of bicycle and pedestrian paths in the Atlanta region primarily addresses the safety and accessibility of sidewalks, crosswalks and bike lanes. It also helps provide more options to residents and visitors who seek alternatives to driving and traffic congestion.

Bicycling and walking are viable transportation options that can reduce the number of cars on the road, provide greater access to transit and improve personal health. This planning focuses resources on improving existing facilities, identifying new connections and ensuring that bicyclist and pedestrian needs are included as new infrastructure is developed.

Why is bicycle and pedestrian planning important?

Consider the many types of trips made on sidewalks — on foot, pushing a baby carriage or by wheelchair. How long does it take to cross an intersection? How much time does the traffic signal give you? Now, consider making pedestrian trips if you are sight impaired, needing sound or sidewalk textures to guide you to and through intersections. If you bike, think about traveling in a dedicated bike lane or just alongside cars and trucks. Under Georgia law, bicycles are considered vehicles and have the same rights to the roads as all other vehicles. Even so, how safe would you feel sharing the road with larger, faster vehicles?

Many residents and visitors to the Atlanta region either cannot or choose not to drive. However, the needs of bicyclists and pedestrians have not always been considered when our transportation systems are being planned. While conditions are improving, bicyclists and pedestrians often face poorly maintained sidewalks and paths — when they exist at all. There are also conflicts with vehicles and a lack of safe crossings. These challenges underscore the need to plan well for pedestrian and bicycle travel in PLAN 2040 so that these options become safer and more convenient for people of all ages.

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How are bicycle and pedestrian plans created?

Like all transportation plans, bicycle and pedestrian plans are created at the local, regional and state levels. These plans, through stakeholder and public participation, assess the needs of bicyclists and pedestrians, set goals and make recommendations to help create a safer and more convenient bicycle and pedestrian network. These recommendations can become regional policy and guide long-range transportation planning efforts. Planning activities include:

- Regular meetings of a region-wide Bicycle and Pedestrian Task Force
- Compilation of a regional bicycle facility inventory
- Adoption of the **2007 Atlanta Region Bicycle Transportation and Pedestrian Walkways Plan**
- The federal **Safe Routes to School program** designed to increase the number of children safely biking and walking to school
- Georgia is designated a **Pedestrian Safety Focus State** and is assisting in developing a Pedestrian Safety Action Plan to help improve pedestrian safety statewide.

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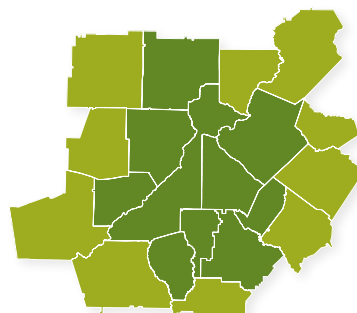
- **ARC bicycle and pedestrian planning**
- **GDOT bicycle and pedestrian planning programs**
- **Pedestrian and bicycle information center**
- **National Complete Streets Coalition**
- **Active Living Resource Center**
- **Rails to Trails Conservancy**

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WHAT IS REGIONAL TRANSIT PLANNING?

What is Transit Planning?

We see buses and MARTA trains as we go about our day. What we don't see is the diversity of transit options we could have. "Transit" refers to a variety of services that help people meet everyday needs without relying on a private vehicle. Determining the types of services needed and putting them in the best locations requires planning. This includes coordination of various rail and bus services, vanpools and paratransit (a service for residents unable to use the fixed-route system due to disabilities or other predefined limitations).

Why is Transit Planning important?

In addition to providing an important transportation option for residents, transit contributes to healthier communities by reducing pollution from cars, conserving fuel and encouraging more walkable, sustainable development patterns.

Focusing on transit planning helps the Atlanta region balance the need for transit investment with other types of transportation improvements. One of the goals of PLAN 2040 is to provide more transportation options and improved quality of life for people in the region. Transit planning helps to address this goal.

What transit services are available in the Atlanta region?

