



CATLYST

Community Resources Committee

July 13, 2017





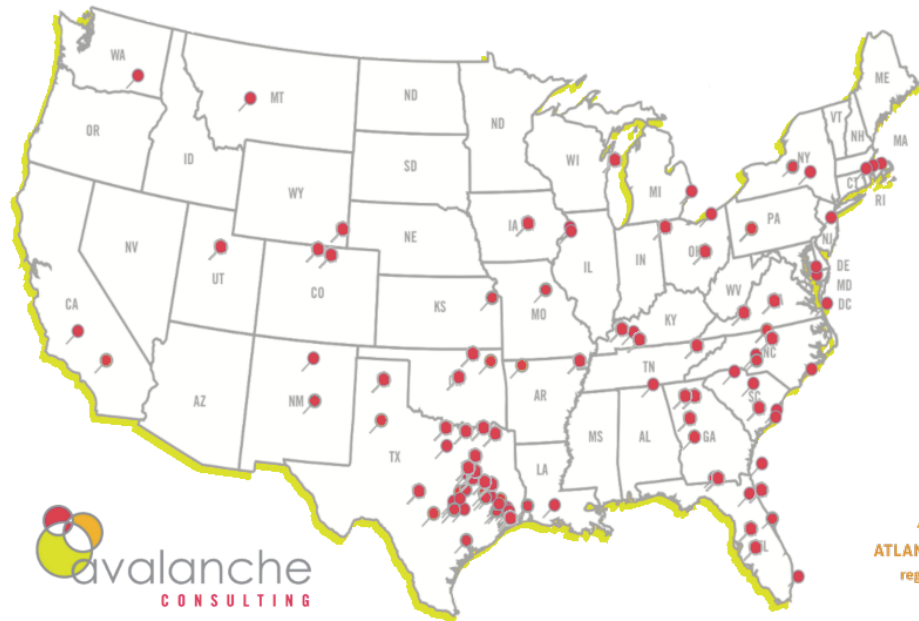
- National economic development strategists
- Serving 100+ communities since 2005
- Headquartered in Austin, Texas
- 80+ years of combined experience

Services

- Economic development strategies
- Customized research
- Organizational strategies
- Workforce studies
- Marketing plans
- Facilitation



Strategists for the nation's top performing economies



The background of the slide is a photograph of a forest. A dirt path leads from the bottom left towards a large, light-colored building in the distance. The trees are mostly green, with some autumn-colored trees in shades of yellow and orange. The sky is a pale, hazy blue.

About CATLYST

Data Review

CATLYST Survey

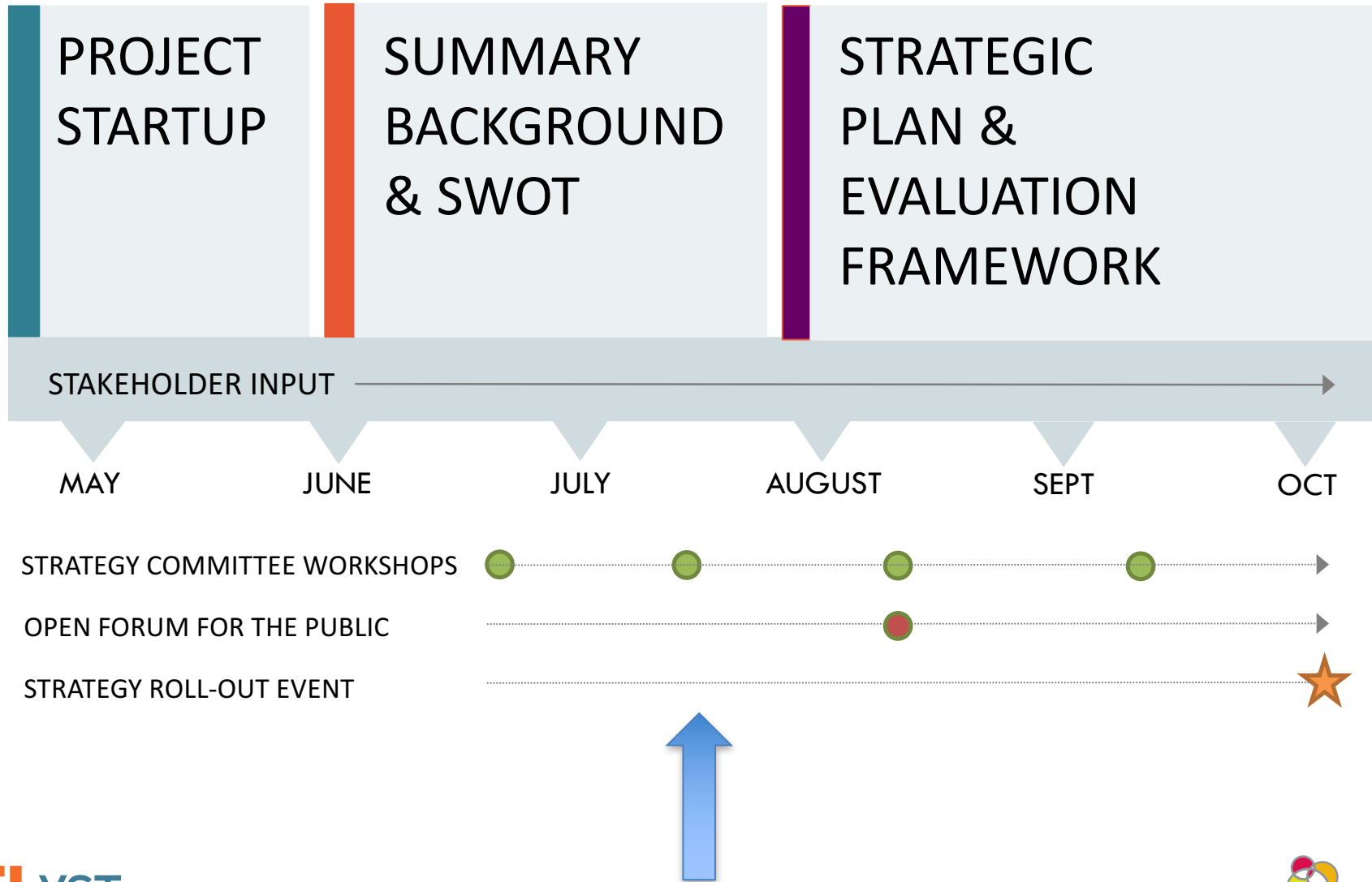
Next Steps

Objectives

CATLYST will serve as Metro Atlanta's next 5-year roadmap on issues related to **regional competitiveness**.

