Welcome to the
Transform Westside Summit
Opening Statement

Rodney Bullard

Vice President of Community Affairs for Chick-fil-A, Inc. & Executive Director of the Chick-fil-A Foundation
27 The people dedicated the wall of Jerusalem. They brought all the Levites to Jerusalem. The Levites came from the towns they lived in. They came to Jerusalem to celebrate the dedication of the wall of Jerusalem. They came to sing songs of praise and thanks to God. They played their cymbals, harps, and lyres.

28-29 And all the singers also came to Jerusalem. They came from the towns all around Jerusalem. They came from the town of Netophah, from Beth Gilgal, Geba, and Azmaveth. Because they had built small towns for themselves in the area around Jerusalem.
Plant seeds -
that will grow
trees - whose
shade we may
never sit under.
What was the month and year of the first Transform Westside Summit?

A. February 2014  
B. June 2016  
C. October 2015  
D. March 2015
Did you know the Westside Future Fund was the organization behind the Summits?

A. Of course!
B. No clue!
How much would you say you know about the Westside Future Fund?

A. A lot!
B. A fair amount...just enough to be dangerous!
C. Not too much, but I’d love to learn more!
Westside Future Fund

Restoring Strength
A VITAL MOMENT FOR ATLANTA
For all of Atlanta to thrive,
The Westside is vital.
The Westside has fallen behind

52% of the population falls below the poverty line

CONCENTRATED POVERTY

40% of housing units are vacant

BLIGHTED HOUSING

22% unemployment (1.7x that of city of ATL)

VAST UNEMPLOYMENT

79% 3rd grade reading proficiency (compare to metro ATL's 92%)

FAILING EDUCATION

5.5x higher crime rates than metro ATL

HIGH CRIME

5x & 1.6x higher HIV & diabetes prevalence, respectively, than metro ATL

POOR HEALTH & WELLNESS
This Westside focus began in 2013.

The Blank Foundation and Invest Atlanta each committed $15M to support change efforts.

As philanthropic investment continued, Westside neighborhoods also received federal funds—$18M from TIGER and $67M from Choice Neighborhoods—but a piece was still missing.
Westside Future Fund:
A new leader.

In December 2014, Mayor Kasim Reed and
the Atlanta Committee for Progress
established the Westside Future Fund to
function as a coordinator—an essential step
to ensure the Westside’s long-term success.
The **mission** of the Westside Future Fund is to

**Reinvigorate** community growth by **coordinating** and **accelerating** efforts to elevate the quality of life in Atlanta’s Westside neighborhoods
How do we get it done?
Building Trust

**Building**: “the process or business of constructing something”

**Trust**: “assured reliance on the character, ability, strength or trust of someone or something”
We believe. We’re committed.

WFF is a not-for-profit organization of Atlanta community leaders from business, government, philanthropy and neighborhoods on the Westside.
Geographic Scope

WFF focus areas were established as a combination of two major investments. **English Ave. + Vine City:** Invest Atlanta investment set aside by Mayor Reed from Westside Tax Allocation District (TAD). **Ashview Heights, ATL University Center, Villages at Castleberry Hill:** Within the boundaries of U.S. Department of Housing and Urban Development’s Choice Grant.
Roles of the Westside Future Fund

WFF Activity Intensity

Low
Participant — Champion — Convener — Strategist — Accelerator

High
Where to Focus for Positive Change

SAFETY & SECURITY

MIXED-INCOME HOUSING

CRADLE-TO-CAREER EDUCATION

COMMUNITY HEALTH & WELLNESS
Execution Partner:

➢ Atlanta Police Foundation

▪ Housing for 25 police officers
▪ Installation of 100 security cameras
▪ Westside Blue patrol
▪ New youth center
Execution Partners:

- **YMCA**
  - Develop best-in-class 0-4 Early Childhood Education facility with YMCA
- **Atlanta Public Schools**
  - Support high quality Pre-K through 8th Grade with Hollis Innovation Academy
- **Westside Works.**
  - Job training programs & administration
    - Westside Beautification Program

