Atlanta BeltLine Partnership

Social Impact Program – Employment Initiative

December 2013
Strategic Objective: Catalyze the affordable housing, job creation, healthier living, and other social objectives that comprise the Atlanta BeltLine vision.
The Atlanta BeltLine Partnership’s Employment Initiative is designed to create triple bottom line benefits in Atlanta BeltLine communities:

- **Economic benefit** of attracting businesses and accelerating economic development by preparing a well-trained workforce

- **Social benefit** of connecting disadvantaged populations around the Atlanta BeltLine with the jobs and economic opportunities created by it

- **Environmental benefit** of reducing auto dependence by increasing the number of people who live and work along the Atlanta BeltLine and the regional transportation systems connected to it
Align workforce development organizations with the private sector and with each other to provide businesses with qualified, well-trained employees.
Connect residents along the Atlanta BeltLine in need of job skills training with the workforce development network.
Educate businesses about available financial incentives and other economic benefits of hiring locally and from disadvantaged populations.
Provide a way for people who want to work along the Atlanta BeltLine to find job opportunities and assist Atlanta BeltLine businesses with finding and hiring qualified employees.
Help employees along the Atlanta BeltLine find housing in Atlanta BeltLine neighborhoods.
Measure impact

- Are people living and working along the Atlanta BeltLine?
- Does this attract new businesses and strengthen existing businesses?
- Are residents in lower income neighborhoods sharing in the economic prosperity?
- More questions TBD.
Market this system locally and nationally to attract new employers as well as philanthropic and federal investment around the Atlanta BeltLine.
Workforce partnerships create long-term relationships between employers and service providers to offer job training and career supports that meet the needs of dual customers – employers and employees – in industry sectors that are critical to local economies. *Source: Atlanta CareerRise*
// Our Partners

- Local funders collaborative affiliated with the National Fund for Workforce Solutions
- Local champion for workforce partnerships

- Council for Adult and Experiential Learning, based in Chicago, is providing technical assistance

- Premier level 1 trauma center with ~5,500 employees
- Located proximate to many Atlanta BeltLine neighborhoods and accessible via public transit

- Education partner with state-of-the-art Allied Health instructional facility
- Located along southwestern part of the Atlanta BeltLine
// Our Partners

- Nonprofit offering residents comprehensive help to become job-ready and competitive in today’s workforce
- Located along southern arc of the Atlanta BeltLine

- Non-profit provider of education, job training, job placement, and ongoing support services located on western side of the Atlanta BeltLine
- Local affiliate of STRIVE International (Support & Training Result in Valuable Employees)

- State agency offering employee recruitment and selection services, workforce information, program funding, and technical support

- City of Atlanta Workforce Investment Board offering alignment of public funding, referral and screening services, and technical support
// Our Role

- Strategic planning lead with Atlanta CareerRise and Grady
- Lead convener/coordinator of workforce partners
- Facilitator of the process to develop an implementation plan for the pilot program
- Communications lead for Atlanta BeltLine audiences
Recent Progress

2012 Highlights

• Received planning scholarship from Atlanta CareerRise
• Partner cultivation

2013 Highlights

• Created implementation plan for workforce partnership in healthcare

2014

• Implement workforce partnership in healthcare – first cohort begins January 21st; second cohort anticipated to begin in July