- **Next Level Strategy**
Unlimited by priorities of the past
- **Regional Strategy**
A coordinating strategy for the entire region; ARC convenes and everyone has a role
- **Connected Strategy**
Un-siloed, highly collaborative approach, seeking solutions at the connecting points among issues

Planning Process



Strategy Website and Public Survey



CATLYST: A Regional Economic Competitiveness Strategy

POSTED IN: WORKFORCE & ECONOMY

CATLYST

The Atlanta Regional Commission (ARC) is updating its regional competitiveness strategy, and renaming it CATLYST. As part of this update, ARC wants you to help determine the Atlanta region's future and to help determine and address the most critical regional challenges for the next five years.

Voice your opinion on the future of our region's economy by taking a brief [survey](#).

About the CATLYST Strategy

Through this engagement process, CATLYST builds on the [2012 Regional Economic Competitiveness Strategy](#). It will provide updated goals and objectives to further advance the economy of the 10-county region and provide more opportunities for its residents.

The planning process will begin with regional data analysis, and will include extensive outreach throughout, including interviews, focus groups, public forums, and workshops with members of the Strategy Committee. The committee is a group of 65 public, private, and nonprofit leaders from across the Atlanta region.

[+CATLYST Strategy Committee Members](#)

CATLYST Homepage:

<http://atlantaregional.org/catlyst/>

CATLYST Community Survey:

www.surveymonkey.com/r/cATLystStrategy



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Historically, population and employment gains outperform the U.S. average.

EMPLOYMENT GROWTH
1992 - 2017

Metro Atlanta

71.4%

US

30.1%

POPULATION GROWTH
1992 - 2016

Metro Atlanta

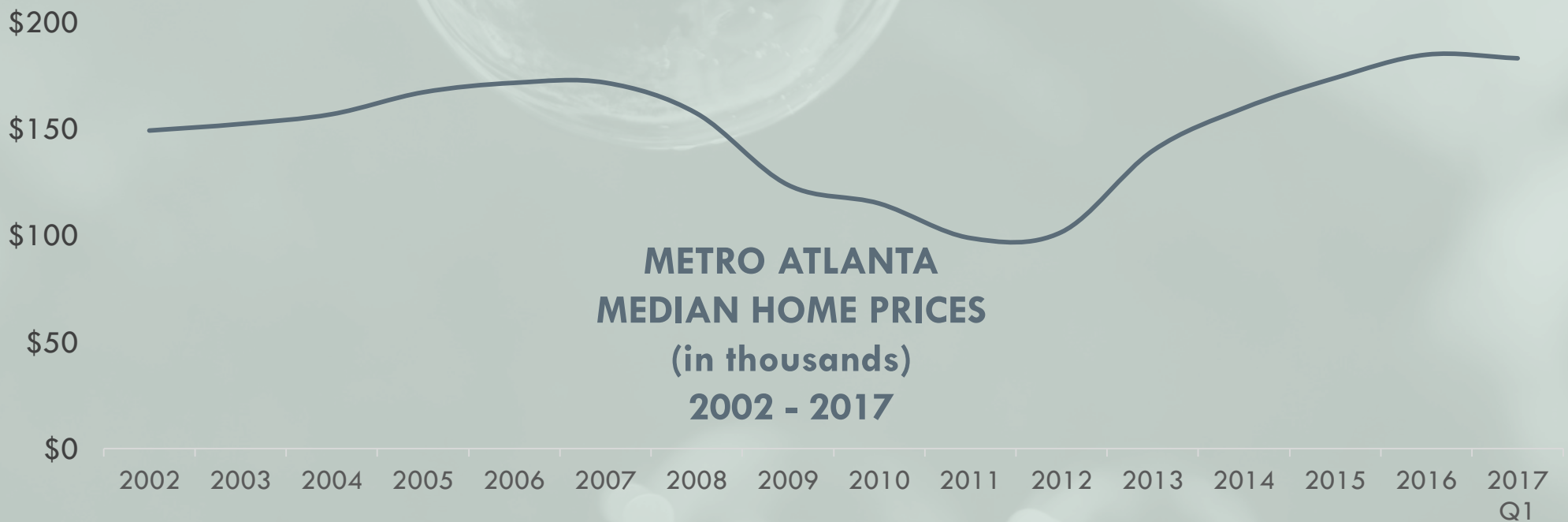
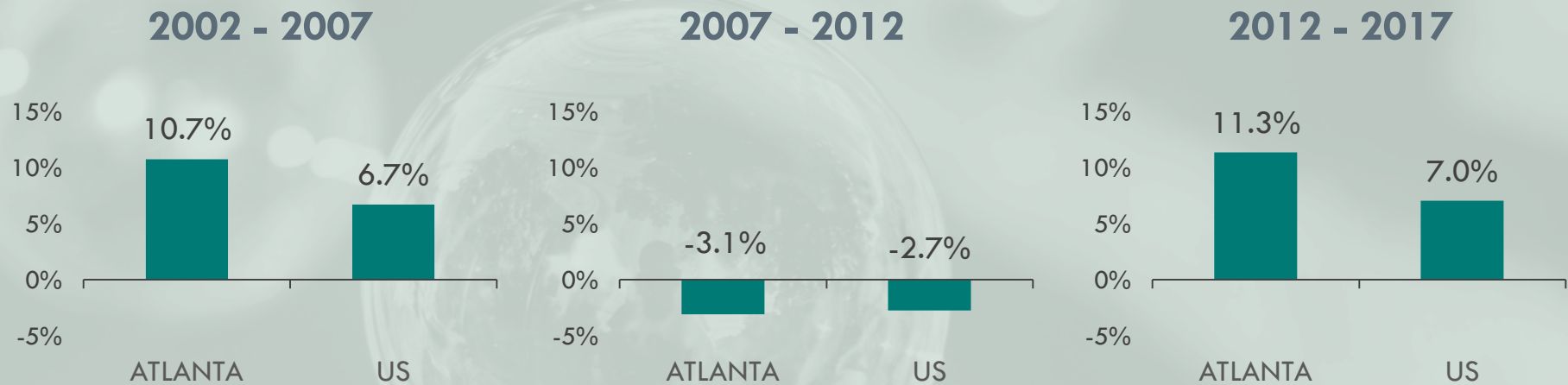
87.9%

