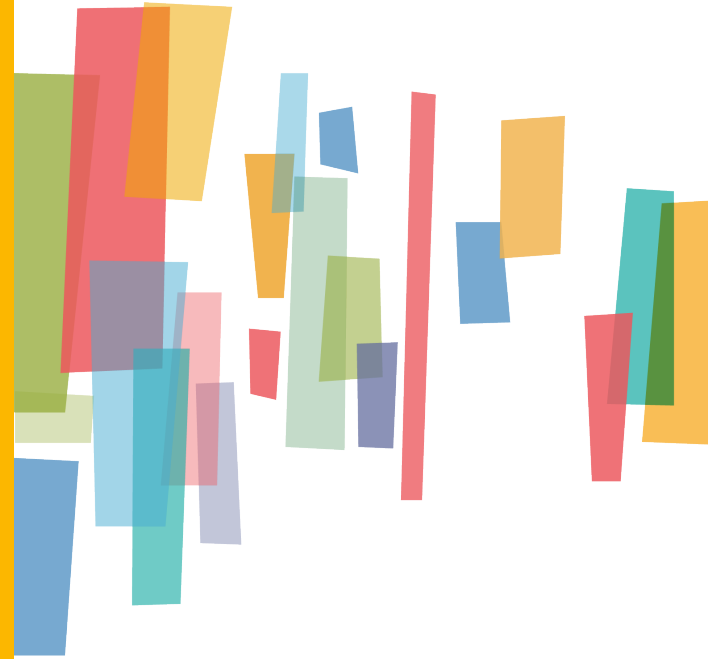


Public Participation Plan

2025 Update



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REGION

Vision

ONE **great** REGION

Mission

Foster thriving communities for all within the Atlanta region through collaborative, data-informed planning and investments.

Values

Excellence | **Integrity** | **Equity**

Goals



Healthy, safe, livable communities in the Atlanta Metro area.



Strategic investments in people, infrastructure, mobility, and preserving natural resources.



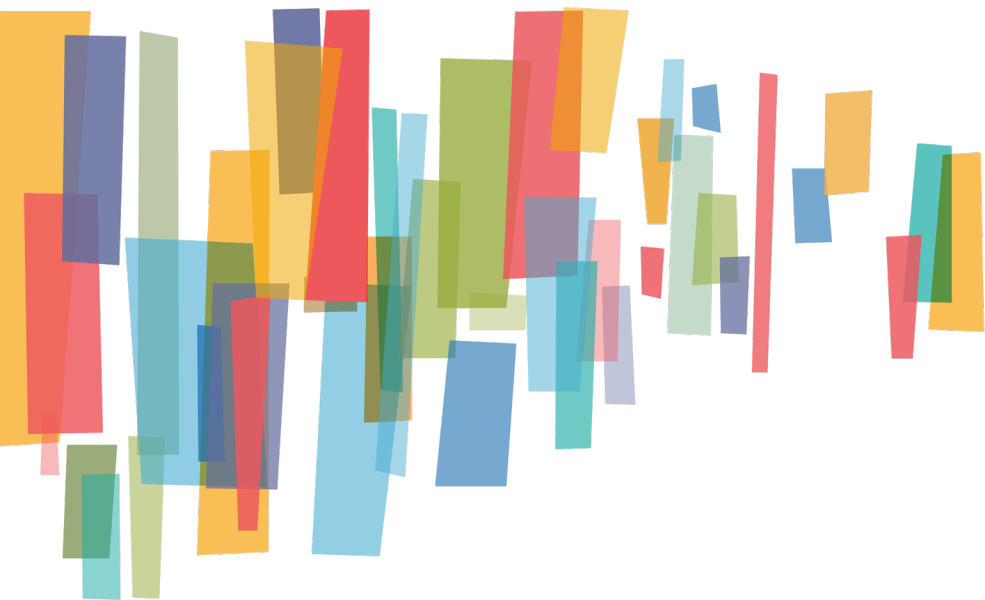
Regional services delivered with **operational excellence** and **efficiency**.



Diverse stakeholders engage and take a regional approach to solve local issues.



A competitive economy that is inclusive, innovative, and resilient.



Background

- MPO Responsibilities
- Public Participation Plan



Metropolitan Planning Organization (MPO)

