

THE ATLANTA
REGION'S
PLAN

PUBLIC ENGAGEMENT SUMMARY

FEBRUARY 2020



Atlanta Regional Commission

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TITLE VI

The Atlanta Regional Commission (ARC), as a federal grant recipient, complies with Title VI of the Civil Rights Act of 1964 and its amendments. Title VI of the Civil Rights Act of 1964 requires that no person in the United States shall, on the grounds of race, color or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance. Presidential Executive Order 12898 addresses environmental justice in minority and low-income populations. Presidential Executive Order 13166 addresses services to those individuals with limited English proficiency.

ARC is committed to enforcing the provisions of Title VI and to taking positive and realistic affirmative steps to ensure the protection of rights and opportunities for all persons affected by its programs.

If any person believes they have been discriminated against regarding the receipt of benefits or services because of race, color, or national origin, they have the right to file a complaint with ARC. For information on ARC's Title VI program, or to obtain a complaint form, visit ARC's Title VI Plan and Program webpage.

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FHWA + FTA GUIDANCE

Federal Highway Administration (FHWA) and Federal Transit Administration (FTA) Guidance for Public Participation

The public participation process is guided by federal regulation for the Federal Highway Administration: 23 CFR Part 450.316: Interested parties, participation, and consultation as well as the Federal Transit Administration regulation: 49 CFR Part 613.300. These federal regulations require the following of metropolitan planning organizations:

- Provide adequate public notice of public participation activities and time for public review and comment at key decision points, including but not limited to a reasonable opportunity to comment on the proposed metropolitan transportation plan and the TIP;
- Provide timely notice and reasonable access to information about transportation issues and processes;
- Employ visualization techniques to describe metropolitan transportation plans and TIPs.
- Make public information (technical information and meeting notices) available in electronically accessible formats and means, such as the World Wide Web;
- Hold any public meetings at convenient and accessible locations and times;
- Demonstrate explicit consideration and response to public input received during the development of the metropolitan transportation plan and the TIP;
- Seek out and consider the needs of those traditionally underserved by existing transportation systems, such as low-income and minority households, who may face challenges accessing employment and other services;
- Provide an additional opportunity for public comment, if the final metropolitan transportation plan or TIP differs significantly from the version that was initially made available for public comment; and
- When significant written and oral comments are received on the draft metropolitan transportation plan and TIP (including financial plans) as a result of the participation process or the interagency consultation process required under EPA transportation conformity regulations (40 CFR Part 93), a summary, analysis, and report on the disposition of comments shall be made as part of the final metropolitan transportation plan and TIP.

LEGAL NOTICE

A formal legal notice was posted in the Fulton County Daily Report, the Spanish language paper, Mundo Hispanico, and on ARC's website. Notice of the official public comment period was also emailed to ARC's transportation specific listservs, and was included in ARC e-newsletters, blogs, and social media. Additionally media advisories and press releases were shared to local TV, radio, and newspaper outlets. A copy of this legal notice is available upon request.

OFFICIAL PUBLIC NOTICE

The official public review and comment period for the draft of *The Atlanta Region's Plan* Regional Transportation Plan (RTP), draft FY 2020-2025 Atlanta Region Transportation Improvement Program (TIP), and the draft Conformity Determination Report (CDR) opened on November 11 and closed on December 13, 2019. Public comments were received in writing via email or mail, over telephone, and orally at a public hearing scheduled during the regularly scheduled Transportation and Air Quality Committee meeting on November 14, 2019 at 10:30 am, as well as other regularly held technical, policy, and ARC Board committee meetings.

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Photo Source: Ryan Barrett Photography

OVERVIEW

The Atlanta Region's Plan 2020 Community Engagement Overview

As the Metropolitan Planning Organization for the 20-county Atlanta Region, ARC serves as a connector between communities, while planning for regionally significant land use and transportation efforts. ARC has distinct community engagement responsibilities, such as sharing information with the public early and often, and ensuring that the information is presented in a manner that is clear and understandable. In many ways, ARC upholds its function to facilitate regional stewardship by bringing diverse perspectives and coalitions together, in efforts throughout the agency's work, inclusive of and beyond specific planning cycles and functions.

This report endeavors to document how these commitments were accomplished for *The Atlanta Region's Plan 2020 Update*, including its associated Transportation Improvement Program (TIP) and the Conformity Determination Report (CDR). All of this is integrated with the Georgia Department of Community Affairs (DCA) required Regional Agenda and coordinated with the Area Agency on Aging programs.

The official public comment period for the Regional Transportation Plan (RTP) and associated fiscal year (FY) 2020-2025 started November 11, 2019 and ended December 13, 2019. This report summarizes all stakeholder and public outreach and comments throughout the development of *The Atlanta Region's Plan*. Responses to specific comments received on the draft plan during the final comment period are also contained in this report. This document is included as an appendix to *The Atlanta Region's Plan 2020 Update*.

OVERVIEW (CONTINUED)



◀ The pop-up open houses had several living infographics which offered a fun and interactive way to engage with participants in real-time. Living infographics also illustrated the relationship and complexity between various data points.

ARC staff and planning partners were on-hand for all open houses to interface directly with community members, to answer their questions, and to hear their ideas.





Photo Source: Ryan Barrett Photography

Folks who attended the pop-up open houses were able to play Future Focus, an online game which asks gamers to explore what the future might look like and what drivers of change might be at play.

There were a variety of interactive stations available at the open houses. Feedback received is captured in this Public Engagement Summary, as well as shared on ARC's website.





Photo Source: Ryan Barrett Photography

ONGOING EFFORTS

The Regional Transportation Community Engagement Plan

As part of a continuous effort to increase public involvement and to serve as a guide for general outreach in the transportation planning process, the Atlanta Regional Commission developed an update to the Regional Transportation Community Engagement Plan in 2019.

The Regional Transportation Community Engagement Plan serves the following three purposes:

1. A regional planning community engagement guide for the public;
2. The official participation policy for transportation planning for ARC; and
3. An ARC response to the U.S. Department of Transportation directive to develop a participation plan for the Regional Transportation Plan (RTP) and the Transportation Improvement Program (TIP). (23 CFR § 450.316).

The policies, procedures, and values outlined in this plan direct ARC's community engagement activities and efforts, including the engagement process that supports *The Atlanta Region's Plan*.

ARC's Community Engagement Values

ARC's purpose is to serve the citizens of the Atlanta region, local governments and the broader regional community by providing services, support and leadership on issues that cross jurisdictional lines and require comprehensive regional solutions.

In a planning region that encompasses much of northern Georgia, including 20 counties and approximately 5.5 million people, there are immensely diverse opinions and perspectives. The difference of viewpoints, visions, and goals can be a challenge for developing regional consensus on key issues, but this same diversity is a valuable asset and a hallmark of our region.

ARC strives to be a regional leader in identifying values, developing policies and executing plans that matter to residents and communities. Its mission is to demonstrate professional and forward-looking leadership to ensure sustainable growth, livability and competitive advantage by focusing and balancing environmental responsibility, economic growth and social needs.

Effective regional planning must have a core understanding of community input, and proposed solutions should reflect what the community wants and needs. This input also adds value to the development of the plans and enhances the quality of final work products.

Effective community engagement is an essential component of this commitment and of good regional stewardship. ARC defines community engagement as a range of strategic, continuous, and collaborative interactions aimed at building substantive long-term relationships in order to provide objective information, facilitate shared decision-making, and grow collective will to implement those decisions.

Effective community engagement:

- **Enhances mutual trust**
- **Ensures better decisions that more effectively respond to the needs and priorities of the region’s residents**
- **Engages community members and community resources as part of the solution**
- **Engages the broader diversity of the region – especially people who have not been engaged in the past**
- **Increases understanding of and support for regional plans, policies and programs**

The following principles represent a road map to guide ARC in establishing consistent, effective, and high-quality community engagement practices. They also tell the region about what to expect from ARC.

- Sustained Partnership and Mutual Accountability
- Transparency
- Inclusiveness and Equity
- Early Involvement
- Quality Process Design and Implementation
- Building Relationships and Regional Capacity
- Continuous Improvement

Figure 1. Synopsis of ARC's Principles for High Quality Community Engagement Practices



QUICK VIEW

When deciding upon engagement techniques, planners should consider the following questions.

Who are we trying to reach?

What do they want to know from us?

What do we want to know from them?

What is the best way to exchange this information?

What are your resources?

What are the goals of engagement?

What are everyone's expectations?

How will you evaluate your success?



Photo Source: Ryan Barrett Photography

ARC'S REGIONAL COMMUNITY ENGAGEMENT POLICIES, PROCEDURES, AND PROCESS

The following procedures are outlined in *ARC's Regional Transportation Community Engagement Plan* and, along with policies and best practices for engagement, include:

- Public notice of review and comment period through a legal organ, the ARC website, media advisories and extensive mailing lists;
- Reasonable opportunity for review and comment inclusive of a 30-day review and comment period;
- Comment documentation and distribution to policy makers and the general public;
- Opportunities for citizens to participate through focus groups, listening sessions, task forces and planning teams;
- A formal ARC committee structure for approvals and recommendations: Transportation Coordinating Committee, Transportation and Air Quality Committee and ARC Board;
- Opportunities for oral and written comment by email, survey responses, fax, phone calls, regular mail, telephone conversation, public hearings or face-to-face conversations; and,
- A participation evaluation process to assess the effectiveness of public outreach activities.

➤ [LINK: ARC's Regional Transportation Community Engagement Plan](#)

Community engagement occurs continuously not just around a planning process. In this way, relationships are built over time and knowledge is current and useful to all concerned. The following components are essential steps in the public involvement. These components do not represent all of the possibilities for outreach and discussion – only the major components during regional plan development:

- Public dialogue about the needs in the community
- Public consideration and discussion of a proposed project
- Review and comment on a proposed project
- Public input on regional policies, goals and strategies that will determine how the project will look in the future
- Public review of a plan’s technical framework during its development
- Public review of results of plan testing for financial constraints and air quality conformity to federal and state requirements
- Public review of draft plan
- Feedback to public on how their input influenced the planning effort
- Plan presented to ARC committees for consideration and adoption with public comment period
- Formal public hearing on major plan changes
- Plan is adopted by governmental agencies and projects within the plan are then available for funding

To ensure continuous and inclusive participation the ARC utilized a seven-point check list to guide the community engagement process.

