

# LUCC

October 28, 2021

ARC

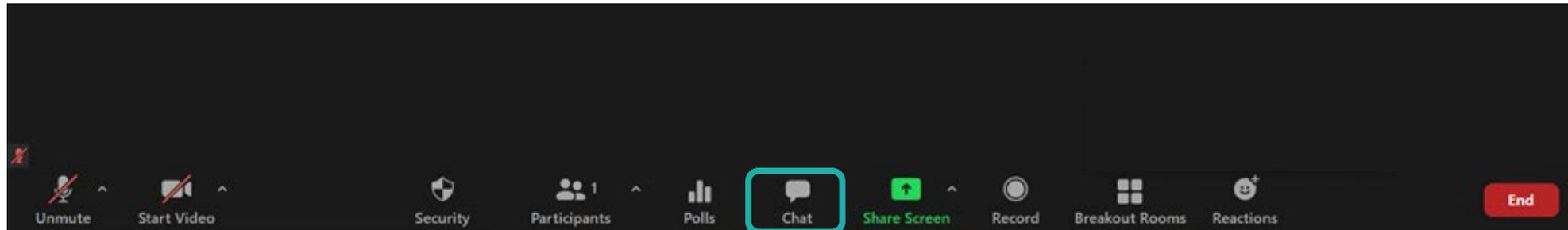
# TODAY'S AGENDA

1. Welcome & Introductions
2. CEDS: Overview & Interactive Exercises
3. Climate Resources Series: EPD's MMP

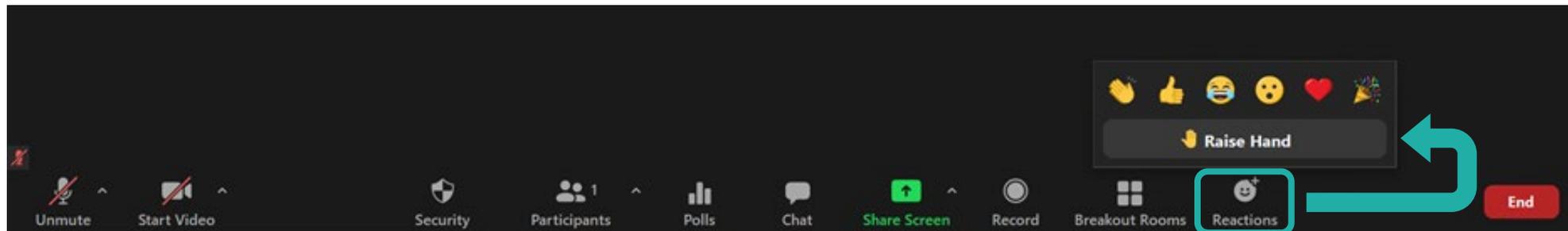


# HOW TO PARTICIPATE

1. Add questions and comments in the chat function.



2. Raise your hand and wait to be called on to speak.



# ANNOUNCEMENTS

## SORB

Tickets are on sale through November 4. Go to <https://atlantaregional.org/2021-state-of-the-region> for more information.

## ALMA

Applications for the 2022 Class are due by November 14. Go to <https://atlantaregional.org/leadership-and-engagement/leadership-programs/arts-leaders-of-metro-atlanta-alma/> or contact Josh Phillipson at [jphillipson@atlantaregional.org](mailto:jphillipson@atlantaregional.org) for more information.

## LCI & CDAP

The annual *Ideas Exchange* will be held at the December 2 LUCG meeting. Contact Jared Lombard (LCI) at [jlombard@atlantaregional.org](mailto:jlombard@atlantaregional.org) or Mollie Bogle (CDAP) at [mbogle@atlantaregional.org](mailto:mbogle@atlantaregional.org) for more information.

