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About the Atlanta Regional Commission



The Atlanta Regional Commission (ARC) serves 10 counties and 68 cities with a population of approximately 4.1 million. ARC is dedicated to unifying the region's collective resources to prepare the metropolitan Atlanta area for a prosperous future. It does so through professional planning initiatives, the provision of objective information and the involvement of the community in collaborative partnerships that encourage healthy economic growth compatible with the environment, improve the region's quality of life and provide opportunities for leadership development.

ARC Planning Focus Areas Include:

- Aging Services
- Communications and Outreach
- Data Services
- Economic and Workforce Development
- Environment/Water Supply & Quality
- Land Use
- Leadership Development
- Local Governmental Services
- Transportation
- Transportation Demand Management

FAQs

How Large Is ARC's Planning Region?

Ten counties and 68 cities including the City of Atlanta comprise ARC's planning region. Those counties are Cherokee, Clayton, Cobb, DeKalb, Douglas, Fayette, Fulton, Gwinnett, Henry and Rockdale.

Is ARC a government?

No. ARC is a nonprofit organization created by local governments and Georgia law to provide comprehensive planning for the Atlanta region.

Who funds ARC?

Local, state and federal government sources

Are there other organizations like ARC?

In Georgia, ARC is one of 12 Regional Commissions that cover every county in the state. However, ARC was created by separate legislation and has slightly different responsibilities. Comparable organizations exist throughout the country and are often known as regional councils or councils of government.

Can ARC implement plans?

No. Power to implement regionally adopted plans rests with local governments and state agencies.

Who serves on the Board of ARC?

The ARC Board consists of 39 members: 23 local elected officials, 15 private citizens plus one representative of the Georgia Department of Community Affairs.

Are ARC meetings open to the public?

Yes. The ARC board and committees meet once each month. For a schedule of meetings and more information about ARC, call ARC's information + technology center at **404.463.3102** or refer to the website at **www.atlantaregional.com**.

Aging Services



The Atlanta region has one of the country's fastest growing older adult populations. Between 2010 and 2040, the 65+ population will triple, up from roughly one in 10 in 2010 to one in five by 2040. Recognized as a national example, the aging network in the Atlanta area is transforming bingo games into yoga classes, traditional senior centers into wellness centers, disease treatment into disease prevention. The focus has changed from managing the aging process to creating and maintaining the highest quality of life for all, no matter what age.

As the **Area Agency on Aging** for the Atlanta region, ARC plans and implements comprehensive programs to address the needs of the region's adult population. ARC works closely with county governments, service agencies and other stakeholders to provide a wide range of services that keep older adults healthy and independent. ARC's contract network includes 10 county-based aging programs and 10 agencies focused on specialized needs of underserved older adults. ARC both manages and monitors these contracts in addition to developing and implementing pilot programs to test new models of service delivery. The goal is to help the region as a whole to meet the growing and changing demands.

The 10 county-based agencies operate 44 senior centers in the region that offer a variety of activities including transportation programs, wellness and nutritional services. Each senior center is unique in the services and programs it offers. Additionally, the aging network provides nearly one million meals annually, either home-delivered or at the senior centers. Specialized agencies provide services to particular populations, such as individuals suffering from Alzheimer's disease, those who are visually impaired or persons from other cultures.

ARC is addressing the environment in which older adults live through its **Lifelong Communities** initiative, which is intended to ensure that metro Atlanta is a region where residents can “age in place” and age well. Stakeholder groups in all 10 counties in the region are developing and implementing strategies for increasing housing and transportation options, encouraging healthy lifestyles and expanding access to services.

