

MILLENNIAL CIVIC DINNER PARTIES

APRIL 1 - JUNE 30, 2015 | SUMMARY REPORT



311
PEOPLE

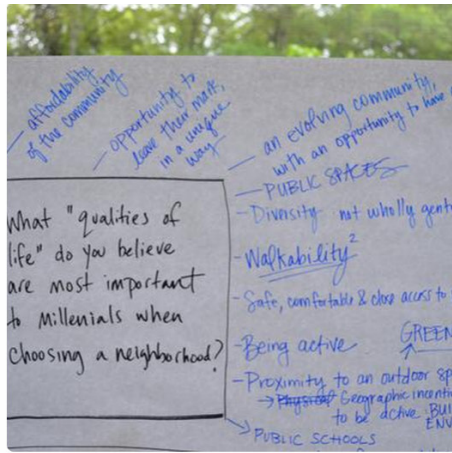
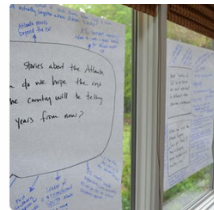
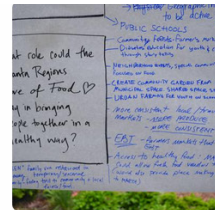
#investingindreams with
@AtWorkforce tonight at Pirch
#designyouratl




63
PHOTOS



#designyouratl
35 civic dinner parties




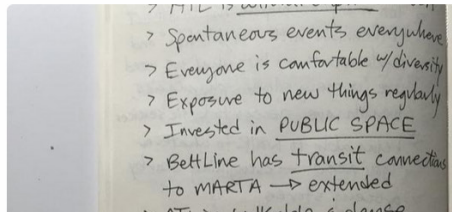
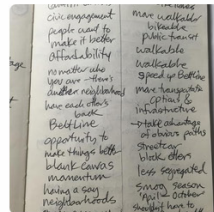
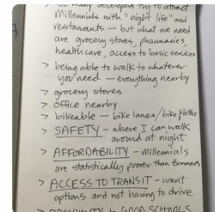
Increasing public trust: hold politicians accountable, hold non-voters accountable, have a documented, comprehensive vision
#designyouratl



The bad about #ATL - poaching business from one area to another; lack of vision; lack of accelerating change; poor leadership
#designyouratl




97
TWEETS



KEY THEMES & RECOMMENDATIONS



#1

Champion a unified regional transit system

Make the case for a more competitive Atlanta region by sharing a vision for regional transit — one that honors moving people over cars and creates a seamless and delightful user experience.



#2

Encourage healthy transit habits

Break the habit of people using personal cars to get from place to place by making existing alternative transit options more visible and more attractive to all user types.



#3

Ensure access to healthy food across all zip codes

Grow incentives and programs that encourage accessible and affordable healthy food options in every neighborhood.



#4

Foster new incentives for affordable and livable centers

Improve public understanding of incentives and regulations that can build more affordable, walkable and livable centers.



#5

Encourage mentorships at every life stage

Provide students and workers of all ages with access to mentorships, apprenticeships and project-based learning opportunities that build relevant skills for the 21st century.



#6

Champion world-class education for all

Education can happen outside the classroom. Encourage communities to empower the social, emotional and intellectual growth of children of all ages, starting at birth.



#7

Unite the region with a shared vision & story

Create a common identity for the Atlanta region that reflects inclusion and diversity, champions our greatest assets, and challenges the status quo.



#8

Champion smart regional cooperation

At the city, metro and state level, encourage policies that support a strong, cohesive Atlanta that sharpen our global competitiveness and make the next generation proud to call Atlanta home.



World Class Infrastructure

Summary and Key Themes from Millennial Civic Dinner Parties

Public Trust

Question: What would increase public trust in transportation planning and governance and how can we convince skeptical citizens that it's in their best interest to fund better infrastructure?

- Create a comprehensive, proactive, long-term, formal vision and plan
- Use technology and social media to increase accessibility to planning process for the average constituent
- Make long-term decisions based more on professional advice rather than constituent complaint
- Create more measureable and attainable goals
- Increase input from working professionals, and from the broader GA region
- Educate the region on the value of transportation, “tell the story,” and celebrate successes as a community

Creating a fully-articulated plan for transit and then using technology, social media, and community organizing to communicate openly the planning process as well as the benefits of transportation plans was the major theme across groups here. Further emphasis was on the inclusivity of the process—engaging the business community, transportation consultants, rural GA, and local governments.

Tech and Transit

Question: How could technology improve the transportation experiences we have now or improve user experience with public transportation?

- Seamless regional transit app and experience
 - Trip planning
 - GPS tracking / real time arrivals
 - mobile payment
- Leverage tech to force gov't to change and innovate
 - VMT v. gas tax
 - Uber, lyft and the like
 - open data
 - driverless cars
- Constant connectivity
 - wifi/cell service,
 - ads and promotions
 - remodeling of public transit to meet digital needs.

Technology can increase the likelihood of a seamless commute through both inward and outward facing uses of technology. Effective trip planning apps was a

big one in this category, as well as using data from the outward facing tech to inform the development of public transit.