Transportation Plans

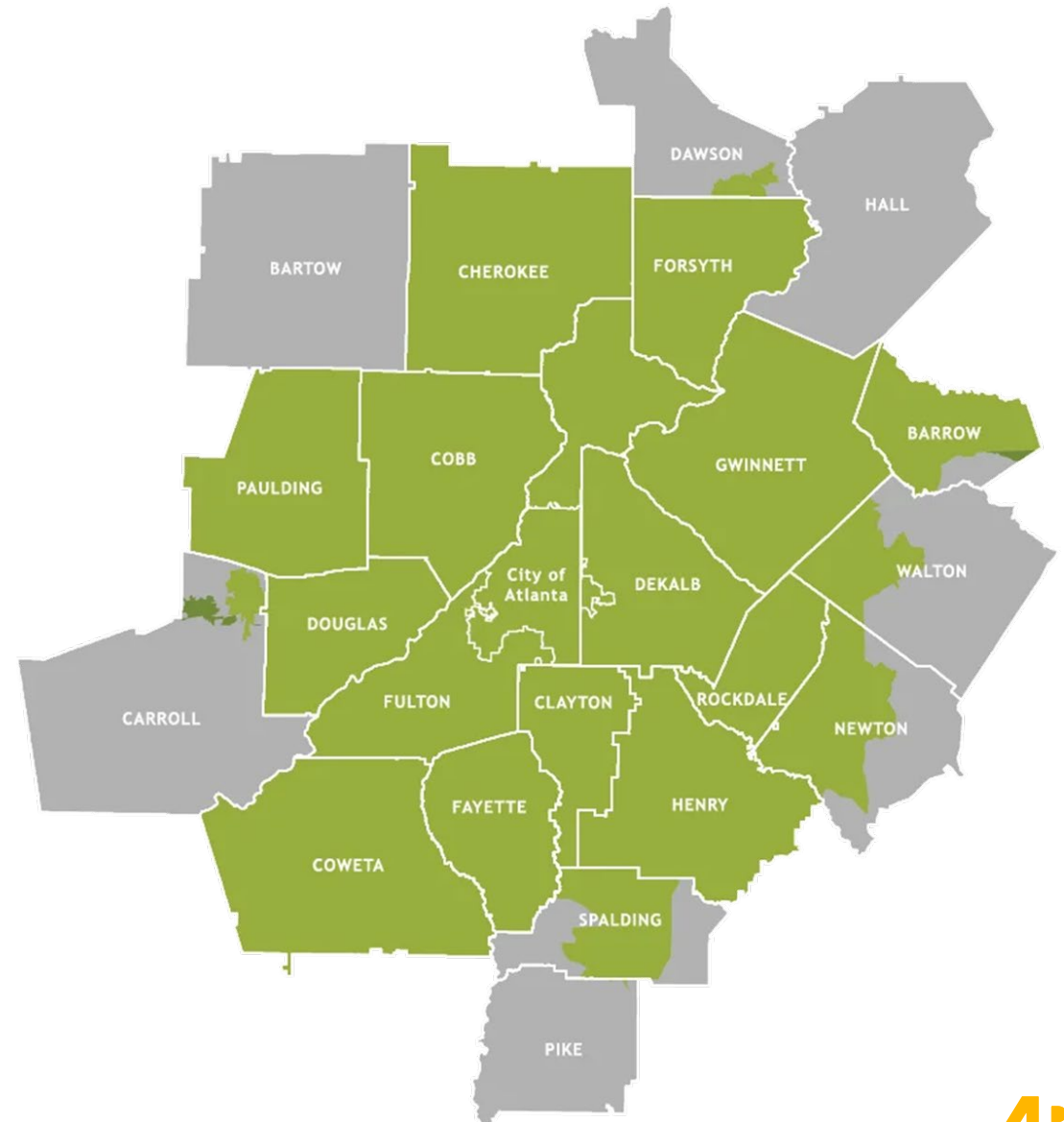
- Metropolitan Transportation Plan (MTP)
- Transportation Improvement Program (TIP)
- Unified Planning Work Program (UPWP)
- Public Participation Plan (PPP)

Transportation Planning Process

- Interagency Coordination

Stakeholder Engagement

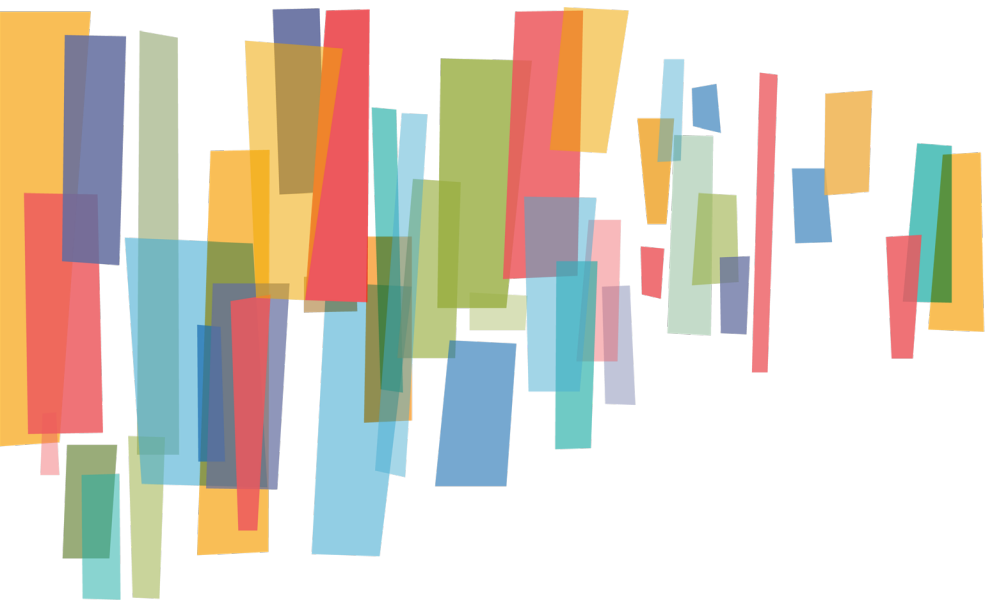
- MPO Policy Board (TAQC)
- Technical Coordinating Committee (TCC)
- Interested Parties (Public)



Public Participation Plan (PPP)

- Updates strategy for meaningful community engagement including a set of preferred tactics for public participation.
- Defines procedures for core deliverables: MTP, TIP, UPWP and PPP.
- Identifies public participation metrics.





