

Public Participation Plan

2025 Update



ONE
great
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.



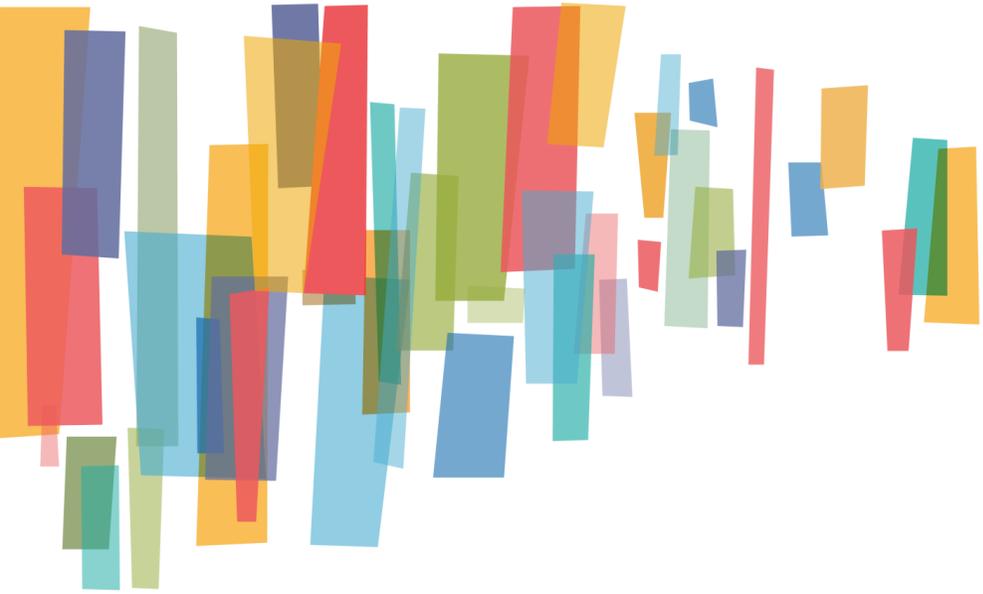
Regional services delivered with **operational excellence** and **efficiency**.



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)

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



Objectives of Public Participation

PARTICIPATION LEVEL	OBJECTIVES
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.

Preferred Participation Tactics

Provide clear direction for engagement activities

Table 1: ARC Preferred Public Participation Tactics

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
ARC Public Participation Tactics	Project Website Blog Post Social Media Campaign E-Newsletters Press Releases Community Presentations	Surveys & Polling Community Events Open Houses Public Comment Periods Public Hearings Agency Consultation	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-grants for neighborhood scale projects*

Public Participation Plan, 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

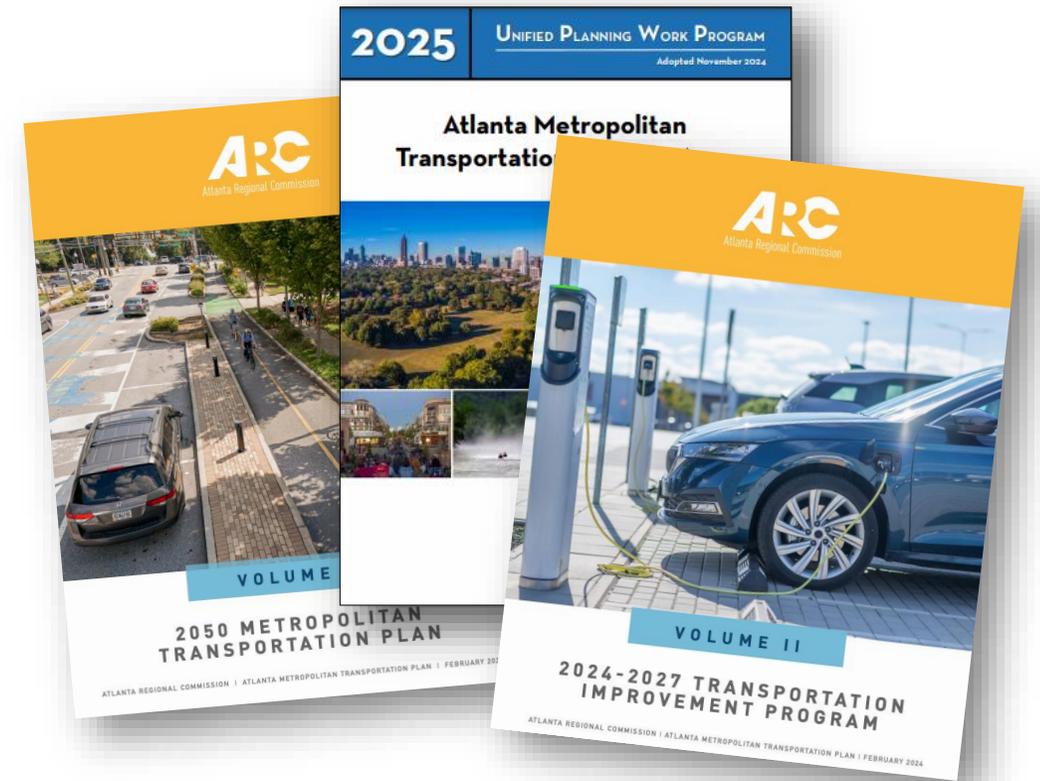
PRE-PLANNING (INVOLVE) → DEVELOPMENT (INVOLVE) → APPROVALS → IMPLEMENTATION (INVOLVE) → EVALUATION (INVOLVE)