AgeWise Connection is a one-stop shop for all things aging in metro Atlanta. ARC’s database includes the most up-to-date information about more than 24,000 service listings statewide. Professionals, older adults and caregivers have access to an online database. Services also include:

- Expertise about federal, state and private programs such as Medicare, Medicaid, home-delivered meals and retirement housing options
- Caregiver information and support
- Information about quality of life programs like multi-purpose senior centers, travel programs, classes, walking clubs, volunteering and senior employment opportunities
- A library of “senior” demographics, trends, “baby boomer” data and marketing and research tools
- One-on-one client counseling, screening and eligibility determination for Medicaid and other community services

County-Based Aging Programs

Cherokee County Senior Services	770.345.2675
Clayton County Aging Program	770.603.4050
Cobb Senior Services	770.528.5355
DeKalb Office of Senior Affairs	770.322.2956
Douglas Senior Services	770.489.3100
Fayette Senior Services	770.461.0813
Fulton County Office on Aging	404.730.0184
Gwinnett Senior Services	770.822.8850
Henry County Senior Citizen Services	770.288.7000
Rockdale County Aging Program	770.922.4633

For more information, contact AgeWise Connection at **404.463.3333** or go to **www.agewiseconnection.com**.

Atlanta Region PLAN 2040



ARC's PLAN 2040 is the Atlanta region's long-range plan that meets federal and state requirements to accommodate growth sustainably over the next 30 years. It assesses the strengths and weaknesses of the region and recommends strategies for advancing our region on many levels.

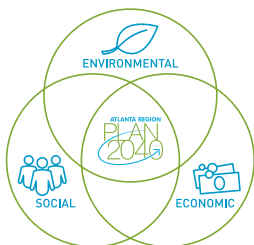
PLAN 2040 integrates many diverse community aspects, including transportation, land planning/design, housing, greenspace planning and preservation, energy, water, air quality, public health and changing demographics and economies.

The products of this regional planning effort include a new **Regional Transportation Plan** and a comprehensive **Regional Agenda**. The two combined will guide future growth and offer policies for shaping many other critical aspects of life in the Atlanta region.

What is PLAN 2040 All About?

In preparing PLAN 2040, ARC asked residents of metro Atlanta to think about the future they would like for their region, holding more than 300 meetings with elected officials, business leaders and citizens.

ARC believes that the region must consider its strengths and weaknesses and work to maintain or enhance sustainability from a social, economic and environmental perspective. This is called the "triple bottom line" of sustainability, and it is the basis for PLAN 2040.



Regional Agenda

The Regional Agenda guides ARC's programs, resources and actions in response to the many opportunities and challenges identified in PLAN 2040. The Agenda includes a vision for the region's future and the specific strategies and tools needed to realize that vision. It was developed with the collaboration of all parties critical to successful planning, particularly local governments, and provides many of the resources local governments need in order to develop programs consistent with the new regional plans and policies outlined in the plan.

Regional Transportation Plan

The Regional Transportation Plan (RTP) establishes future transportation policy, projects and programs that meet federal air quality standards and are financially realistic. The RTP consists of a variety of projects like bridges, bike paths, sidewalks, transit services, new and upgraded roadways, safety improvements and emission-reduction strategies valued at approximately \$59 billion.

Objectives

Accomplishing the lofty goals of PLAN 2040 requires objectives so that progress can be measured. The objectives below will lead to specific action steps and local policies that enforce them:

- Increase mobility options for people and goods.
 - Foster a healthy, educated, well-trained, safe and secure population.
 - Promote residential choices in locations that are accessible to jobs and services.
 - Improve energy and resource efficiency, while preserving the region's environment and critical assets.
 - Identify innovative approaches to economic recovery and long-term prosperity.
-

Atlanta's Water Challenges



Few issues present a greater challenge to metro Atlanta than water resources. The region's location at the headwaters of the river basins from which we obtain most of our water means that the streams that supply our water are relatively small, and we must depend on reservoirs for much of our water supply. While on average, some 50 inches of rain fall each year in the region, there are limits to how much we can use and still protect the health of finite water supplies.

Some 73 percent of the water supply for the 15-county Metropolitan North Georgia Water Planning District area comes from **Lake Lanier** and the **Chattahoochee River**. The remaining needs are supplied by the Etowah River and Lake Allatoona, the Flint, the Oconee and the Ocmulgee rivers.