US

29.9%

The housing collapse exposed vulnerabilities.

EMPLOYMENT GROWTH

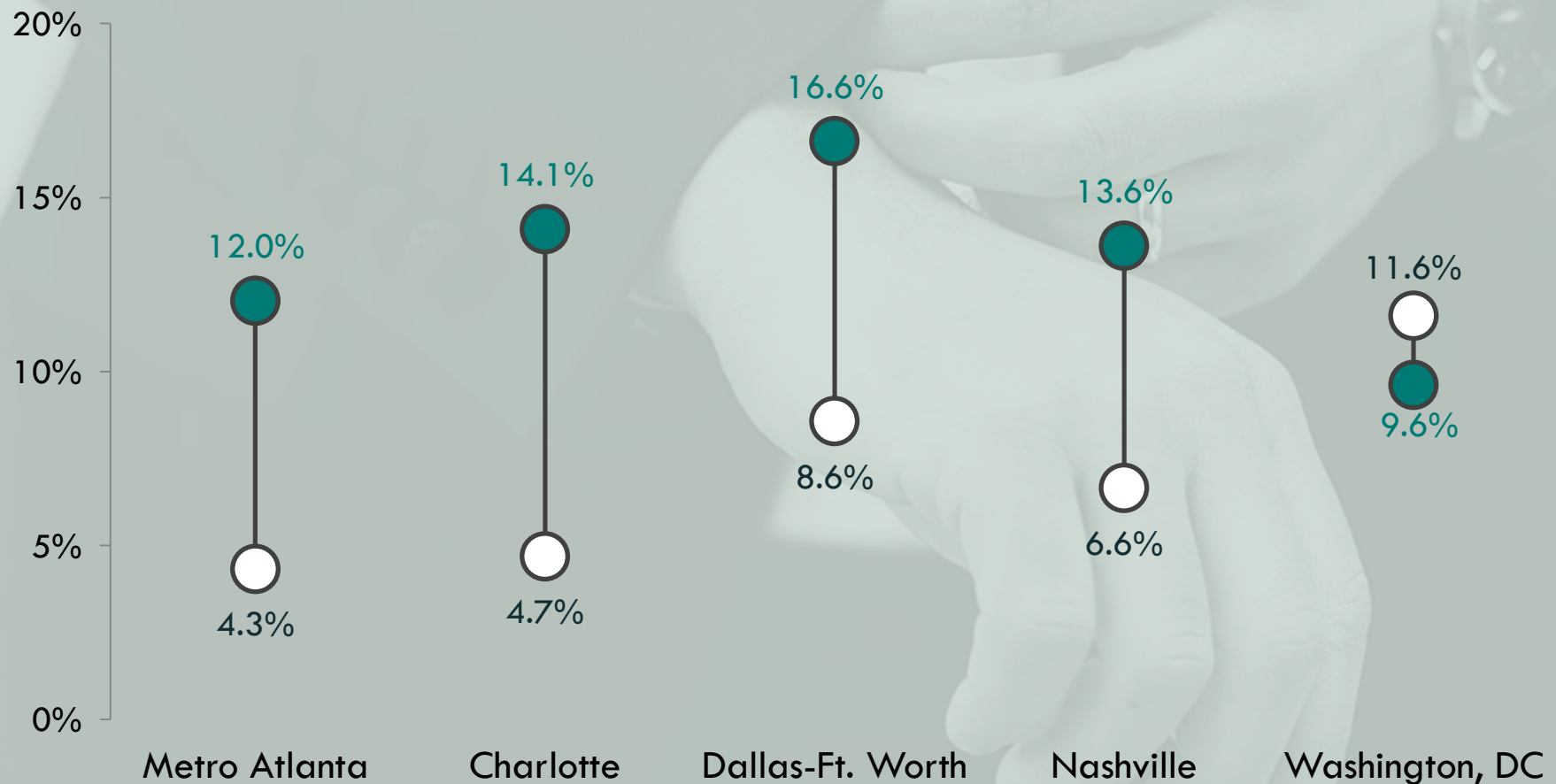


Wage gains in Metro Atlanta are disproportionately enjoyed by high income individuals

CHANGE IN
AVERAGE ANNUAL WAGE, 2010 - 2016
(NOT ADJUSTED FOR INFLATION)

● TOP 10% OF WAGE EARNERS

○ BOTTOM 10% OF WAGE EARNERS



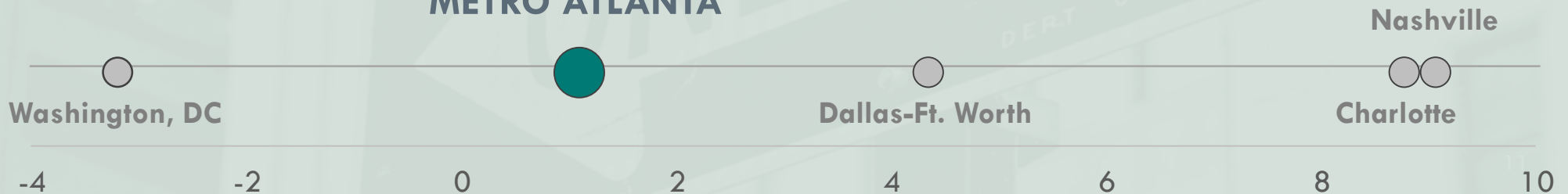
Talent attraction has been uneven and trails other regions.

