



# CATLYST

# Agenda

Planning Process

Stakeholder Input

Strategic Framework

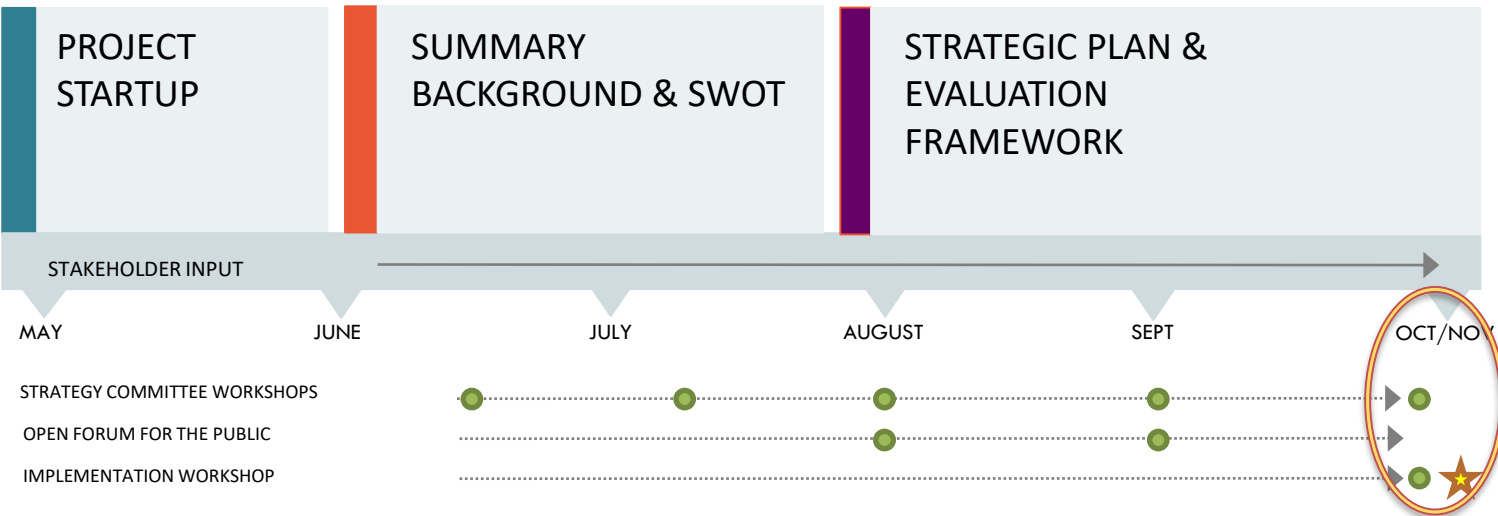
Projects for Implementation

Action for Board Approval

**CATLYST**

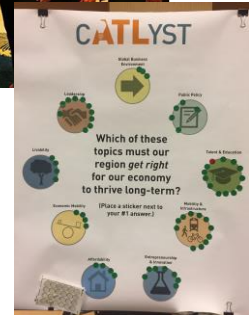


# Planning Process



# Stakeholder Input

- Five 2-hour workshops with 65-member Strategy Committee
- 2,083 participants in online survey
- 10 focus groups with 100+ participants
- 25 interviews
- Four 2-hour regional Open Houses with 120 participants
- Four ARC Center Directors Meetings
- 65 responses to general strategy and 17 to open house questionnaire













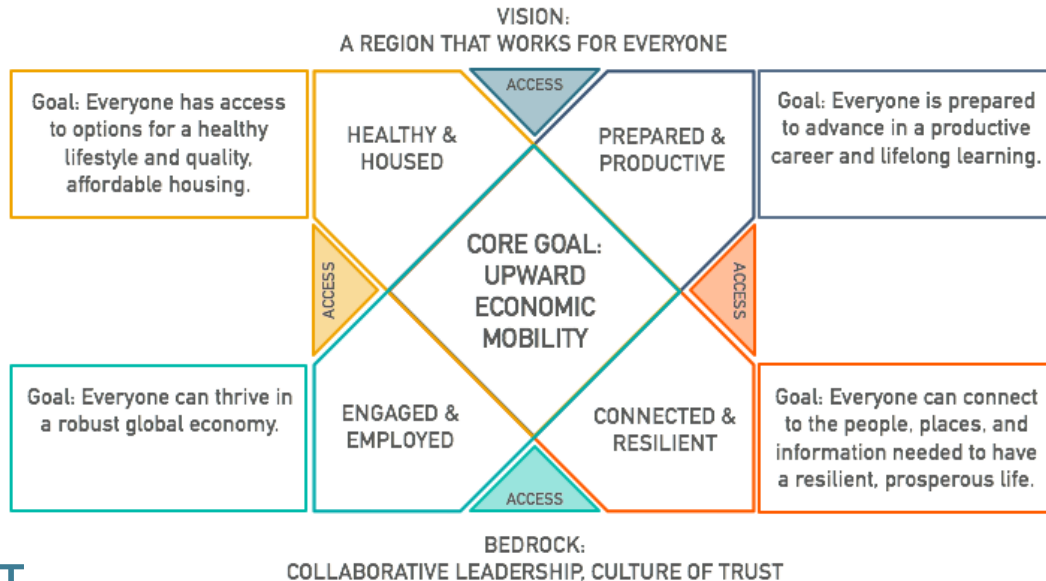
**CATLYST is about building a strong, sustainable regional economy.**