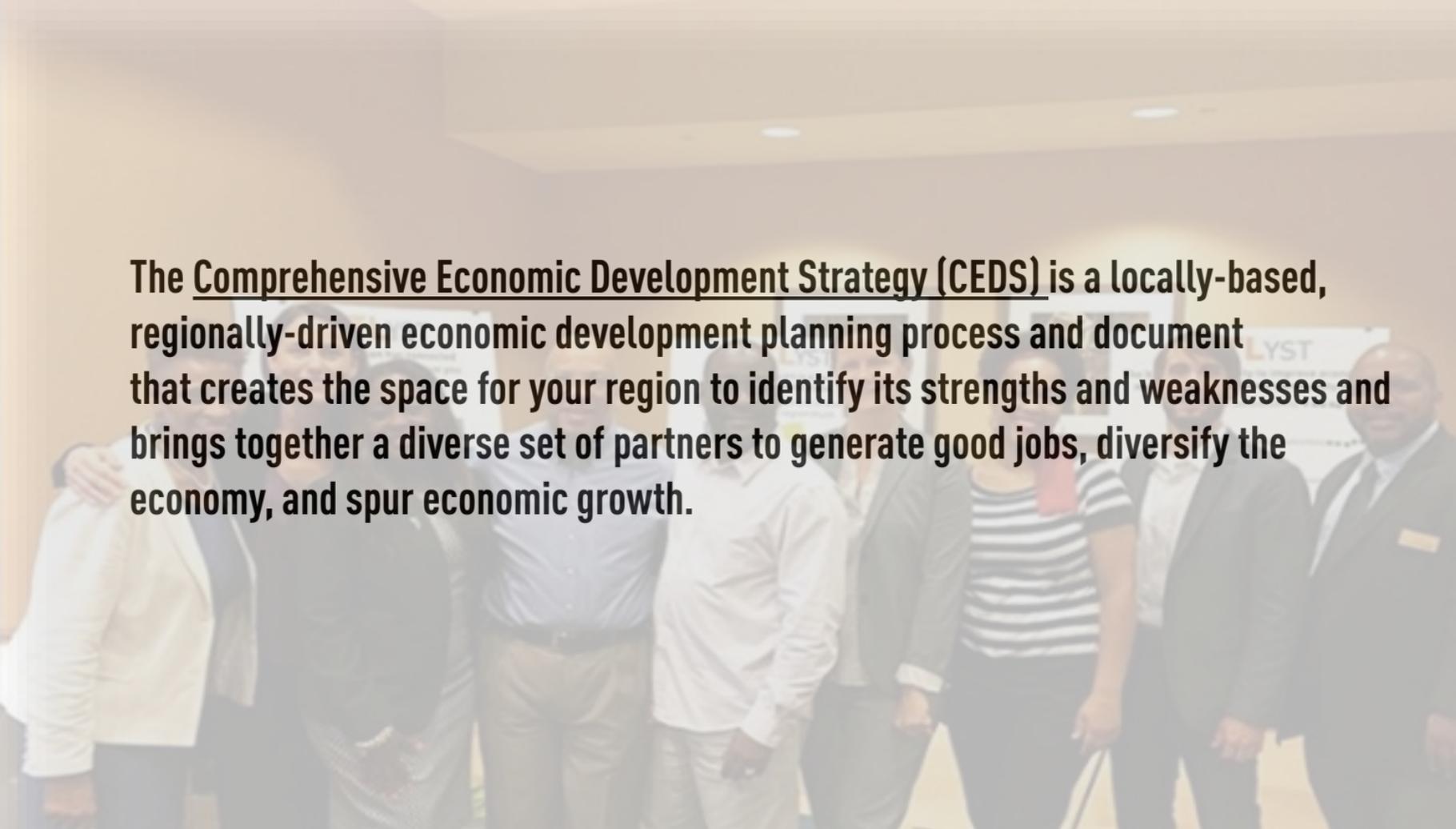




# Comprehensive Economic Development Strategy (CEDS)



# What is the CEDS?

A group of approximately ten diverse professionals, including men and women of various ethnicities, are standing together in a brightly lit hallway. They are dressed in business-casual attire, such as blouses, shirts, jackets, and suits. In the background, a sign with the letters 'LYST' is partially visible. The overall atmosphere is professional and collaborative.

**The Comprehensive Economic Development Strategy (CEDS) is a locally-based, regionally-driven economic development planning process and document that creates the space for your region to identify its strengths and weaknesses and brings together a diverse set of partners to generate good jobs, diversify the economy, and spur economic growth.**



# What can the CEDS do?

- The **CEDS** helps to build on the **strengths** of your region, as well as identify **gaps in resources** or expertise that need to be addressed
- The **CEDS** planning process **can facilitate regional collaboration**, expand supply chains, and grow and support new industry clusters
- With a **CEDS** in place, regions are more likely to attract **federal funds and technical assistance** by demonstrating resources are used efficiently and effectively



- The **CEDS** process can make your region **more resilient** and better positioned to plan for, respond to, and recover from natural disasters and economic shocks

- The **CEDS** can be much more than just a static document, but rather an engaging platform that generates **region-wide discussions** and serves as a call to action for economic development





# EDA Requirements

- Summary Background
- SWOT (Strengths, Weaknesses, Opportunities, Threats)
- Strategic Direction/Action Plan
- Evaluation Framework
- Economic Resilience



## Group Question: SWOT (Strengths, Weaknesses, Opportunities, Threats)

- What are the regional strengths?
  
  
  
  
  
  
  
  
  
  
- What are the regional weaknesses?



**CATLYST**

Regional Economic Competitiveness Strategy

**ARC**

ATLANTA REGIONAL COMMISSION



**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**

**Because we want to be a region that works for everyone.**

**And we know that this cannot happen without collaborative leadership.**



# 2017 CEDS Strategic Framework

# Complete Strategic Framework

## ENGAGED & EMPLOYED

- Expand the regional economic development marketing alliance's activities.
- Further amplify and activate Aerotropolis Atlanta.
- Promote and expand resources available for entrepreneurs and small businesses.
- Establish an entrepreneurial platform dedicated to solving regional problems.
- Expand programs that connect corporations and MWSBEs.

