



Livable

Metro Atlanta is a diverse region anchored by the state capital, multiple colleges and universities, numerous Fortune 500 headquarters and the world’s busiest airport. The 10-county region, which includes Cherokee, Clayton, Cobb, DeKalb, Douglas, Fayette, Fulton, Gwinnett, Henry and Rockdale counties, has enjoyed tremendous growth in recent decades and has positioned itself among the most competitive economic regions in the world. But, the region is not without its challenges, like K-12 education, traffic congestion and a post-recession economy.

Some residents and leaders are concerned that these challenges will adversely impact the region’s ability to attract and retain young professionals and quality jobs for the future, as well as providing a superior quality of life for all of its citizens. We must develop and implement initiatives to address these challenges and build on our strengths to continually solidify metro Atlanta’s position within a competitive global environment.

The goal of the Atlanta Regional Economic Competitiveness Implementation Plan is to collaboratively address the most critical of the region’s challenges using strategies and initiatives identified by individual committees working within local frameworks. As chair of the initiative, Craig Lesser, managing partner, The Pendleton Group, will oversee the efforts of four sub-committees, along with vice chair Pedro Cherry, vice president, community and economic development, Georgia Power. The four areas of concentration and the sub-committee chairs are listed below.

We are actively looking for a diverse group to work on each of the four initiatives as outlined on the back of this sheet. Please contact the appropriate subcommittee chair if you are interested in helping make the Atlanta region the place to be for the future.

Implementation Committee Chair

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Objective 12: Develop Neighborhoods, Downtowns and Activity Centers that are Attractive to Existing and Potential Residents

Encourage integration of economic development objectives into regional planning and land use considerations

Provide funding and support for "Community Identity" forums resulting in improvement ideas for downtowns/centers

Encourage transit-oriented development (TOD) supporting new and existing employment centers

Help communities expedite implementation and economic impact of LCI studies by linking LCI projects w/ CEDS list

Develop targeted programs to support occupancy of vacant storefronts in region's downtowns/activity centers

Develop new Bicycle & Pedestrian Connectivity Plan that complements existing paths and connectivity opportunities

Implement an internal marketing campaign to galvanize residents behind the region's assets and community offerings

Objective 13: Adequately Prepare Communities for the Demands of an Aging Population

Provide resource support to integrate concerns of aging population into local planning and development processes

Encourage local governments to adopt policies/incentives that result in development supportive of aging populations

Evaluate residential housing supply and demand for retirees to identify gaps in housing types across region