

Community Engagement



Tips & Tricks

from the Atlanta Regional Commission

The Atlanta Region's Plan* (2016 Update)

Comprehensive Plan -

- Healthy, Livable Communities
- World Class Infrastructure
- Competitive Economy



*previously PLAN 2040

THE ATLANTA REGION'S PLAN

3 Online Surveys
16,500 responses

ENGAGING THE COMMUNITY IN THE ATLANTA REGION'S PLAN

Total interactions with people
25,000+



455 participants in a series of Community Conversations

5 Equity/Building Opportunity Workshops 450 participants

360 participants in a series of Policy Leader Discussions

Series of Millennial Advisory Panels & Civic Dinner Parties 300 participants

outreach materials were translated for public accessibility

Chinese
English
Korean
Spanish

Weekdays
Weeknights
Weekends

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

2 Metro Atlanta Speaks Polls
6,300 responses

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



20+ counties



local relevance

+

regional impact

Community Engagement Approach

*Over the last **2 years** ARC has had **25,000+** interactions via **online**, **phone**, and **personal** touch points to inform The Region's Plan*

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



Tip: seek staff input



Trick: pop-up open house



Tip: make it fun & engaging!



**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



Tip: be approachable



local relevance

+

regional impact

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Tip: make attractive displays



Tip: be interactive



Trick: online survey & promotion

Tip: keep it simple and succinct

local relevance

regional impact

WELCOME

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](#)

2 AUTONOMOUS VEHICLES

3 TECHNOLOGICAL TRENDS

4 REGIONAL JOB GROWTH

5 STAY INVOLVED

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

help

Trick: attracting participation



Tip: simple,
catchy
design



Tip:
make it easy
for others to
help you



The Regional Plan Survey – Partner Kit

The Atlanta Regional Commission is conducting a region-wide survey to learn more about how people want to see the region develop over the next 25 years. The input gathered through this survey will help ARC develop and update the Regional Plan, which is a long-range comprehensive plan for transportation, land use, community development, water quality, workforce training, arts and culture, as well as aging and health resources.



This is the first survey of a series of three that will be conducted over the next year. This survey is open from July 1, 2014 – September 30, 2014.

ARC wants to reach more people and a more diverse group of residents throughout the region than ever before and is looking to you as a community partner to help promote this survey to your networks.

Below, please find a series of sample newsletter and social media texts, as well as a graphic for you to use as you share this opportunity.

More information can be found at: www.atlantaregional.com/theregionalplan.
Thank you.

Sample Newsletter blurb (315 words):

What do you want Metro Atlanta to be like in 25 years?

How often do you think about the future of your community? Are there things right now that you want to see get better? What about those attributes about your community that you love? A new regional survey being conducted by the Atlanta Regional Commission poses these questions and more to find out

https://www.linkedin.com/company/atlanta-regional-commission

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ARC Atlanta Regional Commission 1,624 followers Following

Home



Regional Impact + Local Relevance -

The Atlanta Regional Commission (ARC) serves as a catalyst for regional progress by focusing leadership, attention and planning resources on key regional issues... see more

Recent Updates

Atlanta Regional Commission Will discuss how we solve our congestion problems in metro Atlanta? Take 5 minutes for #TheRegionsPlan survey and tell us how you think we should respond to upcoming trends in technology in order to create an economically competitive and livable region.



The Regional Plan
atlantaregionalplan.metroquest.com - In the summer of 2014, the Atlanta Regional Commission conducted a survey asking how to prepare for the population growth expected by 2040. Today, we ask how to address a future of rapid change and innovation. Please take five minutes to tell us...

Like (8) · Comment · Share · 3 days ago

Francis Phillips-Carlson, Chris Ryan +6

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If you'd like to edit this page and post content, you'll need to add your company email address to your profile. You can add your email address.

How You're Connected

5 first-degree connections
88 second-degree connections
199 Employees on LinkedIn

See all

Take your career to the next level

Executive MBA

Georgia Tech | Scheller College of Business



Georgia Tech School of City and Regional Planning

shared a link.

