

Community Engagement for the Atlanta Regional Commission's Long-range Plan



Community Engagement Approach

- Variety of Formats
 - Online surveys
 - Pop-up open house
 - Community discussions
 - Building Opportunity – equity in policy
- Range of Styles
 - Formal & Informal
 - Expert-led & Community-driven
 - Fun
- Approachable by Wide Range of Audiences



*Over the last **1.5 years** ARC has had **22,000+** interactions via **online**, **phone**, and **personal** touch points to inform The Region's Plan*

Tactic #1: Online Surveys

- 15,000 survey completions -- Phases I & II -- strong regional reach (June-September 2014; January – March 2015)
- Promoted via e-news, email, partners, social media, presentations, television, radio, newspaper, blogs, outreach events

Key Results:

- Widespread support of 3 policy dimensions & 6 goals (Phase I)
 - Strong support for expanding transit, including buses
 - High value placed on creating walkable communities and protecting sense of character
- People support applying advanced technology to improve regional economic development and quality of life (Phase II)
 - Believe that connections to regional transit will make existing/future job centers successful
 - Place importance on redevelopment throughout the region
 - Strong comfort level with possibilities of autonomous vehicles

Quick, easy, fun.

regional impact

+

local relevance

WELCOME

1

The Challenge: Anticipating the future

In the summer of 2014, the Atlanta Regional Commission conducted a survey asking how to prepare for the population growth expected by 2040. In this survey, we are asking how the region should address a future of rapid change and innovation. Your survey answers will help inform Regional Plan policy.

Please take five minutes to tell us how you think we should respond to upcoming trends in technology and remain economically competitive.

Click here to begin

En Español

Review the results of our first survey & learn more at atlantaregional.com/theregionalplan

help

2

AUTONOMOUS VEHICLES

3


TECHNOLOGICAL TRENDS

4

REGIONAL JOB GROWTH

5

STAY INVOLVED



Simple, catchy design.



ARC
ATLANTA REGIONAL COMMISSION
regional impact + local relevance

Please take our survey.

Mobile outreach.

regional impact + local relevance



Tactic #2: Pop-Up Open House

- Transformed vacant space in foot- trafficked area on a Saturday afternoon. (January 2014)
- More than 150 attendees.
- Pilot project for localized regional outreach.

Key Results:

- Diverse, interested attendees. Attracted passer-by's.
- Detailed discussions with local audience.
- Many left comments saying they liked the Saturday afternoon meeting time, the movement and the “information displays, diversity and attendance.”
- Well-received, fun – want to do more.

Engaging advertising.



**FIND
YOUR
WAY
HERE**

Pop-Up Open House | Downtown Decatur
Saturday, January 11, 2014 | 3-5pm
More Information to Come



**FIND
YOUR
WAY
HERE**

Pop-Up Open House | Downtown Decatur
Saturday, January 11, 2014 | 3-5pm
Learn about the region's transportation plans!
Connect • Engage • Participate
Refreshments • Prizes



Friendly staff.



Attractive displays.



Tactic #3: Community Policy Conversations

- Engaged 105 individuals in community discussions by sharing regional policy development and learning about specific concerns and needs of the following groups:
 - Equity and ethnic minority groups
 - Safety
 - Bicycle/pedestrian
 - Aging(April – May 2015)

Key Results:

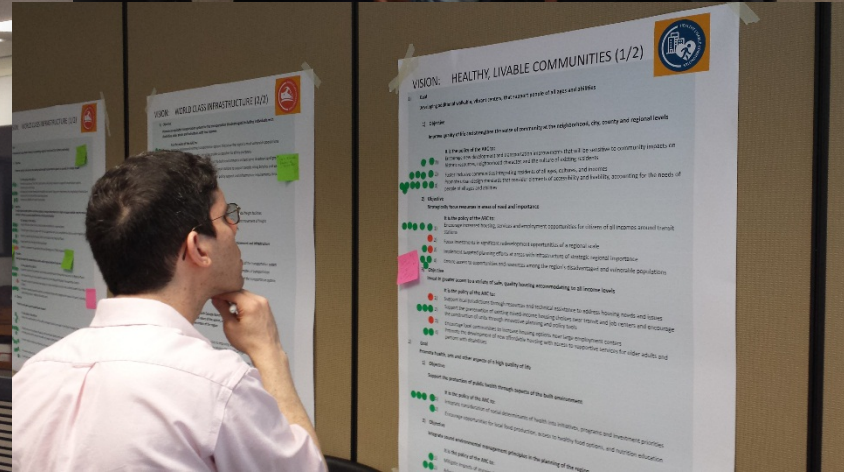
- Significant support shown for draft policy framework
- Integrating transportation systems throughout region and increasing travel options frequently identified as most important
- Highlighted importance of providing resources/services in communities to address daily needs

Trusted spaces.

local relevance

+

regional impact



Tactic #4: Building Opportunity Equity Series

- Equitable Target Area advisory meeting (September 2014)
 - 70+ community stakeholders and leaders
 - Received feedback on ETA maps and methodology
- Transportation & Poverty Access panel discussion (January 2015)
 - 180+ participants
 - Partnered with St. Vincent de Paul, MARTA, Emory University, Partnership for Southern Equity, and Atlanta Magazine

Key Results:

- Connecting communities with services is a high priority for access to:
 - Transportation options
 - Affordable housing
 - Affordable and healthy food
 - Jobs
 - Education
- More regional coordination is needed to provide options and learn how to best improve quality of life for people throughout neighborhoods in region



Detailed
input.



In sum. . .

**tell us
MORE
Y'ALL**

- Keep going
- Try new things
- Also do what works
- LISTEN, adjust,
LISTEN, reflect,
LISTEN, report back
- Do it again.



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