

## ARC COMMITTEE MEETING FOLLOW-UP

### STRATEGIC RELATIONS COMMITTEE

Thursday, ~~October 15~~ January 14, 2016 – Meeting Notes

Members Present	Members Absent
<del>Julie Arnold, Chair</del> <del>Eric Dial, Co-Chair</del> C.J. Bland	<del>Tony Cooper</del> <del>Julie Arnold, Chair</del>  <u>Julie Bryant Fisher</u> <del>Tony Cooper</del>
<del>Mayor Eric Dial, Co-chair</del> <del>Mike Houchard</del> <del>Mike Houchard</del> Bob Reeves <u>Malaika Reed Wilkins</u>	<del>Mayor Tim Downing</del> <del>Julie Bryant Fisher</del> <del>Matt Gove</del> <del>Mayor Tim Downing</del> <u>Lyle Harris</u> <del>Matt Gove</del> <u>Clair Muller</u> <del>Lyle Harris</del> <u>Amol Naik</u> <del>Amol Naik</del> <u>Mayor Robert Price</u> <del>Mayor Robert Price</del> <u>Betty Willis</u> <del>Malaika Reed Wilkins</del> <u>Mayor Jere Wood</u> <del>Betty Willis</del> <u>Mayor Jere Wood</u> <u>Tony Cooper</u>

#### 1. Public Comment Period

~~Co Chair Eric Dial~~ Chair, Julie Arnold opened the meeting with greetings and ~~called for public comments.~~ requested introductions of all in attendance. ~~There were no public comments.~~

#### 2. Legislative 2016 Preview

Scott Haggard, Government Affairs Manager, gave a briefing on the activities underway at the Capitol and reported as follows. The Georgia General Assembly started its 40-day session on Monday, January 11, and is expected to finish earlier than usual this year due to it being an election year. Legislators will try to wrap up by March 24, with primary elections looming in late May. ARC will be tracking the MARTA effort to allow its participating jurisdictions to put before the voters an additional half-cent sales tax levy in order to build out a series of proposed expansion projects, and this item has generated significant attention at the Capitol already. ARC

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will also be monitoring any developments with the proposed Georgia Legacy Fund, which would dedicate a portion of sales tax revenue from the sale of outdoor equipment to conserve land throughout the state. Finally, ARC will be supporting efforts to increase funding for home- and community-based services in the area of aging, to remove additional persons from the waiting list.

### 3. Regional Snapshot

Audrey Spiegel, Research and Analytics Division, briefed the committee on the new blog site, 33°N which shares research about the metro Atlanta Region and is managed by the Research and Analytics Division, of the Atlanta Regional Commission. The Regional Snapshots are now housed under this blog site. This issue entitled months' issue of Regional Snapshot is entitled Mid-Wages Jobs in Metro Atlanta, and shows the decline of middle-wage jobs, a hot topic nationally. So, this month's Snapshot explores this topic. While wages are declining for most workers, those stuck in the middle have seen some of the largest declines since 2010. Some of the highlights, considering its low cost of living, metro Atlanta has fairly high wages. The average earnings in 2014 were \$57,168. Compared to the largest U.S. cities, Atlanta has a lower cost of living index of 95.6. To put this into perspective, New York and San Francisco, two of the most expensive U.S. cities, have indexes of 216.7 and 164, respectively. Houston and Dallas have indexes of 92.2 and 91.9.

Despite relatively high earnings in 2014, overall wage growth has stagnated since 2010. 0---

That stagnation, or in some cases a decline in wages, is most apparent in middle wage jobs. Conversely, wages in high-wage jobs have seen some modest increases since 2010.

When compared to a set of peer metro areas, growth in middle-wage occupations in metro Atlanta is lagging significantly. Metro Atlanta has the largest disparity between middle wage occupation and high/ low wage occupations.

#### 2. ———

Audrey Spiegel with the Research and Analytics division briefed the committee on the latest issue of Regional Snapshot entitled: Exploring the Data about Hispanic Populations in Metro Atlanta. This month's issue gives a detailed overview of the Hispanic composition of in the Atlanta region and offers this summary. Key findings include:

Although metro Atlanta has a smaller share of Hispanics than the other largest U.S. metros, it has the 2nd highest rate of employed Hispanics over the age of 16 and has the 4th largest percentage of Hispanics who are foreign born, thus considered to be "first generation."

Metro Atlanta has a high share of first generation immigrants, which helps explain why, overall, Hispanics have lower educational attainment compared to the metro area as a whole.

67.7 percent of Hispanics over the age of 16 in metro Atlanta are employed, compared to only 61.6 percent of all 16 and older residents. The top job industries for Hispanics in this area are Natural Resources, Construction, and Maintenance Occupations (25.2%) AND Service Occupations (24.2%).

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There has been a 323,062 increase in the Hispanic population between 2000 to 2015 — a 120 percent increase in metro Atlanta.

