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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 Web site 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 11 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.

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. Lifelong Communities seeks to increase housing and transportation options, encourage healthy lifestyles and expand access to services. (See Lifelong Communities.)

To help seniors remain healthy and active, ARC is expanding its wellness programs. ARC is collaborating with a extensive network of community partners to make preventive services, immunizations

and screenings more readily available and more convenient through the **SPARC** program (Sickness Prevention Achieved through Regional Collaboration). **Care Transitions** is another collaborative effort that aims to reduce rates of rehospitalization.

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 services 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



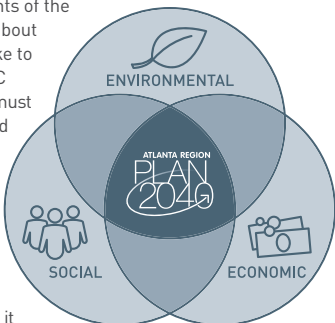
ARC's PLAN 2040 is a comprehensive plan for the Atlanta region's next 30 years. It assesses the strengths and weaknesses of the region and recommends strategies for advancing our region on many levels.

This effort 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 will include a new 2040 **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?

PLAN 2040 asks residents of the Atlanta region to think about the future they would like to see for their region. 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 ARC's PLAN 2040.



Regional Agenda

The Regional Agenda will guide ARC's programs, resources and actions in response to the many opportunities and challenges identified in PLAN 2040. The agenda will serve as the roadmap to the region's preferred future and will be developed collaboratively with the parties critical to successful planning, particularly local governments. The agenda will include a vision for the region's future and the specific strategies and tools needed to realize that vision. These tools include an updated **Unified Growth Policy Map** and recommended local and regional actions that create desired land use patterns. ARC representatives will meet with local elected officials for feedback twice during 2010 to gain a clearer understanding of the resources local governments need in order to develop programs consistent with regional plans and policies.

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. Included in the RTP is the short-range, six-year Transportation Improvement Program (TIP).

PLAN 2040 Timeline

2010

- Community Input
- Regional Resource Plan
- Develop Plan-Level Goals
- Regional Development Map
- RTP Project Performance Assessment Methodology Update
- Systems Visions Development
- Regional Agenda
- Draft RTP/TIP

2011

- RTP Outreach
- Adoption of Regional Agenda
- Public Involvement
- Final Approvals

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

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.
- Georgia is the only state in the basin that has permanent, year-round outdoor watering restrictions.

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 quality challenges, please contact Pat Stevens in ARC's Environmental Planning Division at **404.463.3256**.

Fifty Forward



Fifty Forward is the Atlanta Regional Commission's three-year visioning and planning effort to steer a region-wide exploration of future livability, prosperity and sustainability for metro Atlanta.

Atlanta Gas Light President Suzanne Sitherwood, United Way of Metropolitan Atlanta President Milton Little, Jr., and former Georgia Secretary of State Karen Handel serve as co-chairs of Fifty Forward, representing the active governmental, business and civic aspects of metro Atlanta.

Fifty Forward is an ambitious effort to examine the critical issues that will shape metro Atlanta 50 years into the future. This is achieved through a series of public, open-house style forums held quarterly, attracting the best national thinkers on a variety of key topics vital to the region's success, such as sustainability, population and employment shifts, economic trends and future development patterns.

Each keynote speaker is followed by a response panel of local experts and an town hall-style discussion session to explore possible future scenarios for metro Atlanta and an action plan to ensure future livability, prosperity and sustainability.

Forums to date have investigated the following topics:

- Sustainability & Environment
- Demography & Diversity
- Megaregions, the Economy & Globalization
- Technology & Innovation
- Land Use & Housing
- Transportation
- Energy

The final forum, to be held in the spring of 2010, will focus on public health and healthcare.

Additionally, in an effort to broaden the conversation around each topic, ARC has partnered with community-based organizations like the **Civic League for Regional Atlanta** to host ongoing discussions and meetings for the general public on the issues addressed by the forums.

Fifty Forward will culminate in an all-day, capstone event to develop a set of key goals and strategies to move the region forward to new levels of success. These will include strategies for achieving the preferred vision and a compact among governmental entities, the private sector and the nonprofit community defining respective responsibilities for achieving the vision.

For more information or to find out how you can participate, please visit www.atlantafiftyforward.com.

