



Atlanta Regional Commission



2025 PUBLIC PARTICIPATION PLAN

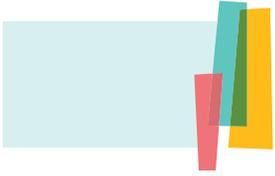
APPENDIX A: STAKEHOLDER CONSULTATION AND ENGAGEMENT SUMMARY



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LISTENING AND LEARNING FROM THE PUBLIC

In compliance with federal regulation, specifically the Code of Federal Regulations (CFR) on Transportation Planning and Programming in Title 23, Chapter 1, Subchapter E, Part 450, Subpart C, the 2025 update of the Public Participation Plan for the Atlanta Metropolitan Planning Organization (MPO) requires consultation and engagement.

Our approach to stakeholder engagement was both broad and precise, with a focused effort on a layered method of engagement techniques that reached out beyond the usual community to hear from individuals in protected classes.

APPROACH TO STAKEHOLDERS

In 2024, Atlanta Regional Commission (ARC) conducted a series of Stakeholder Focus Groups throughout the MPO region. The focus groups included members of the nine (9) federally protected classes of people protected by Title VI of the 1964 Civil Rights Act and Section 504 of the Rehabilitation Act of 1973. The focus groups were designed to understand community wants and needs, expand community representation, connect with leaders who bring a unique perspective, and identify the communities' preferred engagement practices. Over 350 invitations were sent to key contacts, resulting in 79 participants across 10 focus groups. Both virtual and in-person meetings were offered, and the focus groups had representatives from all 19 counties in the ARC region. Both quantitative and qualitative data collected across all 10-focus groups was integrated into the evolving approach to stakeholder consultation and comprehensive a community engagement strategy.

OVERVIEW OF ENGAGEMENT APPROACH

The consultation and engagement approach specifically focuses on preparing a strategy for involving the public in the processes of drafting the Public Participation Plan (PPP). The outcome of this engagement strategy will provide guidance from a wide range of stakeholders to the ARC and will be reflected in the PPP. The PPP, in turn, informs participation approaches for updates and amendments to the 2024 Metropolitan Transportation Plan (MTP) and Transportation Improvement Plan (TIP), which serve as the official guide to long-term and short-term transportation investment in the Atlanta Region. The PPP is one of four core deliverables that ARC is responsible for as a federally designated Metropolitan Planning Organization (MPO).

The planning team conducted in-person meetings, workshops, and polling with ARC staff and various advisory committees, including the ARC's Advisory Committee on Aging (ACA) and the Transportation Coordination Committee (TCC). Stakeholder outreach activities conducted by the planning team utilized many of ARC's best practices for engagement. Throughout the PPP update process, the planning team informed stakeholder groups about the planning initiative through communications such as blog updates, social media posts, email communications, briefings, and presentations. Additionally, the planning team hosted multiple community pop-up events and





participated in other community events like festivals and farmer's markets. The consultation and engagement approach also includes a 45-day public review and comment period, as well as a public hearing to formally receive comments on the draft PPP.

To consult stakeholders and gather input about preferred methods and practices for engaging in regional transportation planning, the planning team introduced a variety of tools and techniques, including:

- briefings
- focus groups
- telephone outreach
- community events
- community pop-ups
- website micro page
- surveys and polls
- virtual public involvement techniques
- virtual and in-person meetings
- public comment periods
- public hearings



The planning team made early adjustments to target stakeholders more effectively,

incorporating valuable insights from regional leaders. For example, the Advisory Committee on Aging and the Transportation Coordination Committee recommended combining digital and non-digital techniques to reach a broader section of the population. This recommendation was heeded and some engagement methods were enhanced to include:

- **News and Media Outlets:** local examples include city and county communications and newsletters, and local-led publications like Decaturish and The Citizen in Fayette County.
- **Virtual Meetings:** were shared as a necessary format for convenient information sharing, and included an opportunity to provide verbal feedback.
- **In-Person Events:** certain portions of the population still have barriers to participation, and in-person pop-up events across different cities and counties would be necessary.
- **Digital Communications:** such as websites, blogs, and social media provide a basic level of coverage for information sharing.
- **Public Comment:** advertise early the opportunity for formal review and comment.

WORKING WITH LOCAL TRANSPORTATION AND ARC STAFF

The Atlanta Regional Commission planning team lead participated in regularly scheduled coordination meetings with FHWA and GDOT to discuss participation plan progress and status. In these collaborative meetings, the planning staff facilitated information sharing on the plan scope, concepts for outreach and solicited feedback directly from partner agency members.