1. Partner with other organizations and agencies to maximize participation, with an emphasis on reaching groups that are typically underrepresented in planning processes;
2. Design a community engagement strategy that incorporates a complementary mix of smaller, community-based forums, large-scale public forums and online opportunities for engagement;
3. Encourage participants to remain involved in the full continuum of *The Atlanta Region’s Plan* public input opportunities;
4. Ensure that online content is easy to understand, regularly updated and readily available;
5. Evaluate the effectiveness of activities, modifying the plan as necessary to achieve desired outcomes;
6. Be accountable to participants by reporting back to them at regular intervals, and provide a means for all interested individuals to stay informed and involved with *The Atlanta Region’s Plan*; and
7. Be highly visible in efforts to engage the public to participate and in sharing the results of the project with planners, policymakers and elected officials.

The Atlanta Region's Plan participation process involves anyone expressing interest in its activities and outcomes; however for planning purposes, three broad audiences are identified within the jurisdictions served by the Atlanta Regional Commission:

1. Policy-making elected/appointed officials from local, regional and state jurisdictions; as well as public planning partner staffs who prepare jurisdictional plans, provide background information and advise other public officials;
2. State and local private sector leadership and interested people within special interest groups that consistently engage in issues addressed within *The Atlanta Region's Plan*; and
3. Individuals or groups that participate in ARC activities based on short term, issue-driven concerns.

To better define appropriate activities for these three broad audiences' engagement in *The Atlanta Region's Plan*, the following is a more targeted list of stakeholders who need to have a voice in plan development. By cross-cutting the region's population into these segments, it becomes possible to tailor outreach and engagement activities to meet the different expectations of different groups.

THE ATLANTA REGION'S PLAN - ONGOING STAKEHOLDER ENGAGEMENT

Following is a description of ARC's various regional stakeholder groups and methods of participation for each. This list is not meant to be definitive and there is much overlap within the groups described, yet identifying various stakeholders allows ARC and regional planners to be more deliberate and inclusive in engagement efforts.

ARC BOARD AND COMMITTEES

The ARC Board and Policy Committees represent ARC's and regionally-elected decision-makers. To this end, they direct staff in both planning and implementation activities. The Board was brought into dialogue about direction and policy for *The Atlanta Region's Plan* at their annual retreat and monthly meetings throughout 2016-2019. Briefings on the development of *The Atlanta Region's Plan*, including vision, goals, strategies, activities and outcomes of broader stakeholder involvement were shared throughout the plan development process, prior to key decision milestones. This timely engagement ensured that their input was guiding *The Atlanta Region's Plan* throughout its development. In addition, Board and committee members, including citizen members, were invited to reach out to their constituents for virtual input and to participate in local meetings.

LOCAL GOVERNMENTS

Local governments include county and city governments, local planning commissions, and any economic development and public works departments located in the Atlanta Regional Commission boundaries.

Regularly established and specifically called meetings were held throughout plan development between regional counties, bringing together local government staff, elected officials, and ARC staff. These meetings sought to help local governments understand ARC's regional planning role; present issues identified in *The Atlanta Region's Plan*; as well as collaborate to identify strategies or projects that are supported by both local and regional policy. Discussions also included the region's cities, through interactions at local municipal association meetings.

STATE LEGISLATORS

State legislators that represent the districts covered by the ARC planning areas are a key partner for the ARC. ARC's government and legislative affairs manager works closely with ARC Board members and local governments to ensure that there is a unified regional voice on important issues, such as *The Atlanta Region's Plan*. As *The Atlanta Region's Plan* identifies important policy issues, additional topics for discussion with state legislators become clear.

CHAMBERS OF COMMERCE AND OTHER BUSINESS ORGANIZATIONS

Chambers of Commerce stakeholders include the individual county chambers as well as umbrella, ethnic, regional and state chambers, land trusts, real estate, trade and other economic development organizations. ARC leads the development and implementation of a regional economic competitiveness strategy in concert with *The Atlanta Region's Plan*.

TARGETED PRIVATE/PUBLIC PROFESSIONAL ORGANIZATIONS

ARC works with organizations who target workforce and energy concerns as well as health, housing, public safety and environmental issues. ARC identified and solicited the involvement of public and professional organizations that are interested *The Atlanta Region's Plan*. Meetings occurred throughout *The Atlanta Region's Plan* development process. The groups were asked to review and assist with issues identified in the plan. They were also asked for input on strategies that can be undertaken by their organizations as well as local governments and ARC to implement *The Atlanta Region's Plan*.

CITIZEN AND CIVIC GROUPS

Civic involvement includes leadership and other community groups serving geographic, youth, and senior categories. Many of these groups have mission statements, concerns, and activities that intersect ARC planning goals. These groups are diverse and numerous and are reached through various ARC-led initiatives, including leadership and outreach programs coordinated throughout the agency. All groups are welcome to participate to the fullest extent, particularly if they have mission statements, concerns, and activities that intersect ARC planning goals.

POPULATION AND EQUITY-FOCUSED GROUPS

Representatives from social equity, seniors, youth, disability, limited English proficiency (LEP), ethnic, minorities and low-income groups make up the population-focused sector. ARC works to identify and solicit the involvement of stakeholders who are traditionally underrepresented in the planning process, including individuals protected under Title VI of the Civil Rights Act of 1964, Nondiscrimination in Federally Assisted Programs, and the Americans with Disabilities Act of 1990. The purpose of this dialogue is to help low-income and minority communities and their planning representatives better understand and more effectively engage across a wide range of urban issues, as well as for ARC to achieve sound solutions when

addressing social equity concerns relating to land use and transportation issues. ARC partners with civic, religious, and/or advocacy groups to reach these individuals.

ADVOCACY

Advocacy sectors include persons and organizations whose issue areas might include social equity, environment, housing, sustainability, conservation, historic preservation, greenspace, transportation modes, parks and recreation, health, energy and the needs of the older adult population. Advocacy groups as well as other community, activity or service based organizations are welcome to participate in virtual engagement opportunities, local meetings or to request briefings by ARC staff. Many advocacy groups regularly participate in ARC task forces, advising on a variety of issues related to planning.

RELIGIOUS

The religious sector includes umbrella religious groups as well as other ecumenical councils. Leadership of religious groups are an important bridge to their congregations and groups and are welcome to participate in virtual engagement opportunities, local meetings or to request briefings by ARC staff. ARC occasionally participates in providing educational resources about regional planning to pastoral leadership development programs, by request.

EDUCATIONAL INSTITUTIONS

Educational institutions are especially important to engage in long range planning because they represent the changing future. They include K-12 school leadership and parent organizations; university leadership and students; as well as trade school leadership and students. ARC shared information about *The Atlanta Region's Plan* through university networks and local school districts. ARC houses several youth outreach programs reaching a range of ages from school-aged to graduated students. Through the Model Atlanta Regional Commission, and an active internship program, ARC regularly engages with younger regional residents.

METROPOLITAN PLANNING ORGANIZATION (MPO) INTERESTED PARTIES

Public transit users' representatives, public transit employees' representatives, providers of freight transit services, private providers of transit, and freight shippers have a focused interest and distinct knowledge of transportation that is important to glean during plan development. Interested parties as well as other advocacy, community, activity or service based organizations are welcome to participate in virtual engagement opportunities, local meetings or to request briefings by ARC staff. Many interested parties, representing the public or private sector regularly participate in ARC task forces, advising on a variety of planning issues.

GENERAL PUBLIC

This group represents the "public," a broad definition for all residents of the Atlanta Region. Broad involvement and support from the general public in development of *The Atlanta Region's Plan* is consistently sought. ARC identified and solicit the involvement of the general public through community and advocacy organizations, diverse media outlets, speaking engagements, surveys and internet communications. Local pop-up meetings were held along key transportation corridors to allow the public an opportunity to comment on work underway. Specific webpages for *The Atlanta Region's Plan* are established to provide up to date process, document, mapping resources and input linkages for any interested resident or group.

Figure 2. Snapshot of Various Ways to Engage with ARC Planning Efforts

How to Get Involved: Where do I share my input about transportation?

FORMAL

Did you hear about the ARC's update to the Regional Transportation Plan? I submitted written comments last week.

EVERYDAY

I did hear about it, but I don't know much transportation planning. I am planning to go to ARC's pop-up social tomorrow night on the way to dinner. Wanna join me?

There's more than one way to be a part of the transportation process. Check out this overview and pick what works best for you!

“FORMAL” ENGAGEMENT	“EVERYDAY” ENGAGEMENT
Attend ARC committee meetings, give input at public hearings, submit comments at public meetings	Attend informational meetings, like open house sessions, forums, or panel discussions
Any written or verbal comments submitted at public hearings or during plan public review periods become part of the written record of the plan's development	You can visit a meeting one time, take an occasional online survey, or you can find opportunities for sustained involvement and on-going conversations
Formal engagement is often related to a specific plan or policy	There are many opportunities for engagement around policies and vision-setting to guide specific plans
	Connect with ARC via social media or subscribe to an online newsletter for regular information on latest happenings

Figure 3. More about How to Get Involved

Where to Share Your Input Locally	Involvement at ARC	Events to Share Your Input
<p>Master/Comprehensive Plan Meetings To find out more about these meetings check your city/county website for information</p>	<p><u>Attend ARC Meetings or Events</u></p>	<p>VOTE - in every election!</p>
<p>City/County Council Meetings To find out more about these meetings check your city/county website for information</p>	<p><u>Join an ARC Advisory Group</u></p>	<p>Open Houses Check city/county website and social media for events</p>
<p>Neighborhood Associations Research about your local area to find where these meetings take place and when meetings are taking place</p>	<p><u>Sign up for ARC newsletters and follow social media</u></p>	<p>Local Plans Check city/county website and social media for events and info</p>
	<p><u>Submit Written or Verbal Comments to ARC</u></p>	<p>Surveys/Studies Check city/county website and social media for events</p>



Photo Source: Ryan Barrett Photography

SPECIAL INITIATIVES

The Atlanta Region's Plan 2020 Update - Stakeholder Engagement Activities Since 2016

During the development of *The Atlanta Region's Plan* (2016), ARC incorporated more than 25,000 interactions with regional stakeholders through a series of online and telephone surveys, discussion groups, large-scale forums, and more. This feedback continued to inform the development of the 2020 TARP Update. In addition, ARC continued to engage stakeholders through various activities including summits, leadership panels, workshops, committee meetings, advisory groups, ongoing program and more. A high-level listing of key outreach activities follows, along with more detailed description of a Future Focus targeted outreach program.