## PREPARED & PRODUCTIVE

- Fully support Learn4Life and replicate similar cradle-to-career initiatives throughout metro Atlanta.
- Raise awareness of viable STEAM career tracks among K-12 students and their parents.
- Increase early childhood education funding and quality programming.
- Continue to expand the region's involvement in HDCI, creating sector partnerships and programming.
- Support the development of entrepreneurial thinking among the region's youth.
- Increase businesses' engagement in schools across the region.
- Address gaps in education, workforce development, and social support offerings across the region.
- Establish a collective impact approach to reengage disconnected workers across the region.
- Expand expungement programs for nonviolent criminal offenders.

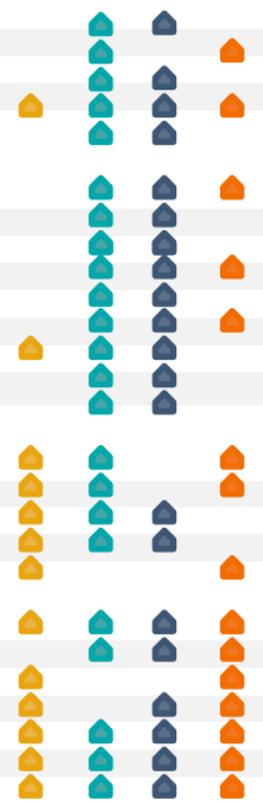
## HEALTHY & HOUSED

- Facilitate a regional housing strategy.
- Build the capacity of nonprofits and other organizations dedicated to housing.
- Provide local governments with a toolkit to address poverty.
- Expand resources to help communities improve healthy, safe lifestyles for their residents.
- Update requirements of ARC's programs to reflect the spirit of the CATLYST Strategy.

## CONNECTED & RESILIENT

- Study and take action on the inheritance of poverty and its negative impacts.
- Establish an organization dedicated to advancing diverse leadership across the region.
- In a comprehensive regional approach, protect and connect future green spaces.
- Seek funding diversity for the LCI to support broader efforts.
- Expand ARC's Regional Public Art Program and similar programs.
- Increase area counties' participation in a regional transit network.
- Host regional forums to ensure the region is prepared for autonomous vehicles and other disruptors.

ENGAGED & EMPLOYED  
HEALTHY & HOUSED  
PREPARED & PRODUCTIVE  
CONNECTED & RESILIENT



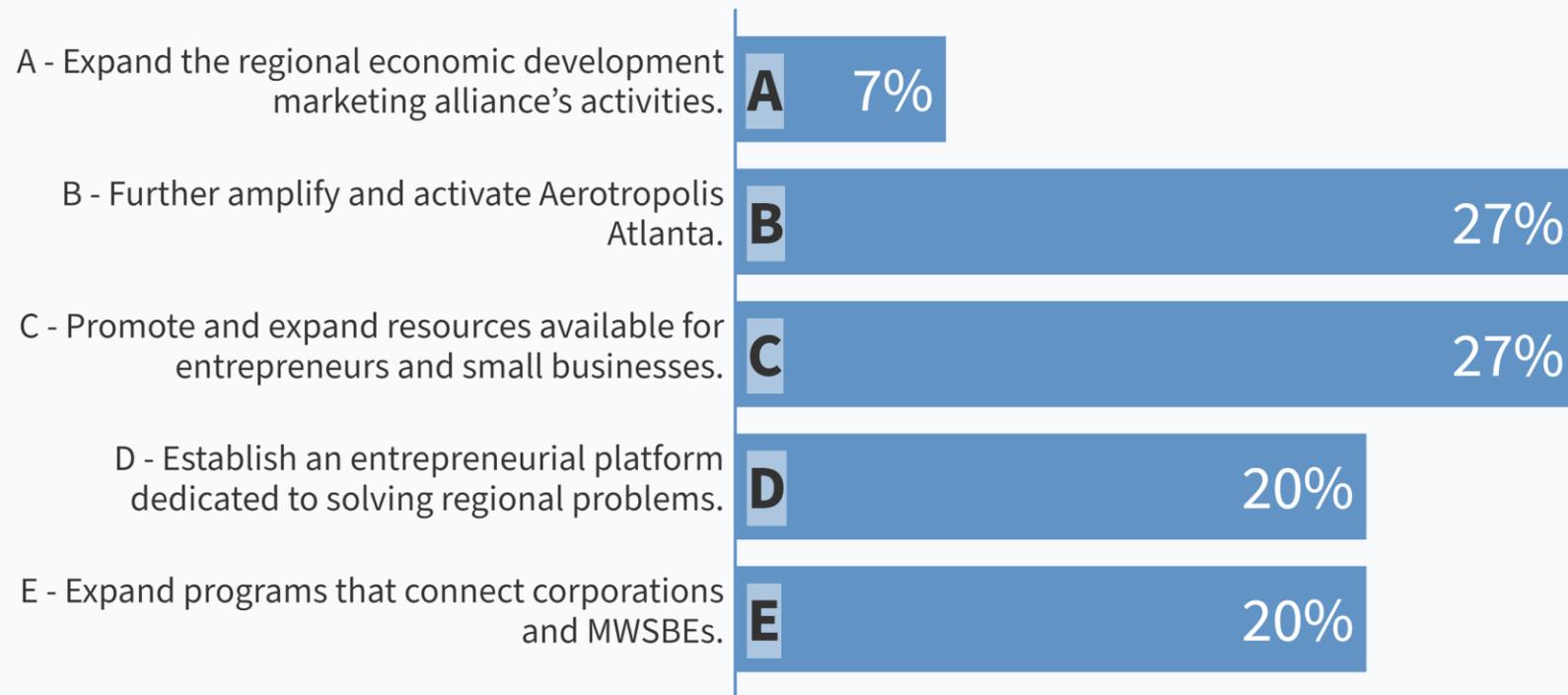
# Why It's Important to you?