In addition to meeting with FHWA and GDOT, the ARC planning team coordinated closely through



presentations and progress updates to the following ARC committees, which included a total of 84 members across both committees:

1. March 27, 2024: Advisory Committee on Aging (ACA)
2. April 5, 2024: Transportation Coordinating Committee (TCC)
3. July 19, 2024: Transportation Coordinating Committee (TCC)
4. September 20, 2024: Transportation Coordinating Committee (TCC)

As part of vetting various goals, objectives, strategies, and techniques, the ARC transportation planning team also coordinated inter agency work sessions to share best practices and ideas about preferred practices for engagement. ARC staff feedback was also integrated in the early stages of developing the PPP and the Stakeholder Consultation and Engagement Approach.

For example, TCC members assisted in identifying and scheduling community events to expand discussion about ARC's preferred community engagement techniques. These discussions with TCC members helped to refine the Consultation and Engagement Approach to better support collaborative efforts with partner cities like City of Atlanta, Fayetteville, Sandy Springs, and Henry, Rockdale, and Cobb Counties.

Members of TCC invited ARC and the Consultant team to additional community events spread throughout the region:

1. Atlanta Streets Alive: in-person event at Peachtree Center on August 18th
2. Fayetteville Pop-Up: in-person event at the Bus Barn on September 4th
3. Sandy Springs Pop-Up: in-person event at Farmer's Market on October 12th
4. Rockdale Pop-Up: in-person event at Transportation Summit on October 17th





ENGAGEMENT HIGHLIGHTS

Throughout the summer and fall of 2024, the planning team engaged actively with the public, building on the participation gained in spring through stakeholder focus group sessions. Several virtual meetings, and in-person pop-up events were hosted across a diverse geographic range of cities and counties within the MPO region.

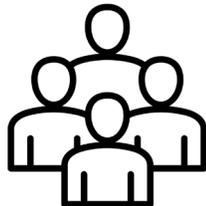
STAKEHOLDER FOCUS GROUPS

Focus group members were identified from the Stakeholder Network Database, a database that includes key contacts spanning communities throughout the MPO area.

Over 350 invitations were sent to key contacts, resulting in 90 participants across 13 focus groups. Both virtual and in-person meetings were offered, and the focus groups had representatives from all 19 counties in the region. During the meetings, attendees were asked to participate in an interactive polling activity to collect real-time feedback on transportation needs and engagement preferences. The discussions surrounding these topics were robust as attendees were very engaged and shared insightful feedback.



350+ INVITATIONS



90 PARTICIPANTS



13 FOCUS GROUPS



19 COUNTIES

FOCUS GROUP KEY TAKEAWAYS

While the focus groups indicated that a wide variety of participation techniques and tools need to be available to meet the needs of different populations, a few key points about engagement preferences can be gleaned from these conversations:

- **Virtual meetings are the most convenient:** Focus group participants expressed a preference for virtual meetings given the ease and convenience of the technique. In person engagement opportunities should be utilized for important milestones at key points in the transportation planning process.
- **Virtual Public Involvement should be tailored:** Different social media and communication channels were preferred by different audiences. The predominant form of communication preferred by participants was email, yet it should be noted that participants were often the leaders of community-based organizations, and this preference may be different for members of the populations they serve.



- **Information key to participation:** One of the main barriers to engagement focus group members presented was a lack of awareness of engagement opportunities. They were not receiving notices directly in previous planning efforts.
- **Timing is key to participation:** However, even if attendees have knowledge of the opportunity, they need access to the transportation to attend meetings and the meeting time often needs to accommodate various work schedules. While day-time meetings were preferred in many cases for community leaders in focus groups, their community members need a variety of options. For example, in one stakeholder focus group it was mentioned that some essential workers in food and beverage industries may prefer morning meetings between the hours of 8am and 10am before their first lunch rush of the day.
- **Stakeholders want to be “Involved” in long range transportation planning:** Attendees expressed a desire for engagement opportunities with different levels of participation. Of those who wanted to be kept “informed,” newsletters were cited as the preferred technique. Most participants preferred being “informed” and “consulted” periodically; however, there were participants that expressed interest in being more involved in the planning process. Overall, 70% of attendees showed interest in dedicating time to the transportation planning process, indicating a strong commitment to participation moving forward.

Additionally, the following transportation themes were gathered from the focus groups:

- **Safety concerns are a thread of conversation that ran through every focus group discussion.** For many people, safety means something different for each group’s perspective.

A key takeaway from family-oriented participants was safety. With focus group participants expressing





reluctance to let their children use public transportation even when it was convenient. When safety concerns and the logistical needs of coordinating their children's transportation converged, it eliminated the use of transit as an option for members of this group.

- **An imbalance in transportation options is evident in the Atlanta region.**

An observation made in the stakeholder focus groups is that there is a noticeable change in transportation service choices south of I-20, and use of a car or rideshare service is critical, even in Clayton County. Although Clayton is served by MARTA, there is still a need to get to the bus stop — a need that requires one to get a ride.

- **Rideshare services, private shuttles, and informal rides are the second most frequently used mode of transportation after the car.**

The use of rideshare was cited in each of the focus groups as a critical means of transportation, even when the cost would cause financial strain in other areas. In many instances cited, it was seen as the only viable option.