Content

- Meaningful Engagement
- Participation Tactics
- Policies, Procedures, Metrics



A Roadmap to Meaningful Engagement

Applicable

Relevant to the project or plan through thoughtful questions and facilitation.

Representative

Demographically representative of the communities impacted by the transportation planning process.

Accountable

Accountable to both regulations and the public through accurate documentation of how feedback is gathered and integrated into final decisions.



Goals of Public Participation

PARTICIPATION LEVEL	GOALS
INFORM	Provide public with balanced and objective information.
CONSULT	Obtain public feedback on analysis, alternatives, and decisions.
INVOLVE	Communicate directly with the public and provide consistent avenues for discussion.
COLLABORATE	Partner with the public in each aspect of decision-making process.
EMPOWER	Place final decision-making power in the hands of the public.

Public Participation Goals and Objectives – Page 35

Preferred Participation Tactics

Provide clear direction for engagement activities

ARC Public Participation Tactics	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
	Project Website Blog Post Social Media Campaign E-Newsletters Press Releases Community Presentations	Surveys & Polling Community Events Open Houses Public Comment Periods Public Hearings	Advisory Committees Focus Groups Roundtables Public Meetings	Local Government Partnerships Community Based Organization Partnerships Transportation Coordination Committee (TCC)	Transportation and Air Quality Committee (TAQC)/ARC Board Collective Action Co-Design
Tools	MPO Website Virtual Public Engagement Information Visualization Pay for app-based ads and PSAs*	Public Input Provide childcare and food at in-person meetings* Collect stories through video diaries and interviews*	Stakeholder Network Database Provide childcare and food at in-person meetings* Compensate committee members for experience and expertise*	Demonstration Projects Education and Capacity Building Prioritize cross-sector project teams in procurement process* Compensate CBOs for experience and expertise*	Fund micro-gra for neighborhood scale project

Preferred Tactics Chart – Page 13

ATLANTA REGIONAL COMMISSION

Advisory Committees

Brief Definition

An advisory committee is a large group of stakeholders who meet throughout plan development to share feedback on the transportation planning process. Advisory committees prioritize a broad range of participants to get overarching, multi-sector input. Appointed members represent a range of locations, interests, and communities connected to the study area and impacted by the transportation planning process. Participants can include but are not limited to community based organization representatives, transportation professionals, neighborhood leaders, community advocates, business owners, and other engaged parties. Participants tend to be individuals who are already known to the project team and/or government, so intentional outreach is needed to include more marginalized community members in these committees. This advisory committee structure may also be referred to as an advisory group or user group.

Make It Meaningful

Applicable

Collaborate with government staff and CBOs to create an advisory committee member list that is relevant for the transportation planning process at hand. Prepare for each committee meeting with a clear agenda and provide presentations and/or printed materials for participants.




Representative

Conduct intentional outreach to marginalized community members to encourage participation in advisory committees. In alignment with Federal Highway Administration guidance, provide food, childcare, and compensation for advisory committee participants whenever possible, especially when such accommodations will enable marginalized community members to attend. Provide in-person translation services for any committee members who are non-English speakers.

Accountable

Delegate at least one team member to keep detailed notes. Maintain and use an advisory committee directory of email addresses and phone numbers to keep all committee members informed of updates on the transportation planning process.

PROJECT TIMELINE



ATLANTA REGIONAL COMMISSION | MARCH 2025

25

19 Preferred Tactics, each with own one-pager

Advisory Committee Preferred Tactic – Page 25

Public Participation Policies and Procedures

- The plan outlines the policies and procedures for each of ARC's core transportation plans.
- The procedures include the process for public comment, agency involvement and board action when plans are updated, amended or modified.
- Public engagement allows plans to address community needs and comply with federal regulations.



Public Participation Metrics

Two Categories

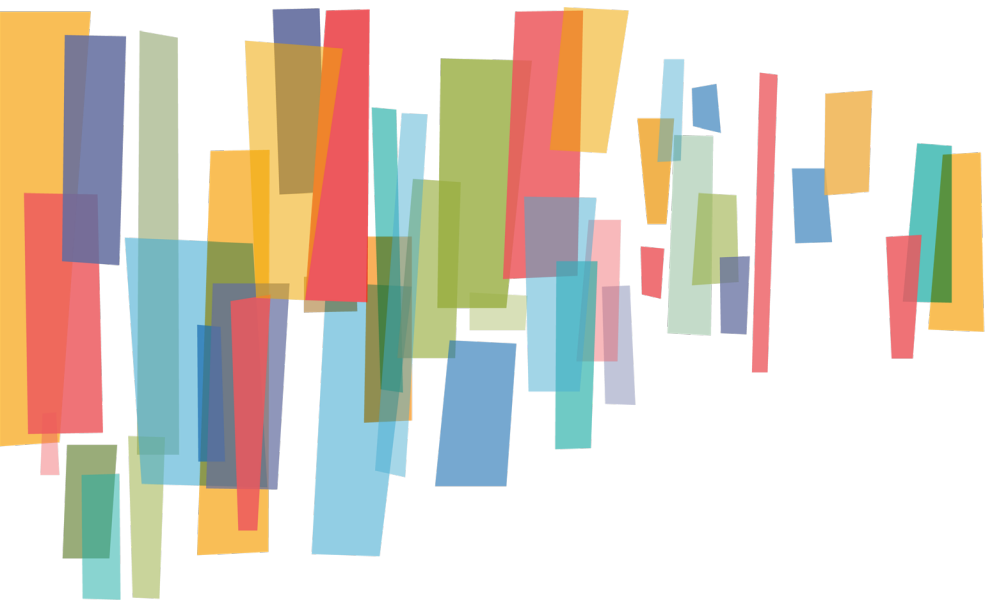
Outputs (Quantitative)
Outcomes (Qualitative)