- Expand the regional economic development marketing alliance's activities.
- Further amplify and activate Aerotropolis Atlanta.
- Fully support Learn4Life and replicate similar cradle-to-career initiatives throughout metro Atlanta.
- Facilitate a Regional Housing Strategy.
- Expand ARC's Public Art Program.



# Important Strategic Framework Projects: Group Vote

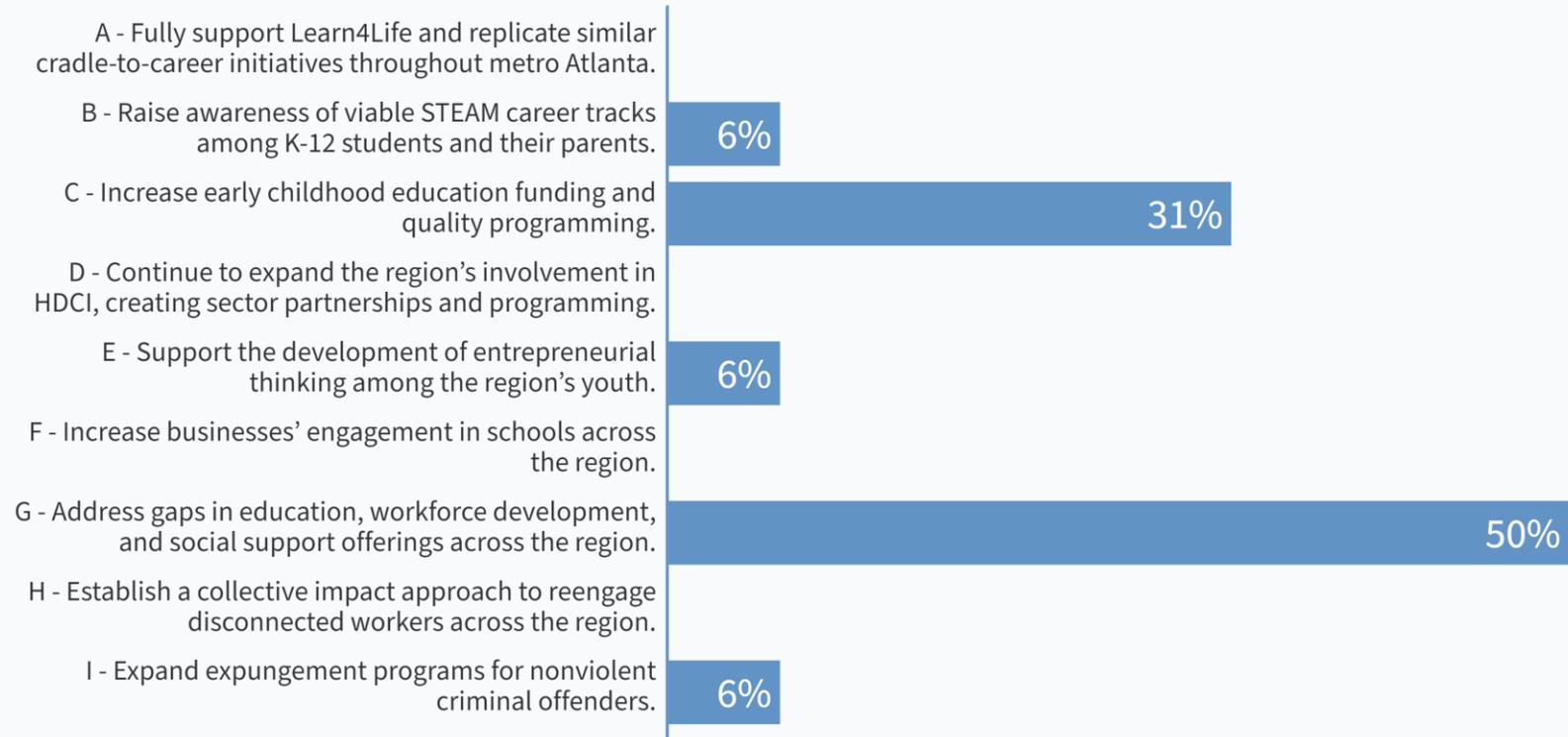
## What is the most important Engaged & Employed framework project?



