



# The Transformation Alliance

*Strengthening Communities Through Transit*

**Interstate Transit  
Research Symposium  
Dec. 3<sup>rd</sup>, 2020**



# A Uniquely Multi Sector Collaborative



# Place Matters

Income Inequality  
**Atlanta is #1 in the  
country**

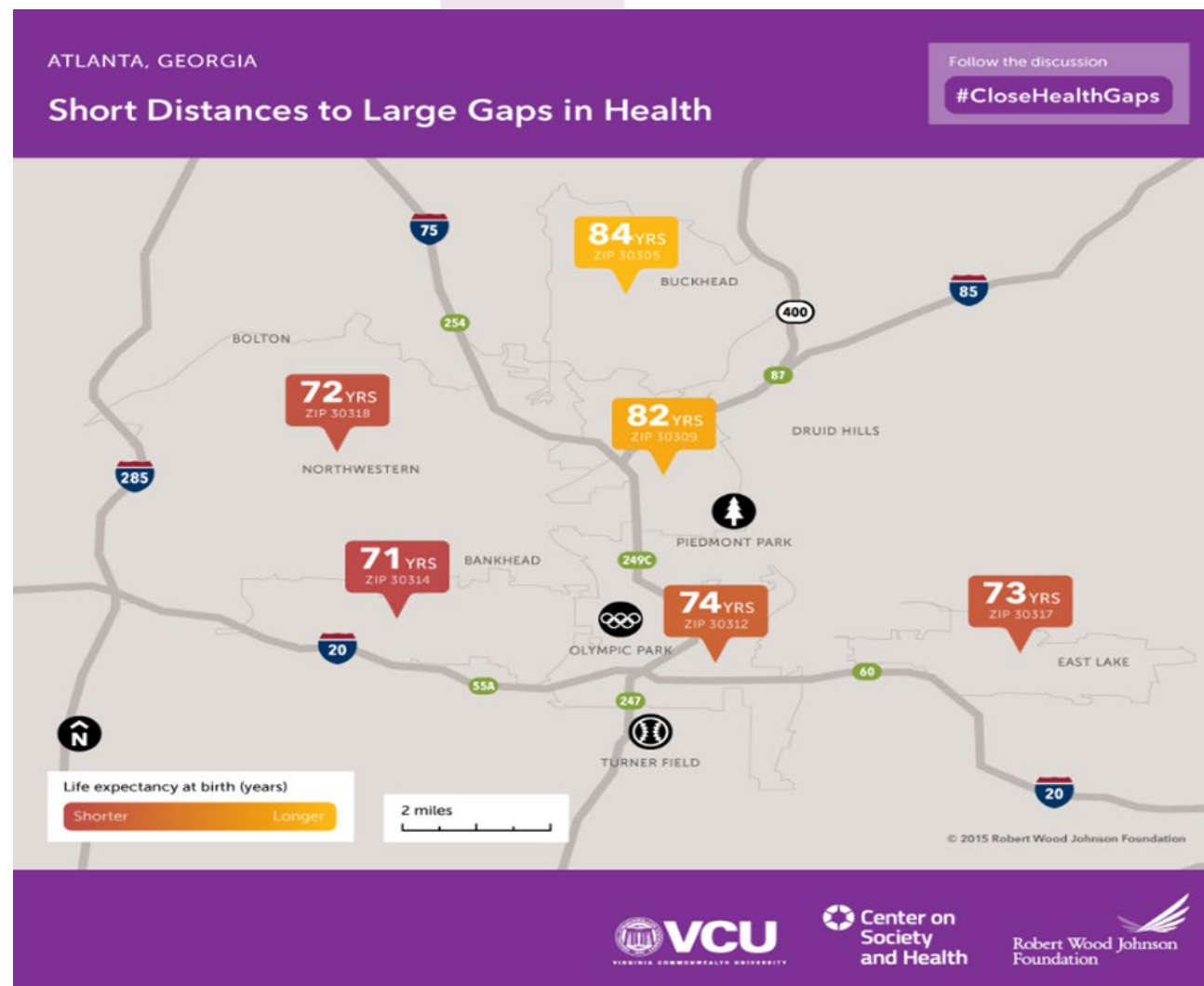
Income Mobility  
**4%**

A child raised in the bottom fifth  
income bracket in Atlanta has  
just 4% chance of reaching the  
top fifth