- **Signage and wayfinding are less than optimal for populations who require more assistance like older adults and disabled people.**

In focus groups with veterans, older adults, and people with disabilities, signage and wayfinding was seen as a key element of transportation accessibility. Participants emphasized the importance of frequent, clear signage, particularly for those who are infrequent users of public transit, to help them navigate. Signage for key destinations was seen as essential for members of these focus groups. Groups discussed the need for added sensitivity toward neurodivergent populations, whose ability to hear and see signage is critical for gaining independence in navigating to destinations such as work and health care facilities.

DIRECT PARTICIPATION TO SUPPORT THE PUBLIC PARTICIPATION PLAN

Early in spring of 2024, when the planning team kicked-off engagement with regional leaders through the Advisory Committee on Aging and the Transportation Coordination Committee, a key recommendation from these groups was the need for both digital and non-digital techniques to reach the region. In-person community outreach remains essential for gathering additional qualitative feedback from a “grass-roots” and individual stakeholders perspective. And while digital engagement offers a convenience that most people appreciate, in-person community outreach fosters relationship-building and is a technique to giving stakeholders multiple opportunities to participate.

The planning team visited various cities and counties across the five geographic quadrants of the Atlanta region — Northwest, Northeast, Southeast, and Southwest, as well as central Atlanta. This strategic approach provided the opportunity for participation across multiple stakeholder groups. In total, these outreach efforts comprised 21 events, including 13 Stakeholder Focus Groups and eight direct engagement activities, facilitating approximately 590 touchpoints with transportation stakeholders. The following table presents the specifics of all 21 events conducted, detailing the valuable insights gathered to inform and update the Public Participation Plan (PPP).

“Touchpoints” is the metric used to quantify engagement activities. ARC believes that public participation exists on a spectrum, where participants can start with minimal influence on decision-making and gradually take on a more active role through various levels of engagement—inform, consult, involve, collaborate, and empower.



ENGAGEMENT ACTIVITY	LOCATION	TYPE	DATE	TOUCHPOINTS
Women Focus Group	Zoom	Virtual	April 29	4
Youth Focus Group	Zoom	Virtual	April 30	7
DBE and SBE Focus Group	Zoom	Virtual	May 7	15
Minority Focus Group	Zoom	Virtual	May 9	8
People with Disabilities Focus Group	Zoom	Virtual	May 14	10
Low-Income Focus Group	Zoom	Virtual	June 11	11
Veterans Focus Group	Zoom	Virtual	June 13	4
Multi-Focus Focus Group	Zoom	Virtual	June 20	8
Older Adults Focus Group	Zoom	Virtual	June 20	4
Atlanta Business League Youth Focus Group	CreateATL	In-Person Event	June 21	17
Connect Atlanta	Georgia World Congress Center	Conference	July 24	180
English as a Second Language Focus Group	Clarkston Community Center	In-Person Event	June 27	8
Atlanta Pop-Up (Pilot)	CreateATL	In-Person Event	August 1	2
Decatur Pop-Up	Guild + Journeyman	In-Person Event	August 6	15
Stakeholder Virtual Focus Group #1	Zoom	Virtual	August 8	7
Stakeholder Virtual Focus Group #2	Zoom	Virtual	August 14	4
Atlanta Streets Alive	Peachtree Center	In-Person Event	August 18	70
Fayetteville Pop-Up	Bus Barn	In-Person Event	September 4	30
Stockbridge Pop-Up	Stockbridge Amphitheater	In-Person Event	September 28	133
Sandy Springs Pop-Up	Farmer's Market	In-Person Event	October 12	43
Rockdale Pop-Up	Transportation Summit	In-Person Event	October 17	10
TOTAL ENGAGEMENT TOUCHPOINTS				590





Public participation takes many forms, but each requires some level of interaction with a person, whether in-person or virtual. While the nature of the interaction may vary, the metric for quantifying it—touchpoints—remains the same. A touchpoint is defined as any unique interaction with a person during an engagement activity.

Calculating touchpoints is not an exact science. For example, in both in-person and virtual meetings, a touchpoint is recorded when someone signs in, registers, or actively participates in the event. During community events, verbal interactions can also count as touchpoints, even if no written record exists, though the planning team strives to maintain records for transparency and accountability. For virtual engagements, touchpoints are based on impressions or virtual traffic to posts or websites. This approach allows ARC to adapt its methods to the various tools and techniques utilized for engagement.

Community outreach activities took place in various formats, including pop-ups at community “third spaces”—neutral, accessible locations outside of home or work, where people gather for social interaction and community engagement. The planning team kicked-off outreach activities with these third spaces include Create ATL and Guild + Journeyman in Decatur, as well as festivals and farmers markets like Streets Alive and Sandy Springs Farmers Market. Additionally, some sessions involved longer-format conversations, such as the group session with Atlanta Business League youth during the summer of 2024.