Public Transit Expectations

Question: What are your expectations for public transit? What would be considered world-class public transit?

- Unified regional system with uninterrupted access/connectivity
- Convenience
- Value movement of PEOPLE over movement of cars, make it easier than driving
- Follow through on light-rail plans that follow the beltline loop
- Cleaner, safer, more equipped trains and stations
- Vast and diverse ridership
- A variety of affordable options

World class public transit is a convenient, unified regional system that prides itself on its efficiency, cleanliness, safety, affordability, and technological sophistication. This system would attract a diverse ridership who could get anywhere in the region with no more than 15 minutes of walking.

Environmental Preservation

Question: Why is protecting, preserving and expanding our environmental resources and assets important now and in our future?

Protecting and preserving are key to keeping the Atlanta region beautiful, attractive and most importantly a healthy place to call home. If we want to grow in the ways we say we do, we must preserve its natural beauty. Groups discussed commercial and residential building incentives, as well as the importance of widespread education on this issue.

Question: What are the top three ways we can make sure the Atlanta region is a good steward of our water resources in 25 years?

- Optimizing water recapture and storage opportunities
- Incentivize development and redevelopment to include water saving resources
- Replacing the aging infrastructure (pipes, storage, etc)

Development and redevelopment of water saving and storing resources were key here. Replacing the city's current infrastructure as well as incentivizing environmental practices in new and old developments around town were key among suggestions.



Healthy, Livable Communities

Summary and Key Themes from Millennial Civic Dinner Parties

Quality of Life

Question: What qualities of life do you believe are most important to Millennials when choosing a neighborhood?

- Affordability
- Pedestrian and Bike Friendly
- Community—Engagement, Ownership, Social Interaction, Shared Resources
- Access and Connectivity (Transportation, Good Schools, Arts and Culture, Green Space)
- Safety

Ultimately, Millennials are looking for access to resources, with walkability and connectivity constantly coming up in conversation. Community ownership and engagement were also frequently mentioned as the necessary groundwork for important aspects like safety and social life.

Bill of Rights

Question: What would be one thing you would add to a “bill of rights” for healthy living in the Atlanta region?

- Education
- Health Care
- Access to Policy Change / Civic Engagement

Education should be a right. Access, literacy, and graduation rates were discussed a lot as areas of necessary improvement for Atlanta to truly thrive.

Attracting the Young and Wise

Question: Why is it important for the Atlanta region to be perceived as a healthy environment for children and seniors—and how can we make it so?

- Create Policy that Establishes Infrastructure for Food Programs in Both Youth and Senior Institutions (farm to table, schools, etc.)
- Walkability
- Promote City as Destination for Seniors and Family

Walkability is a key concept that came up for this question as well--more sidewalks, pet-friendly streets and narrower streets were a few suggestions. Seeing as many Millennials will be taking care of seniors and children, walkability and access to a healthy lifestyle are important to attract these caretakers to live in the Atlanta region.

Affordable For All

Question: Why is ensuring affordability important to an area and what steps can we take to make sure all areas are affordable to all walks of life?

Affordability allows people to start and create business here, ultimately increasing economic development. There was much discussion of ensuring affordability by planning and zoning standards as well as continued collaboration between the region and existing businesses. A few key themes in these discussions included:

- Gentrification vs. Redevelopment
- Attract / Market to People Who Want to Start and Grow Business
- Ensure Diversity
- Cultivate Broad and Deep Community Ownership
- Protecting Communities—Education Resources, Renter Protection

Role of the Arts

Question: How could the arts play a more important role in our region?

- Public Art
- Education in the Arts

Public art an important asset—visually appealing cities are more lovable, livable, better for tourism and the economy, and create community. It also creates a sense of pride in our city. The arts in education also came up as a way to grow our artistic culture from the ground up.

Role of Food

Question: What role could the Atlanta region's love of food play in bringing people together in a healthy way?

- Eliminate Food Deserts and Grow Access to Healthy Food
- Create a Director of Urban Gardening
 - organizes people / teaches neighbors how to grown their own food
 - provide seeds/tools
- Farmers Markets with Multi-Cultural Connection
- Incentivize Home and Community Gardens—Currently Too Many Barriers
- Mobile Seed Market

Eliminating food deserts and broadening access to healthy food options was a big one in this category, as was an investment in encouraging community and home gardens and in more and more diverse farmer's markets.



Competitive Economy (formally known as Innovation Economy) Summary and Key Themes from Millennial Civic Dinner Parties

Live and Work

Question: What are the most important criteria Millennial talent take into consideration when deciding where to work and live in the future? Does Atlanta meet those criteria? If not, what needs to change?

- Walkability
- Connectivity—both city-wide and regional
- Affordability
- Diverse Work Ecosystem
- Safety
- Good Education and Resources for Kids

Because the diversity of Atlanta's ecosystem is growing, people want to have access to all parts of it, with few barriers. Viable transportation and connectivity at the local and regional levels are key for making Atlanta a home for Millennials.

