

ARC COMMITTEE MEETING FOLLOW-UP

STRATEGIC RELATIONS COMMITTEE

Thursday, March 10, 2016 – Meeting Notes

Members Present	Members Absent
Mayor Eric Dial, Chair	C.J. Bland
Julie Arnold, Co-Chair	Tony Cooper
Clair Muller	Julie Bryant Fisher
Bob Reeves	Matt Gove
Malaika Reed Wilkins	Lyle Harris
	Mike Houchard
	Amol Naik
	Betty Willis
	Mayor Jere Wood

1. Public Comment Period

Strategic Relations Chairman, Mayor Eric Dial, opened the meeting with greetings and made request for public comments. There were no public comments.

2. Regional Snapshot

Audrey Spiegel, Research and Analytics Division, briefed the committee on this month's issue of Regional Snapshot, entitled *Atlanta Region 2040: Gazing into the Crystal Ball*. This issue covers the forecasts recently completed as part of The Atlanta Region's Plan, which is a long-range comprehensive plan that includes a vision for how the region might accommodate a population of just over eight million people by 2040. Here are the highlights of this Regional Snapshot.

- The 20-county Atlanta region is forecast to add almost **2.5 million people** and slightly more than **one million jobs** by 2040.



- Gwinnett County is expected to add almost 500,000 new residents by 2040, by far the largest forecast growth of any county in the Atlanta region. Fulton County is next (294,000), followed by Forsyth (224,000) and Cherokee (159,000).
- In percentage terms, suburban counties are forecast to increase the most, with **Forsyth County being the only county forecast to double its population** by 2040.
- The 20-county area is *growing older AND getting younger*. **Baby Boomers**, the largest generation cohort, are *aging* while younger cohorts like **Generation Z** (today aged 0-14) and **Generation AA** (not yet born) will *become the majority by 2040*.
- Between 2015 and 2040, we will see a significant *decrease in whites and large increases in Hispanics* in all counties.
- While urban counties will see the biggest net increase in jobs, more suburban counties such as **Paulding** will see the *largest percent increase in employment*. **Ultimately, however, jobs will stay concentrated in the urban core.**

It was suggested by Chairman Eric Dial, to have the ARC's Government Outreach (GO Teams) share the details of this report with the elected officials throughout the region.

This entire issue of Regional Snapshot can be found here for your reading pleasure:

<http://33n.atlantaregional.com/regional-snapshot/atlanta-region-2040-gazing-into-the-crystal-ball>

3. ATL Transit Campaign

Janae Futrell, ARC's Mobility Services Division shared details and video-segments of the "Do You Love Traffic?" Regional Transit Marketing Campaign which is now underway. This campaign's mission is to bring awareness to the residents of the 10-county region of the transit options that are available to them and to expose them to the ATLtransit.org website with its wealth of information. Ms. Futrell stated that there are six transit agencies throughout the region which are: CCT, GCT, GRGA, MARTA, Street Car and CATS. The timeline for the campaign is March 10th – May 5th, 2016. The messages to be promulgated are stress reduction and "me time" on transit through a satirical approach. The primary target audience is Millennials (ages 20-34). The platform for the creative materials will be online videos and web banner ads. Social Media, Google Ads and YouTube will be a few of the platforms used to get the word out.

4. Sharpening Our Focus Planning

Liz Sanford, Community Engagement Manager briefed the committee on the progress of the Atlanta Region's Plan – "Winning the Future" Sharpening our Focus initiative. The Strategic Highway Research Program (SHRP2 Solutions) is a \$300,000 (no match) grant awarded by USDOT to ARC to support Planning Activities in 2015-2016. This grant will allow for the following: 1. Transportation Visioning for Communities 2. Performance Measures for Highway Capacity Decision Making and 3. Integrating Freight Consideration into the Highway Capacity Planning Process. This initiative will heavily engage stakeholder advisory committees, ARC board members and will host a freight megaregion workshop. Ms. Sanford will keep us apprised of the progress of this initiative.



5. E-Newsletter Reveal

Paul Donsky, revealed to the committee a new ARC E-newsletter that was launched on March 9. This E-newsletter promises to be timely, interactive, and have a lead story along with four feature items from ARC's program. This E-newsletter replaces the Regional Planning News Brief and the quarterly Action Newsletter.

6. New ARC Website Progress Report

Paul Donsky gave an update on the ARC website that is under construction. The website is now in the design phase and will have a new look and feel. Mr. Donsky showcased the three draft versions that were created. He solicited the input of staff and committee members on the designs. The in-put will be gathered and given to the website design team for inclusion in the next steps and final product.

7. Telly Award

Julie Ralston was pleased to announce that the Atlanta Regional Commission was recently awarded the prestigious 2016 Bronze Telly Award. This award honors outstanding local, regional and cable television commercials and programs, as well as the finest video and film productions, and work created for the web. The award winning video entitled: "Through Millennial Eyes," was produced by former Broadcast Services Manager, Lance Lipman for the 2015 State of the Region Breakfast. Kudos was given for work well done by the committee.

8. Other

The announcement was made, that the April 14, Strategic Relations Committee meeting is cancelled due to the ARC Board working session. The next meeting will be held on Thursday, May 12.

There being no further business for discussion, the meeting adjourned at 3:00 p.m.

