

IMPLEMENTATION MATRIX: VIBRANT AND CONNECTED PLACES

#	Recommendation	Y	Potential Lead Implementer(s)	Potential Implementation Partners	Potential Funding Sources	Funding Notes
Objective 4.1: Maximize the Impact of the Region's Greatest Natural Resource – the Chattahoochee River						
4.1.1	Collaborate across state lines to further promote activation of the Chattahoochee Riverfront through the region's core.	1	TBD	BIZ; COC; CVB; DEV; EO; GOV; MID; NA; PCRCC; PPP; UC	GOV; UC: various other public and private sources	Funding requirements will vary widely depending on course of initiative; small-scale initiatives such as enhanced security and event programming could be covered by organizations such as Uptown Columbus; large-scale projects could require very large public or philanthropic investments
Objective 4.2: Promote Vibrant and Attractive Neighborhoods, Corridors, and Activity Centers						
4.2.1	Pursue policies and develop incentives to activate underutilized commercial, industrial, and neighborhood properties.	1	CGC; GOV	BANKS; COC; DEV; HCF; LBA; MID; NA; PHIL; UC	Primarily local public sources with possibilities for private-sector support	Primary public costs include the development and provision of incentives; mostly resourced locally but with the possibility for state or federal tax credits or grants (e.g. historic preservation); could include some private-sector support for a low-cost financing program for worthy small-scale redevelopment processes
4.2.2	Catalyze the development of new housing options and supportive neighborhood retail in the region's core neighborhoods.	1	CGC; GOV	COC; DEV; GDCA; MID; NA; UC	Primarily public with support from PPP	The primary costs include potential use of public incentives (e.g. TAD financing to defray development costs) or development of new programs (e.g. workforce housing density bonuses); primary cost to public-private partnership include staff time related to assisting with retail or commercial development in key districts

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4.2.3	Create a formal partnership to promote a vibrant Downtown Phenix City.	2	TBD	BIZ; DEV; EO; GOV; PCRCC; PPP	Local public and private sources	Sources for funding are contingent upon the desired corporate structure, which could be a publicly funded BID, a 501(c)(3) organization capable of receiving a variety of monies, or both; funding need is contingent upon the desired level of services and activities
4.2.4	Maximize community attachment and neighborhood beautification by fostering the creation and enhancement of spaces that are high in quality, beautiful, and designed for people.	2	GOV; NA	CFCV; HA; NWC; ODCH; PHIL	Various public and private sources.	Costs and potential funders vary widely based on specific actions; a micro-targeted beautification would require public contributions in the form of temporarily enhanced or redeployed city services while support for quality workforce housing could come from public or private sources
4.2.5	Beautify gateways into the region to make a positive first impression on visitors and enhance the built environment for the community	2	GC; GOV	ALDOT; COC; EO; GDOT; HCC; PCRCC; PHIL; PPP	Various public and private sources.	Gateway beautification initiatives often include public funding from state or local sources, but can also be supplemented by private donations or grants; public contributions could include revenues from a TAD/TIF or CID/BID

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4.2.6	Develop an Artist Relocation Program to expand and diversify the community's arts capacity.	2	TBD	BANKS; CCAA; CGC; GOV; HA; HCF; PPP	Primarily local private sources with potential for public-sector involvement	Primary costs include funding to capitalize a potential low-interest loan program, subsidized lots, or other forms of financial assistance (e.g. architectural services); programs could be resourced from public-sector or from local financial institutions, philanthropic organizations, and corporate donors; some contributions (especially services) could be made in-kind; may also include publicity expenses+G62
Objective 4.3: Connect People and Places With Expanded Opportunities for Walking, Biking, and Transit Use						
4.3.1	Advance ongoing and develop future efforts to improve walking and biking connectivity.	1	CFCV; GOV	ALDOT; CP&R; EO; GDOT; PATH; PHIL	GOV; PHIL; state and federal funding; competitive public and private grants	Given the low cost of bike/ped facilities relative to other transportation infrastructure, a variety of resourcing options exist, including local or national philanthropic grants, corporate sponsorships, local, state, or federal public funds, etc.; a mixture is common (e.g. private sources for capital costs and public for maintenance); costs will include planning, design/engineering, construction, and maintenance
4.3.2	Evaluate options to expand public transportation coverage, frequency, and operating hours to connect residents to jobs and amenities.	2	METRA	BIZ; EO; GOV; PPP	Various public sources	Expanded services could be funded through enhanced federal support or local options, such as ongoing conversations related to allocation of TSPLOST monies earmarked for transit