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 21 Snapshots available for free on ARC's Web site:

- African Americans
- Asian Indians
- Bosnians
- Brazilians
- Central Americans
- Chinese
- Cubans
- East Africans
- English-speaking
Caribbeans
- Ethiopians/Eritreans
- Haitians
- Iranians
- Japanese
- Koreans
- Mexicans
- Nigerians
- Pakistanis
- South Americans
- Southeastern Asians
- Russia/Former Soviets
- Vietnamese

Community Conversations

These are a series of small roundtable discussions designed to connect racial and ethnic community leaders with business, public and elected officials. Since the series began in 2005, there have been Community Conversations in Cherokee, Cobb, DeKalb, Fulton, Gwinnett, Henry and Rockdale counties. Staff resources are available for the continuation of the conversations in other counties and to assist in the development and implementation of follow-up activities.

Global Atlanta Works Newsletter

A bi-monthly e-newsletter addressing the economic impacts of the region's increasing diversity that also includes the latest ongoing and exciting new developments in the Global Atlanta Works program.

Global Atlanta Resource Directory

A Web-based guide to multi-cultural communities is being developed that will include a calendar of events, resources and organizations serving ethnic communities and interactive mapping capabilities.

To learn more about Global Atlanta Works, please contact Carolyn White at **404.463.3329** or **cwhite@atlantaregional.com**. To download the latest "Global Atlanta Snapshot," please visit **www.globalatlantaworks.com**.

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 some statewide programs exist around the U.S. and many individual 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. Three counties and six cities have earned certification so far. They include:

- Cobb County — Silver
- City of Roswell — Silver
- City of Alpharetta — Bronze
- City of Atlanta — Bronze
- City of Decatur — Bronze
- DeKalb County — Bronze
- Douglas County — Bronze
- City of Fairburn — Bronze
- City of Suwanee — Bronze

The deadline for submitting applications for the next round of certification is May 14.

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 web site 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 onsite 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. Phoenix is the destination of the spring 2010 trip. Previous host cities include Minneapolis-St. Paul, Denver, San Francisco, Chicago, Seattle, Dallas/Fort Worth, Cleveland, San Diego, Boston, Portland 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, weeklong 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 900 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, please 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. Today's housing and transportation infrastructure is not ready to support the changing needs and preferences of this growing older adult population.

Bringing together local elected officials and government staff, business leaders and community groups in each of the region's counties and cities, ARC developed the concept of **Lifelong Communities**—places where individuals can live throughout their lifetime. 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

ARC's Lifelong Communities Initiative seeks to expand housing and transportation choices. Condos, apartments, duplexes and quadraplexes 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. 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.

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

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. Additionally, new service models are needed to meet the demand of the rapidly growing older adult population.

Designing Lifelong Communities

To answer the question, "What does a lifelong community look like," and to create models for the region, ARC partnered with the internationally known architecture and planning firm, Duany Plater-Zyberk and Company in a nine-day design workshop. Over the course of the event, experts in aging, health, transportation, quality growth and community design identified the features that characterize a lifelong community and developed concept plans incorporating those features for six sites in the cities of Atlanta, Conyers and Fayetteville and in Cobb, DeKalb and Gwinnett counties. ARC is working with development teams for each of the sites to encourage implementation of the projects.

For more information about Lifelong Communities, please 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 smart 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 84,000 residential units, 20 million square feet of commercial space and 35 million square feet of office space are either planned, under construction or complete in these areas. Region-wide, 67 percent of all office space built since 2000 has been built within LCI areas. And, LCI areas have attracted 8.5 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 grants in February 2010, LCI has assisted 107 communities with more than \$141 million in planning and transportation funding awards.

The five 2010 LCI grant winners are:

- City of Doraville (GM Plant Redevelopment) — \$100,000
- City of Dunwoody (Dunwoody Town Center) — \$80,000
- City of Hampton (Hampton Town Center) — \$80,000
- City of Morrow (Southlake Mall & Mixed Use District) — \$100,000
- DeKalb County (Wesley Chapel Activity Center) — \$80,000

Supplemental Studies

ARC had \$800,000 available for LCI grants in 2010. The five plans listed above account for \$440,000. The remaining \$360,000 has been awarded to communities that have completed their LCI plans but need additional assistance to support implementation. These nine local governments will use the supplemental grants for things like changing zoning ordinances and updating plans that were developed years ago. Following are the nine supplemental funding recipients.