ATLANTA REGIONAL COMMISSION | MARCH 2025

20 Preferred Tactics, each with own one-pager

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.



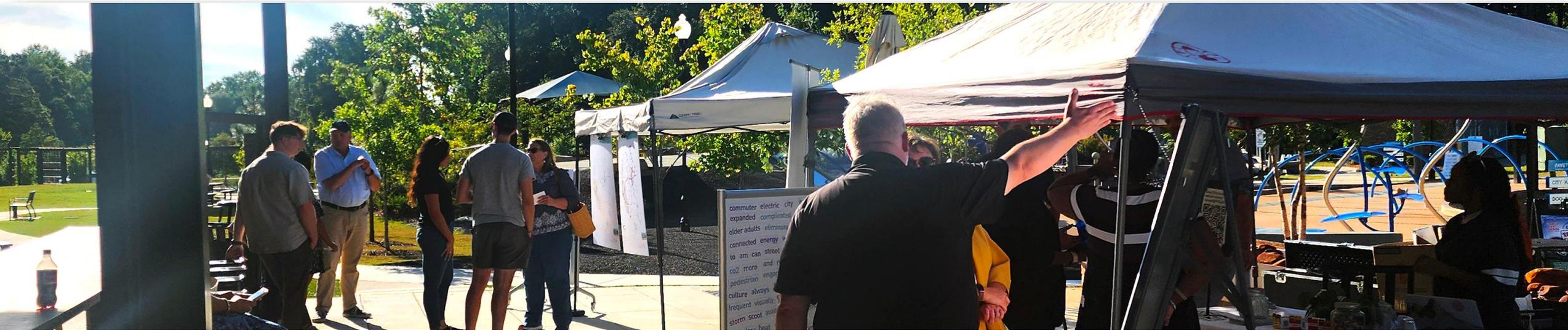
Public Participation Metrics

Two Categories

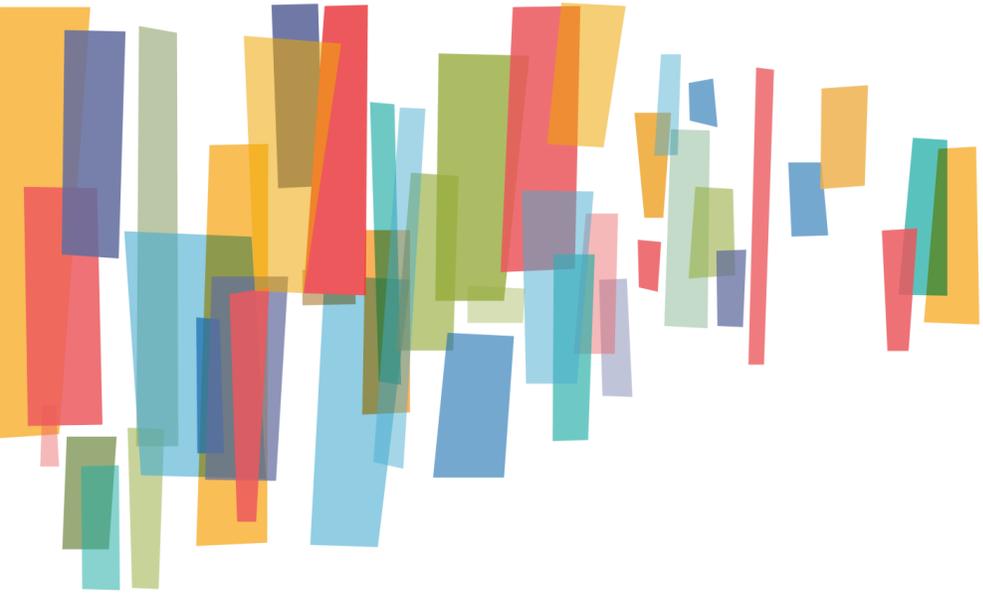
Outputs (Quantitative)
Outcomes (Qualitative)