- Brookings Institute, 2016



# Zip Code > DNA



# Race & Transit: Together Since the Beginning



“The ladies and children must continue to be crowded into the street cars with the negroes because the street car company is too poor to furnish separate cars, for if they did what would become of the watered stock?” – Letter to AJC, 1906

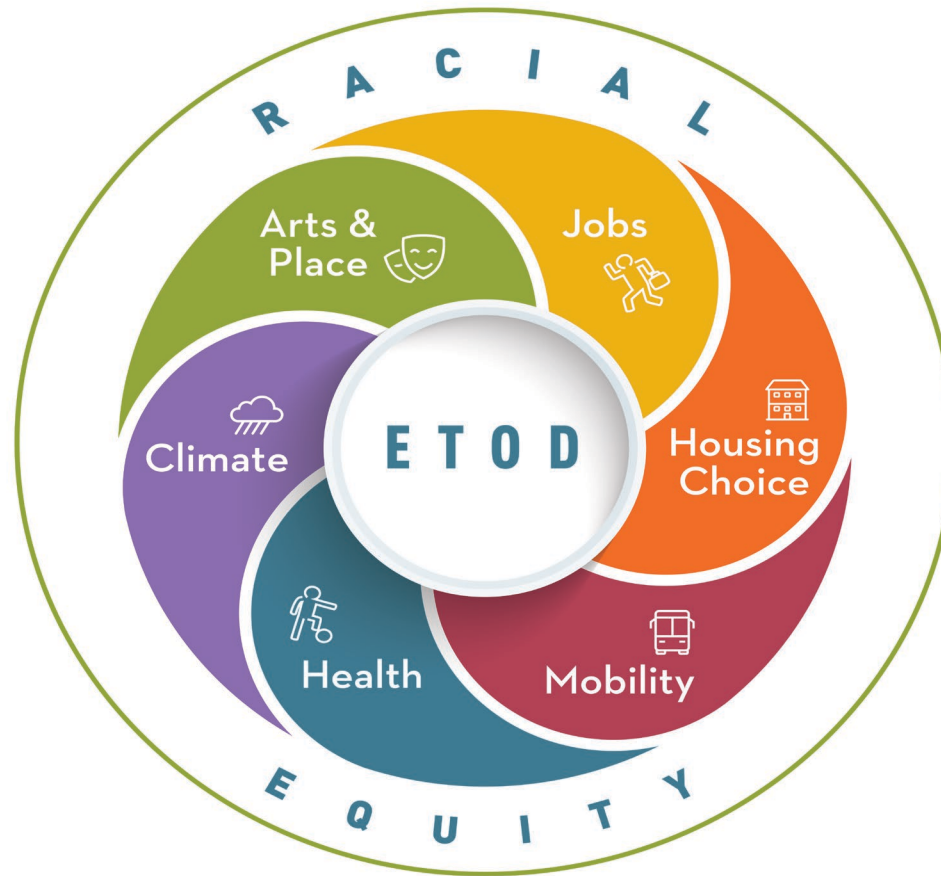
<https://www.atlantastudies.org/2019/05/14/casey-p-cater-electrifying-race-relations-atlantas-streetcars-and-the-1906-race-riots/>



# Race & Transit & Land Use



# Our Issue Areas



# TFA's Twin North Stars

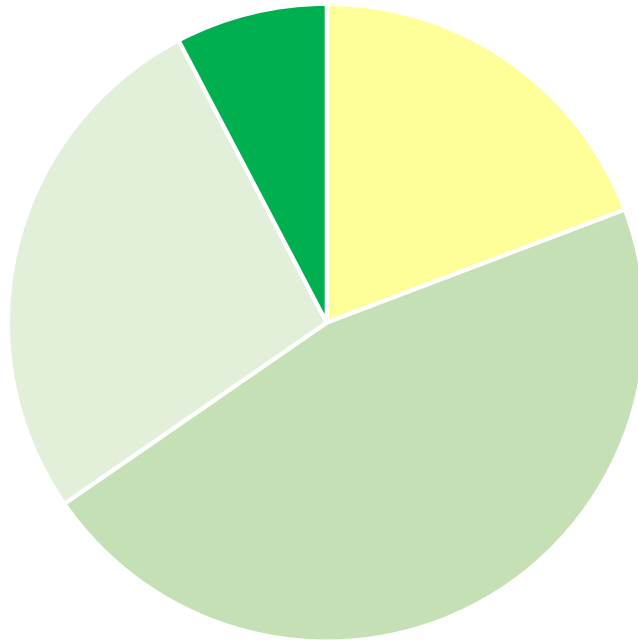
- A person's racial identity should no longer predict their opportunity in life; and
- Communities should be strengthened by transit, not displaced by it.