Key Engagement Activities Timeline

In addition to regularly held committee, task force, and advisory meetings, as well as close coordination with local and regional communities, ARC hosted the following targeted engagement efforts:

2016

- Regional Active Transportation Summits
- SHRP2 Future Exploratory Scenario Workshops
- Millennials Advisory Panel
- Updates to Atlanta Region's Plan website

2018

- Updates to Atlanta Region's Plan website
- Civic Dinners on Mobility, Livability, and other policy issue areas
- Transportation Equity Advisory Group
- ConnectATL Technology Summit & Quarterlies
- Intelligent Transportation Systems & System Management Stakeholder Engagement
- ARC Community Engagement Regional Citizen Survey
- ARC Strategic Stakeholder Engagement Plan Development

2017

- Updates to Atlanta Region's Plan website
- ConnectATL Technology Summit
- Regional Active Transportation Summits
- Freight Planning Workshops
- CATLyst Economic Strategy Development
- SHRP2 Future Exploratory Scenario Workshops
- Transportation Equity Advisory Group
- Global Atlanta Advisory Panel
- Managed Lanes Investment Open Houses

2019 (OCT - DEC)

- Updates to Atlanta Region's Plan website
- Pop-Up Open House - public meetings – a series of 6 meetings throughout the region featuring project list, high level planning information, interactive living infographics, and a gallery of exhibits
- In person community meetings
- Civic Dinner Future Focus partnership events and parties
- Future Focus tool outreach (board, youth, focus groups, online survey, etc.)
 - Online tool promotion – www.futurefocusatl.org
 - Special features on ARC and partner social media and What's Next ATL site/podcasts
 - Outreach to local media
- Official public review period, November 11 – December 13
- TARP 2020 Update Public Hearing – November 14

2019 (APR - JUN)

- Updates to Atlanta Region's Plan website
- Regional Community Engagement Plan Update (transportation resident guides)
- Resilience story map and crowdsourcing
- Future Focus tool outreach (board, youth, focus groups, online survey, etc.)
 - Online tool promotion: www.futurefocusatl.org
 - Special features on ARC and partner social media and What's Next ATL site/podcasts
 - Outreach to local media
- Civic Dinner Future Focus launch party

2019 (JUL - SEP)

- Updates to Atlanta Region's Plan website
- June/July stakeholder coordination RTP projects
- ConnectATL quarterly/ITS/TSMO workshops
- Civic Dinner Future Focus partnership events and parties
- Future Focus tool outreach (board, youth, focus groups, online survey, etc.)
 - Online tool promotion – www.futurefocusatl.org
 - Special features on ARC and partner social media and What's Next ATL site/podcasts
 - Outreach to local media

Targeted Stakeholder Engagement Efforts

FUTURE FOCUS ATL: HOST, PLAY, LAUGH, VISIT

Since the adoption of *The Atlanta Region's Plan* (2016), ARC began a concerted effort to explore the potential impacts of changing and advancing technology on the regions infrastructure and communities. As *The Atlanta Region's Plan* (2020) began to explore these themes, ARC conducted a targeted community engagement effort to bring the public into the dialogue and to hear their perspective on the direction they wish the Atlanta region to move towards.

This effort, branded "Future Focus ATL" asked regional residents to "Imagine the year 2050". ARC asked stakeholders a series of thought provoking questions:

- What do you think metro Atlanta will be like three decades from now?
- Will advanced technology (self-driving cars and other gizmos yet to be invented) bring solutions to age-old problems?
- Will today's challenges only grow as the years pass, leaving us in crisis?

Reflecting on these questions will help local leaders, planners, and regional communities to look decades ahead in order make smart decisions and investments today.

In response, ARC put together an innovative outreach program that features several ways to get involved in *The Atlanta Region's Plan* update:

- **HOST** or attend a Future Focus-themed Civic Dinner: dig into a structured discussion about the region's future with 6-10 people over a meal. Raise a glass to the future, whatever may come. Salud!
- **PLAY** Future Focus ATL online game: an interactive online game exploring nine big trends that a panel of national experts convened by ARC say will impact the future – things like environmental change and "smart" infrastructure – and making choices about where the region is headed. Based on individual answers to the game, players are navigated to one of four alternate 2050 scenarios, kind of like those Choose Your Own Adventure books from childhood.
- **LAUGH** along with the Dad's Garage teen improv group, which will perform a show that dares to envision metro Atlanta in 2050, when these fresh-faced teens will squarely be in middle age. A structured discussion amongst adult audience members about their own thoughts about the region's future will follow as a reflection to ideas presented by the teen improv group.
- **VISIT** a pop-up open house: attend an immersive, interactive, planning themed gallery highlighting projects and plans from *The Atlanta Region's Plan*. Residents were able to review and provide feedback on *The Atlanta Region's Plan* update, including a list of proposed transportation projects.

Feedback from each of these activities was compiled to help regional leaders and planners understand the kind of future that residents think we'll face, as well as their biggest concerns – input that's critical to supporting this 2020 update to the long-range plan.

FUTURE FOCUS ATL: ONLINE GAME

Between 2016 to 2018 and supported by a Strategic Highway Research Program grant, ARC conducted an extensive research and stakeholder engagement effort to dig deep into exploratory scenario planning and consideration of the key disrupters likely to impact transportation and community infrastructure in metro Atlanta over the next 30 years. The Future Focus ATL online game was a key development from this extensive effort.

Figure 4. Media for *The Atlanta Region's Plan* Future Focus ATL

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!
civicdinners.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

NINE DRIVERS OF CHANGE

ARC convened a group of national experts across disciplines to peer into the future and come up with a list of the trends and issues most likely to drive change. Here's what they came up with:

- Ride hailing/car sharing
- Transportation finance structure
- Port traffic
- Autonomous vehicles
- Intelligent infrastructure
- Water supply
- Spatial, racial, and economic equity
- Aging of the population
- Climate change regulations

Future Focus ATL takes participants on an exploration of these trends, giving facts and descriptions of potential outcomes for each one. As players explore, they are asked to rate what outcomes seem most and least likely for each trend. Their answers determine a potential future scenario associated with the players responses.

Figure 5. Drivers of Change

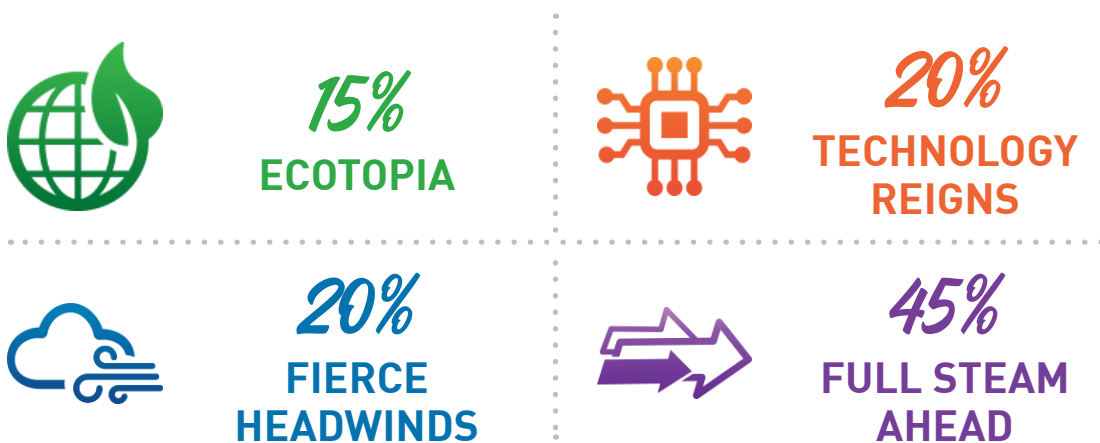


FOUR ALTERNATE FUTURES SCENARIO

Future Focus: ATL envisions four very different possible future scenarios. These exploratory scenarios help consider potential “worlds” in a way that sets the stage for further policy discussions:

- **Ecotopia** – The world has gone green in a big way. The development vs. environment debate has been settled, with sustainability rising the forefront of public consciousness.
- **Fierce Headwinds** – Conflict rages across the Middle East. The European Union has broken apart, causing wild swings in world financial markets. Prolonged drought in Africa has sparked violent clashes over scarce resources. China’s once unstoppable economy remains mired in a deep recession, pulling down economies across the globe.
- **Technology Reigns** – Once known for its sweet Southern charm, metro Atlanta has changed. Gone are the days of personal customer service as robots now take orders at the Varsity and other fast-food restaurants. That’s right, no more “Whaddya-have? Whaddya-have?”
- **Full Steam Ahead** – Metro Atlanta has continued to exhibit strong, steady growth. With a population of 9.2 million, the region has overtaken San Francisco, Washington and Houston to become the sixth-largest metro area in the country. Trends that were present in the first two decades of the 21st century have continued, though at a moderately accelerated rate.

Figure 6. What Scenario is Most Likely to Happen in the Future?



WHAT'S NEXT ATL PODCAST EPISODE – FUTURE FOCUS

ARC began developing a podcast in 2018 and has generated a number of regional followers. Each episode highlights a different aspect of regional planning, with interesting tidbits, historical background, specific local examples, and even humor.

To highlight the public and regional dialogue about the long-range future, a special episode was created. The episode focused on the nine identified trends, the scenario planning game, as well as the process for developing a long-range comprehensive plan, like *The Atlanta Region's Plan*.

Figure 7. Media for What's Next ATL, ARC's podcast about the issues critical to metro Atlanta's future, and the people taking them on. The podcast is powered by the cool data nerds at ARC and former public radio nerd Kate Sweeney.

The screenshot shows the homepage of the 'What's Next ATL' website. The header includes the logo 'what's next ATL' and the tagline 'Understanding our region. Exploring our future.' Navigation links include 'TOP 10 CHALLENGES', 'TOPICS', 'PODCAST', 'GET INVOLVED', and 'ABOUT'. A main article is featured with the title '3 Ways to Imagine ATL in 2050 – and Help Shape the Region's Long-range Plan' by Paul Donsky, dated July 24, 2019. The article includes an illustration of a futuristic city with wind turbines, solar panels, and self-driving cars. A sidebar on the right features a 'STAY INFORMED' section with a newsletter sign-up form and a 'RELATED STORIES' section with links to other articles. A 'what's next ATL the PODCAST' banner is also visible, featuring a photo of a woman wearing a headset.

LINK: What's Next ATL Podcast

2019 CIVIC DINNERS OVERVIEW

Since 2015, ARC Civic Dinners has been a significant community engagement effort of the agency, used to support a variety of initiatives. Future Focus, a conversation designed to support *The Atlanta Region's Plan*, was ARC's signature Civic Dinner activity in 2019.

The Future Focus conversation kicked off in early June with a large-scale Launch Party in the City of Atlanta. A second large-scale Civic Dinner event occurred in September. Civic Dinners continued through December and were able to help people imagine the future, specifically 2050, in new and different ways.