Metro Atlanta is primarily served by six transit operators:

- 1) **MARTA**: Rail service in metro Atlanta and bus and paratransit service for Fulton and DeKalb counties, including the City of Atlanta
- 2) **GRTA Xpress**: Express bus service between suburban counties and major employment centers
- 3) **Cobb Community Transit (CCT)**: Local bus service and express bus service to major employment centers
- 4) **Gwinnett County Transit**: Local bus service and express bus service to Atlanta
- 5) **Clayton County Transit (C-TRAN)**: Local bus service, including routes to Hartsfield-Jackson airport
- 6) **Cherokee Area Transportation System (CATS)**: Local bus service in Canton and partners with GRTA to provide express service to Fulton County

In addition to these, there are vanpools, local circulator shuttles and other transit options available.

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How can we have a regional transit network?

The Transit Planning Board, a partnership of local officials and key transit-related agencies, was established in 2006 to develop a regional transit plan for metro Atlanta. This plan, called **Concept 3**, was officially adopted in August, 2008. It calls for a regional transit network and coordination of respective transit services across multiple jurisdictions and organizations. To accomplish the plan, the Transit Implementation Board is currently working with state and regional planning agencies, transit service providers and other key stakeholders to advance and implement the regional transit network, while developing an organizational plan to guide and manage operations of a regional transit system.

Concept 3 includes:

- MARTA Rail Extensions
- Light Rail Transit (LRT) and Streetcar lines
- Commuter Rail Services
- High Capacity (freeway) Bus Rapid Transit Lines
- Arterial Bus Rapid Transit
- Express and Intercity Regional Bus Service
- Expanded Local and Activity Center Bus Service

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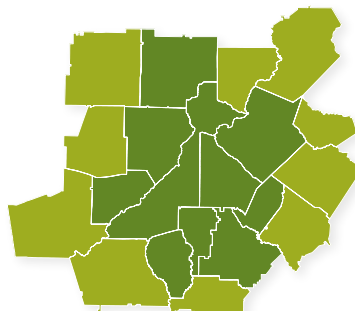
- [Atlanta Regional Commission — Regional Transit](#)
- [Atlanta Regional Commission — Regional Transit Institutional Analysis](#)
- [Transit Implementation Board and Concept 3](#)
- [Final Concept 3 Map](#)

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WHAT IS REGIONAL FREIGHT PLANNING?

What is Freight Transportation?

Freight transportation makes it possible for you to receive deliveries at home or for your neighborhood grocery to fill its shelves. Essentially, freight transportation is the movement of goods from point A to point B by air, truck, rail, water and pipeline. It links businesses with suppliers and markets throughout the nation and the world. Through freight transportation, American farms and mines reach out to customers across the continent. Domestic manufacturers can use distant sources of raw materials and other inputs and wholesalers and retailers can obtain goods through complex supply chains. (See [FHWA Freight Story 2008](#).)

What is Freight Planning?

The goal of regional planning for freight movement is to minimize the cost and improve the speed, ease and reliability of goods movement within the Atlanta region. This is done by identifying and incorporating the requirements for efficient freight transportation into the regional planning process. Close coordination with the freight community is necessary and vital to this effort.

Why is Freight Planning Important?

Over the past 25 years, freight transportation has become cheaper, contributing to enhanced productivity and economic growth. However, market forces, environmental concerns, rising fuel prices and other factors will increase the cost of moving goods in the years ahead. In addition, congestion and other issues will affect the supply chains of high-value, time-sensitive commodities. If these forces are not mitigated, the increased cost of moving freight will be felt in businesses and households alike.

Freight is transported by our region's air, rail and roadway systems, primarily the interstate highways. Travelers on the Atlanta region's interstates are aware that many trucks carry goods to locations within and outside the region. In addition, the Norfolk Southern and CSX rail lines have key hubs here that connect metro Atlanta to other major U.S. cities, as well as the ports of Savannah, Charleston and Jacksonville. These trucks travel on roadways alongside daily auto traffic.