The primary intent was to provide information about the ARC and its Transportation Planning service area and to solicit opinions and preferences for participation in the transportation planning process. Following this, community interest in transportation planning was explored and open comments were encouraged. Participants discussed their preferred transportation modes, gaps within their local transportation networks, and any specific barriers or challenges they faced.

Some of the issues identified include:

- **Stakeholders want to engage in long range planning.**

Individuals commented through various in-person outreach activities they wanted to continue being engaged in the transportation planning process. Most individuals the planning team spoke to at a minimum want to stay informed either directly through email newsletters or updates from their local city and county jurisdictions via email and website.

- **Interactive components and incentives break the ice.**

In festival settings like Atlanta Streets Alive and Connect ATL, participants were drawn to engage with the planning team by interactive elements, such as discussion boards and maps, which participants could interact with or without talking directly.

- **Youth participants overwhelmingly prefer in-person engagement tactics.**

In a meeting with 17 youth participants in a summer program sponsored in part by the City of Atlanta’s Year of the Youth and the Atlanta Business League, shared that after years of virtual learning during the COVID-19 pandemic they would much rather prefer in-person engagement opportunities.

- **Mixed Media supports accessibility.**

Digital tools for engagement are very effective and useful to planning staff when reporting engagement activities. However, printed formats are still very useful for in-person formats and preferred by some stakeholders. The physical act of writing on a piece of paper and holding a clipboard allows the participant and planning team more time to interact. Virtual tools often require some technical support. For example, at the Bridge Fest (in Stockbridge), some participants required



assistance with scanning and opening QR codes to access the plan website and survey. Others requested printed materials or larger tablets to make the plan webpage and survey accessible.

- **Public Transportation is in high demand.**

There is a high demand for expanded public transit options, particularly Bus Rapid Transit (BRT) and enhanced MARTA rail services. Accessibility remains a critical concern, especially for seniors, youth, and individuals with disabilities who rely on transit options that accommodate their specific needs.

- **Pedestrian and Bicycle safety is a high priority.**

Many participants stressed the need for safer pedestrian and bicycle infrastructure. Several comments were made about specific infrastructure needs in various jurisdictions throughout the Atlanta region. Infrastructure issues ranged from safer pedestrian crossings, light signaling, more bike lane infrastructure, more sidewalks, and improved street lighting, especially in areas near schools and parks. Participants expressed strong support for “complete streets” that are designed to accommodate all users safely.

- **Awareness and education is desired.**

A recurring theme was the lack of awareness about transportation planning and ARC’s role, particularly when the planning team visited Fayette County. This identified a need for expanded educational efforts to ensure that more community members are informed about transportation planning and their opportunities for involvement.

VIRTUAL PUBLIC INVOLVEMENT

ARC implemented a comprehensive communications action plan designed to inform, engage, and gather public input at key stages of the Public Participation Plan update. This strategy leveraged a blend of virtual public engagement tools and in-person outreach activities, combined with media outreach, social media, targeted email campaigns, and direct website engagement. The goal was to encourage broad participation, directing community members to attend events, complete the survey, and provide comments. By using this multi-channel approach, ARC ensured that stakeholders had multiple opportunities to contribute their input and influence into the planning process.

Metrics such as open rate, click-through rate, and total recipients were tracked to gauge the effectiveness of this targeted outreach approach. Through this multi-faceted communication strategy, ARC was able to broaden reach for input into the planning process.



PUBLIC SURVEY

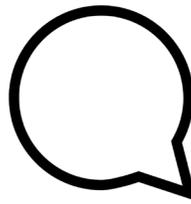
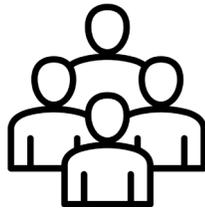
The purpose of the survey was to solicit opinions about preferred community engagement techniques. The survey, designed to take ten minutes and consisting of 20 questions, attracted 196 participants and generated 85 comments.

The survey was designed to coincide with community outreach activities that took place in the summer and fall of 2024. Questions focused on understanding how participants prefer to engage with ARC's transportation planning efforts, their areas of interest, and the best ways to stay informed and provide feedback.

Survey topics included:

- preferred communication channels,
- methods for sharing opinions,
- levels of involvement, and
- the effectiveness of past engagement activities.

Respondents were asked about barriers to participation, specific transportation concerns in their communities, and whether they would like to collaborate more closely, such as by joining advisory panels. In addition to quantitative data, 85 comments offered deeper, qualitative insights.