NET INFLUX OF COLLEGE EDUCATED MIGRANTS INTO METRO ATLANTA



NET INFLUX OF COLLEGE EDUCATED DOMESTIC MIGRANTS INTO REGION (PER 1,000 RESIDENTS) 2015

METRO ATLANTA



There are sizable economic disparities
between racial and ethnic groups.

METRO ATLANTA POVERTY RATE, 2015

Hispanic

25.7%

Black/African-American

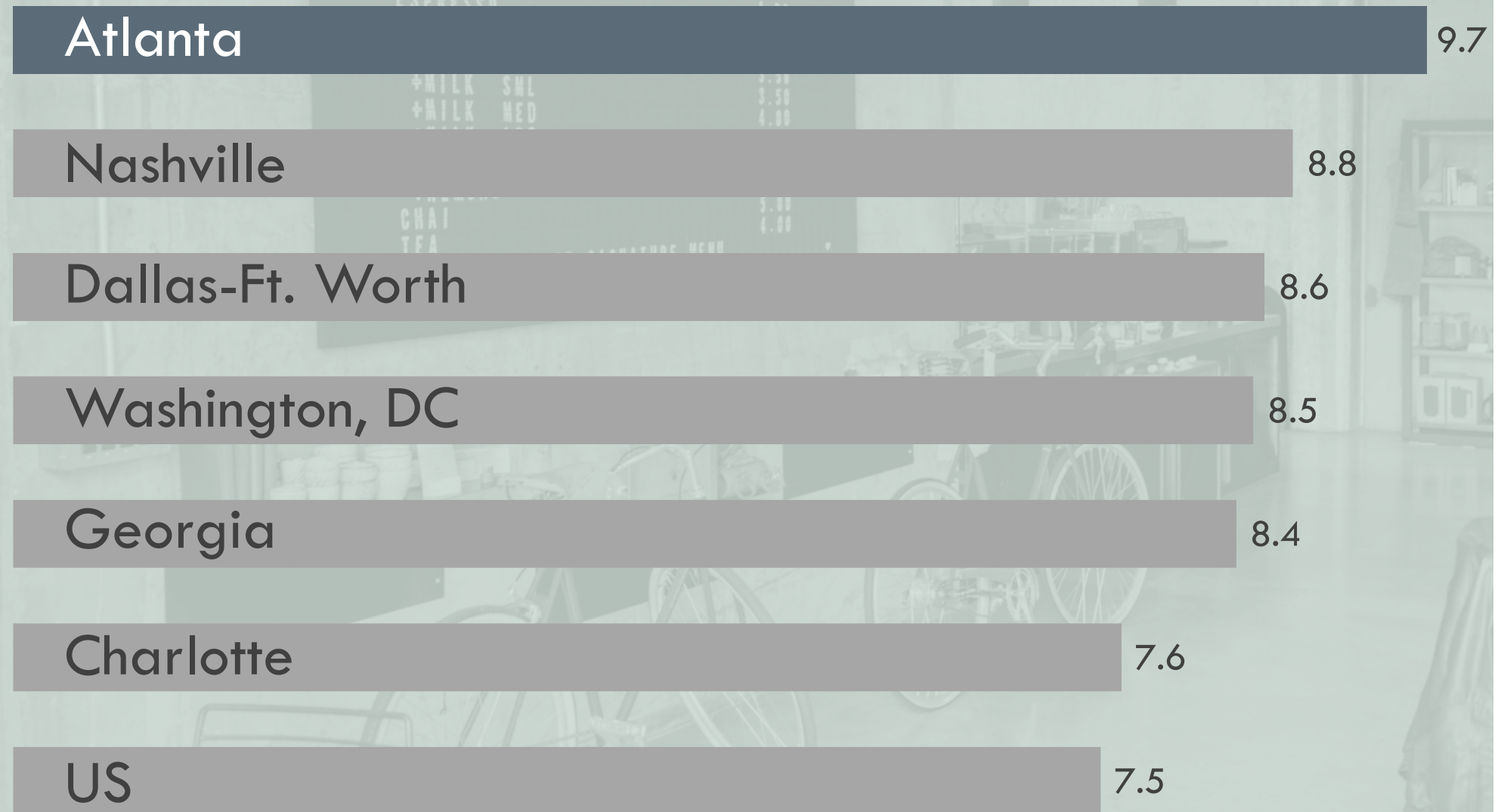
19.2%

White

7.9%

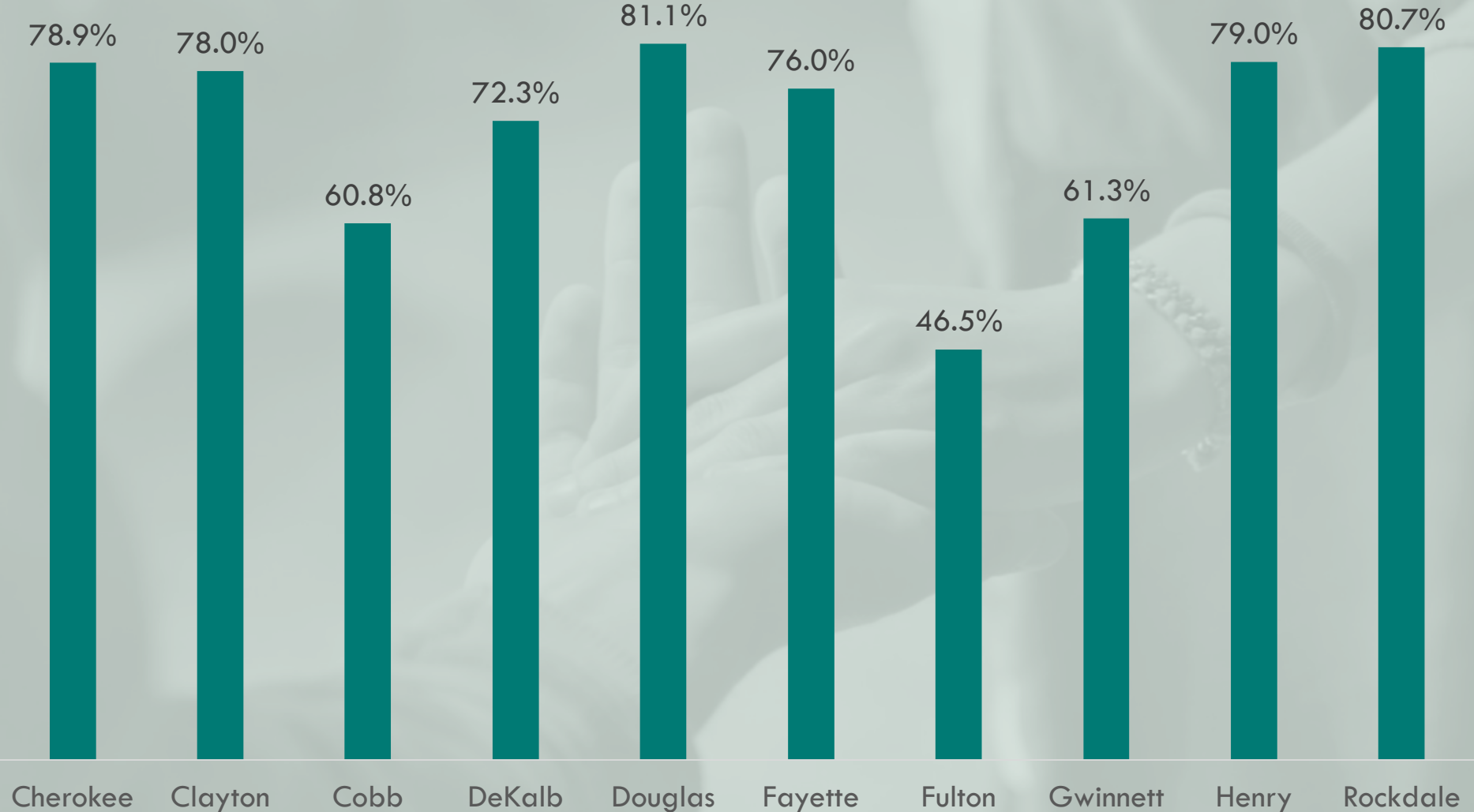
Metro Atlanta is entrepreneurial.

NON-EMPLOYERS PER 100 RESIDENTS, 2015

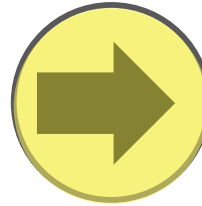


The Metro is deeply interconnected.

SHARE OF RESIDENTS WORKING OUTSIDE THE COUNTY, 2014



Leadership



Global Business Environment



Public Policy

Livability

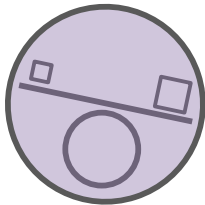


Economic development must think holistically and consider the interconnectivity between many topics.



Talent & Education

Economic Mobility



Infrastructure & Mobility

Affordability



Entrepreneurship & Innovation

What we heard

Economic Mobility and Talent & Education

Growing social inequity and a PK-12 inequities are self-reinforcing—school inequities contribute to social inequities and vice versa.

Affordability and Infrastructure & Mobility

Expansion of transit options between job centers will increase affordability, housing options, and overall quality of life for residents

Global Business Environment and Talent & Education

Businesses want to participate in local workforce development, but they want to make sure their existing investments are getting a good return