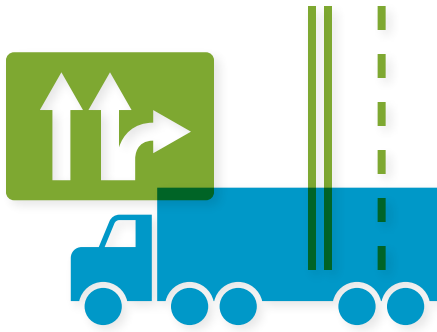
With freight volumes projected to more than double by 2030, improvements that address the presence of freight will be integral to the metro Atlanta regional transportation system.

WHAT IS PLAN 2040?

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How is ARC planning for freight activities?

Working with a Freight Advisory Task Force, established as a public/private consortium of officials who represent railroads, trucking companies, airports, chambers of commerce and community improvement districts, ARC developed the *Atlanta Regional Freight Mobility Plan*. This plan recommended the following:

- Improve the condition and capacity of our roadway and rail systems.
- Help our roadways and rail systems operate more efficiently.
- Address how the private sector freight stakeholders can partner with government agencies to improve freight transport in Georgia.

Identified in the study was a comprehensive system of truck routes for the Atlanta region. In response, ARC initiated the *Atlanta Regional Strategic Truck Route Master Plan*, which is currently under development and due to be completed in April, 2010.

Two of its goals are to:

- Ensure that truck traffic is directed to roadways that can effectively accommodate truck traffic.
- Identify a Regional Strategic Truck Route Network that can direct and manage freight movement.

How can someone participate in developing Plan 2040?

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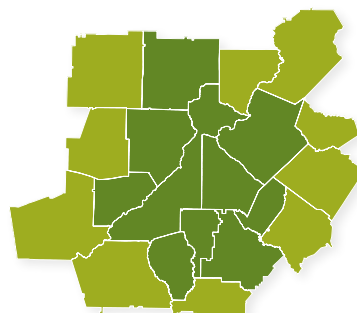
- For more information on ARC's freight planning activities, visit ARC's [Freight Mobility page](#)
- [Atlanta Regional Strategic Truck Route Master Plan](#)
- [ARC Freight Advisory Task Force](#)
- [Federal Highway Administration Freight Bottlenecks](#)
- [Federal Highway Administration Freight Planning](#)
- [Engaging the Private Sector in Freight Planning](#)

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WHAT IS MANAGED LANES PLANNING?

What are managed lanes?

Consider your daily commute. Do you build in extra time for traffic to ensure you arrive on time? Would your travel patterns change if you knew exactly how long your drive would take each day?

“Managed lanes” are a transportation tool that can provide you with a reliable travel time option. Managed lanes use vehicle eligibility, access, pricing or a combination of these things to actively manage the volume of traffic in a lane. This guarantees mobility and ensures that free traffic flow is maintained.

Currently, metro Atlanta has a system of High Occupancy Vehicle (HOV) lanes — a type of managed lane employing eligibility requirements (vehicles with two or more occupants or motorcycles) and restricted access points. In other parts of the U.S., other types of managed lanes, such as High Occupancy Toll (HOT) lanes, incorporate both vehicle eligibility and pricing. With a HOT lane, a vehicle that doesn’t meet eligibility requirements may pay a fee to drive in the managed lane. Pricing is used to manage the amount of congestion in the lane. As traffic increases, so does the associated toll, thus discouraging additional vehicles from entering the lane and allowing an acceptable flow of traffic to be maintained.

Why are managed lanes important?

The Atlanta region is unlikely to have funding to rebuild its interstate system. One possible alternative is to implement a network of HOT lanes. The region is already building its first HOT lane on I-85 north in DeKalb and Gwinnett counties. It is a test case for what could be widespread use of these lanes over the next decade.

In addition to providing a more reliable commute for highway drivers, managed lanes offer a variety of benefits consistent with the region’s goals. A managed lane system can help address the ongoing transportation needs of the region by:

- Promoting transportation choice through increased use of transit, vanpools and carpools — all of which can be accommodated at no cost in managed lanes.
- Improving transportation system performance — in managed lanes and regular lanes — through enhanced safety and managed demand.
- Generating revenue for operations and maintenance, construction or other improvements.