Fifty-three percent of water used in the region is used in homes (both single- and multi-family). Commercial use accounts for 25 percent of water used, while industry uses only 4 percent. Toilets account for 15 percent of residential water use, while 21 percent is used outdoors.

Over 1,500 miles of streams in the 15-county area currently do not meet state water quality standards. Most of the pollutants in area water bodies come from nonpoint sources. The Metro Water District's **Clean Water Campaign** conducts outreach to individuals and businesses to educate them about ways to prevent pollution. Local governments have adopted a suite of model ordinances to reduce pollution from run-off. These ordinances address post-development stormwater management, floodplain management, stream buffers, open space protection, illicit discharges and litter control.

Other water facts:

- 98 percent of metro area's water supply comes from surface water.
- Only 5 percent of the 19,600-square-mile Apalachicola-Chattahoochee-Flint Basin lies above Buford Dam.
- Flow of the river at the Florida line is 11 times greater than it is in metro Atlanta.
- Metro Atlanta's consumptive use (the amount of water withdrawn, but not directly discharged back into the lake or river) reduces the flow of the Chattahoochee River at the Florida line by only about one percent during periods of normal rainfall; about 2 percent during times of drought.

The new **Georgia Water Stewardship Act** encourages water conservation, reduces water losses and provides incentives for increasing supply and reducing demand. The legislation codifies for the entire state several measures that have been in effect in metro Atlanta since 2003, specifically submetering for multi-family buildings and water system leak detection and repair programs.

For more information on the Atlanta region's water resources, please contact Pat Stevens in ARC's Environmental Planning Division at **404.463.3256**.

Global Atlanta Works



Global Atlanta Works was established by ARC to foster greater collaboration among and provide community-building tools to the region's growing ethnically and racially diverse communities. The program is guided by an 18-member advisory committee and includes four components.

Global Atlanta Snapshots

The snapshots are designed to help community, elected and business leaders become more familiar with the culture, language and customs of the increasingly diverse population living and working in the Atlanta region. There are currently 20 Snapshots available for free on ARC's Web site:

- African-Americans
- Bosnians
- Brazilians
- Cubans
- East Africans
- English-Speaking
Caribbeans
- East Africans
- Central Americans
- Chinese
- Haitians
- Iranians
- Japanese
- Koreans
- Mexicans
- Nigerians
- Pakistanis
- Russians/Former Soviet
Citizens
- South Americans
- Southeast Asians
- Vietnamese

Global Atlanta Works Newsletter

An e-newsletter providing updates on activities in the region's ethnically and racially diverse communities and on the latest developments at ARC

Community Conversations

Staff members help local and regional coalitions, community organizations and public officials connect with racial and ethnic community leaders around issues related to the changing demographics in the region.

Global Atlanta Resource Directory

A Web-based guide to multi-cultural communities that includes a calendar of events, resources and organizations serving ethnic communities and interactive mapping capabilities

To learn more about Global Atlanta Works or to download the latest "Global Atlanta Snapshot," go to www.atlantaregional.com/globalatlantaworks.

Green Communities Certification



ARC's Green Communities initiative is a voluntary "green" certification program for local governments. Green Communities Certification is intended to foster a more sustainable region by recognizing local governments for investing in programs that reduce energy consumption, improve air quality, expand greenspace, increase recycling efforts and use water more efficiently, among other benefits.

While many governments have developed sustainability programs to reduce their environmental footprint, ARC's Green Communities program is the first regional "green" certification program for local governments in the country.

Local governments can earn points by adopting policies or implementing practices in 10 areas:

- Green Building
- Energy Efficiency
- Green Power
- Water Use Reduction and Efficiency
- Transportation
- Trees and Green Space
- Recycling and Waste Reduction
- Land Use
- Innovation
- Education

Three levels of Green Communities certification are awarded:

- Bronze: 175—229 points
- Silver: 230—279 points
- Gold: 280—400 points

The program spotlights best-in-class examples, encourages further innovation in sustainability and salutes those cities and counties that make environmental stewardship a priority.

