

MARCH 2024

# Atlanta Challenge Explore Report

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[Image source](#)

## Welcome,

The Atlanta Challenge is a mobility innovation program to activate and fund mobility entrepreneurs to address income inequality and its impact on safety and access.

We launched this initiative to transform cities by helping solve mobility problems via the inclusion of community input. Our framework zooms down to one person, one solution at a time to provide an intimate view of a city's needs and how they may be addressed with new innovative solutions.

Following cities like Austin, Detroit, Miami and Mexico City, the Atlanta Challenge is the 9th Challenge supported by Ford since 2018. In that time, Ford and our sponsors and collaborators have supported 18 community-focused mobility pilots with over \$1,000,000 in total grant funding.

The Atlanta Challenge is hosted by Ford Motor Company and made possible through support from our sponsors: AT&T, Delta Air Lines, Metro Atlanta Chamber, and Novelis.

Taking a community-centered approach to mobility innovation, the Atlanta Challenge is offering up to \$150,000 in pilot grant funding to entrepreneurs who can address the Opportunity Areas outlined in this Explore Report.

As an outcome of the Atlanta Challenge, the winning entrepreneurs will immediately deploy their mobility solutions in Atlanta (expected to begin in late 2024).

Sincerely,

Atlanta Challenge Team, 2023-2025

## Atlanta Challenge Team

### SPONSORED BY



### ANCHOR ORGANIZATION



### STEERING COMMITTEE

- Russell Innovation Center for Entrepreneurs (RICE)
- Georgia State University
  - Georgia Institute of Technology
  - The Gathering Spot
  - Atlanta Urban League
  - Atlanta Hawks
  - Georgia Power



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### What's in this document

Key insights and stories from those we've interviewed, observed and met in Atlanta that ground us in empathy and can serve as inspiration for your own storytelling and observation.

### What's NOT in this document

An exhaustive set of community stories, residents' needs or opportunities for innovation in mobility for the communities around Atlanta. Everyone's experience is different – let's work together to uncover as many experiences as we can throughout the challenge.

# About the Atlanta Challenge



PART ONE

# We are offering up to \$150,000 in pilot funding for the winners of the Atlanta Challenge.

We chose Atlanta for our 9th Challenge because of the strength of the local, Black entrepreneur ecosystem in the city. Atlanta's entrepreneurs are some of the finest in the world and eager to design and deploy new mobility solutions to address inequity.

We also chose Atlanta because we know the impact improved mobility can have on income inequality and accessing food, jobs, education, healthcare and places of joy.

We are looking for community-focused mobility solutions that leverage the existing assets and infrastructure of Atlanta, building on the momentum of other mobility projects happening in the city to answer the Atlanta Challenge question:

? **How might we activate local mobility entrepreneurs to address income inequality and its impact on safety and access?**

These mobility solutions should address the Challenge question, as well as one or more of the Opportunity Areas outlined in this document. They should be able to be piloted in Atlanta by the end of 2024 and integrate the Design Principles outlined on page 8 of this report.

## FORMER CHALLENGE WINNERS

- Community mobility hubs
- Digital signage for transit updates
- Wayfinding devices for people with cognitive disabilities and visual impairments
- Pick-up/drop-off services for school children
- Accessible bicycle taxis
- Community shuttles
- Public art installations
- Farm-to-door food delivery

# Mobility & Inequality in Atlanta

## INTRODUCTION

The City of Atlanta is home to nearly half a million residents (in a metro region of nearly four million) and is one of the fastest growing income inequality cities in the country. “In fact, if a person is born into poverty in Atlanta, there is just a 4% chance of escaping poverty in their lifetime.”<sup>1</sup>