Directly Connect to Preferred Tactics

Public Touchpoints



Public Participation Metrics – Pages 54-55



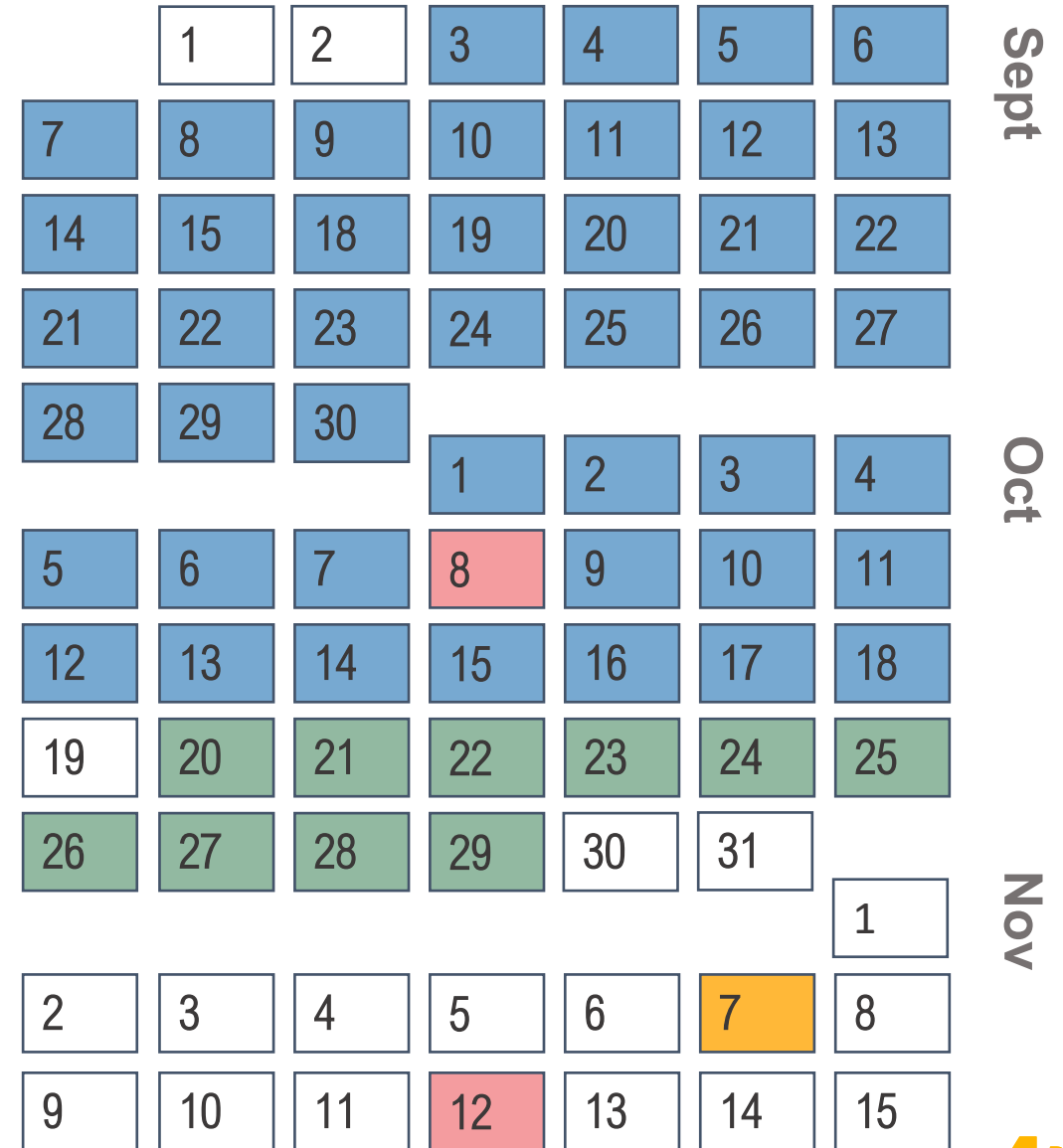
What's Next

- PPP Update Approval Timeline
- Questions/Comments



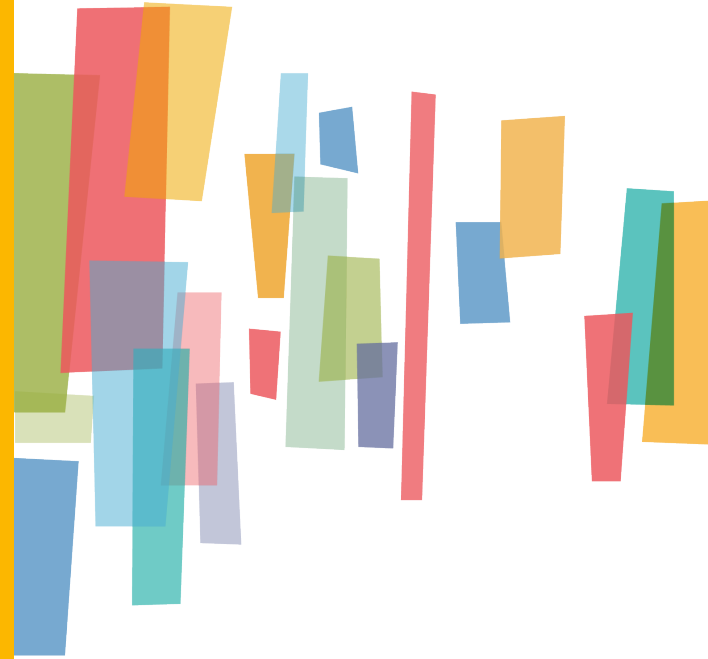
PPP Review/Action Timeline

- October 8**
Board/TAQC First Read
- September 3– October 18**
45-Day Public Comment Period
- October 20 – 29**
Respond to Public Comments
- November 7**
TCC Recommendations
- November 12**
Board/TAQC Action

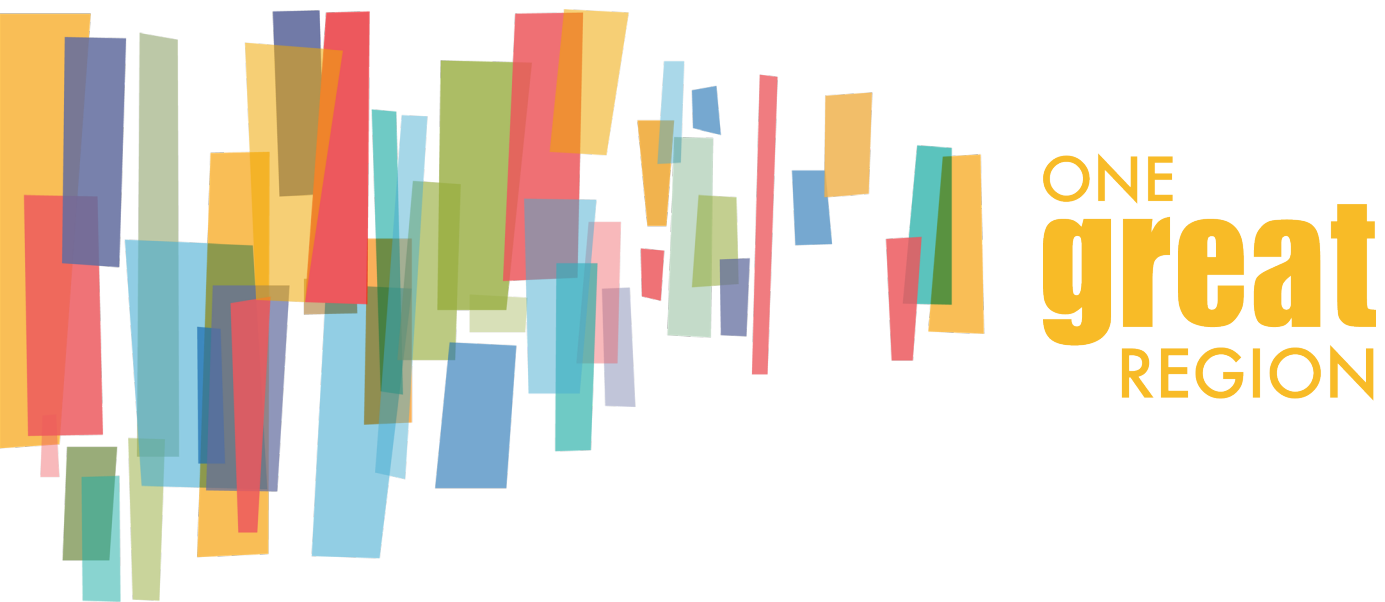


Questions or comments?

Elizabeth Sanford, AICP
esanford@atlantaregional.org



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ARC Regional Development Plan Update

Transportation Coordinating Committee

September 12, 2025



Vision

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A competitive economy that is inclusive, innovative, and resilient.

Values

Excellence – A commitment to doing our best and going above and beyond in every facet of our work allowing for innovative practices and actions to be created while ensuring our agency's and our colleague's success.

Integrity – In our conduct, communication, and collaboration with each other and the region's residents, we will act with consistency, honesty, transparency, fairness and accountability within and across each of our responsibilities and functions.

Equity – We represent a belief that there are some things which people should have, that there are basic needs that should be fulfilled, that burdens and rewards should not be spread too divergently across the community, and that policy should be directed with impartiality, fairness and justice towards these ends.



