REGIONAL IMPACT: 2016 – 2021

AN ARC 5-YEAR STRATEGIC FRAMEWORK

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ARC Strategic Planning Task Force

Mayor Clark Boddie, *Chairman*

Chairman L.B. "Buzz" Ahrens, *Co-Chairman*

Mr. Mike Houchard,

Chairman Charlotte Nash

Council President Ceasar Mitchell

ARC Board Chairman Kerry Armstrong, *Ex Officio*

Doug Hooker, Executive Director

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ARC
Present
Our ARC Journey
Past
Leading, Influencing, Implementing
Economic Competitiveness | Aerotropolis
Burning Glass/ OJT | Arts & Culture
New Voices | Water Planning/ Litigation
Community Building, Positioning & Influencing
TIA | Community Care | Lifelong Communities
2040 Regional Plan | Regional Transit Committee
Policy & Community Building
VISION 20/20 | LCI
Fifty Forward | Alliance for Human Service
Planning & Public Policy
MRPA | RTP
Cooperative Planning
MARTA | Parallel Runways
Increasing Levels of Responsibilities and Risk
Attending to greater numbers of variables, in an environment of increasing levels of scrutiny
Widening sphere of influence
Varying perceptions of the center of power in the region

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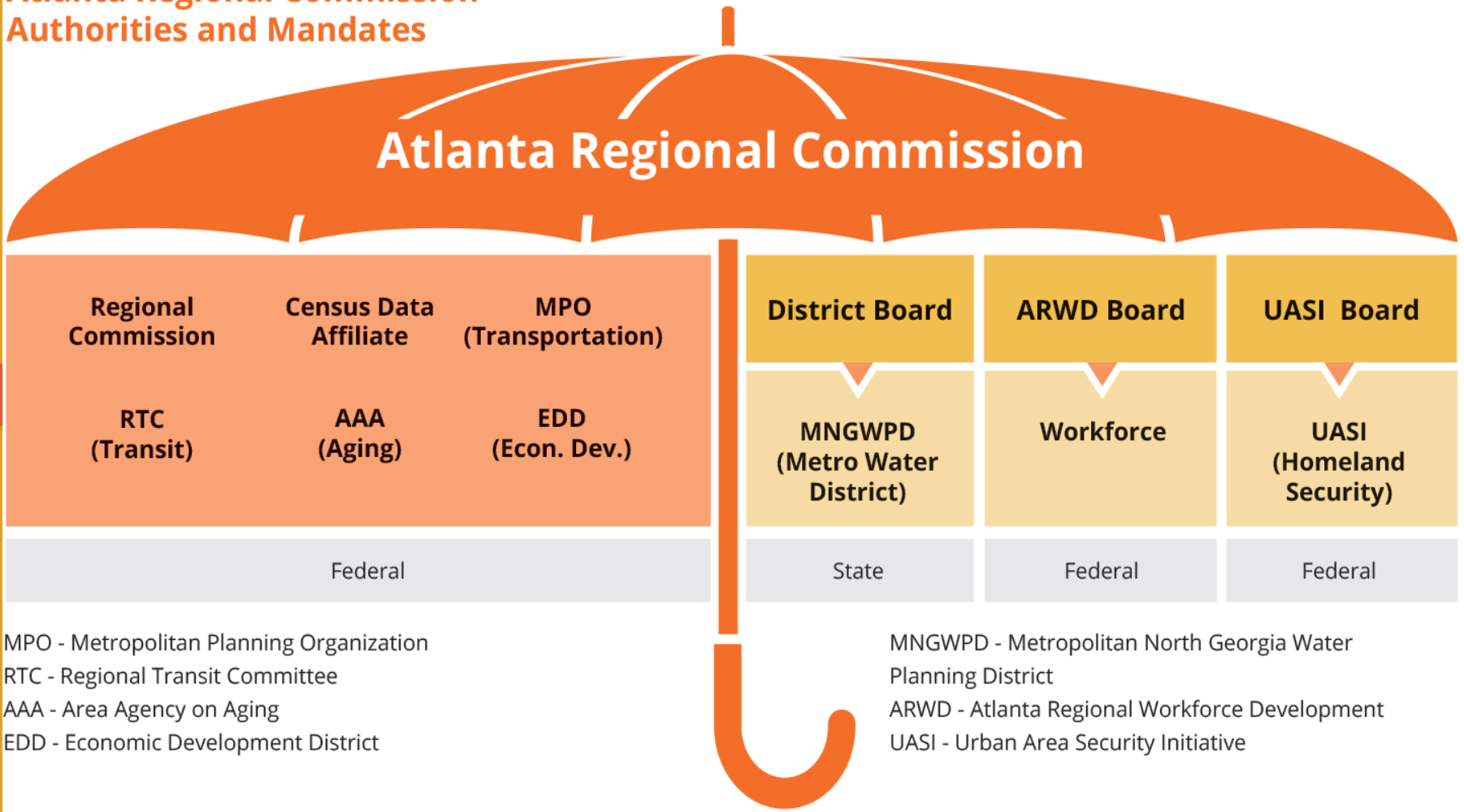
Atlanta Regional Commission Authorities and Mandates



MPO - Metropolitan Planning Organization
RTC - Regional Transit Committee
AAA - Area Agency on Aging
EDD - Economic Development District

MNGWPD - Metropolitan North Georgia Water Planning District
ARWD - Atlanta Regional Workforce Development
UASI - Urban Area Security Initiative

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Strategic Plan (2011-2016)

- Demonstrate leadership
- Give direction to staff
- Voice what is Important
- Foster teamwork among board members
- Help board become more strategic
  - Improve communication
  - Increase collaboration
  - Focus board attention and agency Resources on high priority matters

FOCUS Establishing board expertise and demonstrating strategic leadership

Strategic Framework (2016-2021)

- Enhance position as a recognized thought leader
- Maintain and grow reputation as a significant partner
- Protect and leverage our "currency" (data) to influence and convene
- Strengthen our Leadership in each core operational area, as well as, enable greater collective impact in regional planning and problem solving

FOCUS Expertise, leadership, and thought leadership, innovation, action orientation and holistic approaches

EVOLUTION STRATEGY

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Current Mission Statement

The Atlanta Regional Commission will demonstrate professional and forward looking leadership to ensure sustainable growth and competitive advantage by focusing and balancing Environmental Responsibility, Economic Growth, and Social Needs.

Proposed Mission Statement

The Atlanta Regional Commission (ARC) advances the **national and international standing** of the region by leveraging the **uniqueness of the region's communities** planning for **current and future arrangement**s that provide a **high quality of life**, **balancing social, economic and environmental needs of all our communities**.

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Current Vision Statement

The Atlanta Regional Commission is the Regional Leader in identifying Values, developing Policies and executing Plans that matter to residents and communities that ensure Competitive Advantage and that preserve long term Sustainability.

Proposed Vision Statement

The Atlanta Regional Commission (ARC) employs **shared foresight**, **expert staff**, ability to **convene diverse communities**, and its **reputation as a regional and national leader** in order to **support local governments**, enhancing the **lives of all our citizens** by providing world-class **infrastructure**, building a **competitive economy** and ensuring the region is comprised of **healthy and livable communities**.

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The Proposed Strategic Framework Document Drives Operations and Program Functions of the Agency by Establishing Four Key Objectives

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