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Overcoming the challenges to plan implementation

Managed lanes concepts have been examined extensively for implementation in the Atlanta region. Planning activities include:

- Regular meetings of a Managed Lanes Planning Team during the development of the **Envision6** Regional Transportation Plan
- ARC Board's Adoption of a Managed Lanes Policy in 2007
- Participation in the development of the Metro Atlanta Managed Lanes System Plan, completed in 2009. Recommendations from this plan will be incorporated in PLAN 2040
- Programming of the I-85 North HOT lanes project in the Transportation Improvement Plan.

Managed lanes projects are operating and planned in states across the country. Examples include:

- **SR 91 Express Lanes — Orange County, California**
- **I-394 HOT Lanes — Minneapolis, Minnesota**
- **I-95 / I-395 — Northern Virginia**

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Helpful links for more info

- www.dot.ga.gov/managedlanes
- **Georgia State Road and Tollway Authority I-75 South Value Pricing Study**

To learn more about the concept of managed lanes:

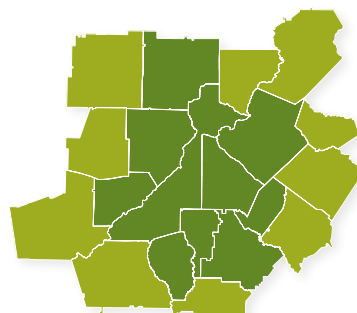
- **Texas Transportation Institute Managed Lanes Website**
- **FHWA Managed Lanes Primer**
- **FHWA Managed Lanes and HOV Facilities**

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IMPORTANT CONSIDERATIONS IN PLANNING



WHAT IS PLANNING FOR SOCIAL EQUITY?

What is social equity planning?

Land use and transportation decisions impact a wide range of people. The concept of social equity (or environmental justice) requires that minority and low-income communities get special attention from public agencies during public decision-making processes.

These populations include minority groups: African-American, American Indian, Asian and Hispanic, as well as low-income communities. They are often expanded to include other groups sometimes underrepresented in the planning process, like the elderly, children and people with disabilities. Agencies receiving federal funds for transportation projects, like ARC, must abide by the federal provisions that define social equity and mandate its inclusion in the activities of all federal agencies.

ARC views social equity as inclusive. It considers the region's growth patterns and addresses environmental, health, housing, economic, educational, and social impacts on minority, low-income and other under-represented communities. It also provides these communities meaningful access to public officials, planners and information for input.

Why is social equity planning important?

Minority populations are among the fastest growing in the Atlanta region, and low-income communities are increasingly dispersed throughout the region. Social equity planning ensures that:

- These communities are included in discussions about planning needs and outcomes
- Planning research and technical evaluation activities include potential impacts to these groups.

Social equity planning also ensures that low-income and minority populations are not disproportionately or adversely affected by human health and environmental impacts as compared to the general population. Transportation-related impacts could include air pollution, noise, safety issues, reduced property values and displacement of homes and businesses. Social equity in planning ensures that better decisions are made for the benefit of the entire community. Considerable attention is given to the fair and equitable distribution of benefits and burdens combined with the equal opportunity for participation in the development of regional plans, policies and projects.

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How does ARC incorporate social equity into planning?

Social equity methodologies ensure that there is equitable impacts and outreach to all segments of the community through the following tools and programs, among others:

- **Regional Transportation Participation Plan** — provides guidelines for public participation, including minority and low-income communities, in the planning process.
- **Social Equity Advisory Committee** — provides advice and guidance to, and forges new relationships with members of the potential affected communities.
- **Hispanic and Asian American Advisory Councils** — assist ARC in partnering with members of Hispanic and Asian American communities.
- **Focus Groups and Listening Sessions** — allow members of the affected community to voice concerns and express their perspectives, particularly regarding impacts and benefits of transportation projects.
- **Studies and Surveys** — allow EJ communities to provide specific feedback on transit, roadway projects, and other components of transportation plans.
- **Community Conversations on Diversity** — opens the line of communication between ARC, local leaders, and minority/low-income communities.
- **Global Atlanta Snapshots** — enhances awareness of metro Atlanta's minority and immigrant populations.