Conversation questions were designed with the intention of capturing ideas, insights and recommendations from participants and funneling this input into the Plan update process. Hosts and guests completed surveys to record the content of each dinner conversation, and in the case of large events with multiple dinners, note-taking was done in real time.

Future Focus Conversation Questions: The conversation was designed in accordance with an interdisciplinary understanding of public narrative, defined as the art of translating values into action. In recent years, scholars have studied narrative in diverse disciplines including psychology, sociology, anthropology, political science, philosophy, legal studies, cultural studies, and theology. It is a technique well-suited to community engagement because it is grounded in storytelling.

Figure 8. Conversation Card used to Guide the Future Focus Civic Dinner

ARC
Atlanta Regional Commission

JOIN US AT THE TABLE

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

HOST GUIDE

Thank you for your leadership in hosting a Future Focus: ATL Civic Dinner for ARC.

Need some help? Email support@cividdinners.com

CIVIC DINNER FORMAT

- 6-10 DIVERSE GUESTS
- 3 BIG QUESTIONS
- EQUAL TIME TO SHARE
- ONE VOICE AT A TIME

YOUR ROLE AS HOST

As a host, your main role is setting a date, time and location for friends, neighbors and colleagues to gather together over food and follow our simple conversation guide created for the Future Focus: ATL conversation.

Here are just a few things to keep in mind as a host:

- Keep track of your dinner on cividdinners.com/ARC-FutureFocus
- Dinners can be in homes or restaurants, as long as it is quiet.
- Everyone pays for their own meal or brings a dish if it is potluck, so there is no cost burden on the host.
- The Host Guide includes all prompts and questions that guide the conversation so you can sit back, relax and listen.
- Civic Dinners are designed to be inclusive, so try to invite diverse voices to the table to create a robust conversation.
- Remember to post photos and share with [#ARCCividdinners](https://twitter.com/ARCCividdinners)
- After the dinner, Civic Dinners will follow up with guests with a survey link to share their reflections, ideas, and feedback.

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ARC's experience with the Civic Dinners initiative suggests that meeting over a meal and telling a story about oneself allows people to become more open to discussion about shared community challenges and what actions can be taken to address them. ARC's Future Focus Conversation was designed to facilitate this type of discussion. The questions served as the organizing structure for the following summary of input received.

Future Focus Conversation Summary:

The themes presented below represent an amalgamation of feedback provided directly by hosts and guests via a follow-up survey. Additionally, they were culled from the real-time notes collected at larger Civic Dinner events. Responses are aligned with the question that elicited them.

Q: Share your name, how long you've lived in metro Atlanta, your favorite invention from the past 30 years and one thing that excites you about the future.

Whether looking forward or backward, Civic Dinner attendees spoke about revolutionary change ushered in by technology. Favorite inventions of the past 30 years invariably pointed to opportunities and positive outcomes created by the internet and the smartphone.

In addition to bringing people together more effectively than ever, participants expressed excitement about some of the following potential future impacts of an increasing access to information:

- Creation of culture shifts, a shared economy and ATL as a major hub for technology and innovation.
- More social activities available on one's smart phone, both for connectivity and collaboration.
- Smart cities, things and transportation, including smart connectivity, GPS, watches, clothes, and facial recognition/listening devices.

Q: What do you expect ATL metro to be like in 2050? Be as descriptive as possible.

When asked to describe metro Atlanta in 2050, three key themes emerged:

- People surmised that density would likely increase, especially along the interstate corridors. In addition, they described local communities that were more complete, with urban farms, smarter use of wasted space and greener, more creative use of natural assets and infrastructure. Local transit options, bike and pedestrian networks could and would help infrastructure facilitate a greener community;

- At the regional level, some expressed concern that more people, less affordable housing, a higher cost of living in the city and more congestion could create a region where the wealthy lived in the city and lower income people were pushed into the suburbs, regardless of where they wanted to live. Yet, others wondered if the suburbs would reinvent in a more prosperous and progressive manner - as the next generation of millennials and families looks for affordable housing. In most cases, people wanted to envision a future where everyone in the region could benefit, not just a privileged few; and
- A third theme, the most dominant touch point of every conversation, was transportation. Participants expect the development of a very sophisticated transportation system (air, ground, autonomous, horizontal and vertical separation, high speed rail) where travel is more like surfing the net than it is like sitting in traffic. People speculated that autonomous vehicles could lead to more efficient use of the interstate, better freight connectivity and more global accessibility.

Q: What is one issue that concerns you the most as you think about the future of metro Atlanta?

Three dominant and two secondary themes characterize the discussions held about issues and concerns. The three top concerns were:

- Gentrification
- Transportation
- Equity

Secondary issues were:

- Education
- Climate change

Many guests expressed concern about the gentrification of historic neighborhoods in and around the City of Atlanta. Many described situations where as a consequence of recent and expected waves of population growth, there is a lack of affordable housing which is displacing long-time or lower-income residents; forcing them to move to other communities, and in the process, losing long-standing cultural and community character. Perhaps because the attendees at Civic Dinners skew toward younger people living in urban areas, many participants expressed concern about the impact of growth on local in-town communities.

Transportation was also top of mind for many participants, along with concern that there still needed to be more investment in public transit. “Autonomous vehicles will only work in tandem with public transport and last mile connectivity”, stated one guest. There was a shared sentiment that transportation innovation was exciting, but it would not, in-and-of-itself, solve metro Atlanta’s traffic problems. More widespread use of transit was needed now and would be needed in the future.

Equity, specifically concern about income inequality, was also widely discussed. People noted the polarization of people by income and digital competency. They expressed concern about the elimination of jobs by artificial intelligence (AI) and the fact that new manufacturing jobs would require new skills and advanced technology. In addition to a shrinking middle class, participants were concerned that many people were lacking important education and skills, in topics like writing and financial literacy, and that some of the building blocks of democracy seemed to be eroding. One Civic Dinner guest expressed the irony that people were connected socially (via technology) but less engaged in community life and democratic processes.

Conversation about issues and the future also brought up concern about climate change. Some participants expressed concern about whether food/water and housing availability would be able to withstand extreme weather events. Others spoke about water and expressed fear about drought and about flooding. And there was a generalized overarching concern about the sustainability of metro Atlanta’s growth: “Who’s going to bear the cost of our failure to plan correctly for the environment?,” expressed one Civic Dinner attendee.

Q: What do our communities need to do now to move metro Atlanta in the direction we want? What role can you play in making sure your community is prepared for future generations to thrive?

A conversational pivot toward action led to comments in three broad categories:

- Policy and infrastructure investment
- Participation
- Education

Often, conversation related to this question went first to local community governance and policy. Housing, including mixed income housing, tiny houses, home ownership incentives and affordable housing, was referenced as foundational for better community planning and more holistic vision. The starting point, according to one Civic Dinner attendee, would be more transparency in zoning and development.

Another policy theme was related to transportation infrastructure investment. Investment in transit, paired with smart cars, trucks and trains and other innovations, was often touted as a top priority for transportation planning and policy. This theme was paramount, however, there was also a cautionary note about technology. Several participants wanted regulation and/or policies to protect individuals from “smart cities”. There was concern about the extent of personal data being collected and how it could be used now and in the future.

A third policy theme was the hope that metro Atlanta would become a climate leader in the southeast. Whether it was planning for climate catastrophe with the foresight that Atlanta could easily become a climate refuge for coastal community residents or it was moving toward 100% clean energy, a number of Civic Dinner participants wanted local and regional government to do more to create public policy that addressed environmental threats, to plan for a sustainable future, and to invest in green and water infrastructure.

Participation in local government was also frequently discussed as part of a successful path to the future. Here, some attendees stated their belief that it was important for all residents to hold their elected officials accountable and to

get involved in the governance and decision-making of their communities. Working together, becoming educated in the issues, and listening to people share their experience could become a pathway to building community and advocating for regional solutions.

Education, specifically public education was the other area of much discussion. Addressing the divide between the quality of public and private education was referenced as a starting point for change. “We need to start by valuing people”, said one participant, “What need to ensure that the least among us has a chance to succeed because, at the end of the day, there needs to be upward mobility.” This was offered as a call to action for the local and regional communities of metro Atlanta.

2019 CIVIC DINNERS - BY THE NUMBERS

In 2019, the Future Focus Civic Dinner has had about 40 dinners hosted and several special events, engaging between 377 people overall. Other dinner conversations, like Mobility, Prosperity, Livability, among others contribute community feedback and a sense of understanding towards *The Atlanta Region's Plan* as well.

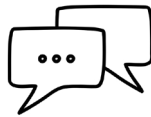


Table 1. Number of Civic Dinners by Conversation Topic

CONVERSATION TOPICS	2018	2019	TOTAL
Affordable Housing	9	8	17
Reimagine Aging	41	33	74
Arts and Culture	20	8	28
Sustainability	4	12	16
Livability	36	7	43
Prosperity	27	6	33
Mobility	23	6	29
Future Focus ATL	-	40	40
Education and Work	7	2	9
TOTAL	167	122	289

Table 2. Number of Civic Dinner Participants by Conversation Topic



CONVERSATION TOPICS	2018	2019	TOTAL
Affordable Housing	51	87	138
Reimagine Aging	320	199	519
Arts and Culture	130	77	207
Sustainability	27	59	86
Livability	276	29	305
Prosperity	191	26	217
Mobility	191	43	234
Future Focus ATL	N/A	346	346
Education and Work	48	10	58
TOTAL	1234	876	2110

THE ATLANTA REGION'S PLAN - OPEN HOUSES

Throughout October and November 2019, ARC hosted a series of six immersive, experiential pop-up open houses throughout the region to share information about *The Atlanta Region's Plan*. Each of these open houses displayed information about *The Atlanta Region's Plan* – from advances in transportation technology, innovative efforts to address the region's affordable housing challenges, economic development, planned transit expansion, and much more – all presented in a visually engaging, easily digestible manner printed on large 6'x4' boards.

These displays were shared in a format akin to an art gallery, where attendees perused information while walking through various interactive stations, including “Living Infographics”, searchable transportation project databases on laptops, and budget/investment coloring activities. Additionally, attendees were asked to share personal stories about transportation while posing for a portrait photo.

One unique, fun aspect of these open houses was a series of “Living Infographics” developed by a local designer. Answering questions using string attached to a series of nails on large rolling wooden frames, attendees were able to share about their current commute and their preferred transportation investments. The feedback collected via these “Living Infographics” was then portrayed as digital, interactive infographics, included in this report.