 **Poll locked.** Responses not accepted.

Press  to exit full screen

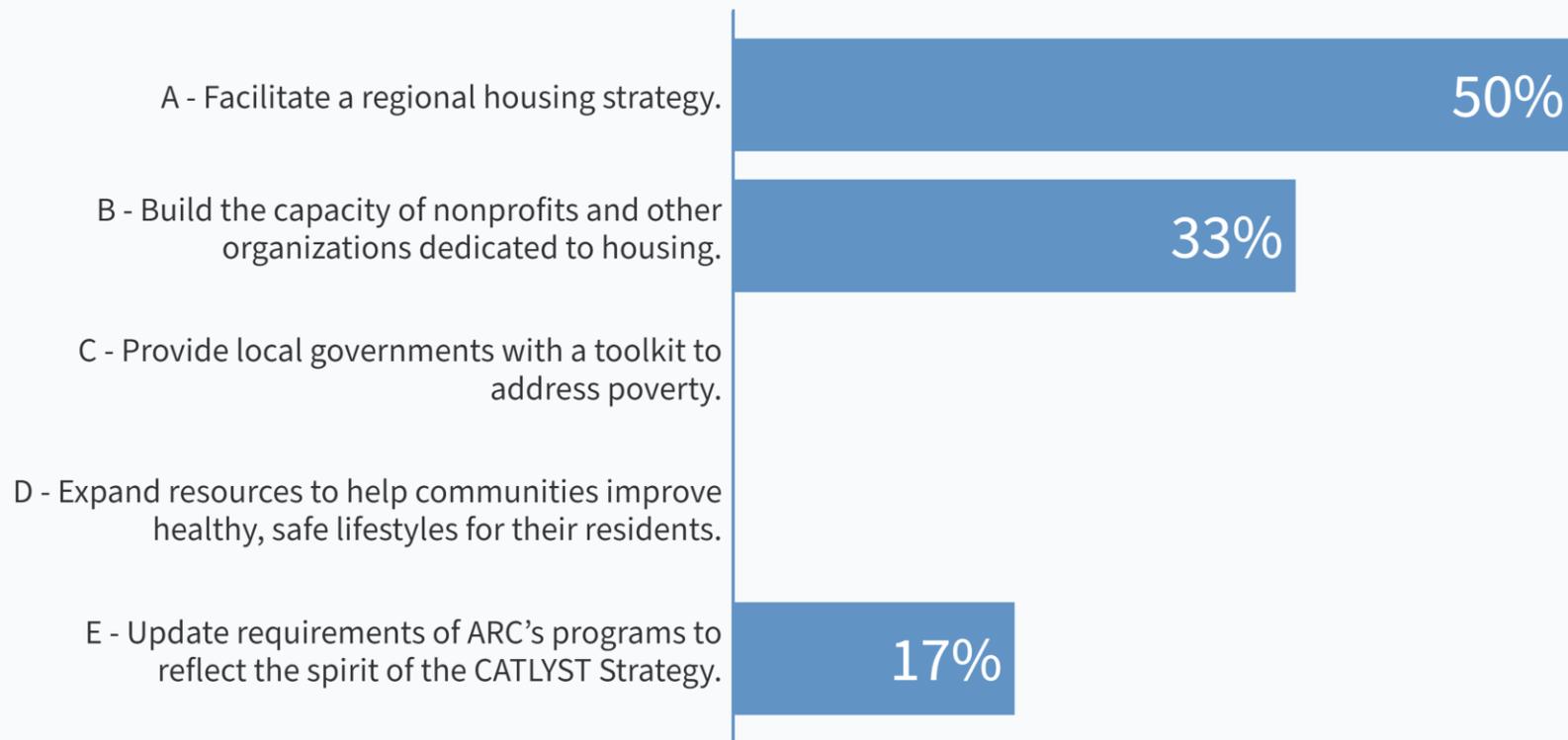
## What is the most important Prepared & Productive framework project?



🔒 Poll locked. Responses not accepted.

