

Regional Business Coalition

The RBC is a recognized leader in identifying and advocating sustainable solutions that foster greater economic vitality by building consensus, shared commitment and the cooperation of chambers of commerce in the Atlanta region.

CHAMBERS IN PARTNERSHIP

Central Atlanta Progress ■ Cherokee ■ Clayton ■ Cobb ■ Conyers-Rockdale
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WATER

Vanpools

While MARTA heavy rail, express bus, and local bus service work well for most people looking for an option to driving alone, it isn't for everyone. Vanpools and carpools are often overlooked alternatives to more formal transit services. That's about to change!

The Clean Air Campaign is offering incentives to employers looking to provide their employees a transportation option. A free guaranteed ride home program is often coupled with a vanpool program to assure employees that they won't be stranded at work if there's an emergency.

The Clean Air Campaign will pay 80% of the operating costs for a new, qualified vanpool for the first three months; then 50% for another three months. Employers must agree to pay 20% of the costs for a full year to take advantage of the incentive program. Contact CAC at 1-877-CLEANAIR for free consultation.



Vanpools typically carry 7-15 people who live near each other and work in a common employment center. MetroVanPool is the largest operator of turnkey commuter vanpools in the Metro area. For more information, please see www.metrovanpool.com.

The 16-county Metropolitan North Georgia Water Planning District has begun work on long-range water supply, wastewater and stormwater plans. Planning challenges include extraordinary population growth, high-impact land use and development practices, limited water supply resources, degraded water quality, the public's poor understanding of the issues, and lack of funds for implementation.

The population of the district is forecasted to grow from four million to six million by 2030. With essentially all of our water coming from surface water, water conservation and strategically-placed new reservoirs will be needed to meet future needs.

More than 1,000 miles of rivers and streams do not meet water quality standards and many have yet to be tested. This unfortunate environmental situation is compounded by court-ordered regulatory requirements that must be met in the next few years.

The primary challenge comes not from our public sewers and private industries, but from polluted runoff from construction sites, lawns, parking lots and other developed areas. When rain water hits our increasing number of roofs, roads, driveways, parking lots, and cleared construction sites it is not naturally absorbed into the ground; instead it runs over these surfaces, taking with it pollutants such as oil, gas, fertilizers and sediment; the run-off

then makes its way directly into our rivers, lakes and streams.

The Regional Business Coalition offers the following policies as a starting point for development of these plans:

Surface waters supply 98% of the region's drinking water.

Provide adequate water supply, wastewater treatment and stormwater management for forecasted economic development.

Effectively utilize existing water resources to meet water supply needs. Specifically, Lake Lanier should be reauthorized with water supply as its primary purpose.

Implement effective and aggressive water conservation strategies.

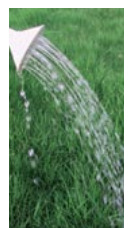
Maximize the water supply potential of wastewater return flows. Specifically, the discharge of highly treated wastewater into reservoirs should be pursued.

Minimize consumptive water use. Specifically, the region needs to minimize the amount of new growth served by septic systems.

Develop new water supply resources.

Protect instream water quality, especially upstream of potable water supplies.

Volunteers: Basin advisory councils provide input to the Water District board. Please contact RBC if you are interested in serving as a business representative on a basin advisory council.



Quality Growth Policy

The Atlanta Regional Commission is updating the Regional Development Plan (RDP) and Regional Transportation Plan. The RDP serves as the foundation for transportation planning and other planning activities. Also, local governments are encouraged to align their policies and activities with the plan.

RBC supports the current RDP and is a member of the RDP team drafting the new policies. The new draft policies are:

- Provide development strategies and infrastructure investments to efficiently accommodate forecasted population and employment growth.
- Guide an increased share of new development to the Central Business District, transportation corridors, activity centers and town centers.
- Increase opportunities for mixed-use development, infill and redevelopment.
- Increase transportation choices and transit-oriented development (TOD).
- Provide a variety of housing choices throughout the region.
- Preserve and enhance the stability of existing residential neighborhoods.
- Advance sustainable greenfield development.
- Protect environmentally sensitive areas.
- Create a regional network of greenspace that connects across jurisdictional boundaries.
- Preserve existing rural character.
- Preserve historic resources.
- Inform and involve the public in planning at regional, local and neighborhood levels.
- Align local policies and regulations to support the Regional Development Plan.
- Support growth management at the state level.

ARC is seeking public input on the three year Transportation Improvement Program (TIP), Regional Transportation Plan and other planning activities. RBC encourages interested businesses to review these draft policies and plans, and share your ideas for our future.

The ARC board will adopt the 2003-2005 Transportation Improvement Program (TIP) at their **October 23rd** meeting.



Growth issues infused most primary and runoff elections.

Air Quality Update

As of September 3rd, Atlanta has officially experienced 31 days of poor air quality in 2002.

Alternately, only 1.4% of the air quality monitor readings were above EPA's pollution threshold. With thirteen monitors around the region it is important to recognize that not all areas of the region experience poor air quality on "nonattainment" days. These differences are primarily the result of shifting wind patterns and other meteorological factors.

Georgia Quality Growth Partnership

The Georgia Quality Growth Partnership is a collaboration among diverse public and private entities that seeks to provide local governments and citizens with the tools and knowledge to transform the way we define, create and sustain high quality Georgia communities.

In addition to providing a forum for organizations to collaborate, the partnership has produced a quality growth toolkit. The toolkit is an excellent resource for communities grappling with numerous growth-related challenges. Among other tools, it contains model ordinances for conservation subdivisions, traditional neighborhood developments and mixed-use development.

RBC is a proud member of this innovative partnership. More information on the partnership can be found at www.georgiaqualitygrowth.com.

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