Directly Connect to Preferred Tactics

Public Touchpoints



Public Participation Plan, Public Participation Metrics – Pages 57-58



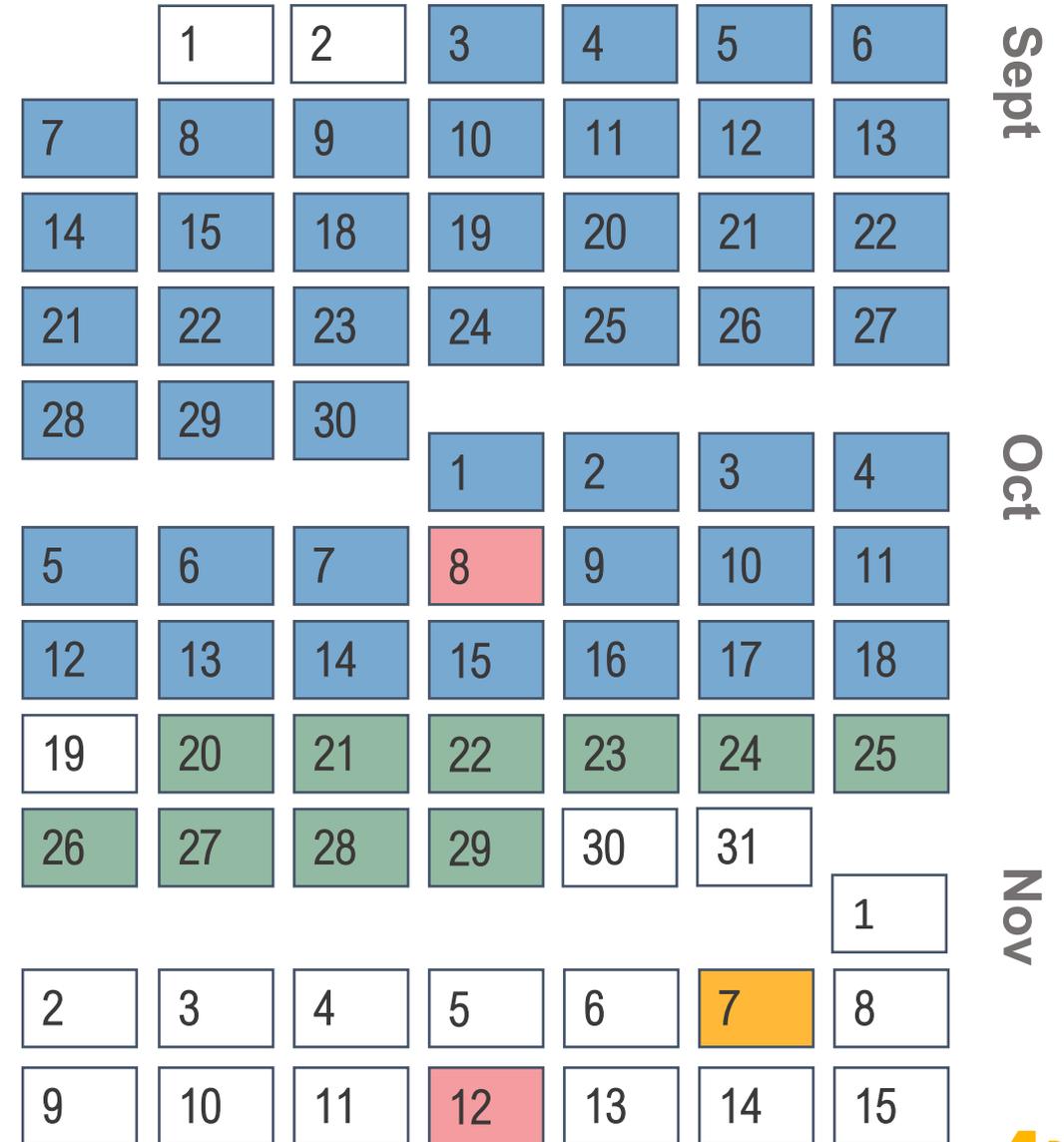
What's Next

- 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?

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