



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

TOGETHER WE PROSPER!