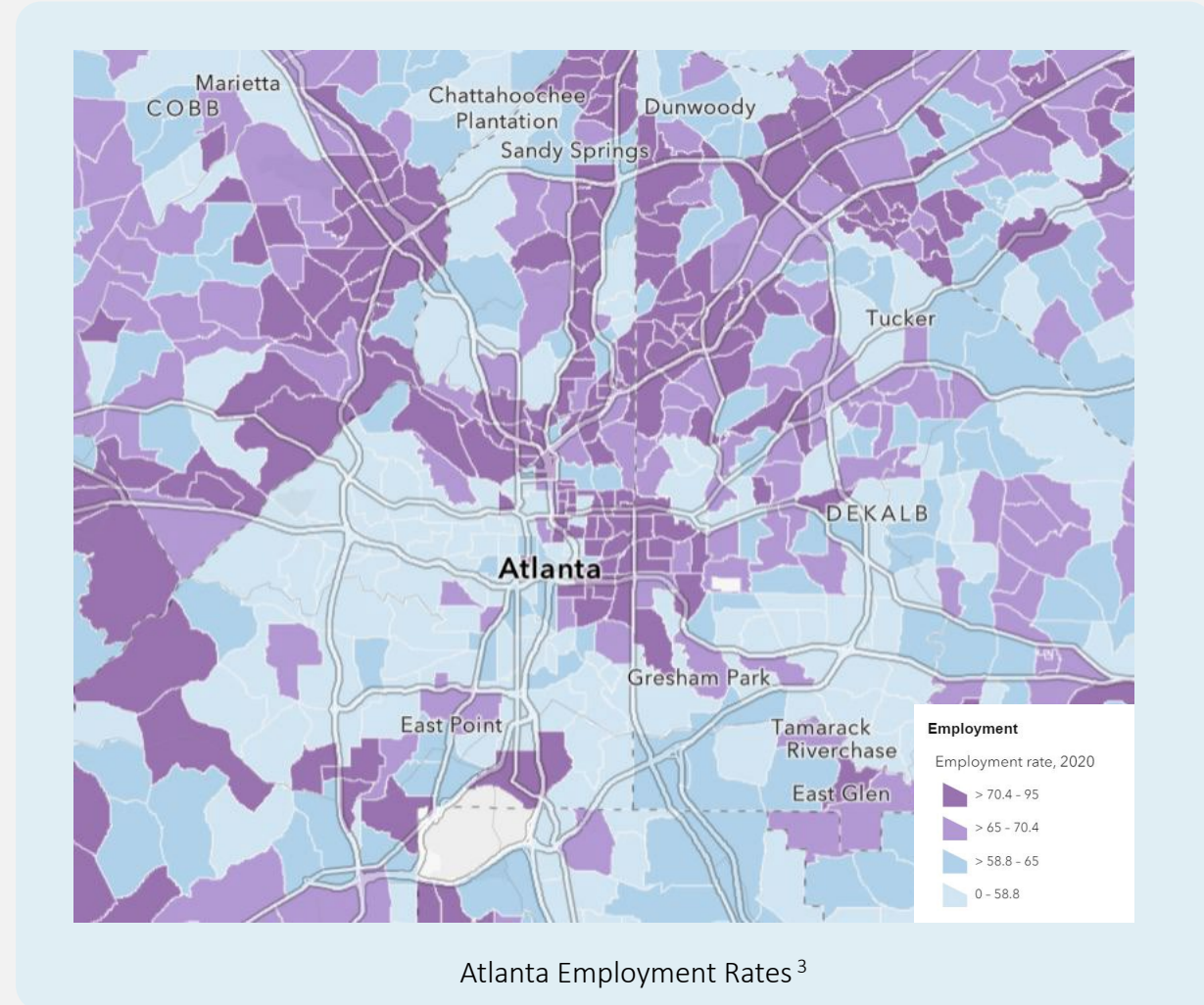
Atlanta mobility and economic infrastructure, like many other American cities, is closely tied to racial discrimination. “The region’s northern areas have tended to gain jobs and affluence and have remained mostly white, while the region’s southern areas have been largely bypassed by economic opportunities and have become mostly Black. Gentrification and displacement, combined with decreasing affordable housing stocks are pushing people of color and low-income out of the City of Atlanta and into far-flung exurbs. The separation of economic opportunities means that workers face long, cross-regional commutes and crippling congestion.”<sup>2</sup>

The Atlanta Challenge focuses on the role of mobility in income inequality because we know that a lack of proper and safe mobility not only puts life of residents at risks and limits their access to opportunities and possibilities in entertainment, recreation and social life, but also reduces productivity and economic input and hampers economic growth.