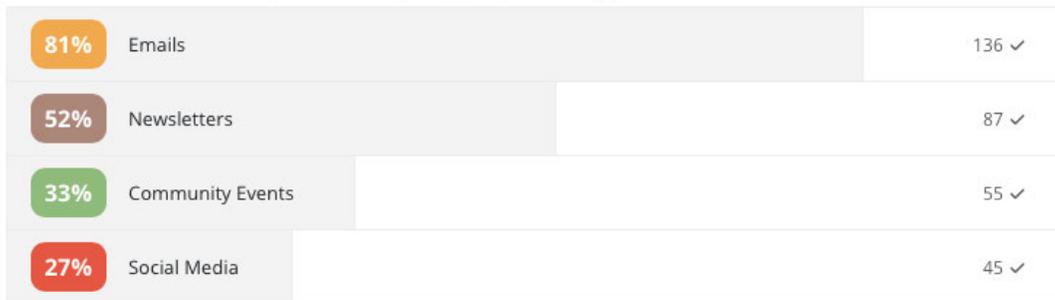
196 PARTICIPANTS > 85 COMMENTS



PREFERRED COMMUNICATIONS CHANNELS

The survey provided valuable insights into the community’s preferences and concerns regarding transportation planning. Most respondents expressed a preference of staying informed through emails and newsletters, showing a strong desire for consistent updates. While a few mentioned social media or community events, direct communication methods like email stood out as the top choice. When asked how they preferred to provide feedback, polls and focus groups were mentioned, but the majority of the respondents favored surveys.

Stay Informed | Do you prefer to get information from:



168 Respondents

Give Opinions | I have a preference for:

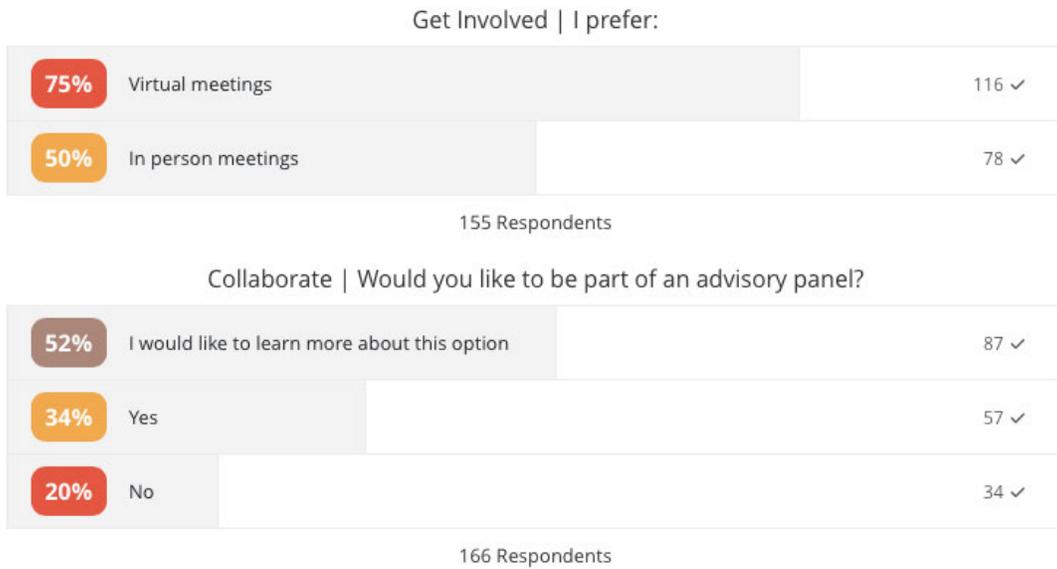


166 Respondents



METHODS FOR SHARING INPUT

When asked how they would like to engage with ARC, most respondents preferred virtual meetings, either alone or combined with in-person options. Many respondents also expressed interest in joining an advisory panel, although some wanted more information before committing.





ADDITIONAL COMMENTS

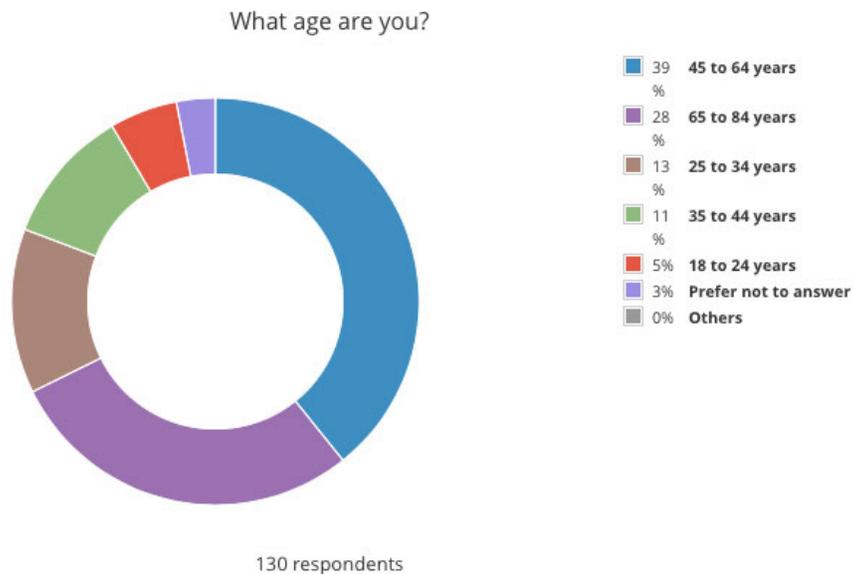
Comments and questions from respondents provided additional insights into specific areas of concern. Many respondents highlighted the need for improved walkability and safer infrastructure for cyclists and pedestrians, with suggestions for additional bike lanes and pedestrian bridges. Public transit was another focus, with several participants advocating for the expansion of MARTA rail services, more frequent buses, and overall improvements in transit efficiency, such as reduced wait times, faster travel times, and more reliable service. Environmental concerns were closely tied to transportation, with respondents pushing for more sustainable options and less reliance on car-centric planning. Housing affordability, especially for seniors, was a recurring theme, alongside frustrations about overdevelopment and rising costs.