Press Esc to exit full screen

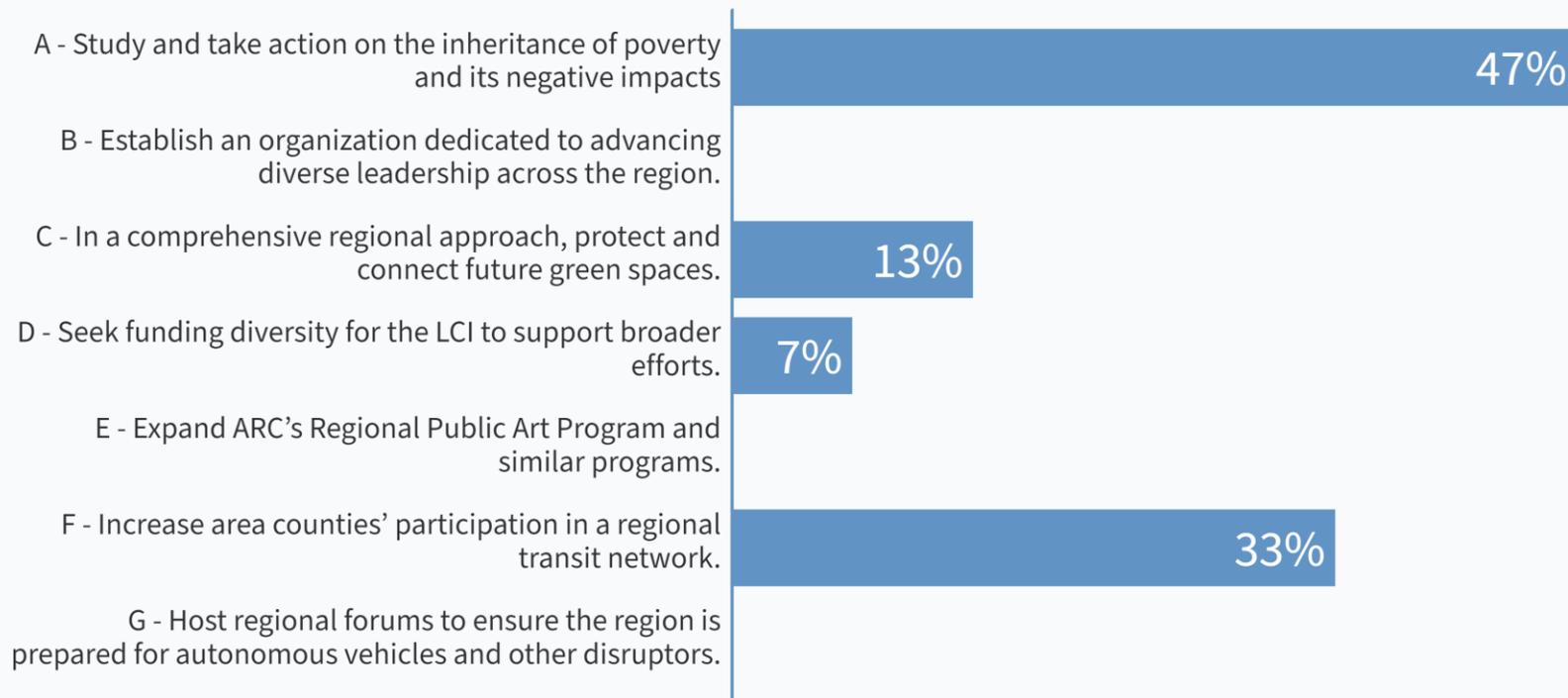
## What is the most important Healthy & Housed framework project?



When poll is active, respond at [PollEv.com/cdev555](https://www.pollEv.com/cdev555)

Text **CDEV555** to 22333 once to join

## What is the most important Connected & Resilient framework project?



Group Question:  
What's missing?





# Focusing **CEDS** Engagement: Metro Analytics

# Our Team



Wade Carroll



Geoff Koski



Inga Kennedy



M. Von Nkosi



Kevin Johns





# Participation Methods



## TRADITIONAL

- Presentation
- Open House: View and Interact
- Survey

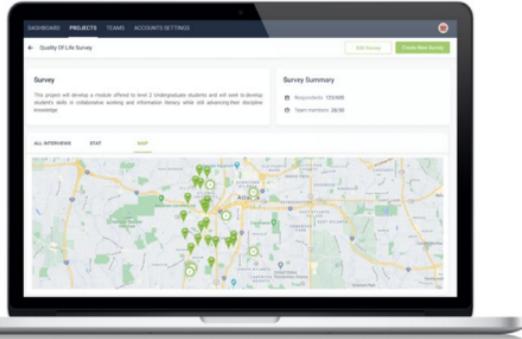


## NEW

- Connect with diverse arts and culture community-based organizations throughout the region
- Integrate lessons learned into our own practice and process