GROWING TOGETHER

METRO ATL DEVELOPMENT STRATEGY

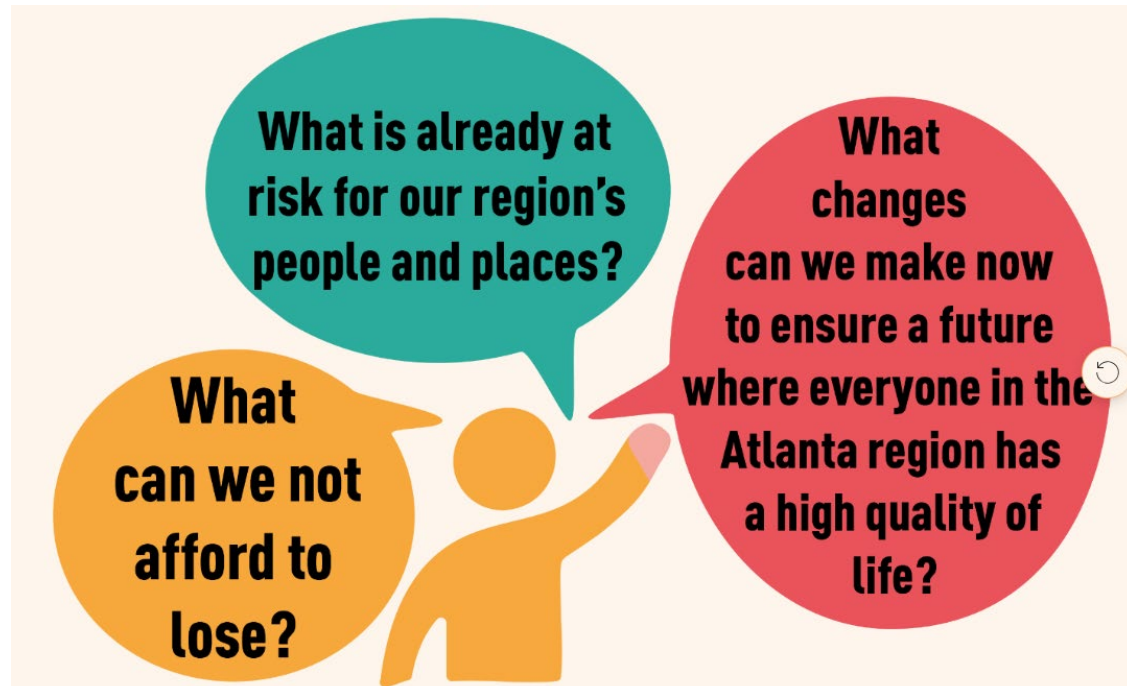
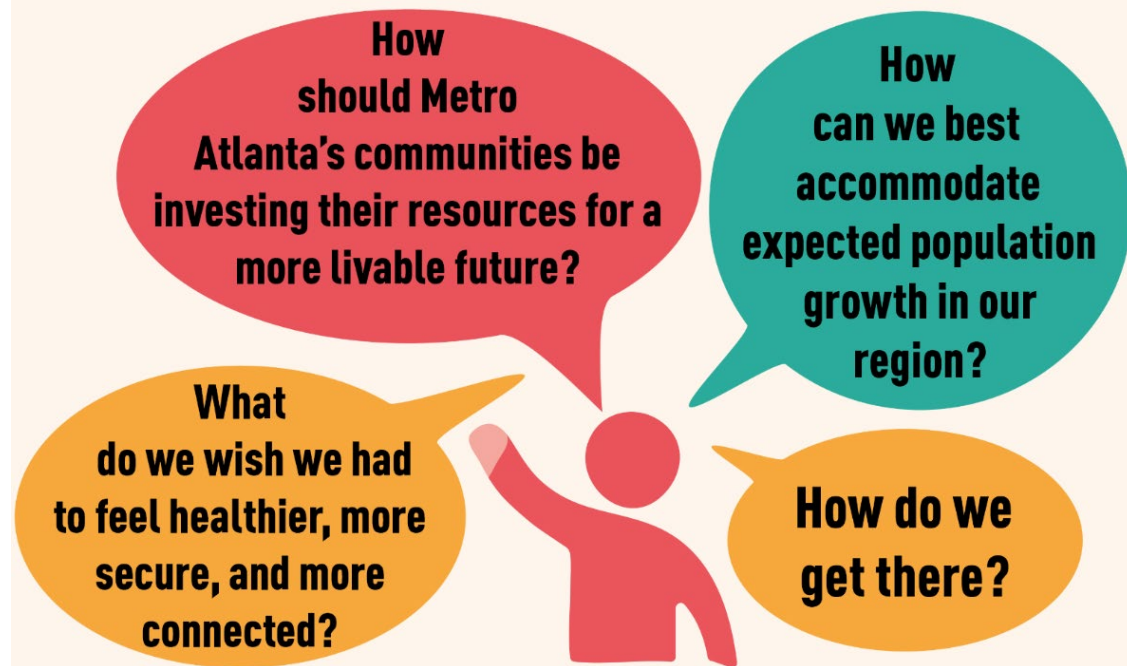
ARC Atlanta Regional Commission

Inability to tackle regional challenges individually...

High long-term costs of disjointed land use decisions...

Uneven access to opportunity and quality of life...

Continued loss and impairment of natural resources...



What We've Heard

Who We've Talked To

- Internal and External Advisory Committees
- Future Land Use (UGPM) Working Group
- LUCC – October 2024, May, July
- TCC – April, September
- “Bridging for the Future” – Joint LUCC/Transportation Forum – July 2025
 - 70+ participants from 40+ local governments across 12 counties
 - Focused Focused on Land Use/Transportation nexus

What We've Asked About

- Desired **purpose** and **function** of the plan
 - What should it do? What should it show?
- Potential **applications** and **uses** for the plan
 - What would make it more useful?
 - How could your work be better integrated into the plan? And vice versa?
- Regional **needs** and **opportunities** to consider
 - What still resonates? What's missing?