# Guiding Principles

- Centering and naming racial equity
- Collaboration
- Transparency
- Respect for one another
- Atlanta's civic infrastructure
- Sharing of resources & shared resource development
- Shared branding and messaging

# Strategic Priorities



■ Shifted Work:  
0-10%

■ In Progress:  
11-33%

■ Initiated  
Work: 34-  
75%

■ Majority  
Completed:  
76-100%

- A healthy and influential Transformation Alliance

- Activate Our Influence

- Leverage Our Collective Power

- Deepen Our Solidary with Community Partners

# Transit Advocacy



**CONTACT-FREE  
COMMUNITY  
RESOURCE DAY**

**SATURDAY  
SEPTEMBER 26, 2020  
11AM-4PM**

**OAKLAND DRIVE**  
(BETWEEN CAMPBELLTON RD & AVON)

**RAIN OR SHINE**

**RESOURCES**

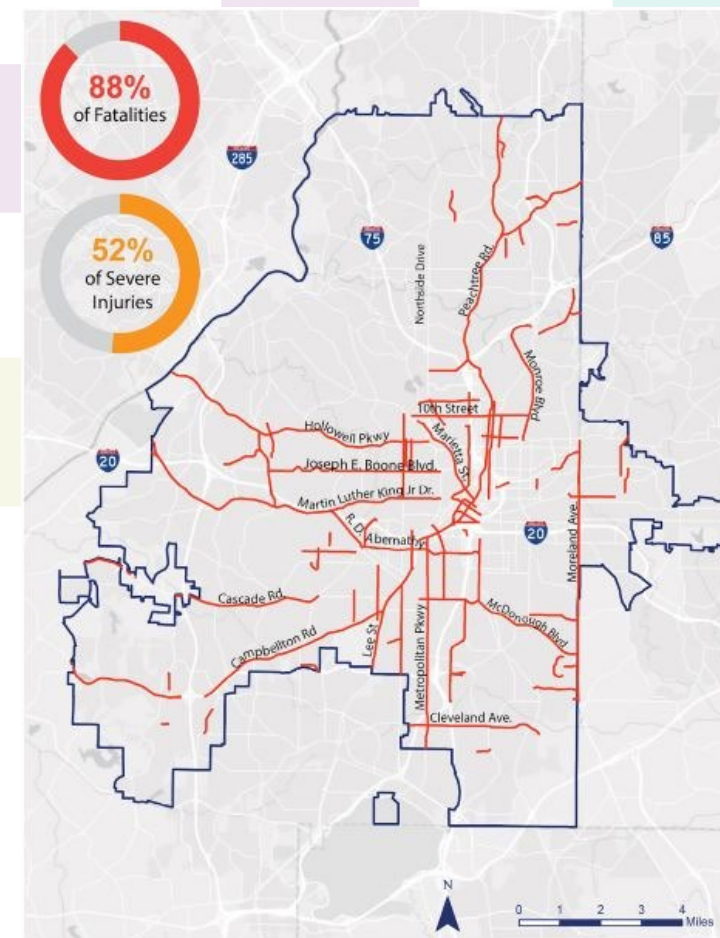
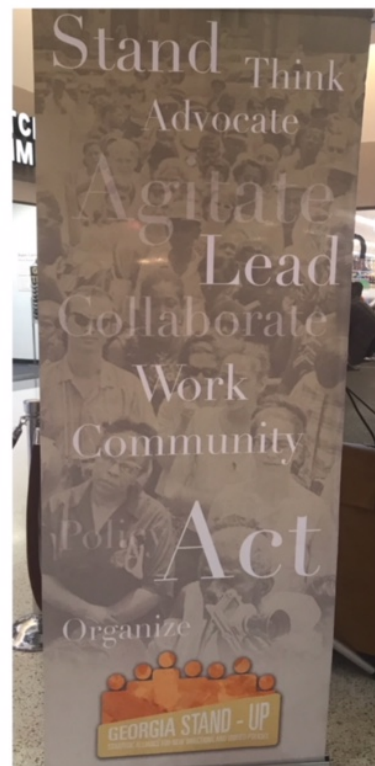
- FREE WALK-UP COVID TESTING
- FREE PRODUCE/GROCERY BAGS
- EASY VOTER REGISTRATION
- FACE MASK DISTRIBUTION
- COMMUNITY INFORMATION

