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!
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:

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