February 12 at 9:20am ·

**tell us
MORE
Y'ALL**

Survey: Is Atlanta Ready for a High-tech Future?

Take The Region's Plan Survey and tell us how you think technology should affect planning for metro Atlanta's future.

SAPORTAREPORT.COM

Unlike · Comment · Share

ARC @AtlantaRegional Feb 6

Take 5 minutes this weekend for #TheRegionsPlan survey and then share it with a friend: atlantaregionalplan.metroquest.com/?utm_source=ho...

**tell us
MORE
Y'ALL**

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MISSION

View more photos and videos

transportation.emory.edu/file/news_alerts.html

EMORY UNIVERSITY | Transportation and Parking Services

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Local Transportation Agencies | FAQ

News & Alerts

Is Metro Atlanta Ready for a High-Tech Future?

How often do you think about the impact of faster, better technology on our future? Have you heard of driverless cars? How could advanced following technology impact the way you live and work? Or, what if you had an app on your phone that would match your transportation need with the most appropriate, efficient mode available (think bus, Uber, taxi, etc)? If additional transit corridors/employment centers emerge in the south, east and west of the region, how would this impact you?

An online regional survey being conducted by the Atlanta Regional Commission poses these questions and more to find out how you think new technologies that may impact where and how we travel and live, such as the next 25 years' input from this survey will be used to develop the Region's Plan which guides public policies, transportation, land use, water quality and conservation, economic development and aging and health resources.

The survey is visual, interactive and brief. It allows for comments throughout.

This survey is available [here](#) and is open from now through the Atlanta Regional Commission with any questions at the moment.

South Dekalb Mall Park-n-Ride Update

Effective Tuesday 1/20/15, the new departure times for S130AM / S155AM / S120AM / S155AM / 7:40AM / 8:15AM

For more information: [Click Here](#)

A Route Service Change

Effective January 20, 2015, the A-route will no longer stop has been created at Wesley Woods Hospital and

For more information: [Click Here](#)

C - Toco Hills Route Update

Effective Saturday, January 17th, 2015, the C-Toco Hills Woodrum Circle and the Oakmont Campus.

For more information: [Click Here](#)

Waiting for transportation.emory.edu...

tell us MORE

fayettechamber.org/2015/01/arc-wants-to-hear-from-fayette-your-chance-to-give-input/

