



The Atlanta Region's Plan Stakeholder Engagement Strategy

Building on work since 2016, 2019 will set the foundation for ongoing efforts in 2020

THE ATLANTA REGION'S PLAN

ENGAGING THE COMMUNITY IN THE ATLANTA REGION'S PLAN

3 Online Surveys
16,500 responses

Total
interactions
with people **25,000+**

455 participants in a series
of Community Conversations

5 Equity/Building Opportunity
Workshops 450 participants

360 participants in a series of
Policy Leader Discussions

Series of Millennial Advisory
Panels & Civic Dinner Parties
300 participants

6,300 2 Metro Atlanta
Speaks Polls
responses

outreach materials
were translated for
public accessibility

Chinese
English
Korean
Spanish

Range of demographics,
with fair to strong
representation in all age,
race and gender groups

Weekdays
Weeknights
Weekends



20+ counties



Online (self-select) survey, random
telephone survey, group dialogs,
individual interviews, panel
discussions, forums, workshops,
dinner parties, public meetings



- 2016
 - Bike/Ped Summits
 - Millennials Advisory Panel
- 2017
 - ConnectATL
 - Freight Workshops
 - CATLyst
 - Future scenario development
 - Transportation Equity Advisory Group
 - Global Atlanta Advisory Panel
 - MMIP open houses
- 2018
 - Civic Dinners
 - Transportation Equity Advisory Group
 - ConnectATL
 - ITS/TSMO plan update (& stakeholder outreach)
 - Outreach survey
 - Community Engagement Modules
 - What's Next ATL
 - Arts & Culture plan
- 2019
 - Future Focus ATL
 - Open Houses
 - Updated planning guides
 - ConnectATL Quarterlies
 - Jurisdiction meetings
 - Policy Maker engagement

TARP Engagement 2014-2019

2020 TARP Major Milestone Schedule – Community Engagement Highlights

Regional community engagement plan update underway

Prepare cohesive summary of public input (based on previous TARP input & since)

Civic Dinners (thru 2019)

Sept 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18	Apr 18	May 18	Jun 18
---------	--------	--------	--------	--------	--------	--------	--------	--------	--------

Policy Framework review

Jurisdiction meetings on project list

Stakeholder policy discussions

Air Quality 2050 test

Jul 18	Aug 18	Sept 18	Oct 18	Nov 18	Dec 18	Jan 19	Feb 19	Mar 19	Apr 19
--------	--------	---------	--------	--------	--------	--------	--------	--------	--------

First draft project list available online

Initial modeling/2050 forecasts

Future Trends outreach

Present draft plan via 3-4 open houses

Official Public Comment

Plan approvals

May 19	Jun 19	Jul 19	Aug 19	Sept 19	Oct 19	Nov 19	Dec 19	Jan 20	Feb 20
--------	--------	--------	--------	---------	--------	--------	--------	--------	--------

Technical efforts

Board engagement

Community engagement efforts

Launch Major Visioning Effort with a Kick Off in March 2020 (in concert with ConnectATL)

THE ATLANTA
REGION'S
PLAN

atlantaregionsplan.org/update

[Infrastructure](#) ▾[Community](#) ▾[Economy](#) ▾[Resources](#) ▾[About the Region](#) ▾[Plan Update](#)

The Atlanta Region's Plan is a long-range blueprint that details the investments that will be made over the next 20-30 years to ensure metro Atlanta's future success and improve the region's quality of life. ARC is currently updating regional projects and policies through 2050. Learn more about the proposed updates by reviewing the documents and maps listed below. To share your input into The Atlanta Region's Plan, explore the engagement opportunities.

What will metro Atlanta be like in 2050?

THE ATLANTA REGION'S PLAN | Join us for a conversation about the future.

ARC
Atlanta Regional Commission



dinner
HOST!
a civic dinner
and give us your input!
cividdinners.com/ARC-futurefocus

game
PLAY!
at urban planning
and give us your input!
futurefocusatl.org

teen improv
LAUGH!
with Dad's Garage
and give us your input!
atlantaregionsplan.org/update

Future Focus ATL Civic Dinners

www.cividdinners.com/ARC



ARC
Atlanta Regional Commission

JOIN US AT THE TABLE



 **Future Focus: ATL**
Bringing new voices to the regional planning table

FutureFocusATL.org

[ABOUT THE RESEARCH](#) | [CONTACT](#) | [SHARE](#)

WINNING THE FUTURE

SHARPENING OUR FOCUS

The pace of change is rapidly accelerating, and the future is hard to predict. We need to consider a wide range of transportation options to help us adapt to whatever the future may bring. Use this tool to explore your vision of 2050, and let the Atlanta Regional Commission know what you think is paramount to 'win the future'.