PARTICIPANT DEMOGRAPHIC

Looking at the demographic data, the majority of respondents were between 45 and 64, followed by those 65 to 84. There was also a notable number of participants aged 25 to 34, showing engagement across different age groups.

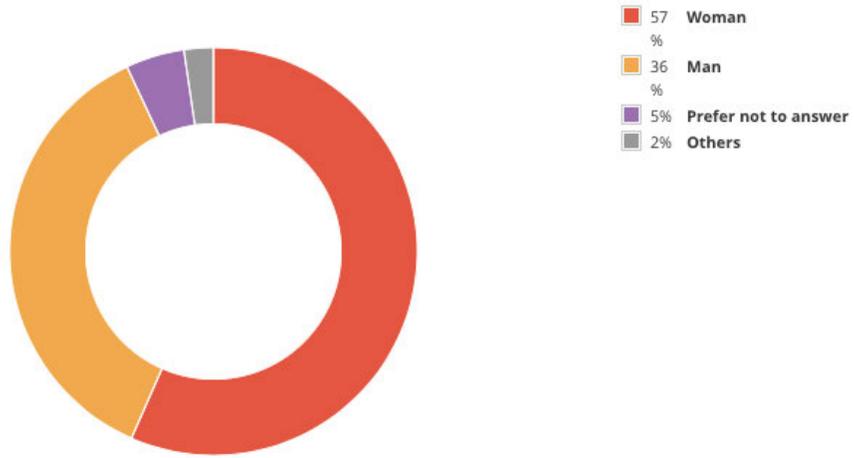
Most participants identified as women, and the largest racial group was Caucasian or White, followed by African American respondents. A smaller number identified as multi-racial or Asian/Pacific Islander, and most did not identify as Latino/Latina or Hispanic. A few respondents chose not to answer questions about race, gender, or disability.

Overall, the survey responses reflect a community that’s highly engaged with a strong focus on improving transit, promoting safety, and addressing sustainability and resilience issues. These insights will be crucial in shaping ARC’s future transportation planning efforts.



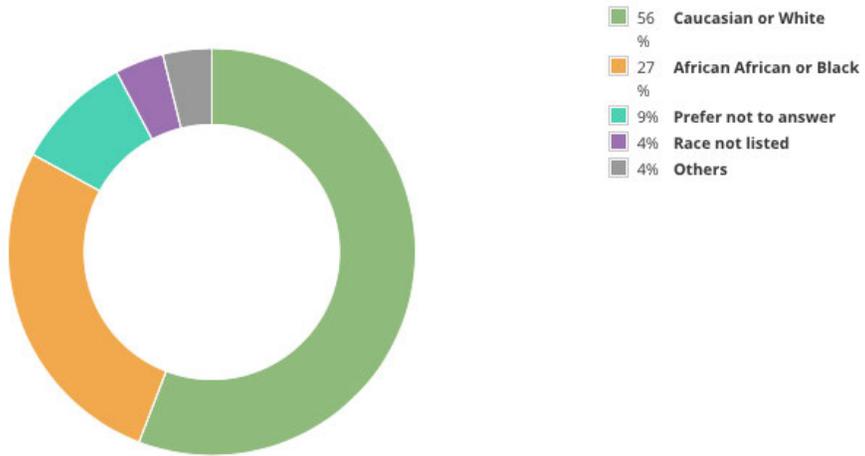


What is your gender identity?