Innovation Beyond Academia

Question: How can we better enroll the academic community of the Atlanta Region to promote innovation beyond their campuses?

- Skill Development Training and Practical Education
- Hands-On Experience
- University, Public, and Private Sector Collaboration on Civic Issues
- Mentorship in the Civic Space

Through collaboration between University systems, the private sector, and the public, we must create more opportunities for hands-on skill development and practical education.

Compete Globally

Question: What work skills will be necessary to compete in a hyper-competitive global economy in the next 25 years?

- Robust Technical Skills
- Language Diversity
- Soft Skills and Critical Thinking
- Entrepreneurship
- Financial Literacy

In addition to growing our communities' IT skills, language diversity, and financial literacy, key themes included cultivating entrepreneurship and emphasizing soft skills like collaboration and adaptability so that we can communicate effectively in every setting.

Activism and Attracting Innovators

Question: Why is it important for local government to champion and enable innovation in the Atlanta region? If you could remove one barrier, what would it be?

The main recurring theme was one of collaboration and sharing resources. In order to innovate, many sectors will have to work together. One of the biggest desires was to have ongoing, open communication with local government. To those ends, the leading suggestions were to:

- Use Tech to Bridge Communities and Open Communication Channels
- Replicate the Community Engagement Mode (ARC MAP model)
- Invest in Education (ongoing civic education from an early age; ongoing parent involvement)

Question: How can the Atlanta region best leverage its legacy of social activism to attract social innovators now and in the future?

- Tell the Story and Celebrate Our History
- Must Be Open To Change and Push Policy to Match Vision
- Establish a Social Innovation Fund in MLK's Name / In Sweet Auburn
- Expand Corporate Social Innovation

World Class Education

Question: How can we ensure that every child in the Atlanta region (and the rest of Georgia) has access to a world-class education?

- Engage and Assist Parents
- Enhance Apprenticeship and Mentorship Opportunities
- Keep the Arts
- Build a Community that Deeply Values Education and Teachers

Only from a culture that truly values education can we begin to cultivate parent engagement, expand the arts, enhance IT education, and expand opportunities for apprenticeships and mentorship.



Regional Vision

Summary and Key Themes from Millennial Civic Dinner Parties

Atlanta Pride

Question: What makes you the most proud about the Atlanta region?

- Cultural diversity
- Opportunity — anyone can make a difference and become a leader
- Beltline — just named #1 coolest urban space in America
- Higher education institutions
- International airport
- Our neighborhoods
- Affordability
- Creativity — both in food and in the arts

The diversity of city and forest, different kinds of neighborhoods and rich history all came up over and over. This is the heart of the Southeast where you have a chance to be something great. And we love Atlanta even with its challenges.

One Change

Question: What is one thing you would definitely like to change about the Atlanta region?

- Public transportation — better connectivity in the ATL region
- Perception of MARTA and public transit
- Traffic
- Education and literacy
- Greater inclusion — more mixed income communities / inclusionary housing
- Regional collaboration
- Plan to control urban sprawl

Transit, transit, transit. This is exciting that the want for this change is in alignment with recent funding. Millennials want to be able to connect to any point in the region and ideally would love to not have a car.

Atlanta Future Stories

Question: What stories about the Atlanta region do we hope the rest of the country will be telling twenty-five years from now?

- From the poster child of sprawl to the poster child for walkability
- We mastered an efficient transportation system that is affordable and accessible to the entire region
- How the Atlanta region came together to tackle critical issues such as transportation, education and water

- How Atlanta bridged the income gaps
- 90% of high school students graduated and went on post secondary schools

What we want: Atlanta is a thriving metropolis with fast and efficient transportation! It is an urban poster child of walkability and regional connectivity.

Political Engagement

Question: How do we get the politically disengaged engaged? How can we ensure that their voices are heard?

- Better education on how people can get involved in civil and political process
- Proactively engage our citizens, similar to these civic dinners
- Explore alternative voting methods — I trust my phone – why not text my vote?
- Tell people what's at stake, make them understand the implications of inaction

Focus on educating to empower. We found that in many conversations the barriers were simply not understanding a few steps to get from point A to point B. Starting small, at the local level, increases a 1 to 1 connection and therefore engagement.

Valued Characteristics

Question: Name the three most important and defining characteristics you value about the Atlanta region.

- Arts and Culture
- Rich history – civil rights movement – you can make a difference here
- “Interconnected multicultural utopia” — a diverse global leader

Natural environment (all of the trees that can be seen when flying into Atlanta), diversity in education particularly in the university sector, and overall affordable lifestyle.

TIME Magazine 2040 Cover

Question: Imagine that the Atlanta region is featured on the cover of TIME Magazine in 2040. What is the headline that would make you most proud?

- “Saved by the Belt”
- “Lowest incarceration rate in 20 years and the lowest in the nation”
- “Atlanta – first city to have a carbon neutral footprint”

Besides the obvious “World’s Most Livable City” and “Best Transit in the South,” We would be incredibly proud to read “25th Anniversary ARC Mission Accomplished!”