1: [Atlanta Wealth Building Initiative: Racial Wealth Gap](#)

2: [Partnership for Southern Equity: Race, Transportation and the Future of Metropolitan Atlanta](#)

3: [Metro Atlanta Racial Equity Atlas](#)

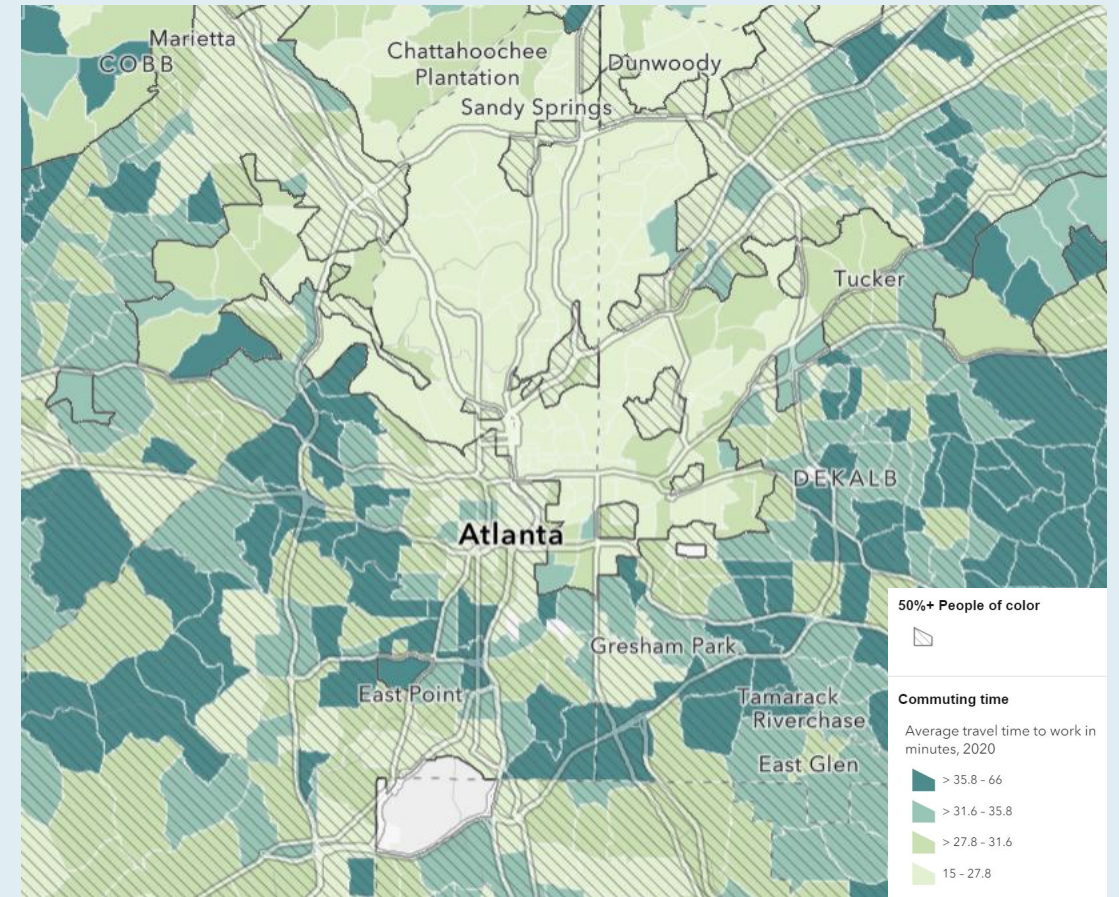


# Mobility & Inequality in Atlanta

## THEMES FROM COMMUNITY RESEARCH

Thanks to the support of residents from Atlanta's fastest changing communities – including West End, Pittsburgh, Peoplestown, Lakewood, Thomasville Heights, East Atlanta, and Bankhead – the Atlanta Challenge team was able to identify some key themes in the mobility experiences of residents.