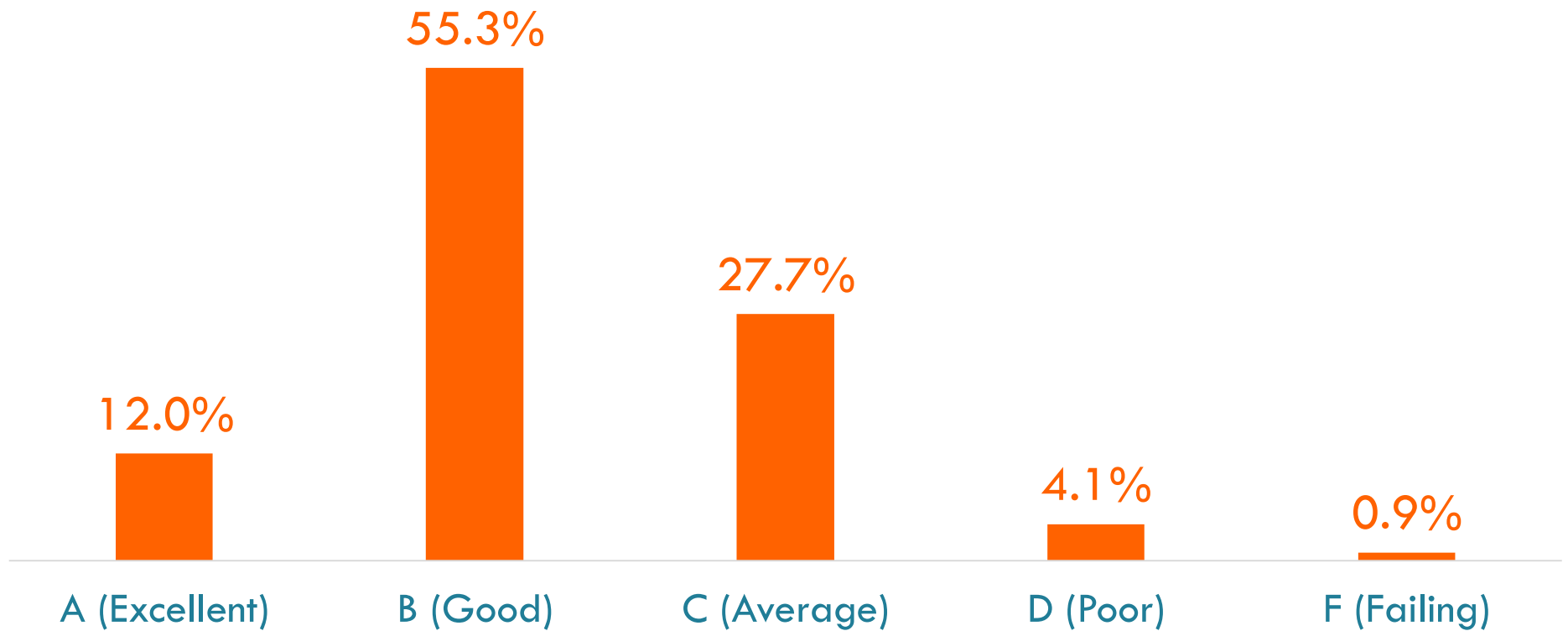
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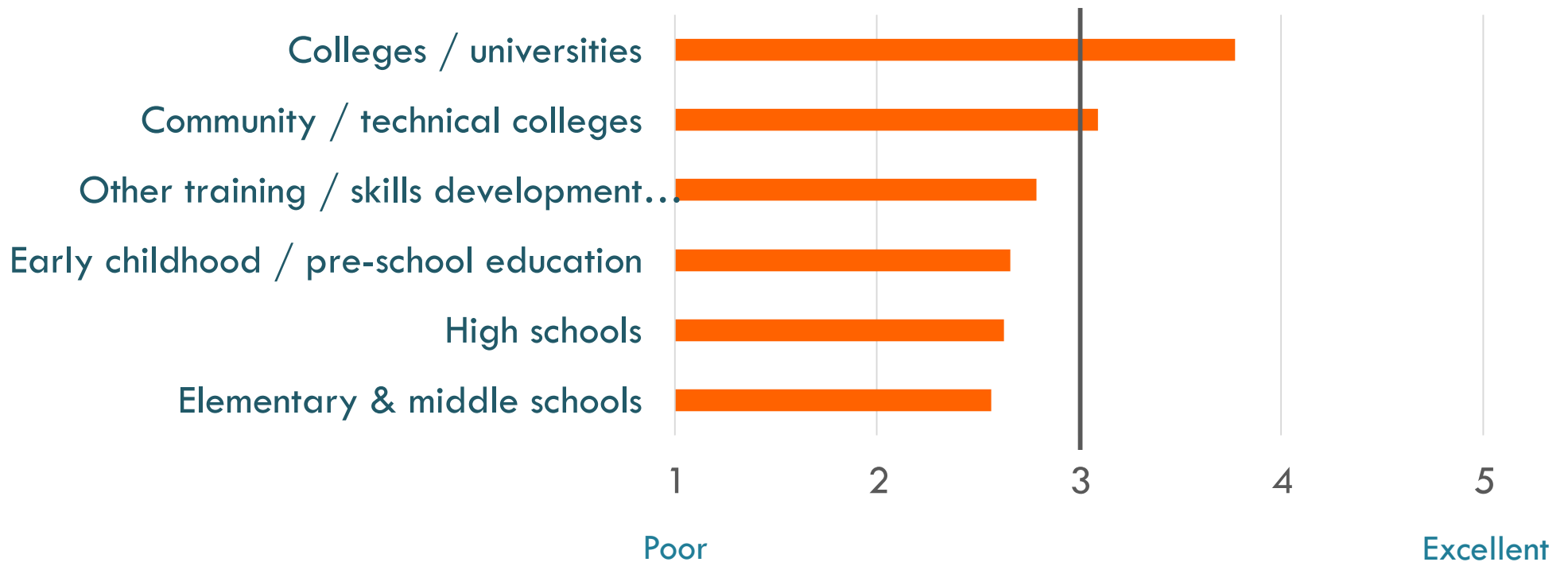
How do you grade Metro Atlanta's economic performance over the past 5 years?