App | TML Portfolio | New Tab

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Chamber

Community

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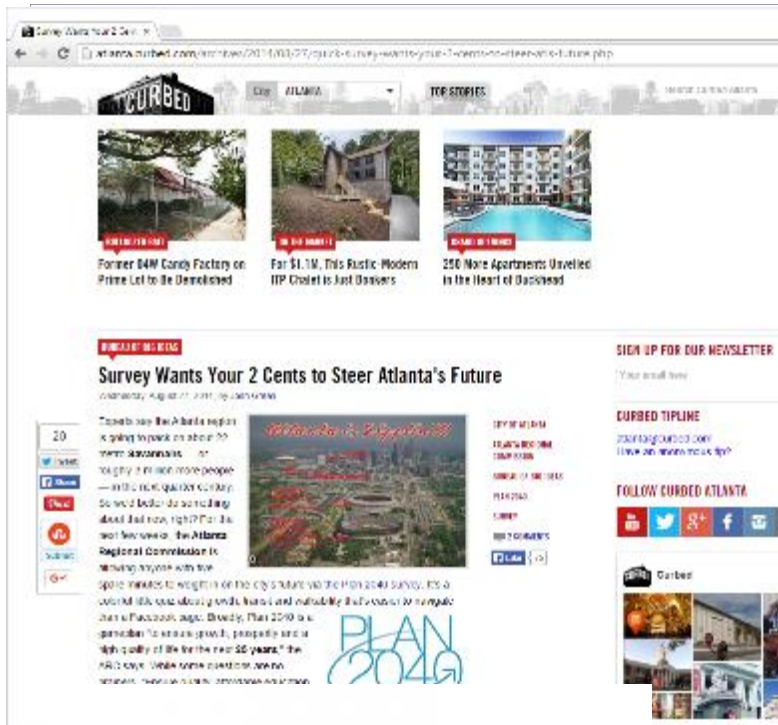
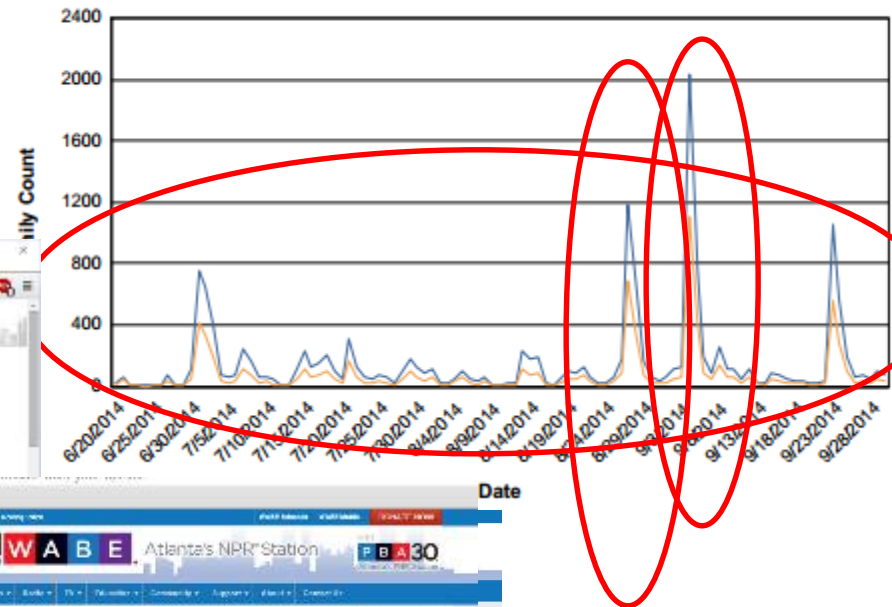


In the summer of 2014, the Atlanta Regional Commission conducted a survey asking how to prepare for the population growth expected by 2040. Today, we ask how to address rapid change and innovation. Please take five minutes