- **Safety is a top priority:** residents are concerned about their ability to safely make their way to, and ride on, public transit without being harassed, assaulted, or violated in some way.
- **Atlanta's communal networks are strong:** nearly every resident interviewed indicated their willingness to support their neighbors in their mobility journeys (and beyond!).
- **Residents are informed and activated:** many of Atlanta's residents have been fighting for equality and access for decades, creating a network of informed residents who deeply care about the solutions deployed in their neighborhoods.
- **Atlanta's public transit network is large, but struggles to keep up with constant change:** despite MARTA's size, it is unable to respond to the evolving commercial and social landscape that is constantly changing in Atlanta, leaving a lot of residents to find alternative modes to get them where they want to go.



Atlanta Commute Times; Populations of Color 50%+<sup>3</sup>



“ We have a high asthma rate. We don’t want something that will harm the environment/residents. With all the redevelopment it is tearing down environment.

- Atlanta Resident

## When submitting solution proposals, Atlanta residents ask that you consider the following principles:

### Intentional Equity

Purposefully designing and deploying solutions with and for those residents who need it most (with considerations for age, race, gender, income, ability, geography, etc.)

### Accessible for All

Inclusive of a spectrum of cognitive and physical disabilities, limited technology access, English as a second-language, and low-income residents

### Complementary to Other Efforts

Recognizing existing mobility projects in Atlanta, solutions should at least align to, if not wholly complement, other mobility efforts in the Atlanta Metro Area

### Future-Proof

Able to evolve and adapt as technology changes in the future

### Environmental Sustainability

Solutions that make progress towards net-zero emissions goals

### Replicable & Scalable

Able to be replicated and scaled across the Atlanta Metro Area, beyond the initial demonstration location

### Continued Community Engagement

Meaningfully integrate residents for feedback and co-creation throughout pilot deployment expectations for community privacy

### Respect Data & Privacy

Recognizing data and privacy sensitivities among residents, solutions should be transparent about data collected and expectations for community privacy



PART TWO



# Atlanta Opportunity Areas

The Atlanta Challenge is offering **up to \$150,000** to entrepreneurs to deploy mobility solutions to support communities across Atlanta.

How might we activate local mobility entrepreneurs to address income inequality and its impact on safety and access?

Learn more about how to apply on page 22.



To win, your solution must address one or more **opportunity areas**:



Accessing Neighborhood Resources



Connecting to Specific Destinations



Safety & Comfort when Walking, waiting for Transit



Increasing Jobs Access

*Note, we've highlighted types of potential solutions, but encourage entrepreneurs to propose solutions far beyond anything we've ever considered!*

OPPORTUNITY AREA #1

# Accessing Neighborhood Resources

Residents are looking for easy and affordable mobility solutions to access neighborhood and community resources.

Neighborhood destinations can be anything from: a local church that doubles as a community center, to a neighborhood park, to the corner-store for basic groceries.

## TYPES OF POTENTIAL SOLUTIONS

- Electric, neighborhood circulators and shuttles
- Car rentals and other car-sharing programs
- Micro-mobility services: scooters, bikeshare, etc.
- Community micro-funds to allocate neighbors own dollars to support neighborhood solutions and services
- Hyper-local communications (e.g., billboards, flyers, newspapers, text-messaging groups)



“ The kids know that I can drive them if they miss the bus. They come knockin’ on my door and I love it. It’s my service to the neighborhood.

- Resident: local MARTA transit stop is often blocked by freight trains

## Accessing Neighborhood Resources

### CONTEXT & PAIN POINTS

In many predominantly-Black and Brown neighborhoods in Atlanta, **there has been consistent disinvestment and exodus of community resources over the last 60 years**. And today's mobility solutions (e.g., personal car ownership, MARTA, Uber/Lyft, informal neighborhood network rides) often do not provide the support residents need to for their local trips to remaining neighborhood resources 0.5 - 2 miles away.

