Building a Powerful Regional Equity Coalition to Deliver on Sustainable Communities
Friday, February 3, 2012

New Partners for Smart Growth Conference
San Diego, California
Guiding Principles for Shared Prosperity

- Development must happen with people, not to people.
- Reduce local and regional disparities for balanced growth.
- Promote coordinated, galvanizing investments that result in measurable success based on outcomes for people, planet, and profit.
- Ensure meaningful community participation, leadership, and ownership in change efforts.
Equity Impact Areas

1. Transportation Equity
   ○ Transportation has become either a barrier or gateway to opportunity in Metro Atlanta.

2. Equity of Opportunity
   ○ Developing economic models that are lucrative, inclusive and just.

3. Regional Equity
   ○ Unbalanced growth and investments in our region have created a less equitable and competitive region.
   ○ EQUITY IS THE SUPERIOR GROWTH MODEL!
Growing the “Equity Eco-system”

1. Act-Now – Laurel Paget-Seekins
2. Agnes Scott College – Susan Kidd
3. Atlanta Housing Association of Neighborhood-based Developers (AHAND) – Andy Schneggenburger
4. Atlanta Metro Black Chamber of Commerce – Michael Hill
5. Atlanta Regional Health Forum – Douglas Greenwell
6. Atlanta Regional Commission - Mike Carnathan
7. Atlanta Urban League - Nancy Flake-Johnson
8. Atlantans Building Leadership for Empowerment (ABLE) – Sherita Edwards
11. Common Focus - Jon Abercrombie
12. The Community Foundation for Greater Atlanta – Tene Traylor
13. Cox Enterprises – Jamie Buck
14. DeKalb County Office of Neighborhood Empowerment (ONE DeKalb) – Bettye Davis
15. Emory University Office of University-Community Partnerships – Dr. Michael Rich
16. Emory University Race and Difference Initiative (RDI) – Tyrone Foreman
17. Clarification & Mediation, Inc. - Clara Axam
18. Consultant, Charles Walker
19. Families First – Kim Anderson
20. Federal Reserve Bank of Atlanta - Sibyl Slade
21. Georgia Coalition for the Peoples Agenda- Helen Butler
22. Georgia Power - Pat Sims
23. 25. Georgia Tech – Chris Burke
24. Georgia STAND-UP – Deborah Scott
25. Georgia State Trade Association of Non-profit Developers (G Stand) – Kate Little
26. Gwinnett Coalition for Health and Human Services - Nicole Love
27. H. B. Dorsey and Associates – Hattie B. Dorsey
28. IBM – S. Tjuan Dogan
29. J.P. Morgan Chase – Beverly Dabney
30. Keiser Permanente – Trey Ragsdale
31. Latin American Association - Millie Izirary
32. League of Women Voters of Georgia – Tracy-Ann Nelson
33. MARTA – Lyle Harris
34. Mayson Avenue Cooperative – Garry Long
35. NeighborWorks America – Don Phoenix
36. 100 Black Men of Atlanta - Otis Threatt
37. Pittsburgh Community Improvement Association (PCIA) – LaShawn Hoffman
38. RRC – Young Hughley
39. Southern Alliance for Clean Energy – Seandra Rawls
40. Sustainable Atlanta – Scott Briskey
41. Sustainable Neighborhood Strategies, Inc. – Mtamanika Youngblood
42. The Genius Group – Milano Harden
43. Consultant - Charles Walker
44. Urban League – Nancy Flake-Johnson
45. The Zeist Foundation – Atiba Mbiwan
46. The Zeist Foundation – Atiba Mbiwan
Transportation Investment Act

• Referendum to be held July 31, 2012 for 1% sales tax for 10 years
  – Transit, Roadway and Aviation projects
  – Regional tax will create $5-7 billion over 10 years
• Atlanta Regional Roundtable for 10 Counties Determined Project List
  – Chairman from each county and one Mayor from region and Mayor of City of Atlanta
• Project list finalized October 15th
  – 52 percent for transit
• Additional 15% set-aside for local jurisdictions
Regional Organizing

• Organized Just Transportation Circle (JTC)
  – Sierra Club
  – Urban League of Metro Atlanta
  – Atlanta Regional Commission (MPO)
  – Metropolitan Atlanta Rapid Transit Authority (MARTA)
  – League of Woman Voters of Georgia
  – Sustainable Atlanta
  – Amalgamated Transit Union
  – Over 20 organizations are members of JTC

• Facilitated development of shared vision, principles and goals for JTC

• Organizing of local “Equity Hubs” to support placed based advocacy and education efforts – 3 new hubs created

• Organizing for Opportunity “Train-the-Trainer” trainings in 5 largest counties in metro region – Over 50 leaders have participated in trainings so far
Education, Engagement and Policy Advocacy

- **Moving to Opportunity Forums** held in 4 largest counties in metro Atlanta – Almost 500 people have participated in forums so far
- **Moving to Opportunity policy document** developed to make case for transportation equity in metro Atlanta
- **From Promise to Prosperity** document in development to promote equitable TIA employment/procurement policies

- Increased education and engagement of JTC advocates in regional roundtable deliberations
- Advocacy and ratification of Equitable Target Areas (ETA) mapping as influencer of projects selected for project list by regional roundtable
- Development and ratification of regional equity indicators for decision making of regional roundtable
Next Steps

• Continuation of Forums, Regional Organizing, and Technical/Funding Support of Equity Hubs
• Development of *Opportunity Deferred* Document
• Organizing *Regional Transportation Summit* to Develop and Ratify Just Transportation Policy Agenda
• Advocacy for *Equitable Jobs Policies* for TIA and beyond
• *Transit Rider Education and Engagement*
• Utilization of “equity-ecosystem” to promote *equitable utilization of additional 15% set aside* for counties
Ingredients for Successful Partnerships

“If you want a future that’s distinct from the past, you have to be with people who you aren’t used to being with and have conversations that you’re not used to having.”

-Peter Block
www.psequity.org

TOGETHER WE PROSPER!