# Mi Rialiti: Stakeholder Engagement Platform for the Atlanta Region Economic Development

WebOS and MobileOS (Smartphones & Tablets)



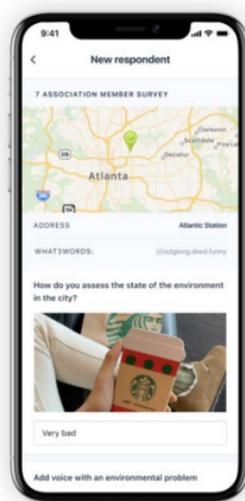
## Media Enhanced Narratives

The team and client will leverage the Mi Rialiti Platform in **updating the short and long-term Economic Development implementation strategies**. Building upon **the goals and objectives within the overall Policy Framework and the CEDS** meeting the requirements of the U.S. Economic Development Administration (EDA) to address:

## Structured Inquiry: Capturing Narratives of Stakeholders in the Metro Atlanta Region for Economic Development

Outfitting the Metro Analytics team members and the ARC with Mi Rialiti *[my reality]* Business Accounts (WebOS version). We are working with them to create and distribute media-enhanced surveys and questionnaires to regional stakeholders and others.

All in support of interests in **having the voices, narratives, and stories of traditionally marginalized residents, business owners, and other stakeholders** in the 6+ million person region.



(1) A **robust community engagement** process that includes traditional partners focusing on the participation of minority and often underserved groups in the region

(2) Being part of user-friendly documents **addressing regional issues** with local governments and agencies for ease of implementation in the region.

(3) A focus on **small businesses, entrepreneurship, and workforce** development in addition to global economic development

## General Public Engagement

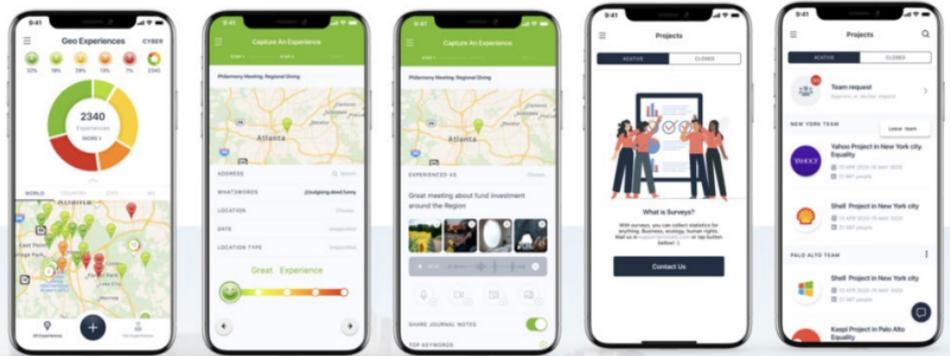


(1) Identify **underserved focus groups** for participation from an overall group representative of the region's geography, **race/ethnicity, age, gender, and other demographic characteristics.**



(2) Placing specific emphasis on those who have been most adversely impacted by COVID-19 and intentionally seeking to **center, uplift, and amplify individuals and communities' lived experience and knowledge** often excluded from authentic and meaningful participation in Economic Development conversations.

## ENGAGEMENT: NARRATIVES + TEAMS



(3) Deploying **artistic and creative engagement strategies** and activities to translate and communicate concepts, gather, interpret, and synthesize information. Partnering with **artists with a civic or social practice, including artist-led community engagement.**





**Regionalism is a committed effort to improve communities through increased coordination and collaboration, maximizing efficiency through united approaches while preserving individual aspirations.**