#### What this means today is:

- when there was once three or four stores to purchase basic groceries, there might now only be one;
- where there was once fresh, accessible sidewalks, there is now uneven, disjointed sidewalks;
- residents are paying more (in time and money) for basic trips to the grocery store, pharmacy, etc.
- people with disabilities and aging populations are at an extra disadvantage, feeling more isolated than ever
- residents are relying on their neighbors, family, friends and coworkers for rides to everyday locations

“ I do think a lot of seniors would pay [a little] for a ride to the new Publix that came into town, so they can get their groceries.

- Atlanta Senior Resident

### WHAT IF ...

There was a local mobility service that easily, safely and affordably provided trips for young people, older residents, and working parents to the grocery store, community centers and local parks?



Staircase leading to home of person who identifies as having a disability



OPPORTUNITY AREA #2

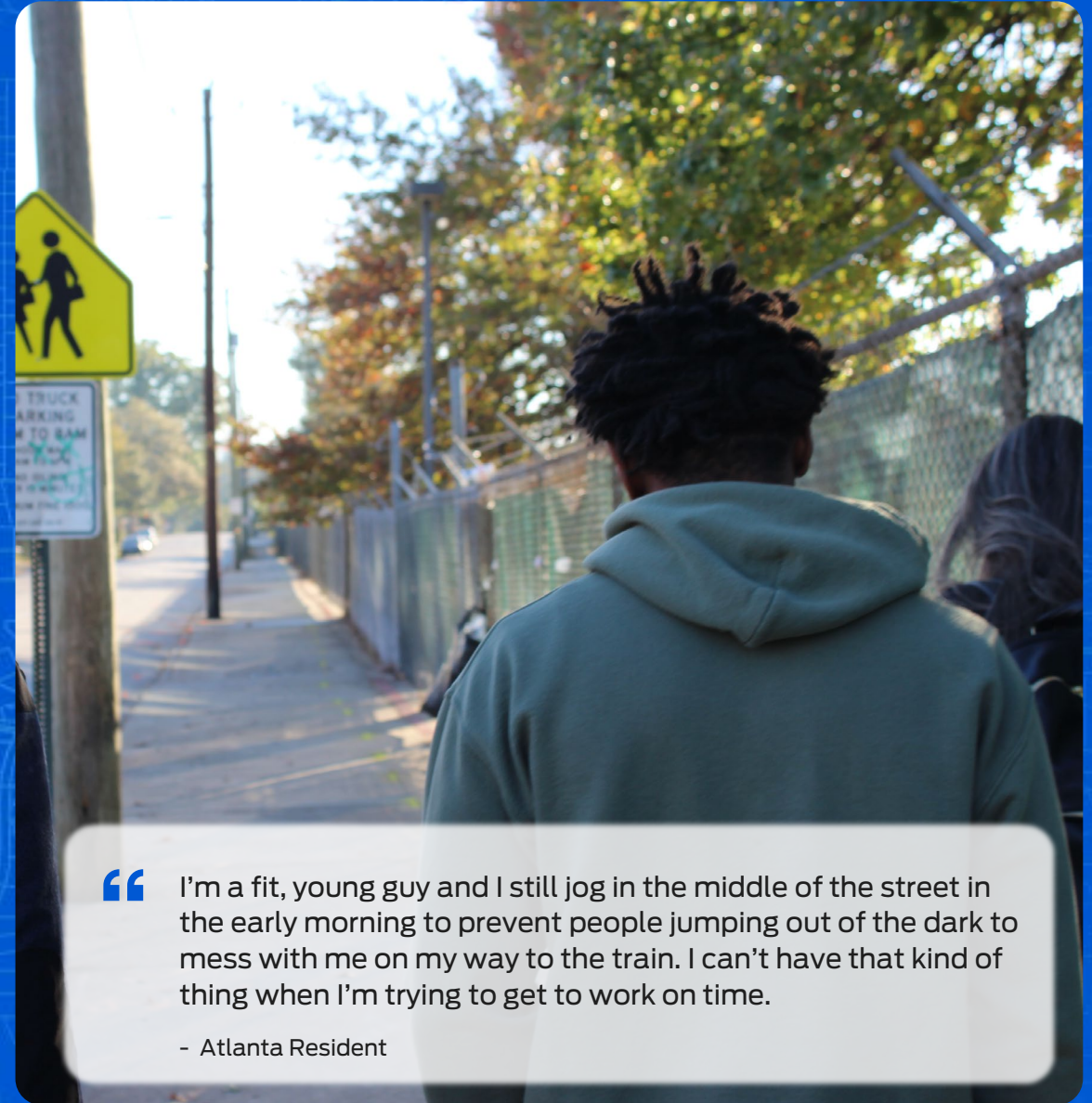
# Safety & Comfort When Walking, Waiting for Transit

