

# Building Strategic and Successful Coalitions



A Perspective from the  
Livable Communities Coalition of  
Metro Atlanta



# Background of LCC

- Created in 2005 to promote and advocate for smart growth and sustainable development issues in Atlanta region
- Small core staff supported by a coalition of more than 50 organizations (economic development, housing, environmental, planning and design, real estate, etc.)
- Focus has been on transportation, land use, and housing
- Issues addressed through planning and technical assistance, policy development, education and advocacy



# Coalition Building Within the Coalition

- Our work often involves building more specific coalitions within our larger network


Examples:

- ✓ Transit Stakeholders Committee
- ✓ Workforce Housing Advocacy
- ✓ Support for Tax Increment Financing



# Best Practices in Coalition Building

- Engage and add value for members
- Keep work program and goals fresh, timely and specific – avoid abstractions
- Communicate, communicate, communicate!




Letter from the Executive Director / Livable Communities Coalition

**Regional Roundtable Chooses Executive Committee** December 2010

**In This Issue**

- Cities see rising incomes
- Roundtable chooses executive committee
- Downdraft hurts housing
- Signs of pain easy to see

**Latest census data shows renewed vitality of U.S. urban centers**

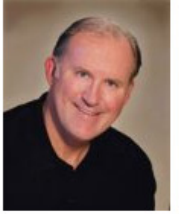


Traffic headed toward Atlanta's urban center in a Bloomberg photo. New census data indicates U.S. cities are seeing median incomes rise in urban centers.

New data from the U.S. Census Bureau confirms that

**Metro Atlanta Regional Roundtable Chooses Executive Committee; Will Lead Project Selection Effort**

How will the Metro Atlanta Regional Roundtable go about picking a slate of transportation projects that can win consensus within the Roundtable itself and, more importantly, with the region's voters?



Ray Christman

The answer came into sharper focus last Friday at the Roundtable's first official meeting, where the group took two key actions: approval of the criteria upon which project selection will be significantly based, and selection of a five-person executive committee to lead its work.

The criteria are very important because they serve at the least as a key starting point for discussion of project suitability. Dating back to the release of draft criteria last summer, the Coalition has spent a great deal of time studying these proposals and submitted letters of comment in [August](#) and [December](#) with the help of a committee of our member organizations. In general, the GDOT planning director, who

# Top Challenges

- Allocating time and resources between “care and feeding” of the coalition and doing the work
- Maintaining meaningful engagement with coalition members
- Keeping smart growth issues a priority in current economic environment



# Keys to Success

- Work products and communication outputs are high quality – builds credibility
- Provide leadership on key public issues
- Engagement with coalition members is real, not show – substantive, value added, serious



# For More Information:

[www.livablecommunitiescoalition.org](http://www.livablecommunitiescoalition.org)

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