The TransFormation Alliance
Strengthening Communities Through Transit

AARP Livable Communities Placemaking Workshop
Nov. 13, 2019
"Imagination is more important than knowledge. For knowledge is limited, whereas imagination embraces the entire world, stimulating progress, giving birth to evolution."

- Albert Einstein
• 10 stations total

• Circling MARTA service area

• Football clubs at each station with unique crests and names

• Tournaments and games played between all the clubs
TransFormation Alliance: Strengthening Communities Through Transit
Place Matters

Income Inequality

Atlanta is #1 in the country

Income Mobility

4%

A child raised in the bottom fifth income bracket in Atlanta has just 4% chance of reaching the top fifth

- Brookings Institute, 2016
<table>
<thead>
<tr>
<th>Zip Code &gt; DNA</th>
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<tbody>
<tr>
<td>Life Expectancy at Oakland City MARTA station: 72.7</td>
</tr>
<tr>
<td>Life Expectancy at Buckhead MARTA station: 82.4</td>
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Our Issue Areas

RACIAL

Arts & Place
Jobs
Climate
Housing Choice
Health
Mobility

ETOD

EQUITY
TFA’s Twin North Stars

• A person’s racial identity should no longer predict their opportunity in life; and

• Communities should be strengthened by transit, not displaced by it.
Guiding Principles

• Centering and naming racial equity
• Collaboration
• Transparency
• Respect for one another
• Strengthening Atlanta’s civic infrastructure
• Sharing of resources & shared resource development
• Shared branding and messaging
Process Doesn’t Equal Trust
Multisolving

The pooling of expertise, funding, and political will to solve multiple problems with a single investment of time and money.

- Beth Sawin, Climate Interactive
Multisolving Principles & Practices

Three Principles
1) Everyone Matters
2) Address tough problems in an integrated fashion
3) Large solutions start small

Three Practices
1) Practice welcoming
2) Learn and document
3) Utilize storytelling
Atlanta C.R.E.W.

- Exploring climate and cultural resilience.

- Residents in Atlanta’s Oakland City neighborhood identified urban flooding and jobs access.

- Train participants on small scale storm water management features, with arts & culture training included.
The Play’s The Thing....
Let’s think about our words...

“placemaking”         sensemaking

“triggering”           embrace cycles

“long-term change”     personal transformation
Hold on to your “why” for long lasting change
Thank you!

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