ARC awarded the first Green Community certifications in 2009. Since the program's inception, nine cities and six counties have earned certification. They include:

- City of Alpharetta — Gold
- City of Decatur — Gold
- Cobb County — Silver
- City of Norcross — Silver
- City of Roswell — Silver
- City of Alpharetta — Bronze
- City of Atlanta — Bronze
- Cherokee County — Bronze
- DeKalb County — Bronze
- Douglas County — Bronze
- City of Dunwoody — Bronze
- City of Fairburn — Bronze
- Fulton County — Bronze
- Gwinnett County — Bronze
- City of Suwanee — Bronze

The deadline for submitting applications for the next round of certification is May 2012.

Information about the Green Communities program, including a video, the application, manual, list of sustainable measures and suggestions for getting started are on the ARC website at www.atlantaregional.com/greencommunities.

For more information, please contact Pat Stevens at **404.463.3256**.

Leadership Opportunities



ARC offers a variety of leadership programs designed to inform and involve future, emerging and current leaders in the Atlanta region.

LINK— Leadership, Involvement, Networking, Knowledge

The **LINK** program provides business, community and elected leaders of the Atlanta region learning opportunities and shared experiences through exposure to the challenges of other major metropolitan areas. Invitees travel to a host city to explore innovative ideas and programs that have helped create positive community change. Given the chance to meet face-to-face with leaders in other metro regions, Atlanta leaders benefit from learning about another community's successes and failures in addressing these common issues. Seattle was the destination of the 2011 trip. Previous host cities include Minneapolis-St. Paul, Denver, San Francisco, Chicago, Seattle, Dallas/Fort Worth, Cleveland, San Diego, Boston, Portland, Phoenix and Vancouver, British Columbia.

For more information on the **LINK** program, call Kellie Brownlow at **404.463.3212**.

Model Atlanta Regional Commission (MARC)

Established in October 1998 by ARC, **MARC** is a six-month program designed to both educate and involve metro-area high school students on the issues and challenges facing the Atlanta region. Representing all 10 counties in the region, some 55 10th and 11th grade students have the opportunity each year

to explore regional issues such as air quality, water, workforce development, environmental quality, community livability and more. They then develop and vote on their proposals for enhancing the quality of life in the region and present them to the ARC Board for consideration.

For more information on the Model Atlanta Regional Commission, contact Grace Trimble at **404.463.3192**.

Regional Leadership Institute (RLI)

The **Regional Leadership Institute (RLI)** is an intensive, week-long program in which leaders from the business, government and nonprofit sectors come together to study the dynamic forces shaping the Atlanta region and build regional partnerships. Through this annual program, leaders develop a broader understanding of the region in which they live and work, as well as an awareness of the interdependence of the diverse communities that constitute the Atlanta region.

Since 1991, more than 1,000 leaders from the Atlanta region have completed the program. Participants receive a broad view of the issues and challenges facing the Atlanta region, from transportation and air quality to community revitalization and economic development.

For more information on RLI or to request an application, contact Kellie Brownlow at **404.463.3212**.

For more information on ARC's leadership programs, visit **www.atlantaregional.com** and click on "About Us."

Lifelong Communities



The Atlanta region has a tremendous opportunity to rethink how we design our communities to meet the needs of a population where the number of people 60 or over is expected to triple in the next 30 years. Communities should be places where people of all ages and abilities can live as long as they'd like. All too often, however, individuals find that the community in which they have lived for years no longer meets their needs.

The Atlanta Regional Commission is working collaboratively with partners across the region to implement strategies and support best practices that create communities that provide an array of housing types that appeal to individuals both young and old, opportunities for healthy living with ways to get around that meet the needs of individuals who do not drive and convenient access to services. A Lifelong Community fosters a high quality of life and provides options that allow people of all ages to live in the community, no matter their age or health status.