129 respondents

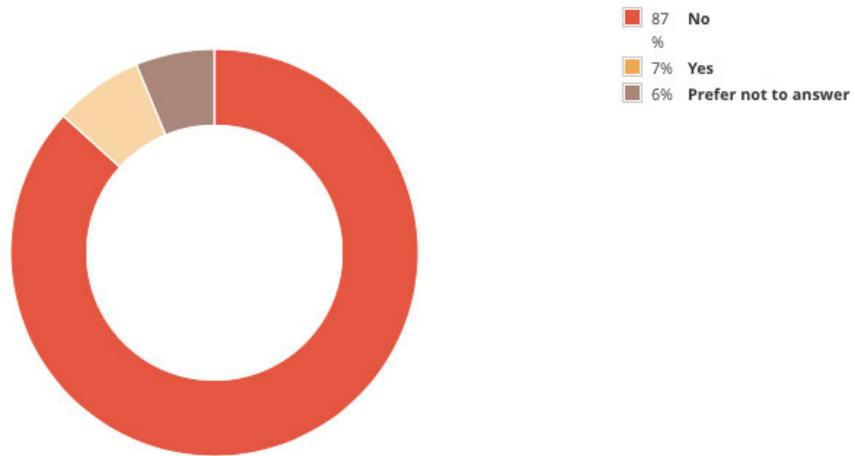
What is your race?



129 respondents

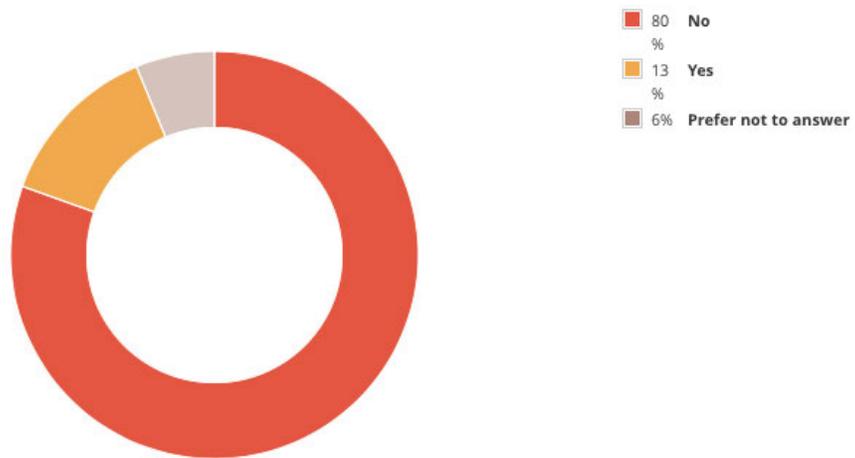


Do you consider yourself to be Latino/Latina or Hispanic?



128 respondents

Do you identify as a person with a disability?



128 respondents



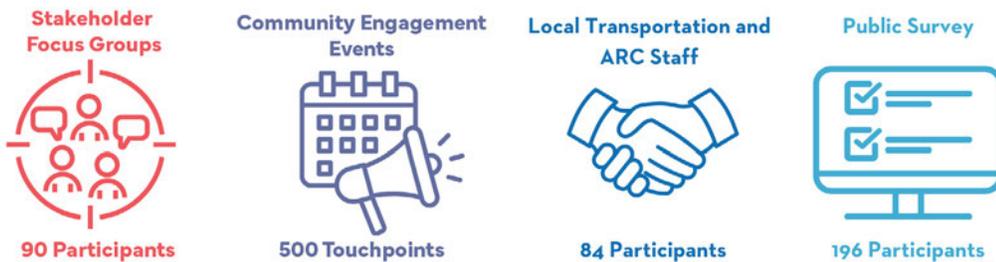
CONCLUSION

To implement the engagement approach, the strategy includes a detailed plan that outlines the specific actions, timelines, and tools to achieve the engagement approach. Highlights from this engagement strategy are detailed below.

TOTAL TOUCHPOINTS

During 2024, the planning team gathered a total of 870 touchpoints. This number includes the 90 participants in the stakeholder focus groups, 500 people who took part in community engagement events, 84 board members from ARC committees—the Advisory Committee on Aging and the Transportation Coordinating Committee and 196 survey participants. These touchpoints encompassed various interactions where the planning team connected directly with individuals, ranging from in-person discussions at pop-up events held across multiple cities and counties in the Atlanta region to participation in virtual meetings. Additionally, indirect virtual engagements contributed to raising awareness through virtual traffic to What’s Next ATL blog posts, Instagram and LinkedIn social media posts, and the plan web page.

This comprehensive outreach builds on the momentum from the spring 2024 Stakeholder Focus Groups, aiming to gather valuable feedback from the community.



RECOMMENDATIONS

The Stakeholder Consultation Approach and Engagement Strategy, developed in the spring of 2024, was intended to be a living document, adaptable and flexible to accommodate additional outreach opportunities as they arose. When the planning team kicked off direct engagement in the spring of 2024, the initial step was sharing information and gathering insights from regional leaders through the advisory committees. A key recommendation from these leaders groups was the need for both digital and non-digital engagement techniques to ensure broad, inclusive reach across the region. This recommendation informed a robust outreach effort that included 21 events—13 Stakeholder Focus Groups and eight direct engagement activities. These two categories of outreach yielded approximately 590 touchpoints with transportation stakeholders across the region.