**To do so, we need to build our region's workforce.**

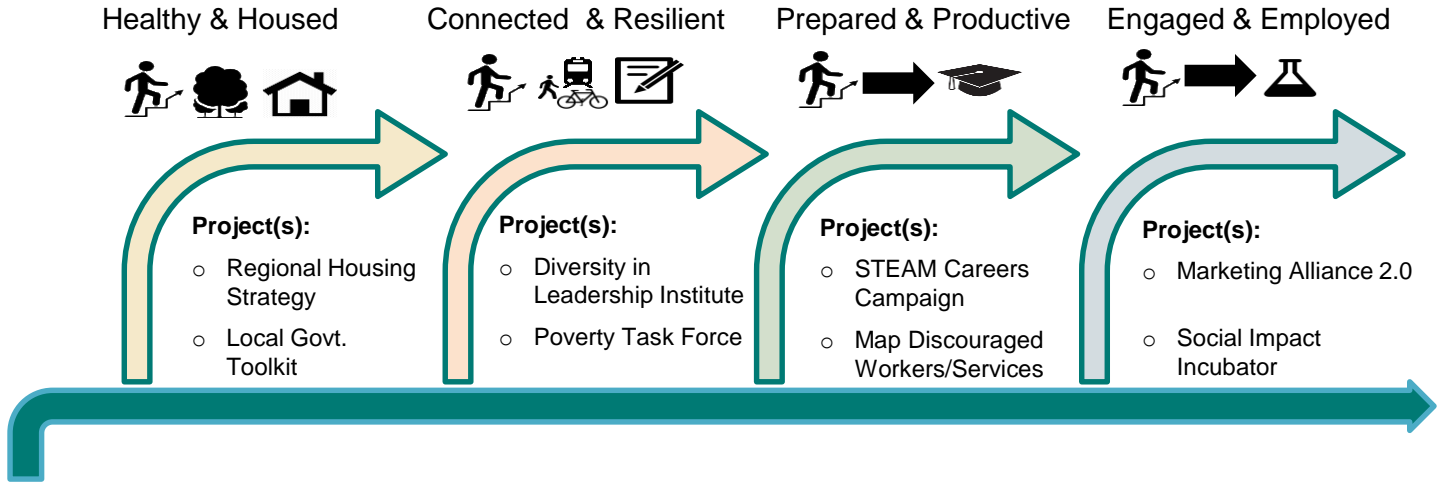
**To build our workforce, we need to ensure our residents are:**

**Healthy & Housed**  
**Prepared & Productive**  
**Connected & Resilient**  
**Engaged & Employed**

# Complete Strategic Framework



# Project-Based Implementation



**ENGAGED & EMPLOYED**

**Project 1:**

**Facilitate regional marketing alliance exercise to set 5-year goals, structure, and begin marketing strategy**

**Project 2:**

**Lead feasibility study to determine best model for a business accelerator for social impact firms dedicated to solving regional issues**

**PREPARED & PRODUCTIVE**

**Project 1:**

**Region-wide, multi-channel marketing campaign to raise awareness of STEAM careers in the trades**

**Project 2:**

**Map social support and workforce programs across the region; Compare against current and forecasted population growth; Identify where disconnected workers are concentrated in the region**

## HEALTHY & HOUSED

### Project 1:

**Develop toolkit of resources for local officials in the region with best practice policies related to affordability + housing, incentives, and civic infrastructure investments**

### Project 2:

**Organize a regional housing-related, data-driven collective impact team; Model and initiate a planning process to form a regional housing strategy**

## CONNECTED & RESILIENT

### Project 1:

**Begin planning a leadership institute dedicated to advancing diverse leadership and civic participation across the region**

### Project 2:

**Establish a task force to study the causes of poverty; quantify impacts; begin the study with goals, objectives, and measurable outcomes**

