



Atlanta and the Strong, Prosperous, And Resilient Communities Challenge

We all benefit when everyone thrives.

Metro Atlanta has a rare opportunity to transform itself in the coming years. Over the next decade, \$3 billion will be spent on transit and infrastructure, fueling investments and driving changes in housing, health, and the built environment.

Historically, local and regional infrastructure investments in large cities have been made in ways that divided neighborhoods and limited opportunities for people on one side of the divide, often people of color or low income. Look by ZIP code at the data on health outcomes, employment, economic, and other risk factors: *Your place says a lot about your opportunity*. Our region's dynamics are directly tied to geography, concentrated poverty, extensive traffic and an inadequate public transit system that all make it extremely difficult to access job opportunities.

In this critical moment, the way we build the places we live, work, and play should benefit all Atlanta residents. As local leaders, community members, policymakers, and others are brought together through the TransFormation Alliance to determine how the next big wave of infrastructure investments will be spent in Atlanta, the Strong, Prosperous, And Resilient Communities Challenge, or SPARCC, is supporting local efforts to make sure the investments are used to make the community a place where everyone thrives.

SPARCC is empowering our community

SPARCC is a three-year, \$90 million initiative to amplify local efforts to ensure that major new infrastructure investments lead to equitable and healthy opportunities for everyone. SPARCC is investing in the ideas, energy and momentum of local networks to positively shape our cities and regions for generations.

SPARCC is an initiative of Enterprise Community Partners, the Federal Reserve Bank of San Francisco, the Low Income Investment Fund, and the Natural Resources Defense Council, with funding support from the Ford Foundation, The Kresge Foundation, the Robert Wood Johnson Foundation, and The California Endowment.

Following a competitive application process in 2016, Atlanta is one of six places chosen to receive initial funding and expert technical assistance from SPARCC. TransFormation Alliance a diverse group of organizations representing government agencies, business partners, metro Atlanta's transit agencies and the nonprofit community, was awarded \$1 million in direct grant and technical assistance funds. Collectively, the SPARCC sites will have access to an

estimated pool of \$70 million in financing capital, as well as \$14 million of programmatic support.

How will this impact Atlanta?

SPARCC will bolster the TransFormation Alliance in its efforts to ensure that, as major new investments in transportation and community development are made, they improve equity, health, and environmental outcomes for all residents.

Atlanta has a once in a lifetime opportunity to invest in transit infrastructure that could reshape the built environment for generations. The award from SPARCC will enable Atlanta to harness the opportunity of this investment to ensure development benefits people of all races and incomes.

With the award, TransFormation Alliance will be better supported in their efforts to:

- Demonstrate the potential for a new development style that focuses on equity, health and environmental outcomes. The demonstration focus area is the Lee Street corridor, from the West End MARTA station to the Oakland City MARTA station, in Southwest Atlanta.
- Advocate for racial equity during the MARTA expansion and continued development of the BeltLine through both policy changes and examples within the built environment.
- Address shortcomings and challenges that result from spatial segregation, including the health and climate disparities that disproportionately impact Black neighborhoods.
- Ensure residents and organizations are incorporated into the decision making process, by deepening capacity building opportunities for established and emerging community leaders and civic institutions, and by incorporating arts and culture-based community engagement to provide a platform to engage and discuss issues.
- Advocate for policies that would increase resource availability for strategies that reinforce SPARCC principles, including to allocate additional budget and funding towards affordable housing preservation and development.
- Use innovative capital strategies, including advancing the early acquisition of strategic parcels for affordable housing, healthy food initiatives, healthcare facilities, infrastructure development, the leveraging of green and energy efficiency rehab programs, and advancing models of permanent affordability.

These efforts will result in altering the inequitable development trajectory of our region, creating a New Atlanta Way for transit and community development investments, which is underpinned by racial equity, incorporates arts and culture-based community engagement, is responsive to people within impacted communities, and shapes future health and climate outcomes.

For more information on the TransFormation Alliance, please visit ATLTransFormationAlliance.org.

For more information on SPARCC, please visit sparcchub.org.