Bridging for the Future – Feedback Highlights

Growth Management

- Anticipating cumulative impacts of growth before they happen – and monitoring in real time
- Balancing careful growth and protection of resources with pressures for economic development
- Concerns about **who** we're developing for – Existing community? Future population? Investors?

Housing

- Aligning right types of housing supply with right areas of demand
- Promoting range of housing options, including missing middle
- Bolstering housing supply without displacing existing populations

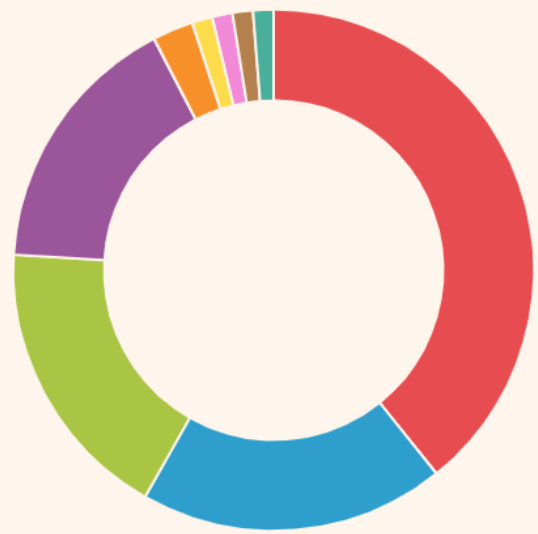
Transportation

- Planning for growth around existing and future transit
- Handling truck parking and associated land use pressures
- Managing access on rural roadways that are suburbanizing rapidly

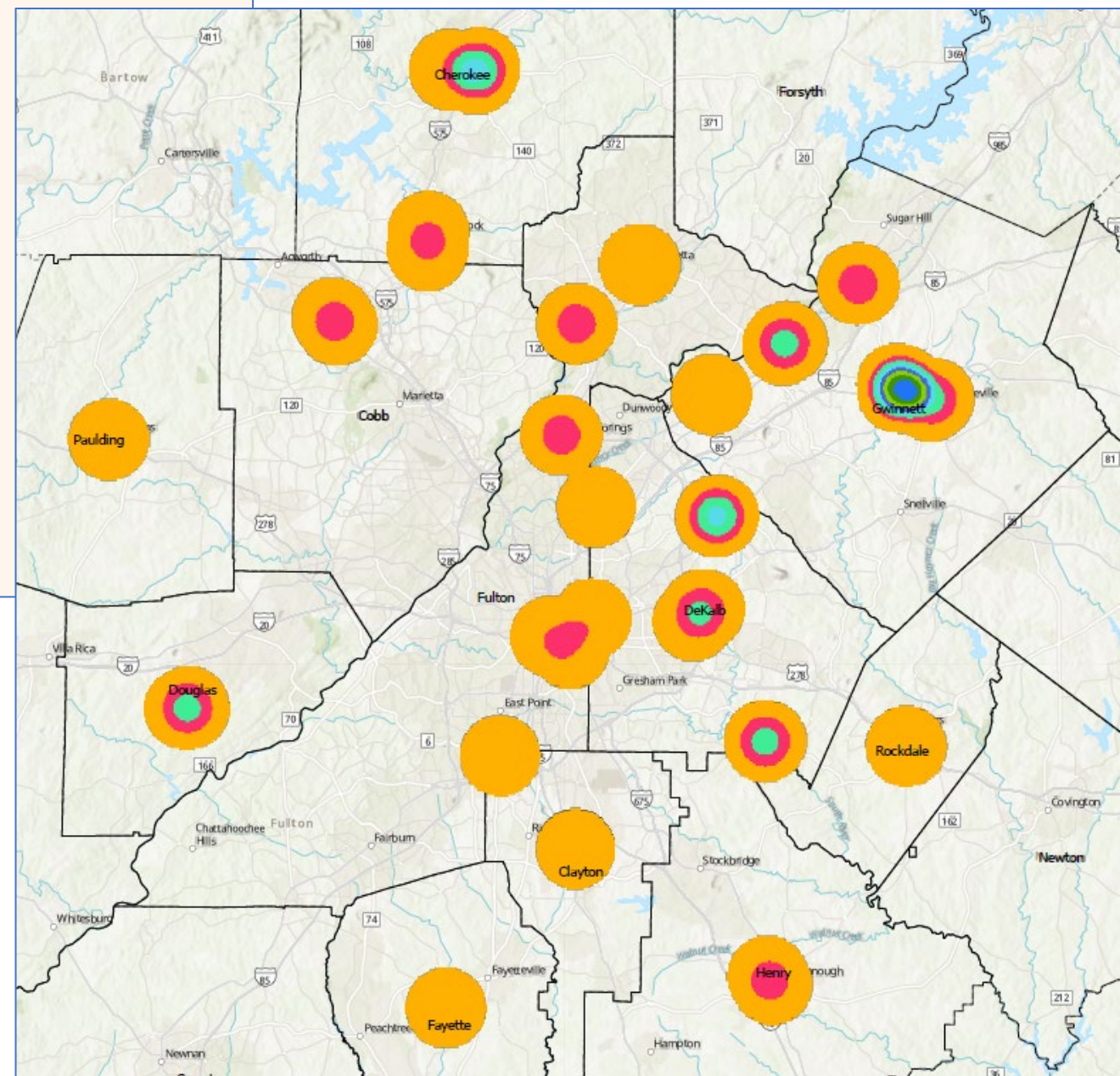
Built Environment

- Retrofitting buildings, corridors, neighborhoods, and infrastructure to meet existing and future needs
- Attracting and building high-quality new development for long-term community resilience and stability

What is the biggest challenge you face in your community that sits at the nexus of land use and transportation planning?