You acknowledge the highly contagious nature of COVID-19 and the inherent risk of exposure. By voluntarily attending this Community Resource Day, you and any guests assume all risks related to exposure to COVID-19 and agree not to hold the sponsors, vendors, or their affiliates (collectively, "the Company") liable for any illness, injury, disability, or death related to the disease, whether caused by the ordinary negligence of the Company or otherwise.



**COMMUNITY RESOURCE DAY**





# Station Soccer West End



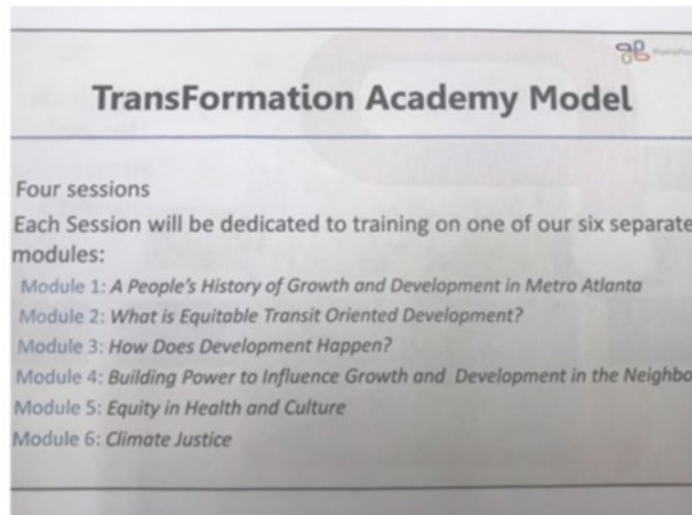
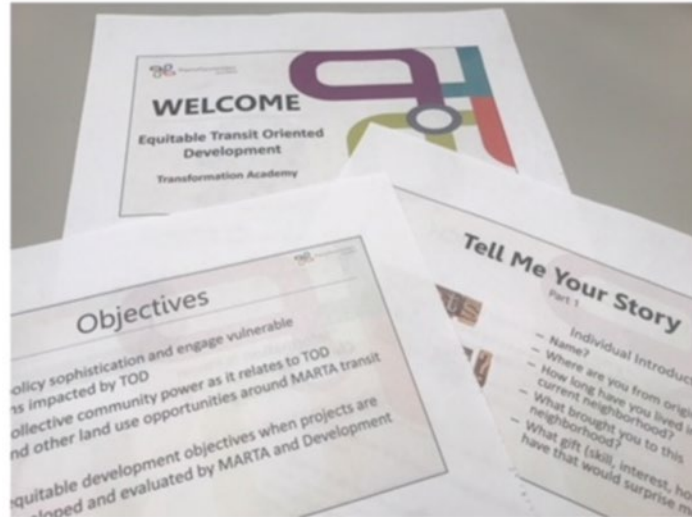


# Atlanta C.R.E.W.



- Exploring climate and cultural resilience.
- Residents in Atlanta's Oakland City neighborhood identified urban flooding and jobs access.
- Train participants on small scale storm water management features, with arts & culture training included.

# Arts & Culture and Community Voice





# Investing in Ecosystems that support ETOD




Deé Joseph, HDDC



Pavan Iyer, eightvillage



Joel Dixon, Urban Oasis



Bernard Adams, Communities



Janis Ware, SUMMECH CDC



Nikishka Iyengar, The Guild



MacLeish-White, Transformation Alliance

The  
**TransFormative  
Development Project**

 THE GUILD  Transformation  
ALLIANCE

***"Imagination is more important than knowledge. For knowledge is limited, whereas imagination embraces the entire world, stimulating progress, giving birth to evolution."***

***- Albert Einstein***



Thank you!

Odetta MacLeish-White

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