Provide Housing and Transportation Options

Lifelong Communities offer an array of housing and transportation choices. Condos, apartments, duplexes and other housing options allow older adults to downsize, reduce yard maintenance and live close to neighbors. Homes with sidewalks and nearby parks and shopping help residents remain active and provide alternatives to the car. The Mableton Community, for example, has conducted a walkability assessment and adopted a form-based code to create more opportunities for housing choices and create more connections between public and private spaces. The design regulations

incorporated in the code will foster a sense of community for future generations.

Transportation options are essential for those who cannot safely drive. Altering routes during off peak hours, enhancing bus stops and offering senior discounts on public transit can increase senior ridership. Supportive transportation programs that are both flexible and affordable can allow even frail older adults to maintain their independence. Voucher programs and travel training for older adults are some of the options available in communities throughout the region to help older adults remain connected to the community.

Encourage Healthy Lifestyles

Preventive healthcare is the cheapest healthcare. Flu shots, pneumonia vaccines, diabetes management, regular exercise and healthy eating are simple actions that need support to be widely practiced. Public health services targeted to older adults, wellness centers, disease specific support groups, parks, walking trails, nutrition and strengthening programs, social activities and volunteer opportunities keep older adults healthy and engaged. With support from ARC and funders such as Kaiser Permanente, new community gardens are sprouting in Clarkston, Atlanta and elsewhere to make fresh fruits and vegetables more readily available. Lifelong Mableton has established a farmer's market in addition to its community garden.

Expand Access to Services

Older adults and families frequently struggle with complicated insurance programs, challenging financial and investment options, housing choices and in-home services. Comprehensive counseling and information resources provide individuals and families with the right information, in a timely way. Last year, through the RSVP program managed by ARC, volunteers reached more than 50,000 people with important information about benefits for older adults and how to manage chronic disease. Additionally, ARC is piloting new service models to meet the demand of the rapidly growing older adult population.

For more information about Lifelong Communities, contact Laura Keyes at 404.463.3243 or visit www.atlantaregional.com/lifelong.

Livable Centers Initiative



The Livable Centers Initiative continues to be one of ARC's most successful initiatives for promoting sustainable growth in the Atlanta region. LCI funds planning grants that help communities achieve greater mobility and livability within existing activity centers, town centers and corridors.

Since the first LCI grants were awarded in 2000, more than 84,400 residential units, 21.5 million square feet of commercial space and 45.8 million square feet of office space are either planned, under construction or complete in these areas. Region-wide, 41 percent of all office space built since 2000 has been built within LCI areas. And, LCI areas have attracted 8 percent of all new residential units and 21 percent of all new commercial development built in the region.

The goal of the LCI program is to help local governments devise strategies that reduce traffic congestion and improve air quality by better connecting homes, shops and offices, enhancing streetscapes and pedestrian amenities and improving access to transit options. With the latest round of planning grants in February 2011, LCI has assisted 109 communities with \$196 million in planning and transportation funding awards.

The two 2011 LCI grant recipients are:

- Highway 9 Activity Center in Milton — \$100,000
- Six Flags Activity Center — \$100,000

Twelve communities received grants ranging from \$15,000 to \$50,000 to conduct supplemental studies to further implement their initial LCI studies received in the past. These include things like changing zoning ordinances and updating plans that were developed years ago. Following are the 12 supplemental funding recipients.

- City of College Park — \$50,000
- City of East Point — \$40,000
- City of Hapeville — \$15,000
- City of McDonough — \$50,000
- City of Sandy Springs — \$50,000
- City of Stockbridge — \$50,000
- DeKalb County — \$33,500
- Gwinnett Place CID — \$50,000
- Gwinnett Village CID — \$20,000
- Henry County — \$50,000
- Midtown Alliance — \$20,000
- Perimeter CID — \$50,000

For more information about the LCI program, contact Rob LeBeau at **404.463.3308**, or visit ARC's website at www.atlantaregional.com/landuse.

