

## ACTIVITY CENTERS UPDATE: GEOGRAPHY FACT SHEET

*Region Forward* recommends that Activity Centers be a fundamental tool for guiding growth and measuring our successes in addressing a broad range of technical and policy goals and challenges. Building on these recommendations, this update of the Activity Centers will define boundaries differently than in prior efforts. The new Activity Centers will be designed for both policy and technical purposes so that they can be widely used by a greater variety of organizations and stakeholders.

### I. Policy Purposes

The new Activity Centers will be used by numerous stakeholders including local governments, state and regional agencies, business groups, and civic, advocacy, and nonprofit organizations. For this reason, the new map should identify the conceptual locations of Activity Centers throughout the region to show how they align spatially with other features such as protected lands, new affordable housing developments, or transit lines.

**Illustrative Boundaries:** The new Activity Center map will use uniform dots (of ½ mile radius) to represent all Centers throughout the region. This illustrative representation of the Activity Centers emphasizes the Center's presence and location in the region, and allows Centers to be used by multiple stakeholders for a variety of policy applications. Additionally, illustrative Centers allow jurisdictions to define specific planning area boundaries for their Centers as necessary for local purposes based on local issues and priorities.

### II. Technical Purposes

COG and TPB technical committees will continue to use Activity Centers for technical analysis of population, household, and employment growth; in transportation studies and modeling; and in environmental assessments of water supply, tree canopy, or energy efficiency / Green Building construction. Local, regional, and state agencies in the region will likely use the Activity Centers to analyze regional trends and develop forecasts, particularly for transportation purposes.

Starting from the illustrative Centers, COG and local jurisdiction staff will work together to develop technical analysis boundaries for the Activity Centers:

**Transportation Analysis Zone (TAZ) Boundaries:** Transportation studies and forecasts of population, job, and household growth

**Census Boundaries:** Demographic, income, housing, and market analysis studies