Figure 9. Rendering of Oversized Infographics used for Open Houses



Oversized Infographics: The following three pages depict a sample of the oversized infographics used for *The Atlanta Region's Plan* open houses. High-resolution versions of the twelve oversized infographics are available for viewing on ARC's website.

LIVABLE *Centers* INITIATIVE

The Livable Centers Initiative (LCI) is a grant program that incentivizes local jurisdictions to re-envision their communities as vibrant, walkable places that offer increased mobility options, improve air quality, encourage healthy lifestyles, and provide improved access to jobs and services.

Since the program's start in 2000, LCI has played a substantial role in mobilizing the region to take action on issues including better street design and land use policy, increased density, and a growing appetite for transit. The program prioritizes funding studies in areas with a direct connection to the high-capacity regional transit system and areas that are traditional Main Street and downtown communities.

Number of LCI Studies:

122

Number of transportation projects:

116

Total LCI Funds Awarded to Date:

\$255 MILLION

LCI Funds Available through 2050:

\$445 MILLION

Illustrated LCI Projects

RECENT HIGHLIGHTS:

				
\$400,000	\$350,000	\$8,196,300	\$150,000	\$10,248,600
GWINNETT COUNTY	AEROTROPOLIS ATLANTA CIDs	LEE STREET TRAIL	TOWN CENTER CIDs	ENCORE PARKWAY BRIDGE
Gwinnett County, in cooperation with the Gateway85 CID, Gwinnett Place CID, and Sugarloaf CID, will use its LCI grant to develop land use and development implications of potential bus rapid transit service connecting Jimmy Carter Boulevard to Sugarloaf Parkway.	The Aerotropolis Atlanta CIDs in cooperation with the cities of Atlanta, East Point, Forest Park, Hapeville, South Fulton, Union City, and Clayton County will continue the work of the Aerotropolis Greenway Plan by developing concepts within the jurisdictions to implement their "Model Miles".	The City of Atlanta will build a 2.4 mile long segment of the Lee Street Trail to connect West End and the Beltline corridor to the Oakland City and Lakewood-Fort McPherson MARTA stations.	This study will focus on creating a walkable entertainment area along the Chastain Road corridor, including consideration of multi-use trail connections, alternative transportation opportunities, traffic calming, last mile connectivity, and sense of place.	The Encore Parkway Bridge has been replaced and upgraded to improve safety and mobility features, such as the addition of 6' bike lanes, 8' sidewalks, raised medians, pedestrian buffers, improved signals, and streetscape features including street trees, landscaping, pedestrian lighting, and street furniture.

REGIONALLY *Important* RESOURCES

The Regional Resource Plan, a component of The Atlanta Region's Plan, is designed to:

- Enhance the focus on protection and management of important natural and cultural resources in the Atlanta region.
- Provide for careful consideration of and planning for impacts of new development on these important resources.
- Improve local, regional, and state level coordination in the protection and management of identified resources.

Resources identified in the plan fall into one of three categories:

- AREAS OF CONSERVATION AND/OR RECREATION**
- HISTORIC AND CULTURAL RESOURCES**
- AREAS OF AGRICULTURAL AND/OR SCENIC VALUE**

KEY PROJECTS:

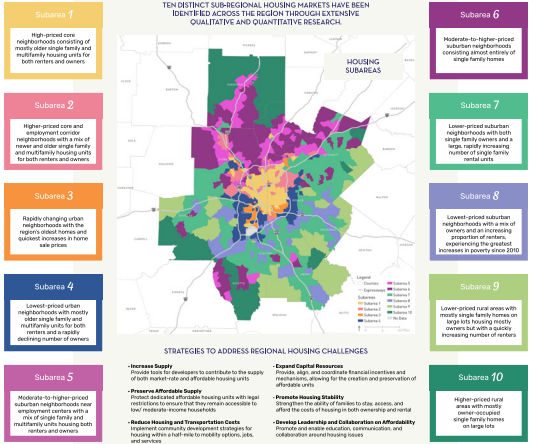
- CHATTAHOOCHEE RIVER GREENWAY**
ARC is working with a team of experts to develop a plan for the Chattahoochee River. The plan will consist of a network of greenways and greenways that create a vital and accessible corridor and promote stewardship and conservation of the river.
- WATER RESOURCES MANAGEMENT PLAN**
The Water Resources Management Plan is a plan that provides a framework for water management policies and programs that protect water quality, supply, and recreational value, both within the region and for its downstream neighbors.
- LOCAL HISTORIC PRESERVATION PLANNING**
Through the Community Development Assistance Program, ARC offers planning assistance to local communities at a range of scales. Working with them on several projects focused on historic preservation, ARC has coordinated with other planning initiatives such as economic development, workforce development, and creative placemaking.
- ARTS, CULTURE, AND CREATIVE PLACEMAKING STRATEGIC TEAM**
In partnership with the agency charged with Arts, Culture, & Creative Placemaking Strategic Plan, ARC is working with a team of experts to develop a plan for the Chattahoochee River. The plan will consist of a network of greenways and greenways that create a vital and accessible corridor and promote stewardship and conservation of the river.
- ORCHARD PROJECT & FRUIT TREE SALE**
The Atlanta Region's Community Development Assistance Program (CDAP) is a program that provides a framework for water management policies and programs that protect water quality, supply, and recreational value, both within the region and for its downstream neighbors.
- CITY AGRICULTURE PLANS**
ARC and Fruit and Veg Atlanta are collaborating on a City Agriculture Planning Process to bring together growers, community leaders, and city officials to create city-wide plans that provide a framework for the future of agriculture in the City of Atlanta. The City of Atlanta has been selected to pilot the City Agriculture Planning Process, and ARC will be leading this process in the coming months.



REGIONAL *Housing* STRATEGY

Understanding and Addressing Housing Challenges via A Data-Driven Toolkit:

- EDUCATIONAL:** Information about housing affordability
- ANALYTICAL:** Data portal of community housing characteristics, issues, and opportunities
- ACTIONABLE:** Tools for local housing challenges and solutions



- Increase Supply:** Provide tools for developers to contribute to the supply of both market rate and affordable housing units.
- Preserve Affordable Supply:** Provide tools to ensure that new market-rate units with legal restrictions do not displace affordable units.
- Reduce Housing and Transportation Costs:** Provide tools to ensure that new market-rate units with legal restrictions do not displace affordable units.
- Expand Capital Resources:** Provide data and coordinate financial incentives and investments necessary for the creation and preservation of affordable housing.
- Promote Housing Stability:** Develop a toolkit of resources to assist and offset the costs of housing (both ownership and rental).
- Develop Landlords and Collaboration on Affordability:** Provide an online resource, communications, and collaboration around housing issues.

WHAT'S NEXT?

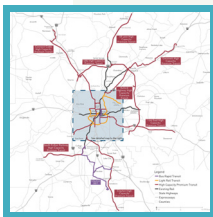
Explore our Online Tool
<https://atlantaregionalplanning.com/atlanta-regional-housing-strategy/>

Have more conversations about housing in your community.



TRANSIT *Expansion*

REGIONAL TRANSIT EXPANSION



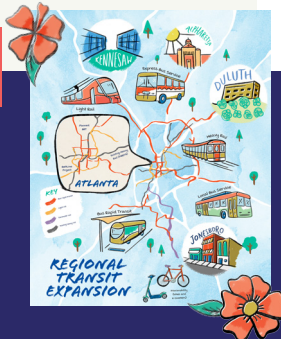
Although an initial technology such as light rail, bus rapid transit has been identified through concept planning work on many of these transit corridors, the final technology will evolve as the project advances through engineering, environmental and community engagement activities. You can follow the progress of these projects by staying involved with your local government and transit planning agencies.

CITY OF ATLANTA TRANSIT EXPANSION



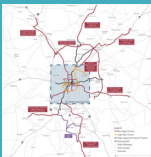
With recent updates in transit funding for projects in the City of Atlanta, like HOV 3+ HOV 2+ lanes, many new connections, stations, and projects are planned. You can learn more from MARTA and the City of Atlanta.

Q What is the most important thing to consider when we add future transit in the region?



WWW.ATLANTAREGIONSPAN.ORG

KEY *Transportation* PROJECTS



TRANSIT EXPANSION

The Atlanta Region's Plan commits \$10.6 billion for transit expansion projects, including bus, rail, and streetcar. Most of these projects are programmed in the later years of The Atlanta Region's Plan's 30-year planning horizon. The timing could be accelerated if additional local funding sources are found, such as a dedicated sales tax for transit.

MAJOR MOBILITY INVESTMENT PROGRAM

The Atlanta Region's Plan allocates \$13.6 billion through 2050 to build an expanded network of managed express toll lanes and interchange reconstructions on key highway corridors that provide faster, more reliable trips. Transit vehicles, such as the regional Xpress bus system, are able to use these express lanes, offering a more reliable commuting option.



BIKING, WALKING, TRAILS, AND TRANSIT ACCESS

ARC's bicycle & pedestrian plan, Walk, Bike, Thrive!, envisions the completion of a regional-scale trail network, community scale walking and bicycling networks, and first- and last-mile connections to regional transit systems. The Atlanta Region's Plan includes funding for the completion of a regional system as well as for other regionally-significant pedestrian, bicycle, and transit-access projects. Regional funding for bicycle and pedestrian infrastructure is projected to be \$19 billion through 2050, with additional funding from local governments to support community-scale efforts.

DASH

DASH is an interactive, online tool developed by ARC to better communicate and visualize regional trends related to transportation and equity. DASH is intended to help our staff, our partners, policymakers, and Atlanta area residents explore our region's performance - including both where we are excelling and where we need to make progress.