Local Government Services



Building community takes more than bricks and mortar. It includes all aspects of a place — physical, social, political, health, education and economics. The goal of ARC's Local Government Services Division is to help local governments build community through the provision of technical assistance in three primary areas — management and operations, community planning and leadership development.

Management/Operations Assistance

- **Salary surveys** — A job-to-job comparison of salary ranges of benchmark positions in local governments in the Atlanta region
- **Pay and classifications studies** — Comprehensive studies to ensure accurate class specifications and competitive salaries to help governments recruit and retain qualified employees
- **Future workforce analyses** — Assessment of the future employment needs of a community
- **Position descriptions** — Assistance in writing up-to-date and accurate position descriptions
- **Local government manager networking and informational forums** — Quarterly luncheons and informative networking opportunities
- **Facilitation** — Annual retreat and strategic planning facilitation services
- **Performance appraisal** — Development of performance appraisal tools and training on how to use the tools

Leadership Development

- **Regional Leadership Institute** — Comprehensive leadership development program designed to prepare a diverse group of community, government and business leaders to work collaboratively on regional issues ([See Leadership Opportunities](#))
- **LINK** — Regional visit program that provides business, government and community leaders with learning opportunities and shared experiences through onsite exposure to other metropolitan areas ([See Leadership Opportunities](#))

Training and Technical Assistance

- **Community Planning Academy** — Community planning training for appointed board members, elected officials and local government staff
- **Community Choices Toolkit** — Tools and resources to help implement local and national best practices in your community
- **Community Choices Implementation Assistance** — Help in implementing comprehensive plans and other planning and development strategies
- **Local Government Training Institute** — Professional development training opportunities for city and county employees. Classes help increase effectiveness and re-energize and enhance job skills

For more information, contact Kellie Brownlow, Chief of ARC's Local Governmental Services Division, at **404.463.3212** or kbrownlow@atlantaregional.com.

Metropolitan North Georgia Water Planning District



With a finite water resource and a regional population of more than four million and growing, it has become more important than ever to manage and protect metropolitan Atlanta's rivers and streams. The **Metropolitan North Georgia Water Planning District**, created by the Georgia General Assembly in 2001, addresses watershed management, wastewater management and water supply and conservation in a 15-county area — **Bartow, Cherokee, Clayton, Cobb, Coweta, DeKalb, Douglas, Fayette, Fulton, Forsyth, Gwinnett, Hall, Henry, Paulding and Rockdale.**

Metro Water Planning District Structure and Function

- The Metro Water District board consists of an elected official from each of the 15 counties plus the City of Atlanta and 10 citizen members. The board sets policy and adopts plans. A technical coordinating committee guides the development of the plans and helps evaluate any proposed plan amendments. Six basin advisory councils ensure that stakeholders in the region have a voice in plan development and implementation.
- ARC's Environmental Planning Division provides planning staff for the Metro Water Planning District. This includes developing plans and model ordinances for review and approval by the Metro Water District board.
- The Metro Water District adopted the initial plans in 2003. Comprehensive updates to the plans were adopted in May 2009

A key feature of the **Water Supply and Water Conservation Management Plan** is an aggressive water conservation program that features conservation pricing, commercial and residential

water audits and plumbing retrofit programs. The Metro Water District is a national leader in water conservation planning. Metro Atlanta is the only major metropolitan area in the country with more than 100 jurisdictions that are implementing such a comprehensive water conservation program.

The Metro Water District **Wastewater Management Plan** lays out the requirements and framework to meet future demands for wastewater treatment while maintaining water quality standards for waterbodies within the District. The plan requires local jurisdictions to develop or maintain programs for: sewer system inspection and maintenance, management of septic systems, planning for future sewered and unsewered areas and public education and outreach. Communities within the District have worked aggressively since 2003 towards implementation of these management measures.