- Atlanta Downtown Improvement District, Greenline Fiscal and Economic Impact Assessment — \$50,000
- City of Decatur, 10-Year LCI Update — \$50,000
- City of Duluth, 10-Year LCI Update — \$50,000
- Evermore CID, Park Place Multi-Modal Mixed Use Center — \$40,000
- Perimeter CID, 10-Year LCI Update — \$30,000
- City of Douglasville, 10-Year LCI Update — \$30,000
- City of Holly Springs, Transportation Plan, \$25,000
- Cumberland CID, Transit Oriented Development Study — \$50,000
- Buckhead CID and TMA, SPI 12 Update and Shift to Stand Alone Zoning — \$35,000

For more information about the LCI program, please contact Rob LeBeau at **404.463.3308**, or visit ARC's Web site 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** — City 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 community 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** — Helping local governments implement 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, please 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 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 offers a regional toilet rebate program to encourage the replacement of pre-1993 plumbing fixtures. Additionally, many local water providers in the District offer their own program. Through March 2010, 34 water providers have rebated over 36,500 toilets in the Metro Water District.

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.com.

Regional Transportation Plan



ARC approved a \$67 billion regional transportation plan (RTP) in 2007 that will combat traffic bottlenecks and provide new transit and pedestrian options in metro Atlanta. The plan includes a 25-year long-range plan, as well as a priority six-year program drawn from the larger plan.

Highlights of the plan include the region's first set of managed lanes, as well as new transit options, such as expanded bus service, bus rapid transit systems and the Beltline.

The RTP was guided by a regional framework, called Envision6, that links land use and transportation planning. Due to federal funding cutbacks, the final RTP was developed by removing \$4.4 billion worth of much-needed projects. The next RTP will be developed as part of PLAN 2040.

Performance of Regional Transportation Plan

(Calculated by comparing the 2030 results of implementing Envision6 versus a no-build scenario)

Hours saved (of traffic delay per person) — 50

New daily transit boardings — 100,000

Freeway congestion reduction — 15–20%

Arterial congestion reduction — 5–15%

Transit system expansion (in ridership hours) — 67%

Cost savings (in time and fuel costs per person per year) — \$655

Partial financial breakdown of Regional Transportation Plan

- \$4 billion in new transit projects
- \$11.9 billion in roadway capacity
- \$9.4 billion in managed lane expansions
- \$944 million for sidewalk and pedestrian projects
- \$1 billion for bridge upgrades and maintenance

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- \$21 billion for regional transit operations and maintenance
 - \$14.5 billion for MARTA operations and maintenance
 - \$15.7 billion for road maintenance

Sample Roadway, Bridge and Interchange Expansions

- Metro Arterial Connector, parts of SR 20, SR 92, other facilities
- US 23 (Clayton)
- Big Shanty Road Extension (Cobb)
- Poplar Road / I-85 Interchange (Coweta)
- SR 92 Relocation (Douglas)
- East and West Fayetteville Bypass (Fayette)
- SR 20 (Forsyth)
- Sugarloaf Connector (Gwinnett)
- SR 42 (Henry)
- SR 92 (Paulding)
- Griffin Bypass (Spalding)
- Monroe Bypass (Walton)

Major Transit System Expansions

High-Speed Bus Rapid Transit

- I-75 from MARTA Arts Center Station to Hickory Grove Road
- I-285 North from Cumberland to Perimeter
- I-20 East from Downtown to Stonecrest Mall
- I-20 West from H.E. Holmes to Fulton Industrial Blvd

Arterial Bus Rapid Transit

- Buford Highway from Lindbergh to Pleasant Hill Road
- Memorial Drive from Downtown to Goldsmith Park and Ride

Commuter Rail

Light Rail

Other Long-Range Strategies

- Ride-sharing and Employer Services Program — \$200 million
- Livable Centers Initiative Program — \$430 million

As of February 2010, the plan has had nine amendments, including one to incorporate initial funding from the American Recovery & Reinvestment Act of 2009.

For more information, visit www.atlantaregional.com/RTP.

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

In 2009, RideSmart:

- Had a successful match rate of 67 percent
- Added 28,129 new commuters
- Assisted 8,361 callers to the hotline
- Hosted 70,765 unique visitors to MyRideSmart.com
- Provided 3,690 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 Boards 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 the Innovation Crescent

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 a Work Ready Region in Northeast Georgia, from metro Atlanta to Athens. ARC and its partners are implementing strategies to increase workforce competencies in science, technology, engineering and math to support the emergence of this Innovation Crescent as a hub for the life sciences industry in Georgia. The team has developed career pathways and forged agreements between high schools and technical schools so that young people who aspire to careers in these fields can move seamlessly through the education system. Seven high schools in the region helped pilot a new curriculum focused on biotechnology. This program is being replicated in Valdosta and Augusta in partnership with industry groups in those communities. ARC is implementing this model in a four-county area that is emerging as a supply chain region and another multi-county region focused on digital media entertainment.

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