Residents are frustrated by the unsafe and uncomfortable feelings when walking to, and waiting for, public transit.

Residents often encounter problems throughout their journeys to and from transit hubs and other walking destinations including: unlit sidewalks and streets, exposure to the elements while waiting for transit, and threat against personal safety.

## TYPES OF POTENTIAL SOLUTIONS

- Personal lighting solutions to be used while walking/running
- Safety and lighting devices (and wayfinding signage) integrated into existing infrastructure
- Mobile, easy-to-carry seating and other accessibility support solutions
- Community information sharing and mobility-focused 'neighborhood watch' (aligned with [MARTA's Safe-Routes program](#))



“ I’m a fit, young guy and I still jog in the middle of the street in the early morning to prevent people jumping out of the dark to mess with me on my way to the train. I can’t have that kind of thing when I’m trying to get to work on time.

- Atlanta Resident

*Resident journey to MARTA stop from residence*

## Safety & Comfort When Walking, Waiting for Transit

### CONTEXT & PAIN POINTS

For many residents walking is the primary (and only) choice for getting to/from transit hubs and other local destinations.

But walking isn't always easy or safe - often, residents feel "exposed" and unsafe on these walks because of poor lighting, random crime threats, violence from unhoused populations, and assault.

And if residents have made it to their transit stop without incident, they often are uncomfortable while waiting for the bus or train (e.g., no bench to sit on, no cover from the rain). Further, drivers cannot always see if a rider is waiting and blow past the stop.