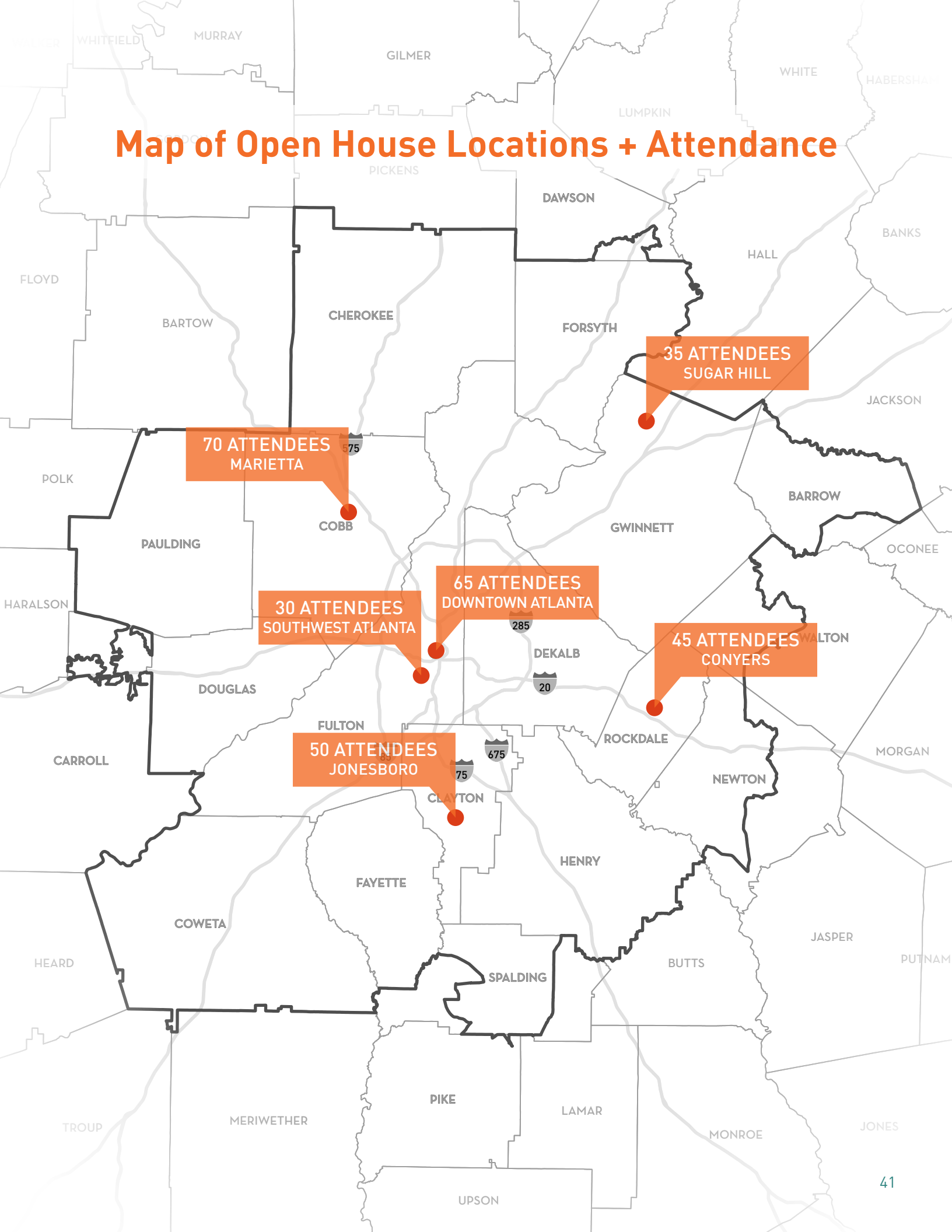


THE ATLANTA REGION'S PLAN - DRAFT PROJECT LIST

Searchable, detailed draft project information is available, listed by type: transit, roadway, and last-mile connectivity.



Map of Open House Locations + Attendance



Living Infographic #1 - Commuting Chord

Diagram: The most popular Living Infographic was a chord diagram asking people to share information about where they live, what mode of transportation they use, and how long it takes them to commute to school or work.

Overwhelmingly, 66% of the folks who participated in this activity drive a car by themselves to work or school. Many seemed surprised to see this data taking shape during the events, which is interesting – a lot of people assume that others take alternate forms of transportation.