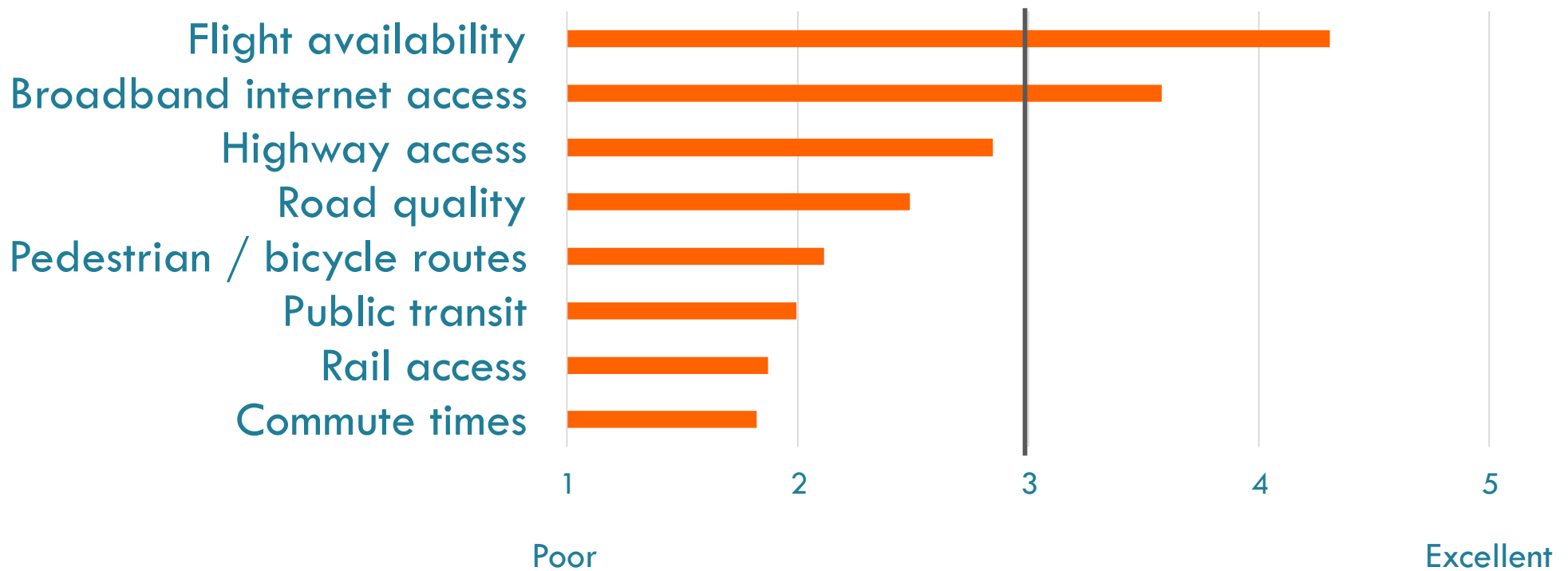
How do you grade Metro Atlanta's general economy?



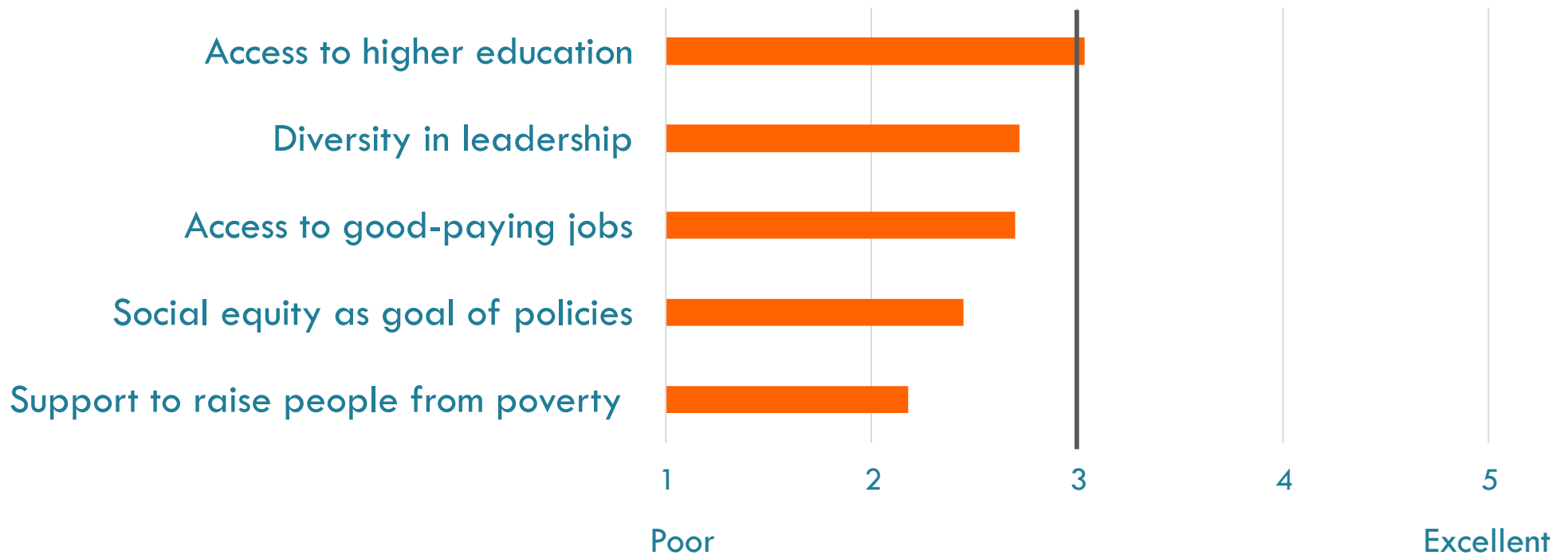
How do you grade Metro Atlanta's education & workforce development?