**Steve Etcher, Former Executive Director, Boonslick Regional Planning Commission (MO)**





# Thank you!

**Keri Stevens**

**Planning Administrator, Atlanta Regional Commission (ARC)**

**404-455-4745**

**[kstevens@atlantaregional.org](mailto:kstevens@atlantaregional.org)**



**ARC**  
Atlanta Regional Commission

# Reducing Waste with the Municipal Measurement Program

 **GEORGIA**  
DEPARTMENT OF NATURAL RESOURCES  
ENVIRONMENTAL PROTECTION DIVISION

  
**MMP**  
MUNICIPAL MEASUREMENT PROGRAM

**ARC**  
Atlanta Regional Commission

# What is the MMP?

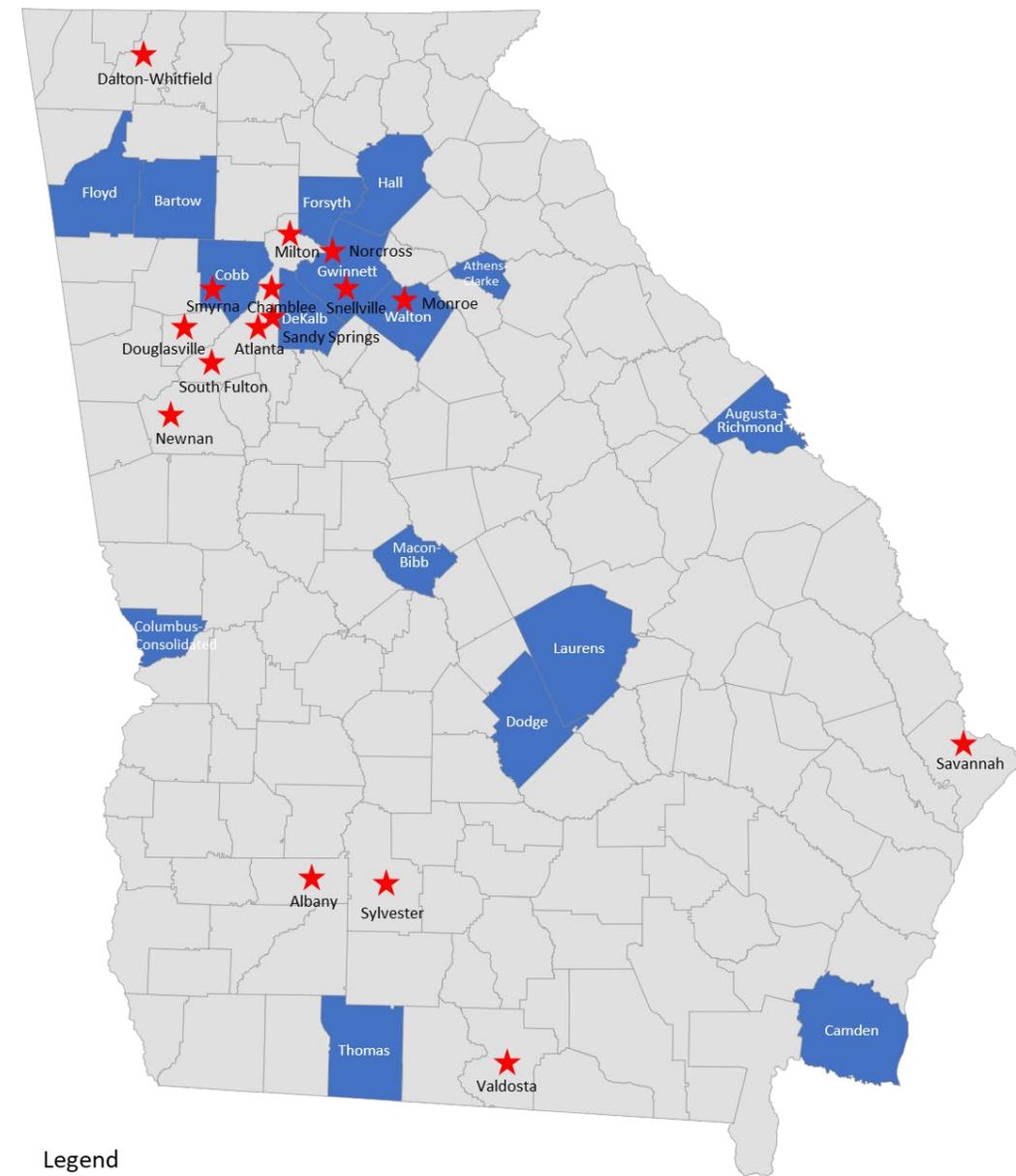
- Online platform to track and measure effectiveness of waste and recycling programs
  - Database that centralizes and streamlines data
  - Free to use for local governments
  - Provides reports, metrics, and insights for program improvements



# Who can join MMP?

## Local Governments – 33 Registered Members

- Cities (15)
- Counties (14)
- Consolidated City/County Governments (3)
- Solid Waste Authorities (1)



### Legend

- ★ Municipality/Solid Waste Authority
- County

# Benefits

- ☐ Centralized and streamlined data
  - Landfill tonnage
  - Recycling
- ☐ National benchmarking
- ☐ Reports and analytics
  - Overall performance
  - Benchmarking
  - Recommendations for improvement



# How to get Started

- ❑ Fill out application/create account
- ❑ Complete 3 required surveys (online)
- ❑ Surveys completed every year (2021 will open early January 2022)
  - Can complete any time throughout the year
  - Takes 90 minutes or less



## WELCOME TO RE-TRAC CONNECT

Re-TRAC Connect is the web-based software that transforms the way organizations manage and measure their waste and recycling programs.

Track your organization's waste diversion progress, contribute to recycling directories, and participate in programs delivered by leading organizations across North America.

Enter your email to get started

NEXT →

# Georgia MMP Help & Support

Sarah Knapp

Environmental Compliance, EPD

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- (470) 524-0632

☐ <https://epd.georgia.gov/mmp>

☐ <https://connect.re-trac.com/login>

☐ Link to Webinar:

<https://attendee.gotowebinar.com/recording/1544276594359034640>