Figure 10. Commuting Chord Diagram Results

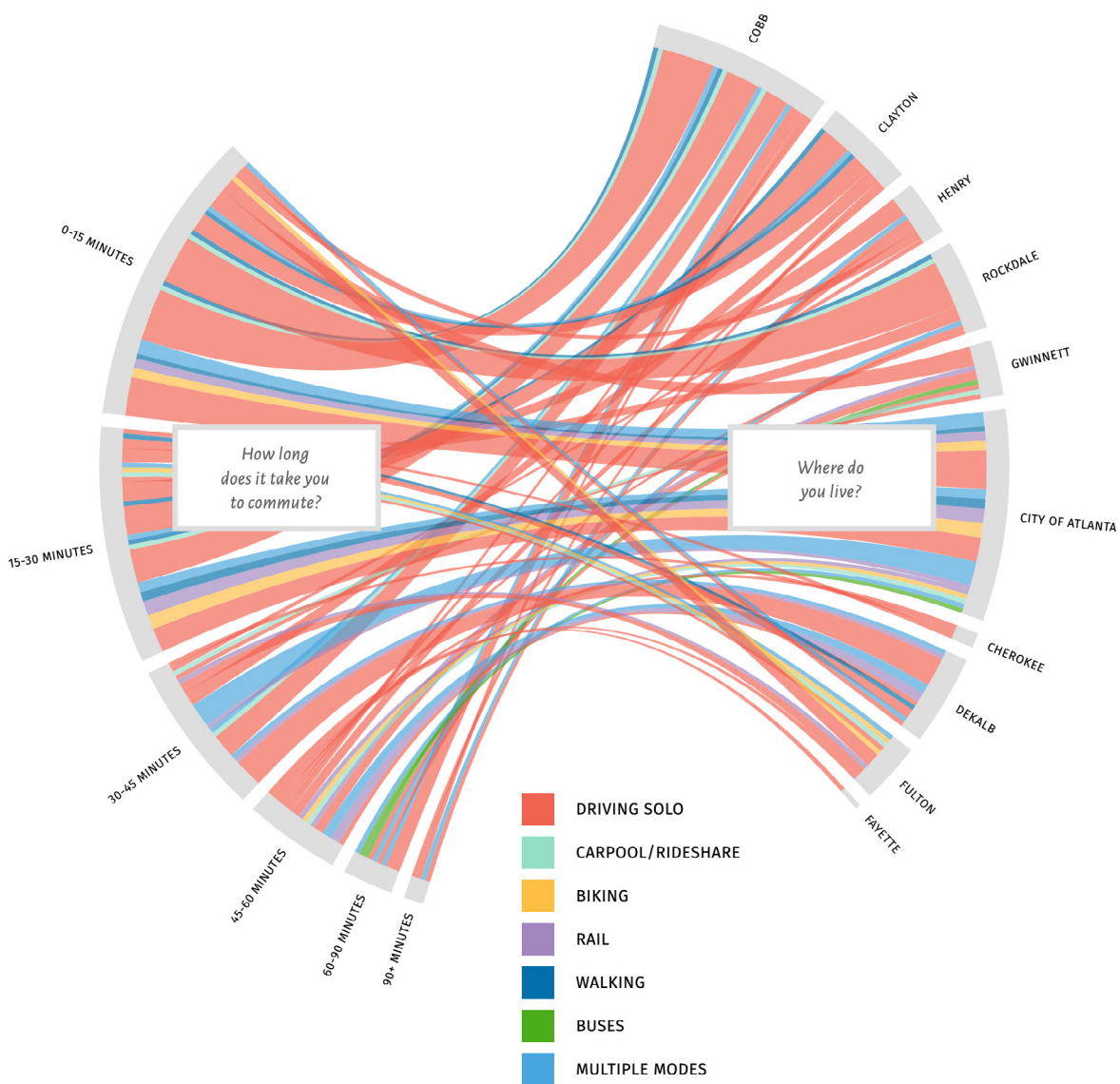


Figure 11. Commute Time & Residence Results

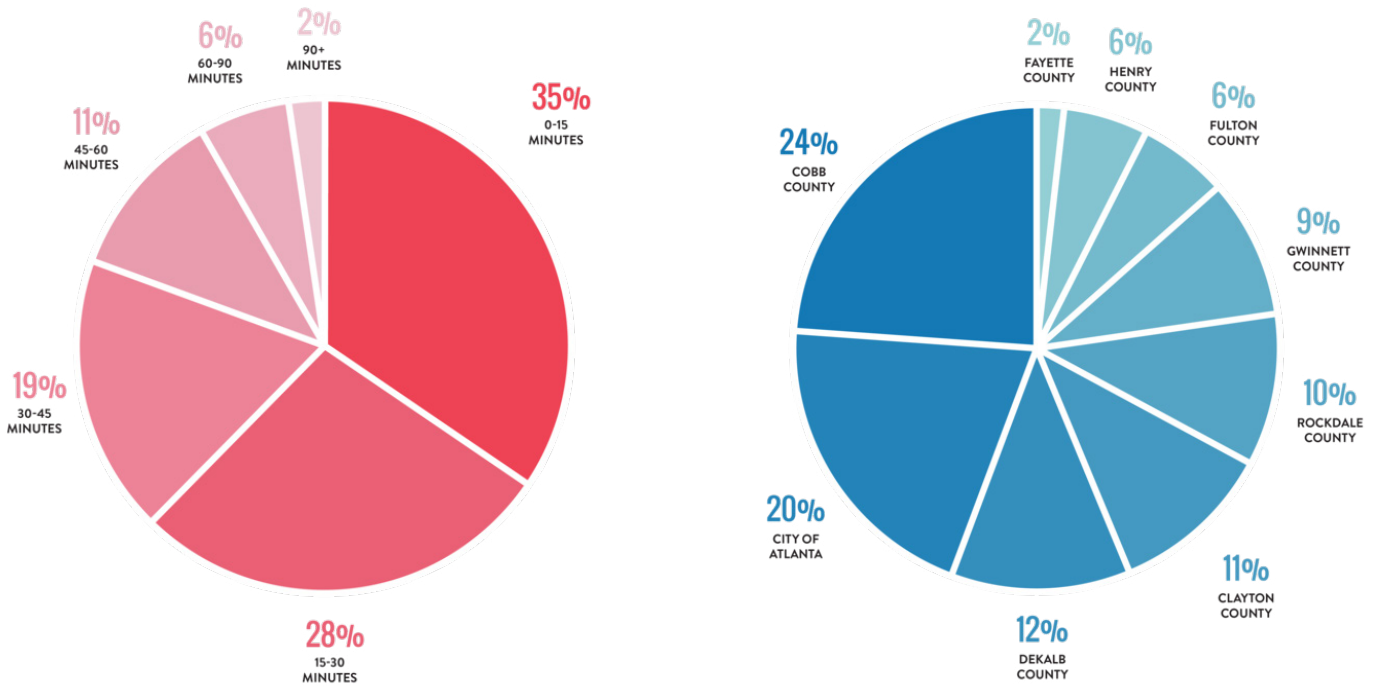
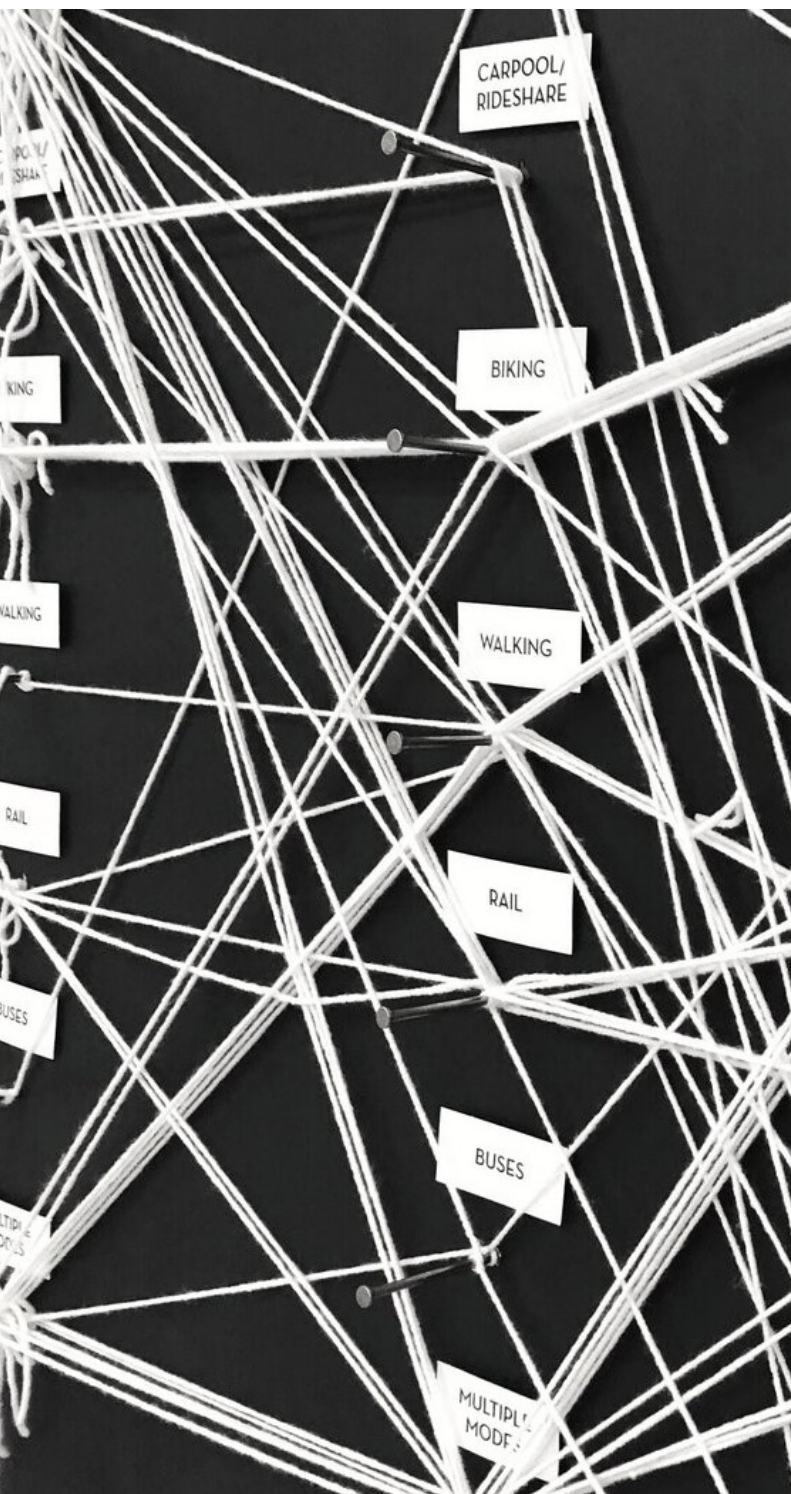


Figure 12. Photos of the Commuting Chord Living Infographic





Living Infographic #1 - Parallel Coordinates:

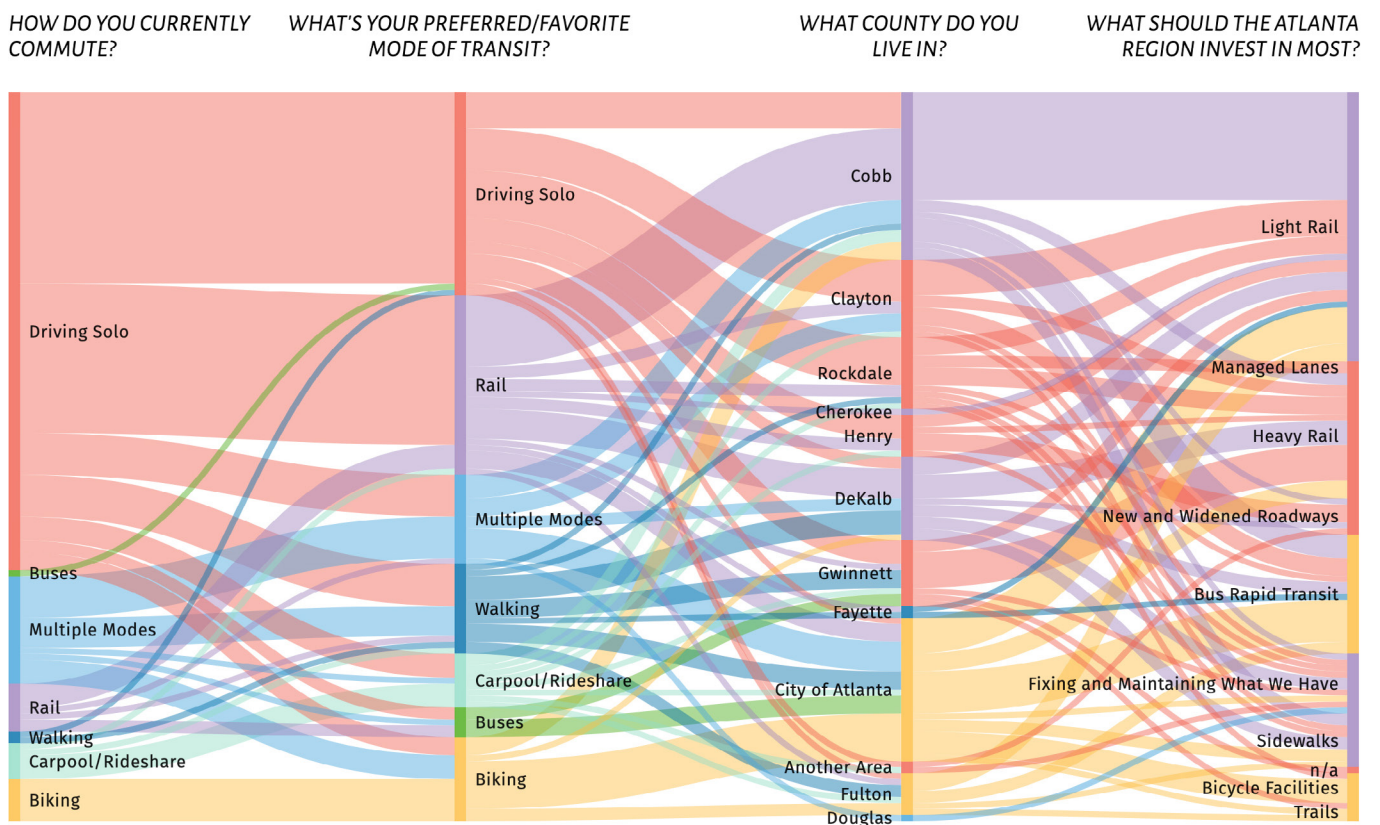
The second, parallel coordinates, interactive infographic station polled attendees about which transportation investments they most prefer. This polled attendees about how they would like to prioritize transportation investments.

Even before the event was over, a pattern emerged: most of the respondents reported that they drove solo, but about 50% of them preferred to continue doing so. After that, the next largest group wished they could commute by rail. In general, one of the interesting things about this graph is that a lot of people already prefer the type of commute they have. People who like to drive do so, people who like to take the train do so. This in turn informed their goals for the region's budget: folks who ride their bike to work and want to keep doing so.

Additionally, suburban respondents had higher rates of driving, which makes sense considering that outside of the city, activities are pretty spread out. Very few City of Atlanta respondents mentioned that they commute via vehicle; almost half of the respondents ride a bike to work, followed by walking, rail and multiple modes (which can mean driving a car to a MARTA station).