The **Watershed Management Plan** calls for local governments to implement various mandatory and optional management measures to address stormwater runoff impacts and pollution in a comprehensive and consistent way. The number of metro area jurisdictions with stormwater maintenance programs has increased from 58 percent to 83 percent since the original plan was adopted in 2003. "Good Housekeeping" programs to reduce nonpoint source pollution are active in over 90 percent of metro communities at the present time. Local governments are also required under the plan to adopt stronger floodplain restrictions and remap their 100-year floodplains by looking at future development and how that will alter floodplain boundaries. A new requirement in the updated Watershed Plan is a provision requiring the implementation of one or more development and land use policies to encourage the protection of greenspace and the use of green infrastructure practices.

For more information about the Metropolitan North Georgia Water Planning District, please contact Matt Harper at **404.463.3260** or visit **www.northgeorgiawater.org**.

Regional Transportation Plan



ARC will approve a \$60.5 billion regional transportation plan (RTP) in 2011. The RTP helps combat traffic bottlenecks and provides new transit and pedestrian options in metro Atlanta, while maintaining the existing network. The plan includes a 28-year, long-range plan, as well as a priority six-year program drawn from the larger plan.

Highlights of the plan include improvements to interstate interchanges, expanded transit options, more pedestrian access, bridge repair and improved safety.

The RTP was guided by a regional framework, called PLAN 2040, that links land use and transportation planning to create a more sustainable future for the region.

Performance of Regional Transportation Plan

(Calculated by comparing the 2040 results of implementing PLAN 2040 versus a no-build scenario)

Increase in avg. number of jobs within 45 minutes of home for typical person — 95,000

Cost savings (including time and fuel costs per person per year) — \$840

Increase in number of reliable trips in peak period — 56,000

Partial Financial Breakdown of Regional Transportation Plan

- \$42.6 billion in system modernization (pavement preservation, bridge replacement, transit operations, etc.)
- \$3.6 billion in system optimization (traffic system upgrades, intelligent transportation systems)
- \$1.6 billion in sidewalk and bicycle infrastructure
- \$80 million for commute options
- \$5.4 billion for managed lanes expansion

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- \$3.5 billion for transit expansion
 - \$1.5 billion for interchange reconstructions
 - \$5.8 billion for roadway expansions

Sample Roadway, Bridge and Interchange Expansions

- Metro Arterial Connector, parts of SR 20, SR 92, other facilities
- US 19/41/Tara Blvd. (Clayton)
- I-285/Atlanta Road (Cobb)
- Newnan Bypass Extension (Coweta)
- SR 92 Relocation (Douglas)
- East and West Fayetteville Bypass (Fayette)
- SR 20 (Forsyth)
- Sugarloaf Extension (Gwinnett)
- SR 42 (Henry)
- SR 92 (Paulding)
- Griffin Bypass (Spalding)
- Monroe Bypass (Walton)

Fixed-Guideway Transit and Managed-Lane System Expansions

Fixed-Guideway Transit Expansion

- Clifton Corridor
- I-20 East
- Beltline and Atlanta Streetcars

Managed Lanes

- I-75/575 NW
- I-75 South
- I-285 North
- I-85 North
- Conversion of existing HOV lanes to High-Occupancy Toll (HOT) Lanes

Other Long-Range Strategies

- Ride-sharing and Employer Services Program
- Livable Centers Initiative Program

PLAN 2040 is scheduled to be adopted by the ARC board in July 2011.

For more detailed information, visit www.atlantaregional.com/plan2040.

Transportation Demand Management



ARC works with businesses and organizations in the Atlanta region to provide services to commuters that can help save money and time and lower stress levels, all while improving traffic congestion and air quality.

Transportation Demand Management (TDM) is a key strategy in ARC's long-range Regional Transportation Plan (RTP). TDM measures are used to increase transportation system efficiency, reduce traffic congestion and improve air quality.

ARC's TDM Division manages RideSmart services, which help commuters find carpool and vanpool partners and explore other commuting options, such as:

- Transit
- Biking
- Walking
- School Pool

In addition, RideSmart manages the regional Guaranteed Ride Home program and administers Congestion Mitigation and Air Quality funding for local employer services and outreach programs. Its partnership with local organizations, including eight area Transportation Management Associations and three employer service organizations, allows those organizations to help employers and property managers design programs and tailor transportation services to meet employees' commuting needs.