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Hall and Gwinnett Counties have the largest shares of Hispanics at 28 percent and 20.8 percent respectively. These counties have also seen the largest change in Hispanic population between 2000 and 2010.

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More information can be found in this month's. To read this issue of Regional Snapshot, in its follow the link here:

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<http://documents.atlantaregional.com/snapshots/HispanicProfileOctoberSnapshot2015SlideDeck.pdf>

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#### 12.4. Coming Attractions from Communications and MarketingA Look Back & Preview of 2016

Julie Arnold highlighted the work that the center for Strategic Relations accomplished in 2015. Ms. Arnold applauded the Center's accomplishments and thanked each staff member for their contributions and hard work. She wrapped up with the question "what is on tap for 2016?" Staff then had an opportunity to share their goals and objectives for 2016.

#### 5. Preview - The Atlanta Region's Plan Micro Site

Paul Donsky, Manager of ARC Communication's and Marketing division gave a preview of the two of microsites that are under construction. The sites are the Atlanta Region's Plan micro-site. Mr. Donsky navigated through the site while reporting ease of use and elaborated on additional functionalities that will be implemented.

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#### 6. Atlanta Region's Plan Outreach Highlights

Jim Jaquish, Sr. Communications Coordinator, briefed the committee on the results of ARC's outreach efforts for the Atlanta Region's Plan. During the course of two years, ARC employed a variety of techniques to engage a diverse range of community members. The input from these community voices influenced the draft policies for the Region's Plan. Some of the platforms that were used for outreach and input were as follows:

- 455 Community Conversations
- 6,300 participants in The Metro Atlanta Speaks Survey
- 360 participants in the Leadership Policy Discussions
- 300 participants in the Building Opportunity Series
- 200 Millennial Advisory Panel members also commented

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and the New Voices Millennial Project, also termed New Voices. The Atlanta Region's Plan microsite will roll out around November Nov. 20, to coincide with the Atlanta Region's Plan's public comment period.



Mr. Donsky also gave an update on the monthly digital newsletter that is being created and will replace the current Action ACTION printed newsletter that is produced quarterly. This new platform of ARC's Action will launch early next year.

### 13. — 2015 State of the Region Breakfast Plans

Julie Ralston, Director Center for Strategic Relations briefed the committee on the upcoming annual event, State of the Region Breakfast, which will be hosted at the Georgia World Congress Center on Friday, October 30. This year's theme is **Collective Strength—Winning the Future Together**. The keynote address will be delivered by Sevaun Palvetzian, Chief Executive Officer with CivicAction Toronto, Canada. To date, we have twenty-four sponsors and over eight hundred registrants. Also, to be presented at SORB will be the **17<sup>th</sup> Annual Developments of Excellence Award** and the **Harry West Visionary Leadership Award**. Ms. Ralston invited all to attend this signature event and distributed complimentary tickets to ARC board members and committee members.

### 14. — Millennial Advisory Panel Update and New Website

Liz Sanford, Manager of Community Engagement briefed the committee on the Millennial Advisory panel and its work that has been completed as well as the work that is underway on the New Voices/Millennial micro site that is under construction. The Millennial Advisory Panel is an outgrowth of ARC's New Voices campaign, which was designed to engage unique groups and new voices in ARC's planning activities. New Voices chose millennials because, as young people in their 20s and 30s, they are widely seen as critical to the region's future. Millennials represent the next generation of residents who will live and work in the Atlanta region, shaping and leading it for the next 30 to 40 years.

### 15. — Year of Dialogue Concept

Liz Ms. Sanford, briefed the committee on the **Year of Dialogue** Concept that is being formulated. The premise is to create a platform to engage the Atlanta region in designing its future. The year of Dialogue Concept will build on the model that was created to engage Millennials in deep dialogue and the recommendation from action team #7; ARC is ready to facilitate this conversation for a year among the region's leaders. The Cities of Purpose team is ready to help lead ARC through this process—by building regional connection, developing new leadership, igniting conversations that matter, and planting the seeds for action.

### 16. — Federal Legislative Update

Scott Haggard, Manager of Government Affairs, briefed the committee on the recent happenings' at the legislative level. He reported as follows: He along with Chairman Armstrong and Commissioners Reeves and Clarkson and Chris Brady, attended meetings in Washington, DC at the end of September, in conjunction with the Georgia and North Fulton Chambers of

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~~Commerce. Members of the Georgia delegation and Congressional leadership were receptive to ARC's legislative goals in the areas of transportation and water during the trip. Since the trip, the upheaval in the House after Speaker Boehner's resignation announcement has created an uncertain future surrounding pending legislative activities, which will likely not be resolved anytime soon. When the time is right, ARC/Metro Water District is organizing a coalition of like-minded states to form a National Water Supply Alliance on matters of water rights.~~

There being no further business for discussion, the meeting adjourned at ~~2:45 p.m.~~ 1:00 p.m.

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