Tip: track & trust your trends

Daily Visits and Data



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local relevance

+

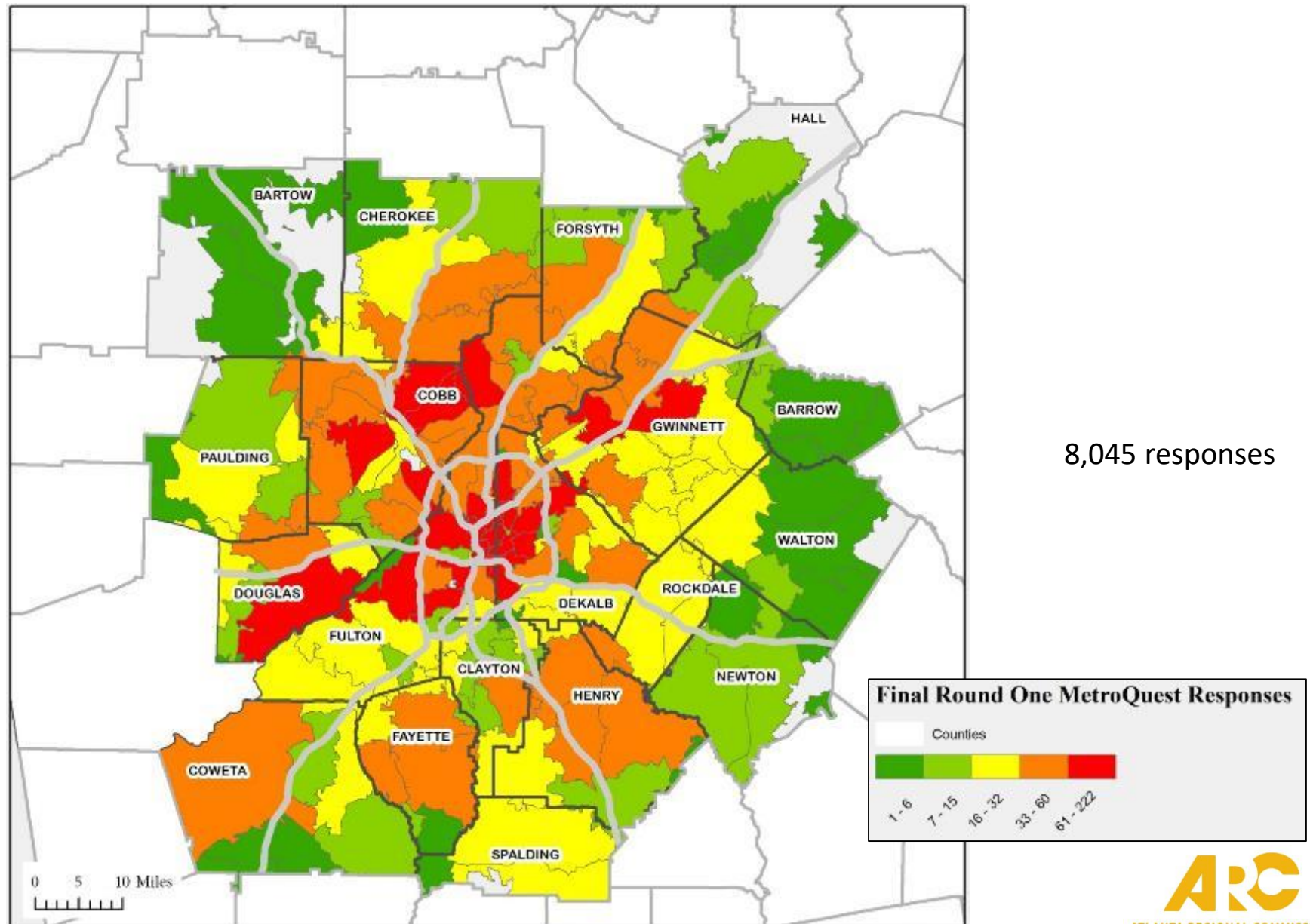
regional impact

Tip: low cost mobile outreach

regional impact + local relevance