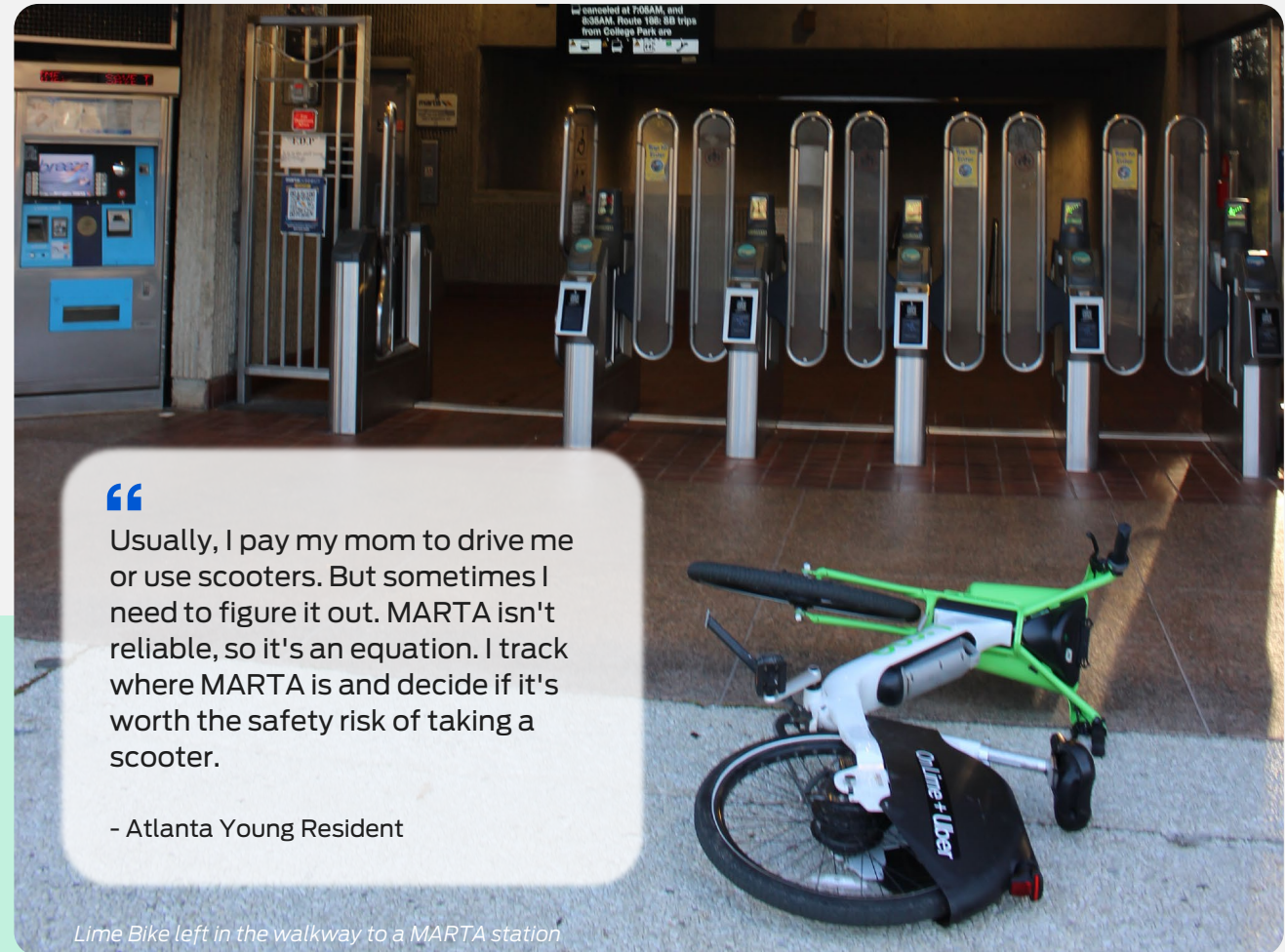
All of this further reinforces residents' choices to avoid making the trip, if they don't have to.

“ I had 3 separate women ask me for directions on my walk home the other night - they were really scared that they were lost and worried about walking in the dark to their destination (even though it was only a few blocks away).

- Atlanta Challenge Fellow

### WHAT IF ...

Residents didn't have to worry if they were physically able to get to transit? And once they arrived at their stop, they were able to wait without worrying about their safety?



“

Usually, I pay my mom to drive me or use scooters. But sometimes I need to figure it out. MARTA isn't reliable, so it's an equation. I track where MARTA is and decide if it's worth the safety risk of taking a scooter.