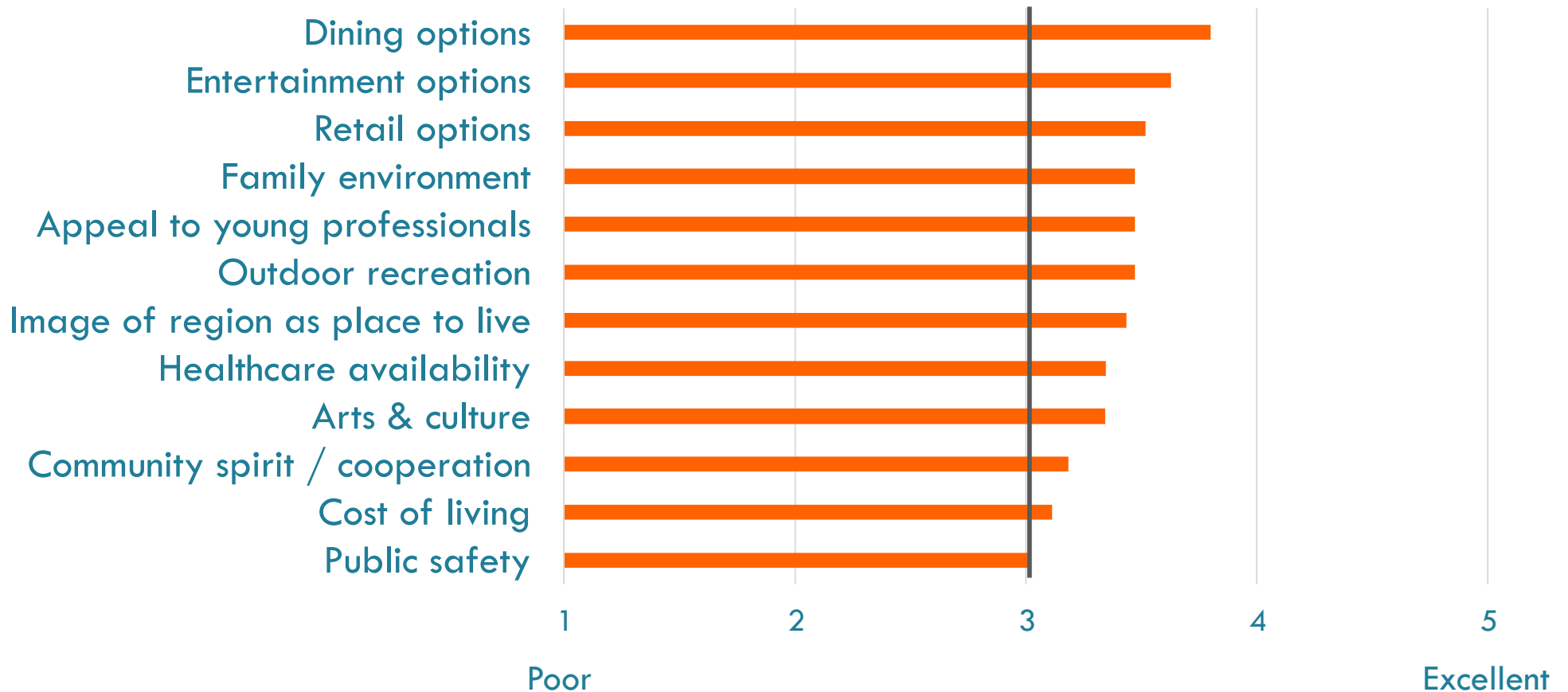
How do you grade Metro Atlanta's transportation & infrastructure?



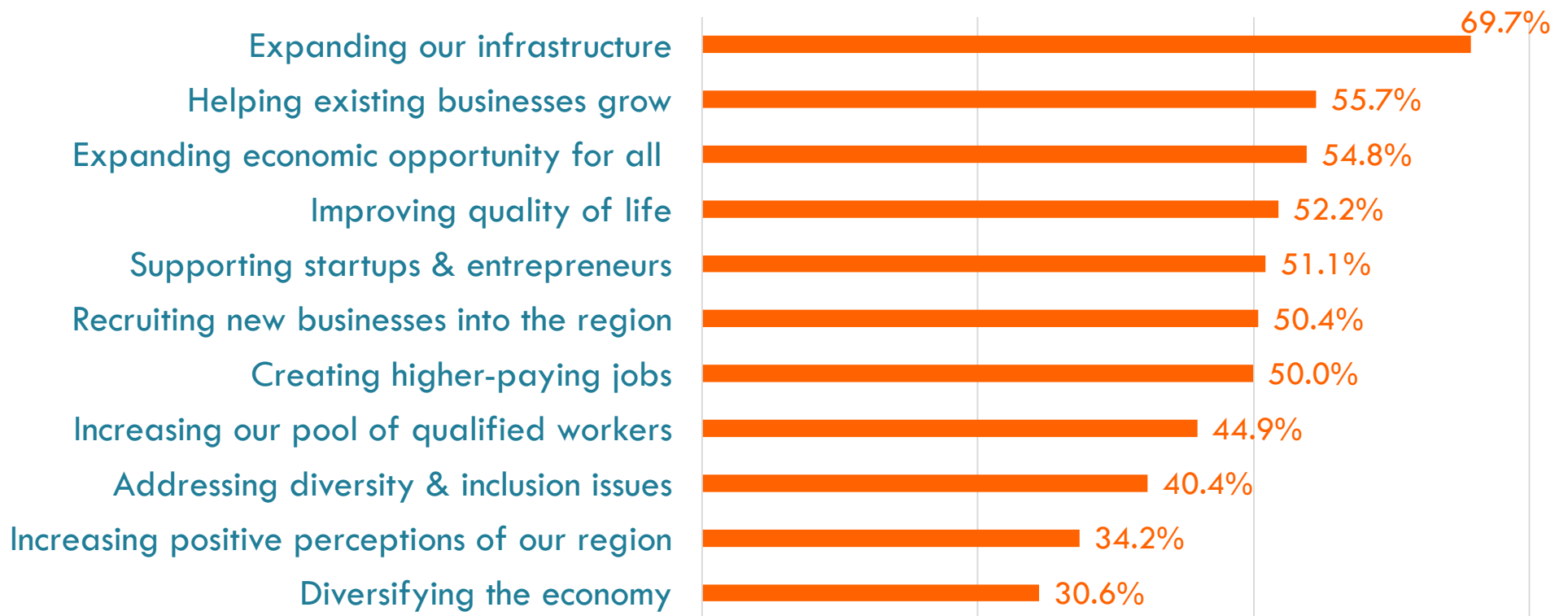
How do you grade Metro Atlanta's economic mobility?



How do you grade Metro Atlanta's quality of place?



What are Metro Atlanta's top economic priorities?





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What's ahead?

Upcoming Consultant Visits and Events

- August 8-9* - Open Houses around the Region
- September 6-7
- Week of October 17 - Roll Out

Contact Us

ARC Community Partnerships Group

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