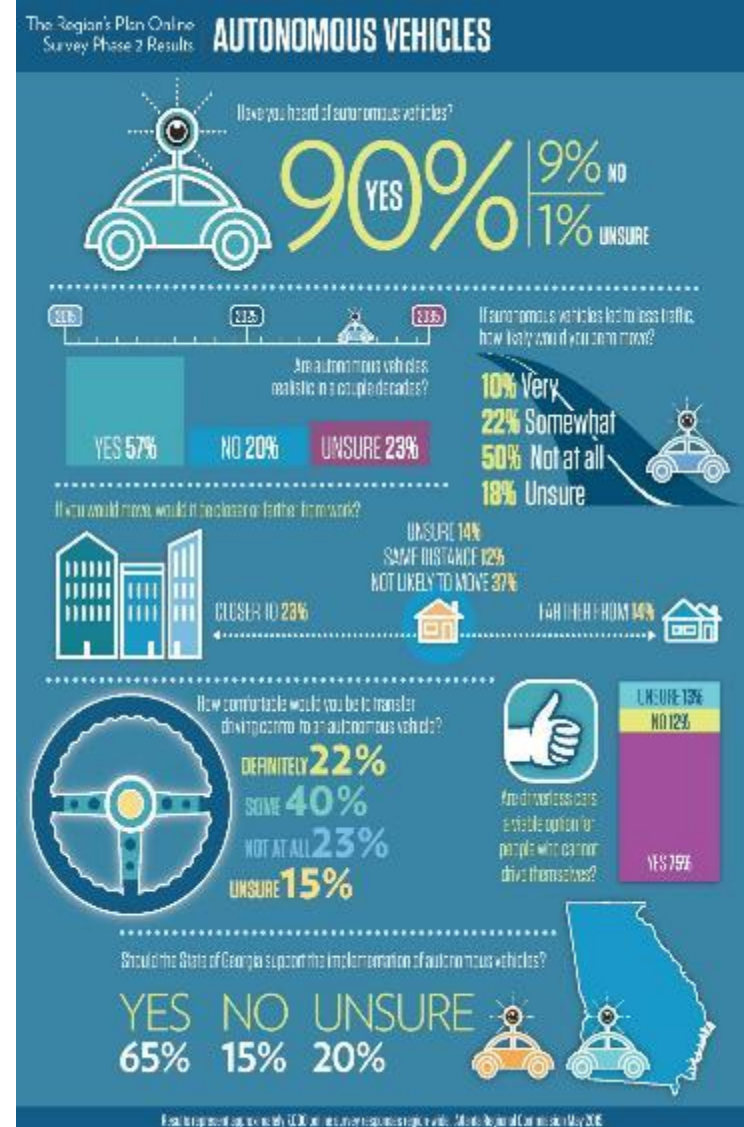
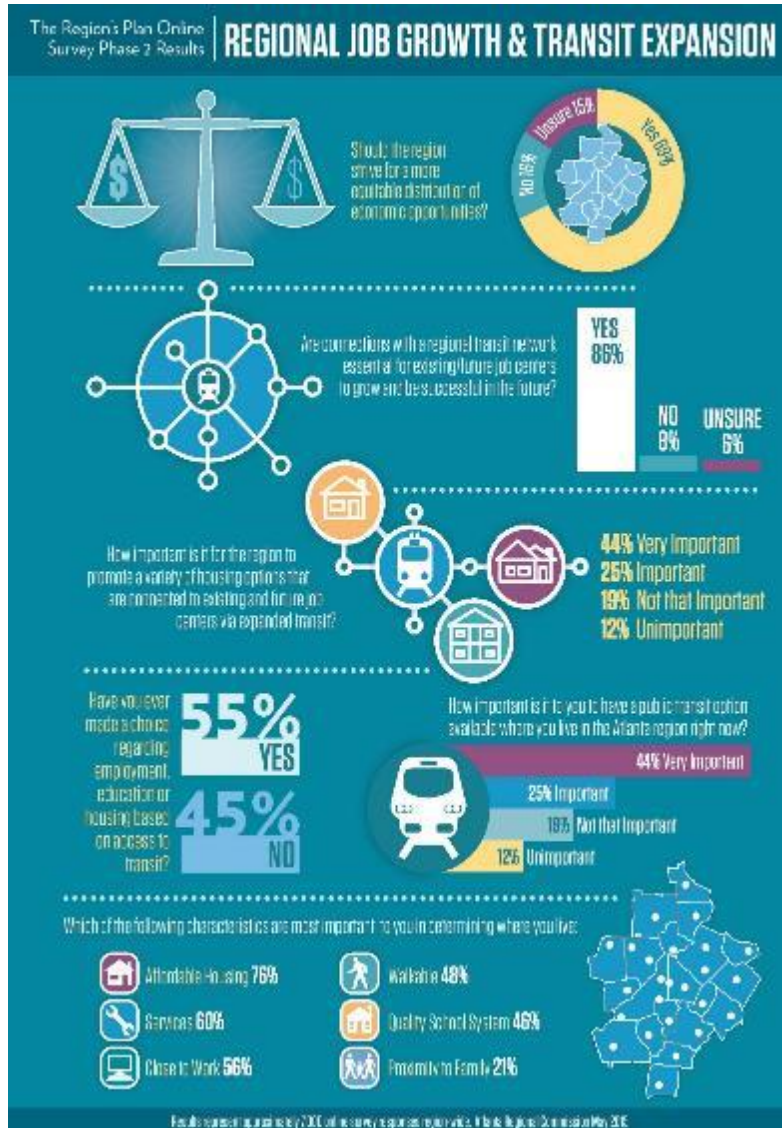
Tip: track your results & adjust strategy!



Trick: make results fun to read

local relevance

regional impact



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Trick:
Keep the tried &
true too!