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Helpful links for more info

- **ARC's activities and planning initiatives**
- **ARC Social Equity Planning** — scroll to Environmental Justice Fact Sheet

For more information on environmental justice:

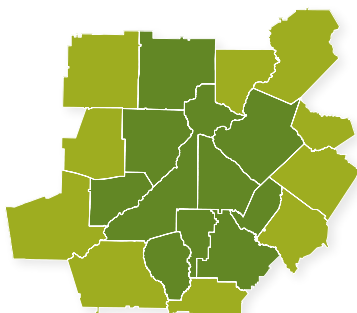
- **Beyond Race and Poverty Environmental Justice Report**
- **Federal Highway Administration**
- **Environmental Protection Agency**
- **National Environmental Justice Advisory Council**

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WHAT IS THE CONGESTION MANAGEMENT PROCESS?

What is the Congestion Management Process?

Traffic congestion is one of the biggest issues faced by the traveling public in any metro area. How do transportation planners identify appropriate solutions to roadway congestion? They use a Congestion Management Process (CMP) designed to do just that. The CMP is a process intended to identify congested roadways within a metropolitan area, and in turn, to identify strategies to relieve traffic congestion. Through the CMP process, specific performance measures are applied to identify and monitor congestion on an ongoing basis.

In order to identify and monitor congestion, planners collect data such as travel times along roadways, and apply forecasting tools such as a regional travel demand model. This combination of real-world data and forecasting tools is applied to quantify the level of congestion on a roadway.

Why is the Congestion Management Process important?

The CMP helps Atlanta's transportation decision makers identify locations that may require improvement. Congestion in the Atlanta region is defined and quantified based on three dimensions:

Intensity: The amount of delay experienced by the average commuter.

Duration: The number of hours during the day a particular roadway experiences congestion.

Extent: The number of people impacted by congestion on a particular facility.

These dimensions are used to rank and prioritize a list of congested facilities to target for potential congestion relief projects in the future. The dimensions also help policy makers decide what types of strategies will best address the congestion in a particular location. Congestion relief is an important factor in determining which transportation projects in the region receive federal funding.

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How is the CMP incorporated into future plans?

A variety of congestion relief strategies are considered as part of the CMP to enhance mobility on identified facilities. These can include:

- Transit improvements
- Interchange upgrades and expansions to address bottlenecks
- Travel Demand Management strategies such as carpooling, teleworking and vanpooling
- Operational improvements such as coordinating traffic signals and improving incident clearance times
- Capacity projects such as adding managed lanes or general use roadway lanes.

The Atlanta region's CMP has explored travel time improvements through optimizing travel in activity centers, relief of bottlenecks and incident response as a means to addressing congestion on area roadways. Strategies identified by CMP efforts are integrated into the **Transportation Improvement Program (TIP)** and **Regional Transportation Plan (RTP)** to help the region enhance overall mobility and accessibility.

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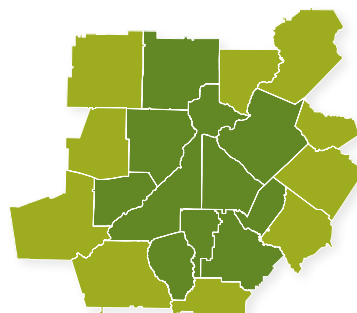
- [ARC Congestion Management Process](#)
- [FHWA Congestion Management Process](#)
- [US DOT Congestion Management Process Planning](#)
- [CMP Guidebook](#)

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WHAT IS ACCESS MANAGEMENT PLANNING?

What is access management?

We make many types of trips on the region's roadway system. For example, while you run errands, the vehicle next to you may be using the same corridor to make a long-distance commute.

Different types of roadways — such as interstates, **arterials**, and local roads — are designed to serve these different types of trips. Their use is determined through land use, zoning and transportation planning. The amount of access you have to establishments along a corridor, as well as the types of development permitted, determine the type of roadway on which you are traveling. Local roads provide frequent access to connecting roads and nearby developments via intersections and “curb cuts”, or driveways.

The amount and location of vehicles entering and exiting a roadway have a direct impact on its safety and operational efficiency. The proactive application of strategies in support of this principle is known as Access Management.

Why is access management planning important?