- | | | |
|--|----------------------------------|----------------------------|
| ■ Anticipating Cumulative Impact of Growth | ■ Transit Oriented Development | ■ Household Cost of Living |
| ■ Access Management | ■ Housing Variety & Availability | ■ Infrastructure |
| ■ Travel Patterns | ■ Travel Demand | ■ Traffic |



Approach

The What

- Create unifying development vision and aspirations for region
- Galvanize environment of regional stewardship and care
- Inspire, enable, and empower action – local and regional
- Serve as strategic prioritization tool for ARC
- Lead on evolving planning frontiers that impact people and places, including:
 - Housing
 - Technology
 - Energy
- Be **the** go-to guide for local land use planning and decision-making by offering:
 - Policy guidance, strategies, and tools
 - Incentives for collaboration/alignment with regional vision, e.g., funding, technical assistance, etc.

Approach

The How

- We want these audiences:
 - Local Governments – elected, appointed, staff
 - Land Use Agencies – Development Authorities, DDAs, etc.
 - Local Economic Development Agencies
 - Regional Partner agencies
- To **use** and **share** the plan so that they:
 - Engage with ARC over long-term
 - Develop cross-/multi-jurisdictional conversations and partnerships
 - Use plan as starting point to guide/inform/lead development and preservation efforts
 - Apply to ARC's technical assistance and grant programs

Our Approach: Growing Thoughtfully

What do we mean when we say **GROW**?

- What type of development is a top priority in the next 25 years to create a region where everyone has a high quality of life and the communities at the bottom are not disproportionately negatively impacted?
- What areas should be invested in?
- Some things we've heard already...areas that have:
 - Underutilized infrastructure
 - Multimodal transportation options – existing and planned
 - Positive risk/benefit ratio for local communities – including across jurisdictional lines
 - Needs for resources and supports – existing or expected

Our Approach: Protecting Thoughtfully

What do we mean when we say **PROTECT**?

- What are the most critical resources we may lose by 2050?
- What areas need support to offer a higher quality of life by 2050? What kinds of support?
- Some things we've heard already...areas that are:
 - Undeveloped
 - Built out or over-developed (flip side of coin)
 - Sensitive/Vulnerable - Environmental, Social/Cultural, Economic, Historic

Progress Update

Complete

- Reviewed 2021 RDP and other regional plans for key information/connections
- Scanned peer organization growth management strategies
- Analyzed initial engagement feedback and gleaned themes
- Prepared updated plan methodology
- Created annotated plan outline

Ongoing

- Existing conditions analysis
- UGPM/Future Land Use analysis
- Regional engagement activities

Upcoming

- Needs/Opportunities refinement
- Goal-setting with ARC Board

Ongoing Task: Existing Conditions Analysis

Organized around Regional Systems

- Human
- Transportation
- Housing
- Economic
- Natural Resources
- Infrastructure/Utilities
- Social/Cultural/Community

Key Questions for Each System

- What does data suggest about each system's health and, in turn, the region's health?
- What are each system's key connections to land use, growth and development?
- What are the most important policies and plans related to each system?

Ongoing Task: UGPM/Future Land Use Analysis

Scenario 1: Business as Usual

- Current existing land use
- Current existing land cover
- 2050 population forecast
- Current local FLUMs
- Current local zoning and resulting buildout capacity



Continued Fragmented Growth

Scenario 2: Integrated Alternative

- *All of the above **PLUS...***
- Input from community engagement
- Systems analysis/results
- ARC's key plans, **expressed in land use terms:**
 - MTP projects
 - Riverlands
 - Walk-Bike-Thrive
 - Regional Trails Vision
 - Freight Plan
 - Housing Strategy
 - Lifelong Communities
 - Regional Water Plan
 - CEDS
- Input from UGPM Working Group and Local Planners



New Growth Framework

- Spectrum/transect w/ corresponding narratives:
 - Common characteristics and challenges
 - Desired development and built environment types/amounts
 - Supportive code changes, policy tools, funding
- Positively impacts regional systems

Ongoing Task: Regional Engagement

- Coordinating with CEC Team since May
- Brainstormed on engagement goals, needs, gaps
- Reviewed and discussed initial committee/working group feedback
- Refined audiences using challenged communities and people as a guide
- Developed plan name!
 - **Growing Together for 2050: MetroATL Development Strategy**
- Plan Website and Mapping Tool coming soon – in beta testing
- Connecting/embedding engagement into ARC programs and events
- Using committees as Plan Ambassadors
- Targeted, artist-led engagements with cross-section of audiences this fall



THANK YOU!

Andrew Smith

Planning Coordinator

ARC Community Development Department

asmith@atlantaregional.org

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