MARTA CEO, Keith Parker

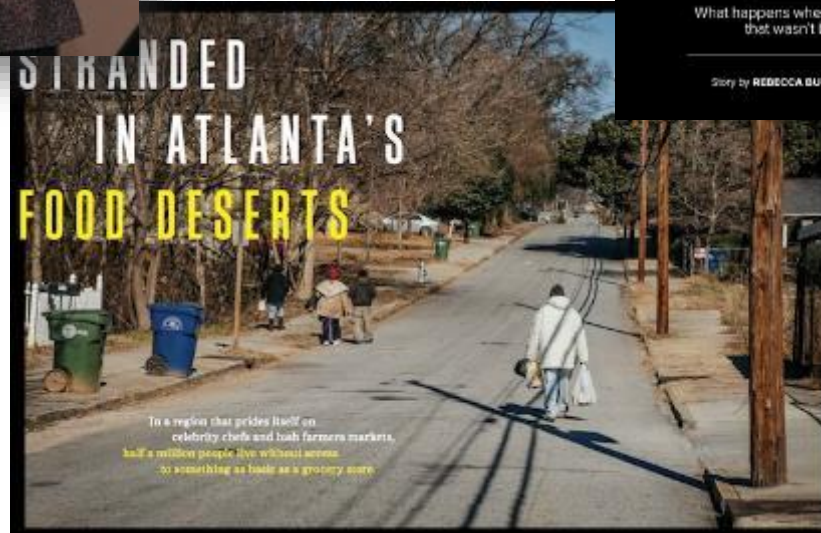
Tip: find
trusted
spaces



Tip: work with creative partners to tell stories



Rebecca Burns,
Atlanta Magazine



Tip: work with creative partners to tell stories

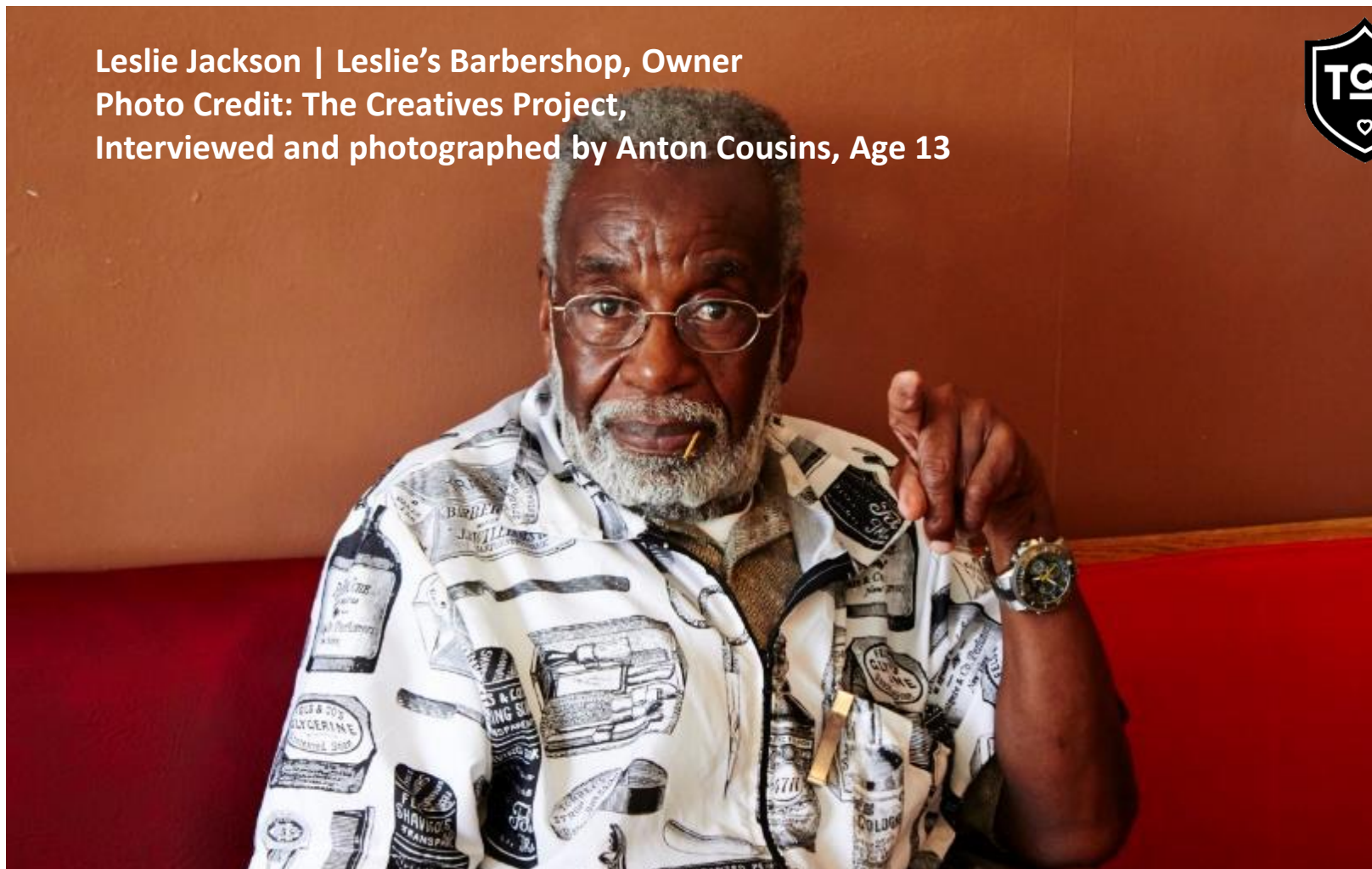


Photo credit: The Creatives Project





Leslie Jackson | Leslie's Barbershop, Owner
Photo Credit: The Creatives Project,
Interviewed and photographed by Anton Cousins, Age 13



"I've been in this community for forty years. I'm 88 years old. I've been here in this street long before anyone else, I opened this Barber Shop in 1966. It's a family business, my son is 35 years old, his a barber here at our shop and my grandson also works here. I have seen a lot of changes in the community over the years; the streetcar, gentrification, old businesses closing and new businesses opening."

Trick: generate, document, & keep
using specific community input



Tip: report back the impact of community voices & keep sharing

GOAL:

ENSURING A COMPREHENSIVE TRANSPORTATION NETWORK,
INCORPORATING REGIONAL TRANSIT AND 21ST CENTURY TECHNOLOGY

Foster the application of advanced technologies to the transportation system

Technology has changed the way residents live and travel in the Atlanta region. New technologies provide travelers with real-time data to inform decisions and will continue to shape the way residents and goods move in the future. The Region's Plan supports the development and further application of existing technologies, such as user friendly smart phone apps, to improve the travel experience. The application of technologies, such as synchronized signal timing and advanced traffic management systems, improve how governments stay ahead of congestion.

Looking further into the future, the Region's Plan fosters the implementation of emerging technologies, such as interconnected autonomous vehicles, to ensure the region stays competitive and technologically ahead of the curve.