Access management planning includes the development of corridor-specific transportation and land use planning strategies. This includes the control of entrances and exits, medians, turn lanes, connections between developments and even landscaping.

If development along a roadway does not fit with the volume and type of traffic on the corridor, the road may become congested and unsafe. By coordinating access locations with surrounding land uses based on traffic data and future projections, it is possible to improve safety and functionality without adding lanes. Other benefits of access management include:

- Improved safety for bicyclists and pedestrians with fewer conflict points and more median refuge islands
- Better economic vitality through reduced congestion
- Improved aesthetics and streetscaping
- Integration of transportation and land use for sustainable development
- Efficient use of funding by using a more affordable, less disruptive alternative to roadway widening

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How are access management plans created?

Access management plans are created and implemented at the local government level and supported through regional and statewide goals and policy recommendations. These plans consider future growth forecasts to help create a safer and more efficient roadway network.

Because local governments are responsible for implementing land use changes, coordinated efforts with regional and state transportation planning agencies, such as ARC and GDOT, are integral to successful plan implementation. Ongoing planning activities include:

- Drafting a unified 18-County Regional Access Management Policy with the goal of adoption by ARC, GDOT and GRTA
- Support for the development of local access management strategies and plans through the **ARC's County Comprehensive Transportation Planning program, Livable Centers Initiatives**, and other transportation plans and studies
- Provision of resources for local governments including access management guidance and strategies
- Requiring an Access Management plan for funded roadway capacity projects
- Support of Access Management principles through the **Developments of Regional Impact Review Process**

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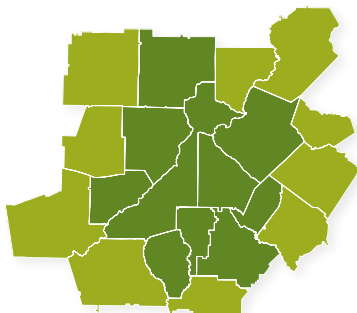
- **ARC Travel Demand Modeling**
- **ARC Activity-Based Model**
- **FHWA Travel Demand Forecasting**
- **TRB Special Report No. 288: Metropolitan Travel Forecasting: Current Practice and Future Direction**
- **TRB Committee on Transportation Demand and Forecasting**
- **ARC Modeling Channel**

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WHAT IS TRANSPORTATION SAFETY PLANNING?

What is transportation safety planning?

Providing for increased safety in our transportation system is crucial to the well-being of our community. One of the ways this can be done is through proactively planning the integration of safety improvements on our roadway and transit systems, bicycle and pedestrian pathways and trucking and freight rail systems.

In 2008, there were 481 fatal crashes, 59,094 injury crashes and 173,120 total crashes in the metro Atlanta area. Crashes are devastating to the victims and their families physically, financially and emotionally. They also tie up traffic, impacting many more travelers trying to reach their respective destinations.

Safety planning considers all aspects of transportation safety — engineering, education, enforcement and emergency medical response. It focuses on helping travelers, organizations and government agencies prevent crashes through better design of streets and highways, improved traveler behavior and more effective law enforcement.

Why is transportation safety planning important?

Transportation safety planning can reduce crash rates by implementing preventive measures.

Design of streets and highways

Data on crashes accumulated from law enforcement records is used to prioritize locations with high vehicle, pedestrian and/or bicycle crash rates. The data help determine changes that might reduce future incidents. Such improvements could include **access management**, medians, traffic signals, **geometric design**, lighting, visibility, pavement markings and maintenance.

Traveler behavior

Training and awareness for the road user include targeting age groups (youth and seniors), promoting safety belt usage and addressing the following: aggressive or impaired driving, traveling in work zones, using handheld devices while driving and sharing the road with pedestrians, bicycles and motorcycles.

Safety planners collaborate with law enforcement officials while helping lawmakers pass legislation that enforces safe behavior.

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How do planners track safety information?

The State of Georgia utilizes Critical Analysis Reporting Environment (CARE) software, a data analysis package that helps planning agencies such as ARC determine where and how crashes occur. It produces a slate of useful crash statistics throughout the state that helps citizens, planners and decision-makers understand the nature of safety issues in metro Atlanta and in individual communities. These statistics are used during transportation-related studies and analyses that support the identification of projects that are included in regional plans, including PLAN 2040.