Individuals can join RideSmart by visiting MyRideSmart.com or calling **1.877.433.3463** to speak directly with a specialist. Interested commuters can log on, create a password-protected account and run a search for potential carpool and vanpool partners. RideSmart will provide a list of matches and contact

(over)

information. This gives the commuter the information necessary to set up a ridesharing arrangement.

In 2010, RideSmart:

- Had a successful match rate of 67 percent
- Added 7,956 new commuters
- Assisted 13,111 callers to the hotline
- Hosted 33,841 unique visitors to MyRideSmart.com
- Provided 1,963 free rides through the Guaranteed Ride Home program

The Guaranteed Ride Home (GRH) program provides a free means of transportation should a commuter need to get home in a hurry or stay at work late. GRH pays for up to five free rides per year for commuters who carpool, vanpool, use transit, walk or bike to work and have an unscheduled event. For additional information about GRH, visit MyRidesmart.com.

ARC partners with local organizations to provide assistance in developing commute options programs at worksites in the Atlanta region. These groups include eight Transportation Management Associations (TMAs), the Clean Air Campaign and other employer service organizations. These nonprofit organizations work with employers and property managers to design programs and tailor transportation services to meet employees' commuting needs. Visit MyRideSmart.com and click on Employer Services to learn more about the organizations working in your area.

MyRideSmart.com provides a valuable one-stop portal for transportation choices in the Atlanta region, including instant carpool and vanpool assistance via the RideSmart online tool. In addition, RideSmart offers a toll-free telephone hotline (1.877.433.3463) to assist commuters who need personal assistance.

Workforce Development



ARC's Workforce Development Division serves as the administrative agent for the Atlanta Regional Workforce Board (ARWB). It carries out the federal mandate under the Workforce Investment Act (WIA) to provide a comprehensive workforce system, including workforce planning, resource-building and workforce services management.

The division serves a **seven-county area that includes Cherokee, Clayton, Douglas, Fayette, Gwinnett, Henry and Rockdale**. The board is a local partnership of business, education, labor and community leaders who strive to ensure that Atlanta businesses have the trained workforce and labor market services they need to make the region more competitive in the global economy.

The division receives WIA funds annually to serve dislocated workers, low-income adults and low-income youth. The Workforce Board is responsible for seeing that activities and services are spread equitably, throughout the seven-county workforce area, based on an allocation formula and local needs and opportunities.

Nearly 50,000 individuals seek career services each year at the Workforce Board's network of one-stop Career Resource Centers in Cherokee, Clayton, Douglas, Gwinnett, Henry and Rockdale counties. In addition, the Workforce Board operates a mobile career resource center to bring services closer to both business customers and job seekers.

Work Ready and Work Ready Regions

ARC is working with counties in the region to help implement the Georgia Work Ready Program, an initiative of the Governor's Office of Workforce Development. Its goal is to drive economic growth in the state by improving the skills and marketability of Georgia's workforce using a voluntary assessment system to measure the skills that employers deem to be critical for job success and for mastering emerging technologies.

ARC's Workforce Development Division is helping to lead the development of two Work Ready Regions, multi-county areas that are focused on attracting new businesses in particular industries. The **Innovation Crescent**, which extends from metro Atlanta to Athens, is emerging as a hub for the life sciences industry in Georgia. ARC and its partners are implementing strategies to increase workforce competencies in science, technology, engineering and math to ensure that businesses have the workforce they need to begin or expand operations in the region. The **Georgia Entertainment Media Work Ready Region** is working in a similar fashion to identify the skills and develop training opportunities for workers in the music, film, television and gaming industries.

For more information visit www.atlantaregional.com/workforce or call Mary Margaret Garrett, chief of ARC's Workforce Development Division at **404.463.3326**.
