

# PEACHTREE CORRIDOR

## PARTNERSHIP

*Public Outreach Summary: 2005-2008*

A collaboration of the Atlanta Development Authority, the Atlanta Committee for Progress and the three community improvement districts operating along the Peachtree corridor in Downtown, Midtown and Buckhead, the Peachtree Corridor Partnership's work caps nearly two years of advocacy and outreach for a streetcar in Atlanta.

In 2005, **Atlanta Streetcar, Inc.** united the city's top business, government and community leaders into a 44-member board of directors and 35-member board of advisors devoted to reintroducing the streetcar to Atlanta. This effort was the foundation for the Peachtree Corridor Task Force, appointed by Mayor Franklin in 2006 and the Peachtree Corridor Partnership, formed in 2007. Each of those groups continued to develop the idea of bringing a streetcar system to Atlanta, and to Peachtree Street, specifically, and engaged the public in various ways throughout the process.

The **Peachtree Corridor Task Force** met monthly from November 2006 to April 2007 to develop its recommendations for transforming Peachtree Street into a grand boulevard that moves people better, makes businesses stronger and improves the quality of life of Atlanta's residents and visitors.

- It had 22 members, plus five sub-committees that were each made up of five to fifteen technical experts and consultants from four firms.
- Two public meetings were held in each of the seven segments, organized by the CIDs in their respective areas and by the City and the Task Force in Southside and Brookwood. More than 500 participants attended the fourteen public meetings.
- Ayers, McHenry & Associates conducted two surveys – one in the immediate five-county Atlanta region and a second in the Peachtree corridor, both of 500 respondents each. The results concluded that the Peachtree corridor remains a very attractive destination for thousands of metro Atlantans, and that improvements along the corridor would attract even more visitors among this population.

The recommendations of the Task Force were announced by Mayor Franklin in late spring 2007, at which time the **Peachtree Corridor Partnership** was formed to manage the next stage of the process. The Partnership worked with relevant property owners and neighborhood groups, members of Atlanta City Council and other interested parties to determine how to best implement the recommendations initially. To that end, it engaged the public in numerous ways.

- Public Meetings/Stakeholder Forums: During the month of January 2008, the Partnership held four public meetings, one meeting geared towards commercial and institutional interests and the remaining three geared towards residents along the corridor (though each meeting was open to all) with more than 300 attending the four public meetings. Midtown Alliance and Central Atlanta Progress assisted the Partnership with publicity for the four meetings, including web site postings, distribution of postcards in residential buildings, and invitations and announcements to electronic databases and membership lists.

- more -

- **Stakeholder Meetings:** Partnership Chairman Ray Christman conducted approximately 50 one-on-one interviews with major property owners, developers, and civic and community leaders, as well as met with a number of neighborhood groups and business associations from June to October 2007. Additionally, Partnership representatives have briefed City Council members to seek their input throughout the process.
- **Surveys:** Central Atlanta Progress and Midtown Alliance conducted online surveys to its constituents between the months of November 2007 and February 2008. Together, the groups received 2,367 responses. The most telling of the results is that, with the surveys combined, more than 65 percent of respondents said that the streetcar could replace at least some of their daily car trips in the corridor.
- **The News Media:** The streetcar initiative has garnered press coverage since the idea was introduced, including national coverage with the *Bloomberg* news service in 2006. The Partnership, however, has been conducting proactive outreach to the news media to help publicize its efforts since mid-year 2007. News coverage has appeared in local and regional publications including the *Atlanta Journal Constitution*, *Atlanta INtown*, *Creative Loafing*, and *Fulton County Daily Report*, as well as broadcast coverage on WXIA-TV, Atlanta's NBC affiliate and WABE, its NPR affiliate.
- **Partnering Organizations' Outreach:** In addition to outreach by the Partnership-member CIDs, neighborhood associations along the corridor shared information about the Partnership's proposal, as well as interested organizations such as the Atlanta Neighborhood Development Authority, the Atlanta Regional Commission and the Livable Communities Coalition.
- **Website:** The Partnership website was launched in October 2007, and it has attracted nearly 5,000 unique visitors through March 2008.
- **Brochures/Information Packets:** Colorful and user-friendly collateral developed for the Partnership include two route maps showing the segments of the corridor in Downtown and Midtown, Frequently Asked Questions, Fast Facts, and a four-page brochure titled, "The case for adding a modern streetcar to Peachtree: Making tracks to a new quality of life."
- **Newsletter:** In February 2008, more than 700 people received the first edition of "Milepost," the Partnership's electronic newsletter. The newsletter will continue to be distributed monthly, with more people subscribing each month.

###

*To see a member listing of the Peachtree Corridor Task Force, or for more information on the Peachtree Corridor Partnership, please visit [www.peachtreecorridor.org](http://www.peachtreecorridor.org).*