Regional planning working with state planning

As the regional planning agency, ARC works with the State of Georgia to integrate the **State's Strategic Highway Safety Plans (SHSP)** into PLAN 2040. The purpose of an SHSP is to identify the State's key safety needs and guide investment decisions to achieve reductions in highway fatalities and injuries on Georgia's roads.

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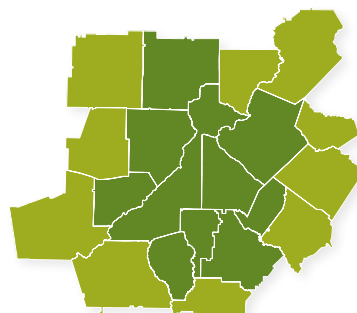
- ARC's activities and planning initiatives, visit www.atlantaregional.com
- **Transportation Safety Planning Working Group**
- **Federal Highway Administration Transportation Safety Planning:**
- **Georgia Strategic Highway Safety Plan**
- **CARE Research and Development Laboratory**

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WHAT IS REGIONAL HUMAN SERVICES TRANSPORTATION PLANNING?

What is human services transportation?

Getting to work, recreation and services can be challenging, particularly for those with disabilities, with lower incomes or those who choose not to drive. Planning for their specific needs is the basis for Human Services Transportation (HST) planning. HST plans include a range of transportation services designed to meet the needs of older adults, individuals with disabilities and individuals with low incomes.

What is coordinated human services transportation?

Coordination is a critical component of HST planning. A number of federal, state and local governments as well as private non-profit agencies operate or provide resources for HST services. The goal of HST planning is to coordinate these programs into one efficient system. This cuts operating costs and improves efficiency of services. It also removes duplication of services and encourages the efficient use of existing community resources. People needing these services benefit from more accessible service and lower costs.

Why is human Services transportation important?

Human Services Transportation provides critical links between people with special needs and their daily work, medical, shopping, educational and other life activities. The following are a few examples of HST programs.

- **Dial-a-Ride Services** — door-to-door service is provided on a pre-arranged basis (i.e. the traveler calls ahead to request transportation).
- **Provision of Bus Tokens and/or Transit Passes** — transit passes are provided at a discount to transportation-disadvantaged individuals capable of using conventional fixed-route, fixed-schedule transit service.
- **Taxi Vouchers and/or Mileage Reimbursements** — vouchers or mileage reimbursement payments are provided to seniors and disabled individuals who cannot ride conventional transit, or those who assist these individuals.
- **Cross-Jurisdictional Trips** — multiple HST service providers coordinate to provide transportation services for travelers who need to enter a neighboring county or region.

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How are HST services accessed?

There are currently more than 62 federal programs that provide funding for the delivery of HST Services. Because persons with disabilities, older adults and individuals with low-income all have different needs and may require different accommodations, how they access HST services varies. HST services can be accessed through a variety of venues including local or county-based human services agencies, Medicare or Medicaid programs, paratransit providers, nonprofit agencies, community-based organizations and other public and private transportation providers.

How can someone participate in developing Plan 2040?

Metro Atlanta residents can participate in ARC's Plan 2040 activities in several ways:

- Regularly visit the Plan 2040 Web site at www.atlantaregional.com/plan2040 for the latest information about the planning process. Check the "Get Involved" section of the site for discussions, meetings and other ways to share thoughts and ideas.
- Email comments to ARC at plan2040@atlantaregional.com
- Share ideas at ARC's group page on LENS on Atlanta at www.lensonatlanta.org
- Call ARC with comments or questions:
 - 404.463.3272
 - TTY number is 404.463.3272

Helpful links for more info

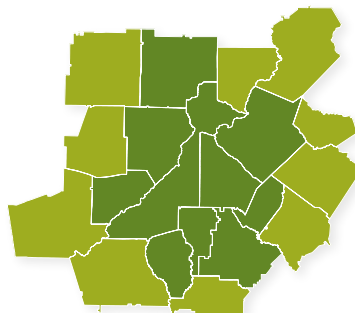
- [ARC's Human Services Transportation](#)
- [Disability Resource](#)

This document can be found on ARC's Web site at www.atlantaregional.com/plan2040. For assistance in viewing this document, contact plan2040@atlantaregional.com or 404.463.3272.



