



April 1, 2024

Anna Roach
Executive Director and CEO
Atlanta Regional Commission
229 Peachtree Street NE, Suite 100
Atlanta, GA 30303

Dear Executive Director and CEO Roach,

I am writing to express the commitment of the Partnership for Southern Equity (PSE) as a project partner for the coalition application with the Atlanta Regional Commission (ARC) for a statewide E-Bike Voucher and Mobility Wallet Program under the United States Environmental Protection Agency's Climate Pollution Reduction Grant. We firmly believe in the significance of implementing equitable and climate-resilient transportation solutions throughout Georgia and look forward to partnering with ARC on this innovative new opportunity.

PSE's mission is to advance policies and institutional actions that promote racial equity and shared prosperity for all in the growth of metropolitan Atlanta and the American South. A large portion of our work focuses on advocating for land use and development that heals the harms of inequitable infrastructure and historic disinvestment in communities of color; advocating for new infrastructure that is restorative and regenerative – that creates opportunity for economic inclusion and health equity for all.

Together with fellow partner organizations, Propel ATL and Georgia Bikes, PSE has worked with ARC to begin to design a program which involves residents of low-income and disadvantaged communities in decisions about how it will be implemented. This will include upfront collaboration and events with communities before the allocation of e-bikes or mobility wallets; training for participants in what they need to make the program successful; and support for advocacy to create more opportunities to use the e-bikes.

We believe that the people closest to the problem are closest to the solution. In our community engagement strategy, we meet people where they're at. We do not presume to have the solutions; rather, we facilitate their agency to define the community priorities, measurable outcomes and reasonable timeline. We believe in catalyzing relationships built on trust, integrity, and mutual respect. We are mindful that historically disinvested communities may be distrustful of government, the private sector, and large institutions due to patterns of unfulfilled or broken promises as well as official neglect. Our approach emphasizes sensitivity to both diverse and common experiences and recognizes that not everyone in historically disinvested communities have access to technology and reliable broadband service and may best be engaged through trusted sources as informal as the playground, senior center, church, the barbershop and hair salon.

Our approach will establish a robust foundation for the program and community engagement strategy, anchored in fostering trusting relationships, cultivating a shared vision, and advancing equitable outcomes. Central to this initiative is the formation of the Equity Advisory Council, a collaborative platform comprising diverse local stakeholders. This council, inclusive of the project team, resident leaders, business representatives, engaged citizens, and other trusted community voices, will play a pivotal role in providing guidance and recommendations throughout the project's lifecycle.



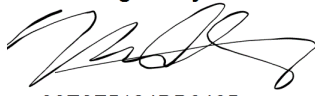
Over the inaugural year, we will lead the Equity Advisory Council through a series of meetings to refine the program's model, service delivery mechanisms, and engagement strategies. This iterative process ensures that program implementation remains agile and responsive to evolving community needs and aspirations. Members of the Equity Advisory Council will receive comprehensive support to effectively serve as informed decision-makers and meaningful partners in advancement of micro mobility beyond this project's confines.

Through targeted outreach campaigns, strategic partnerships, and public events, we will introduce the initiative to the broader community, generating excitement and awareness and registering eligible participants in year two. With participants onboard, funds will be disbursed according to program guidelines developed with the Equity Advisory Council.

As the program enters its third year, the focus shifts towards sustaining momentum and deepening impact. Ongoing support will be provided to program participants to continue access to micro mobility vehicles and nurturing their growth as effective advocates for micro mobility. Through mentorship, networking opportunities, and resource sharing, program participants will be empowered to amplify their voices and drive change. Collaborating with the Equity Advisory Council, the team will create a toolkit equipped with messaging strategies, recorded training sessions, and resources to help participants articulate the benefits of micro mobility and advocate effectively within their communities.

Thank you for considering our endorsement of this important initiative. We are eager to collaborate and contribute to the realization of a cleaner, greener, more connected Georgia.

Sincerely,

DocuSigned by:

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Nathaniel Smith
Founder and Chief Equity Office (CEqO)
Partnership for Southern Equity