Promote an accessible and equitable transportation system

Many residents of the Atlanta region live in areas with low access to transit, or where people own few cars, making access to jobs and services difficult. Specifically, as our aging population grows and some no longer drive, accessing daily needs will be more of a challenge. It is vital to maintain and expand the comprehensive transportation system to ensure equal access for everyone.



THE ATLANTA
REGION'S
PLAN

HOW DID COMMUNITY VOICES IMPACT

THE ATLANTA REGION'S PLAN ?



Community feedback led to:

Inclusion of equitable principles
throughout The Atlanta Region's
Plan Policy Framework

Equitable Target Areas
Index map was adjusted

Identification of future questions to
explore throughout planning process

Throughout these activities, ARC learned that community engagement should occur continuously, not just around a planning process. In this way, relationships are built over time and knowledge is current and useful to all concerned.

This practice helps lead to:

- Dynamic, in-depth dialogue on issues
- Identification of future outreach goals
- Identification of planning aspirations to better address community needs

Plans for future engagement

- Expand audience, with attention to balancing participation across all demographic groups
- Strengthen relationships with community-based organizations
- Improve outreach in low-income communities
- Strengthen outreach with Hispanic populations

THE ATLANTA REGION'S PLAN



What do you think ARC should
do to strengthen community
engagement efforts?

In sum. . . just try it out

tell us
MORE
Y'ALL

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



Melissa Roberts,
Community Engagement Coordinator
mroberts@atlantaregional.com
404-463-3272