ATLANTA REGIONAL COMMISSION

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



WHAT IS THE ATLANTA REGIONAL COMMISSION?

ARC is the regional planning and intergovernmental coordination agency for the **10-county** metropolitan area. For transportation planning, ARC's area of responsibility includes all or parts of **20 counties** and the City of Atlanta.



WHAT IS TRANSPORTATION DEMAND MANAGEMENT?

What is transportation demand management (TDM)?

Transportation demand management (TDM) strategies are becoming more valuable as increasing pressure is placed on the region's roads and highways. By shifting single-occupant vehicles off the road during peak periods, encouraging carpools and transit or eliminating work trips altogether, we can help relieve congestion and improve air quality.

Some strategies for relieving congestion and improving air quality have been well established in the region. Carpooling, vanpooling, riding transit, biking and walking are all part of a typical TDM program. New efforts are underway to encourage more compressed work weeks, alternative work hours and teleworking.

Why is transportation demand management important?

Transportation Demand Management (TDM) is a key element of the Atlanta Regional Commission's **Regional Transportation Plan**. This plan encourages the use of alternative transportation in the 20-county air quality non-attainment zone. The goal is to reduce traffic congestion and improve air quality for all Georgians.

What is the RideSmart program?

In an effort to reduce travel demand, particularly during peak hours, RideSmart was formed by the Atlanta Regional Commission in 1995. RideSmart works with area employers to help provide employees with commuting option programs. It continues to provide services directly to the general public and to employers through contracts with the region's employer service organizations. Currently, RideSmart provides the following:

- A **regional service** for commuters to find potential **carpool**, vanpool, bike partners, **SchoolPool** partners or transit routes.
- A centrally-administered regional **Guaranteed Ride Home (GRH) Program**.
- Funding sub-allocations for **Employer Service Organizations (ESOs)** to conduct outreach and market the regional programs to employers.
- A comprehensive Web site at www.MyRideSmart.com for these and other commuting programs.

Across the nation and throughout the world, commuters are using efficient and practical alternatives to their cars. RideSmart is one program helping to provide those options in the Atlanta metro area.

WHAT IS PLAN 2040?

PLAN 2040 is metro Atlanta's long-range planning process for land development and transportation needs through the year 2040. It will guide growth by addressing not only land use and transportation issues, but economic, environmental, housing and human services challenges, as well.



ATLANTA REGIONAL COMMISSION



Where else can I find TDM programs?

Across the metro area, a number of Employer Service Organizations provide TDM assistance to employers as well as the general public:

- **Atlantic Station Access + mobility Program**
- **Buckhead Area Transportation Management Association**
- **Clayton State University**
- **Clean Air Campaign**
- **Clifton Corridor Transportation Management Association**
- **Cobb Rides Ridesharing**
- **Cumberland CID Commuter Club**
- **Parking Georgia Tech Transportation**
- **Atlanta Downtown Transportation Management Association**
- **Hartsfield Area Transportation Management Association**
- **Midtown Alliance**
- **Perimeter Transportation Coalition**
- **Douglas County RideShare**

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Helpful links for more info

To learn more about TDM:

- **Why Manage Travel Demand?** from the Victoria Transport Policy Institute
- **ARC Regional Snapshot on Atlanta's travel patterns**
- **ARC Regional Snapshot on Promoting Alternative Transportation in the Atlanta Region**

To find carpool or vanpool partners and to explore transit, biking and walking options:

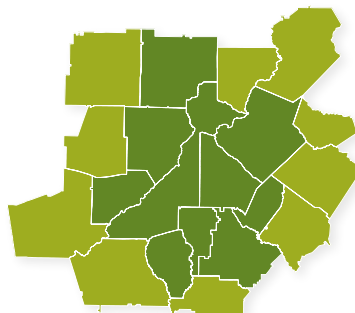
- **MyRideSmart**

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