The structure of these outreach efforts varied significantly; some engagements, like focus groups and professional meetings, allowed for in-depth discussions, while shorter



interactions, such as those at community events or markets, used brief surveys that could be taken online or completed in person. What follows is a series of recommendations for how ARC should approach public engagement, drawing on insights from surveys, focus group polling, verbal comments at in-person events, and planning staff documentation of these encounters.

PUBLIC MEETINGS PRACTICES

In-Person Meetings

While in-person meetings remain a traditional and essential method for engaging with partner agencies, boards, and committees, there are significant barriers for certain populations in attending these events. Transportation limitations and inconvenient meeting times often prevent community members from participating fully. To improve accessibility, ARC should consider polling targeted communities to determine the most convenient times for meetings. Additionally, in-person meetings should include practical supports to encourage attendance, such as food and refreshments, which help accommodate participants attending during mealtimes, and financial incentives like gift cards or transportation vouchers, especially for those with low income. Providing on-site childcare and clear signage at accessible locations close to transit can also increase the ability for parents and families to participate. These considerations promote a better environment for in-person public engagement.

Virtual Meetings

The shift to virtual meetings during the COVID-19 pandemic revealed that they are a preferred method for many community members due to the convenience of participating from home or work. Virtual meetings reduce the need for travel, make it easier for participants to fit meetings into their schedules, and allow for broader regional participation. ARC is encouraged to continue utilizing virtual meetings as a best practice, as they have the potential to provide a near one-size-fits-all approach that accommodates people with physical or logistical barriers to attending in person. While virtual meetings offer a practical and efficient solution for engagement, they should complement, rather than replace, in-person events to maintain interpersonal connections and networking opportunities that can sometimes be more meaningful in person.

Hybrid Meetings

Hybrid meetings blend the accessibility of virtual meetings with the interpersonal value of in-person engagement. However, hybrid meetings also come with logistical and technical challenges, requiring significant resources to execute effectively. Successful hybrid meetings depend on dedicated teams for technology management and support, ensuring that virtual participants have a seamless experience that parallels in-person interactions. Equally important is providing reasonable accessibility modifications for in-person attendees. To optimize hybrid meetings, ARC should allocate resources for both technical needs and support for virtual attendees, including designated personnel to monitor and address virtual engagement, technical issues, and audience questions. Despite the increased complexity, hybrid meetings can maximize reach and inclusivity by accommodating a wide range of participation preferences.

Information Access and Ongoing Communication

Elevate Information Sharing on Long-Range Planning Initiatives

Community feedback highlighted a strong desire for continuous engagement and timely access to information on long-range transportation planning. Many participants expressed interest in staying informed through direct channels such as email newsletters or updates from local city and county



websites. It is recommended that ARC establish an e-newsletter or a dedicated blog focused on transportation planning, providing consistent updates to the community on relevant projects, upcoming meetings, and new engagement opportunities. Such a platform would not only keep interested residents informed but also offer a central resource for those wanting to share information with colleagues, neighbors, and family members interested in transportation issues. By prioritizing regular, proactive communication, ARC can foster an informed and engaged community, ready to participate in planning efforts.

NEXT STEPS

These steps are designed to further solidify ARC's commitment to a transparent, adaptable approach to public participation in regional transportation planning:

Promote Broad Review of the Plan

- To encourage wide-scale review and feedback on planning initiatives, adopt a multi-channel approach:
 - **Email Campaigns:** Disseminate plan updates through targeted email newsletters to reach diverse community leaders, advisory committees, and residents.
 - **Blog and Social Media:** Regular blog posts and social media updates will keep the community informed about ongoing engagement opportunities, directing them to participate in reviews or public hearings.
 - **Community Hubs:** Consider displaying promotional materials and QR codes linked to the plan in public spaces like public libraries, senior centers, and other community facilities.

Distribute and Educate on Plan Content

- To enhance understanding of the plan among key stakeholders and residents:
 - **Distribution Points:** Partner with local governments, public libraries, senior centers, and others to distribute copies of the plan and informational brochures.
 - **Educational Sessions:** Host briefings or webinars aimed at local officials and community organizations to provide deeper insights into the plan's goals, facilitating informed community discussions.

Foster "Everyday" Engagement Opportunities

- Building on the insights gained from focus groups and community events, ARC will consider incorporating ongoing, engagement opportunities:
 - **Permanent Displays:** Install displays at community centers or third spaces with maps, timelines, and interactive boards to inform the public about the region's transportation plans.
 - **Engagement Toolkits for Organizations:** Provide local community organizations with engagement materials and toolkits that allow them to host information sessions independently, promoting grassroots-level discussion on the plan.

Measure and Refine Engagement Tactics

- To continuously improve, develop an iterative approach to evaluate the effectiveness of its outreach techniques:
 - **Feedback Collection and Analysis:** Gather feedback on accessibility, inclusiveness, and engagement preferences through surveys after each major event or public meeting.
 - **Adjust Engagement Strategies:** Use feedback data to adjust meeting formats, communication methods, and distribution channels to meet evolving community needs more effectively.



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