Figure 13. Photo of Parallel Coordinates Living Infographic

Figure 14. Parallel Coordinates Results

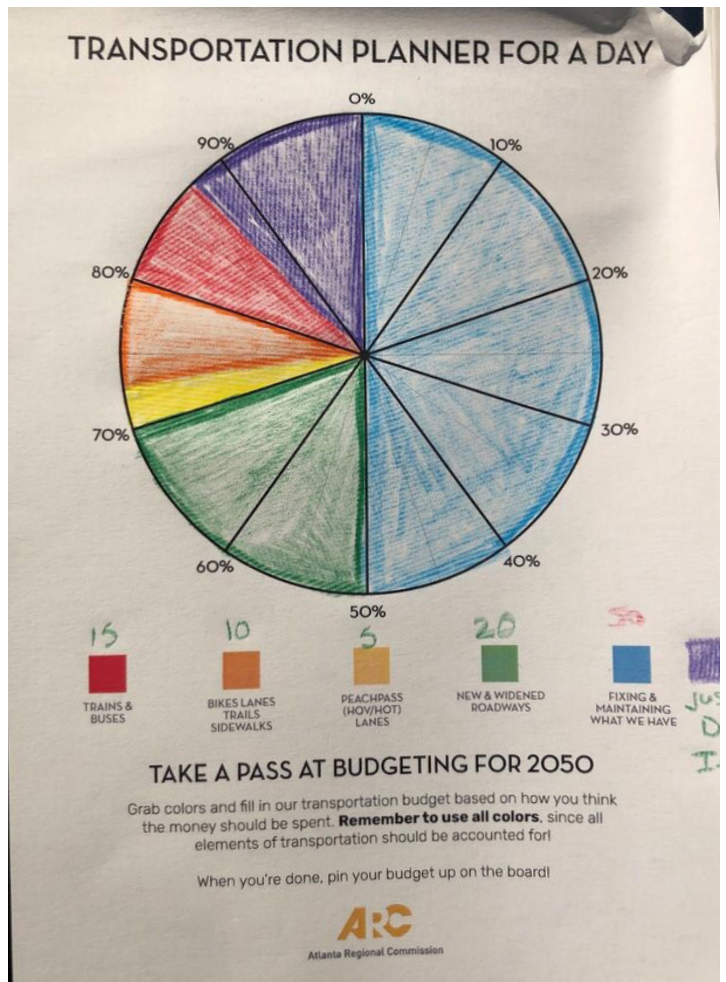
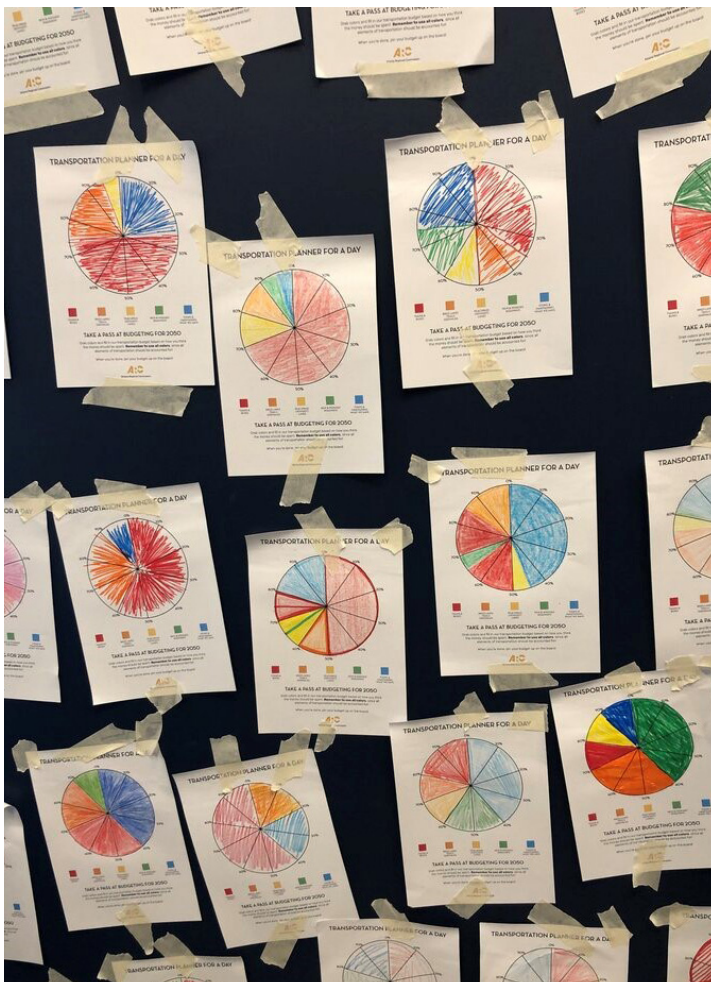


Interactive Station - Transportation Planner for a Day:

Another interactive activity designed for the region's plan open houses, was a budgeting exercise. After people had learned about how transportation projects are funded, which projects are planned, and even how priorities are determined, they were asked to design their own budget by coloring in sections of a pie chart.

Each section was categorized for a different aspect of transportation and participants were required to assign some degree of funds to each category, so for example, one could not put all funding only on one type of transportation mode. People seemed to really enjoy a bit of old fashioned coloring at a public meeting.

Figure 15. Photos of the Transportation Planner for a Day Results

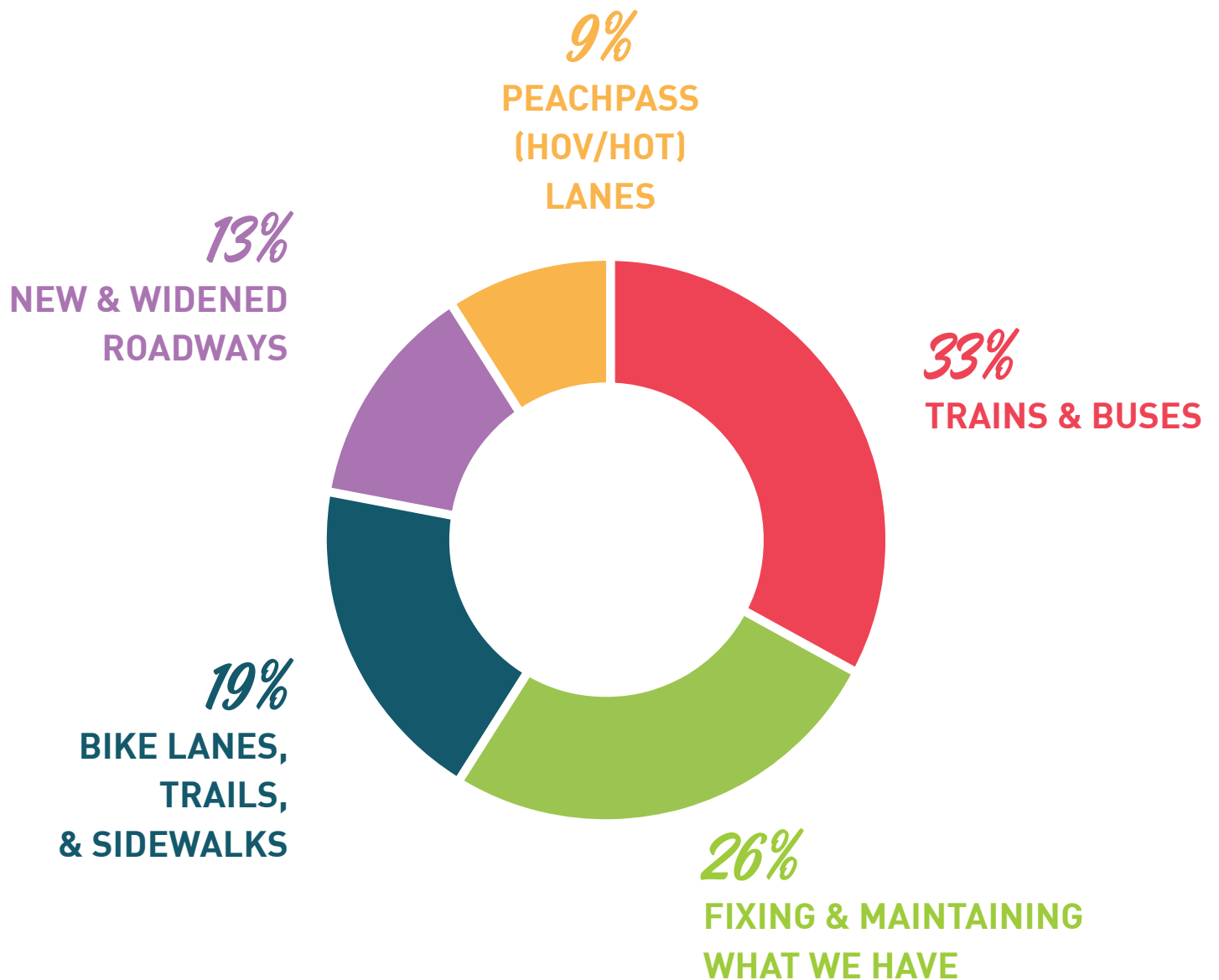


Transportation Planner for a Day Results:

Responses for all five categories were averaged out to show how people would prefer to spend regional transportation funds.

Trains and buses easily came out on top, followed by fixing and maintaining what we have (it currently costs 66% of the region's transportation budget to perform maintenance on existing transportation systems.)

Figure 16. Pie Chart Results



Evaluation Responses from Open Houses Attendees:

Figure 17. How did you hear about the Open House?

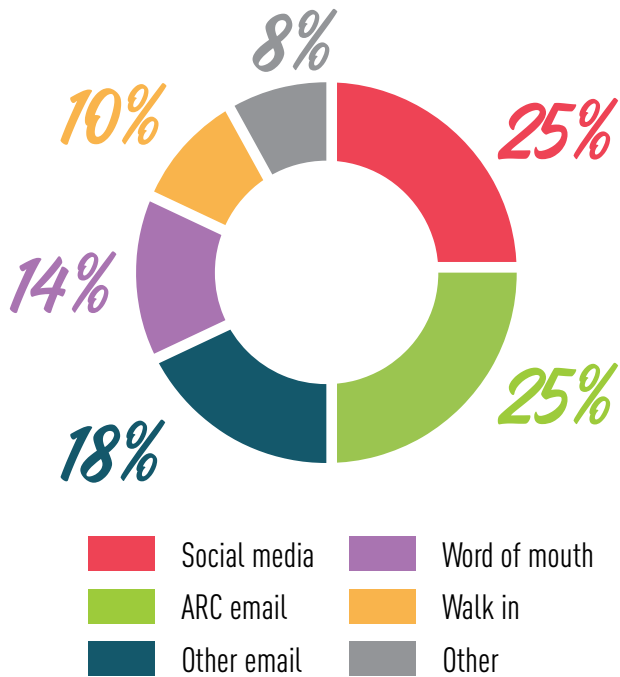


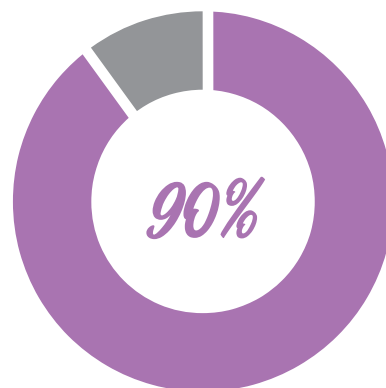
Figure 19. Did you learn anything new?



Figure 18. Percent of Open House attendees who said the information was informative, easy to understand, and visually interesting



Figure 20. Percent of Open House attendees who ranked the activities as highly engaging





The Atlanta Region's Plan: Overall Community Feedback Summary

6

**OPEN HOUSES
WERE HELD ACROSS
THE REGION**



300 FOLKS
CONTRIBUTED
THEIR IDEAS

40

CIVIC DINNERS HOSTED



THAT'S
377 PEOPLE
JOINING THE
CONVERSATION

531

**PEOPLE PLAYED THE
FUTURE FOCUS ATL GAME**



THAT'S THE
EQUIVALENT OF
FILLING FOUR
BOEING 727
AIRPLANES

700

**PUBLIC COMMENTS
RELATED TO THE RTP
WERE SUBMITTED TO ARC**

**THAT'S
2X
THE
ENGAGEMENT
FROM 2016**

72%

**OF OPEN HOUSE
ATTENDEES PREFERRED
ANY OTHER MODE TO
DRIVING ALONE**

**25%
SAID THE
TRAIN IS THEIR
FAVORITE MODE
OF TRANSPORT**

60

**TRANSIT COMMENTS
WERE RECEIVED**



**FEEDBACK
EMPHASIZED
EQUITABLY
LOCATING
TRANSIT
SERVICE**



Atlanta Regional Commission