## Measuring Success: Are People Better Off?

### HEALTHY & HOUSED

#### PRIMARY METRICS

Percentage of Households Spending >30% on Housing

US

COMP

RACE

AGE

COUNTY

1-YEAR

Source: US Census Bureau American Community Survey

Chronic Disease Rates

US

COMP

RACE

AGE

COUNTY

1-YEAR

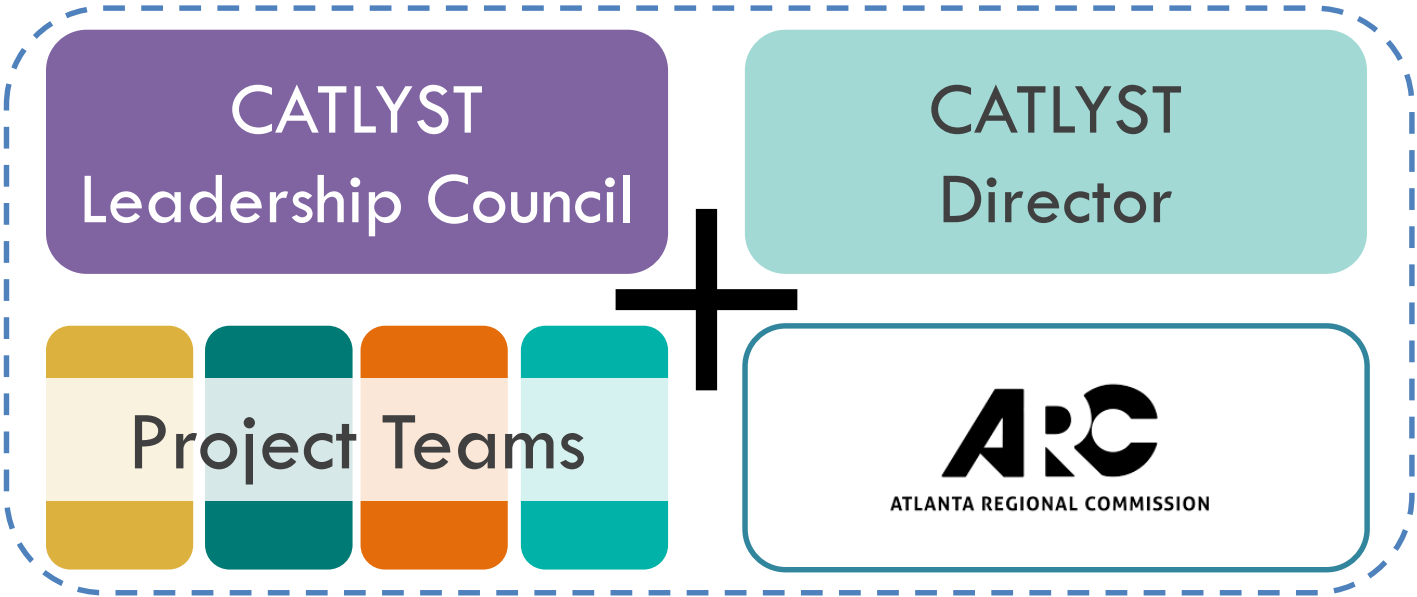
(% of Population with Diabetes / % of Population with Cardiovascular Disease)

Source: Centers for Disease Control SMART: BRFS

#### SUPPORT METRICS

METRIC	SOURCE	DIMENSIONS			
General Health (Very Poor, Poor, Good, Fair, or Excellent)	Centers for Disease Control SMART: BRFS	US	COMP	COUNTY	5-YEAR
Drug Death Rates by County	CDC Wonder Database	US		COUNTY	5-YEAR
Homeless Population (Number of Homeless Individuals)	Primary Research	US		COUNTY	1-YEAR
Combined Housing + Transportation as a % of Income	Center for Neighborhood Technology	US	COMP	COUNTY	1-YEAR
Percentage of Population Living within 1 mile of transit	Primary Research	US		COUNTY	1-YEAR
Number of Adequate Housing Units that Cost Less than 30% of Income	American Housing Survey	US	COMP	COUNTY	5-YEAR
Crime Rates (Violent & Property Crime per 10K Residents)	FBI Uniform Crime Report	US	COMP	COUNTY	5-YEAR
% of Residents Who Describe their Neighborhoods are 'Excellent' or 'Good'	Atlanta Speaks Survey	US		COUNTY	1-YEAR
% of Residents Who Suffer from Food Insecurity	Atlanta Speaks Survey	US		COUNTY	1-YEAR

# Taking Action



# Save the Date!

December 14, 5pm – 7pm (Harry West)

Public CATLYST Roll-Out Event



# Contacts

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