Winning the future is not a game of chance.

LET'S GET STARTED

START

THE ATLANTA
REGION'S
PLAN

© 2016

ARC
ATLANTA REGIONAL COMMISSION



Drivers of Change

Sharpen Your Focus

ARC identified nine key drivers of change that are likely to impact the future growth of our region. Select each driver icon (on the left) to learn more.

NEXT



Looking Sharp at **Your** Future Scenario

ARC developed four, distinct alternate futures through extensive research and outreach. Although your idea of 2050 likely includes elements from all four scenarios, your vision most closely resembles:



EcoTopia

Explore your scenario and learn more about what the future might hold. To begin, select your county of residence and age group, to better place your scenario in context with the Atlanta regional community.

COUNTY ▼

AGE GROUP ▼

EXPLORE CONTEXT

NEXT

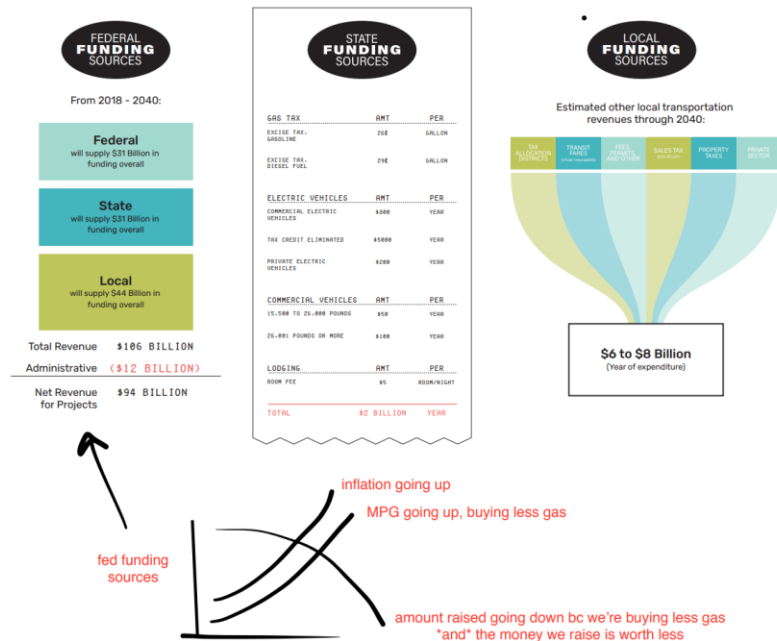
Regional Pop Up Open Houses

Friday, Oct. 4	11am - 2pm	ARC	Downtown Atlanta	Fulton
Saturday, Oct. 5	11am - 2pm	Dog River Library	Douglasville	Douglas
Wednesday, Oct. 9	5pm - 8pm	Arts Clayton	Jonesboro	Clayton
Tuesday, Oct. 15	5pm - 8pm	Conyers Arts Council	Conyers	Rockdale
Thursday, Oct. 17	5pm - 8pm	West Whitehall	SW Atlanta	Fulton
Thursday, Oct. 24	5pm - 8pm	Strand Theatre	Marietta	Cobb
Saturday, Nov. 2	1pm - 4 pm	Sugar Hill E Center	Sugar Hill	Gwinnett

Draft Sample Materials

TRANSPORTATION *funding*

Since the last plan update, the most remarkable evolution has occurred around increased funding sources for transportation.



TRANSIT *Expansion*



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad

system at large

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad

city subset

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad

cut this one?

Q What kind of transit-supportive land use do we want to see in our region?

let's change this Q



illustrated map from sarah

- differentiates between heavy and light rail, bus rapid transit, etc
- indicates regional destinations
- like charleston map

Interactive Elements

- Map exercise – **share favorite experiences & thoughts about region**
 - **What are the biggest challenges and opportunities facing metro Atlanta?** Name one thing you're most concerned about and one thing you're most excited about for the future of metro Atlanta.
 - **What type of transportation should we invest in more?**
 - Budget exercise – **how would you spend funds on transportation?**
-
- Share comments on project list and maps – printed map displays and searchable online map of regional projects
 - Mini Civic Chat
 - Share your commute story
 - Online game
 - Questions on various plan highlights – affordable housing, transit expansion, etc.

Ways to promote open house?

- ARC social media
 - What's Next ATL
 - AJC
 - Saporta Report
 - Email blasts
 - Partners
-
- What partners should we reach out to in local areas for promotional assistance?