**IMPACT STRATEGIES:**

**CRADLE-TO-CAREER EDUCATION**
Execution Partners:

- Healing Community Center
  - Expand services offered by local health clinic + increase resident access

- City of Atlanta/Trust for Public Lands/National Monument Foundation
  - Support development of Rodney Cook, Sr. Park in Historic Vine City
Execution Partners:

➢ Atlanta Habitat for Humanity
  ▪ Mattie Freeland District

➢ Atlanta Housing Authority
  ▪ Scholars Landing; Herndon Homes; College Town;
    Magnolia Park; Villages at Castleberry Hill

➢ Invest Atlanta
  ▪ Blight reduction; Owner Occupied Rehab

➢ Quest Communities
  ▪ Quest Commons West development

IMPACT STRATEGIES:
MIXED-INCOME
HOUSING/MIXED USE
DEVELOPMENT
Development of Five Police Officer Houses
Groundbreaking of the At-Promise Youth Center
Announcement of the YMCA Leadership and Learning Center in Vine City
Opening of the Hollis Innovation Academy
Westside Works is creating job training and employment opportunities for Westside residents, having already placed more than 300 individuals in living-wage jobs, with a 73% job retention rate.
Launch of the Westside Neighborhoods Beautification Project
The Atlanta Beltline is constructing the 3-mile **Westside Trail**, which flanks the western boundaries of our target neighborhoods.
Groundbreaking of Rodney Cook, Sr. Park
In partnership with the City of Atlanta Department of Planning, the Westside Future Fund sponsored the development of the Land Use Action Plan. Led by Thadani Architects + Urbanists, it engaged more than 1,300 residents both to consider the neighborhoods as a whole and to determine the highest and best use of each parcel—all as a means to reduce blight, incorporate sustainable practices and balance affordable and market-rate housing.
Opening of
On the Rise Financial Center
Anti-Displacement

Restoring the Westside’s strength means not displacing its current residents. That’s why we formed a Community Retention Task Force that, in collaboration with Neighborhood Associations and Planning Units, developed policy solutions in response to the Westside’s unique conditions.

SUBSIDIZED RENTAL UNITS in mixed-income housing

ALTERNATIVE LENDING programs to support home ownership

TAX ABATEMENTS & GAP COVERAGE + home / business rehabilitation programs

EDUCATIONAL PROGRAMS to combat predatory lending & leasing
Launch of the Anti-Displacement Tax Fund
Community Engagement

➢ Our bi-monthly “Transform Westside Summits” have provided a consistent platform to engage. We’ve brought together 1,417 individuals representing 405 organizations over the last 12 months

➢ Ashview Heights Community Asset Survey in Partnership with Habitat for Humanity International
The **Westside** is an **integral** part of Atlanta’s **rich history**.
“Whatever affects one directly, affects all indirectly. I can never be what I ought to be until you are what you ought to be.”

Rev. Dr. Martin Luther King, Jr.
Contact Us!

@WFFAtlanta
WestsideFutureFund
www.westsidefuturefund.com
#TransformWestsideSummit
#WestsideOnTheRise
THE ATLANTA HOUSING AUTHORITY
HUNT COMPANIES
OAKWOOD DEVELOPMENT

in conjunction with

Government Community Relations

cordially invite you to

HERNDON HOMES
STAKEHOLDER PLANNING SESSION

11:30am-1:30pm
"What's New at Herndon Homes"
moderator Ron Roberts
Torti Gallas Architects
LUNCH SERVED

2pm-4pm
"Smart Housing in a Smart Corridor"
moderator Professor Carl DiSalvo
Georgia Institute of Technology

4pm-5pm
"People, Planet & Profit"
moderator Marcus Allen
Broccoli City

MONDAY, JUNE 5TH
(please respond by June 1)

THE GATHERING SPOT
384 Northyards
Contact Us!

@WFFAtlanta
WestsideFutureFund
www.westsidefuturefund.com
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#WestsideOnTheRise