- Atlanta Young Resident

*Lime Bike left in the walkway to a MARTA station*

OPPORTUNITY AREA #3

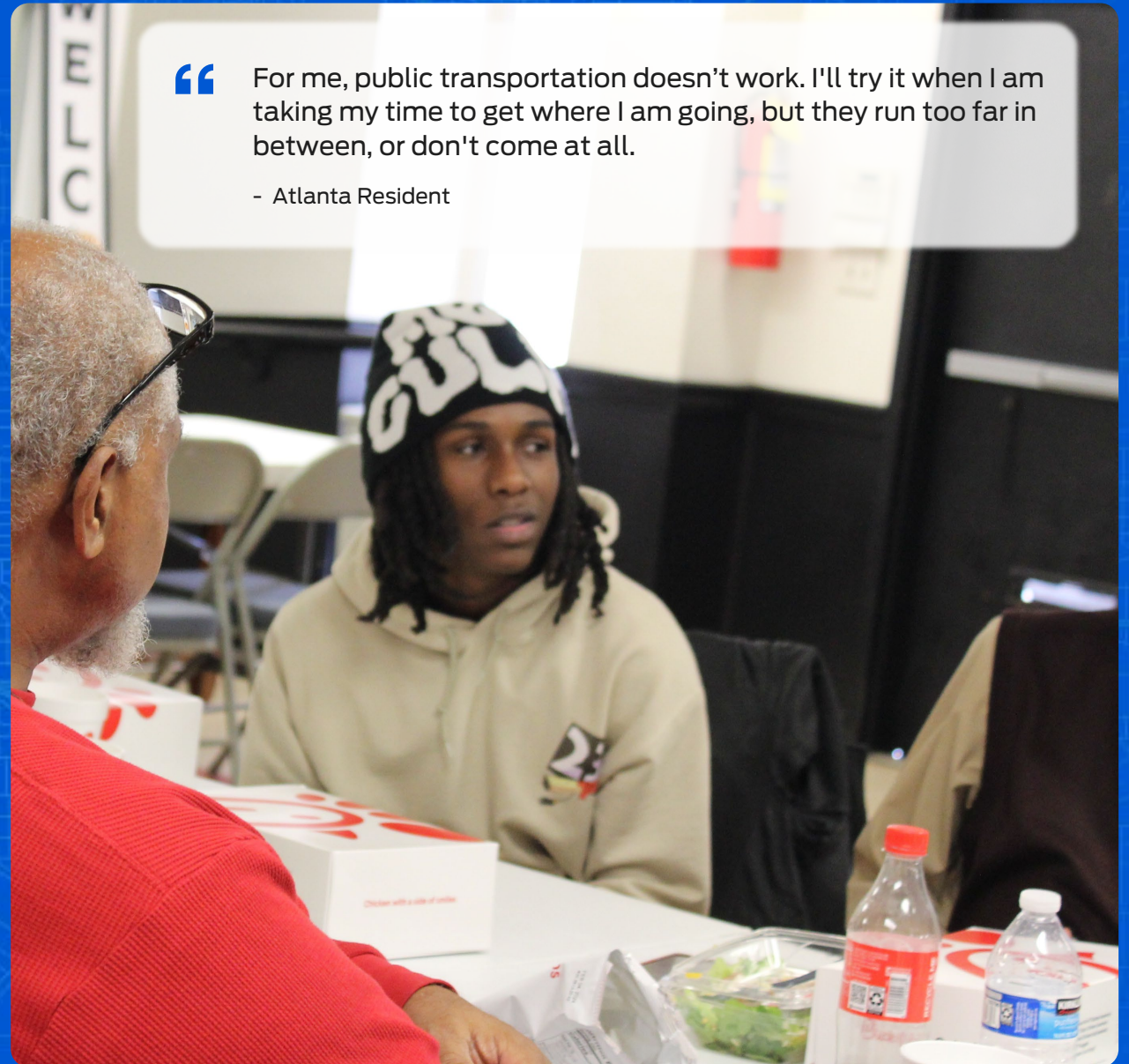
# Increasing Jobs Access

Residents are looking for consistent, reliable, affordable and safe options to get to/from their jobs and are not currently satisfied by their primary two options: personal car ownership or MARTA transit.

Particularly important for those residents making under a livable Atlanta wage, their lack of reliable mobility options to work is forcing many to consider living in compromised living conditions or make other compromises to their time and families.

## TYPES OF POTENTIAL SOLUTIONS

- Vanpool services amongst coworkers / neighbors
- Crowdsourcing ride requests
- Localized car-sharing services amongst neighbors
- Data collection method for carpooling via directionality of travel



## Increasing Jobs Access

### CONTEXT & PAIN POINTS

In Atlanta’s rapidly changing communities, many residents adopt the perspective of “make it work” or “figure it out,” but remain frustrated by the lack of options in between personal car ownership and MARTA transit.

**Residents relying on transportation to/from work comes down to two factors: time or money.** Many positions are located outside their immediate neighborhoods eliminating the use of local micro-mobility.

Additionally, when jobs are lower-wage or hourly jobs, there is almost no flexibility on start-time or location (i.e., they cannot afford to be late, cannot work from home).

“ For better or worse, we're seeing a rise in single family homes being converted to boarding houses for young service workers because they can't afford to live far from their jobs.

- Georgia State University, Sociology Assistant Professor, Daniel Pasciuti

### WHAT IF ...

Low-wage workers had access to a service that guaranteed their on-time arrival to work, required less travel time than public transit, and cost less than owning and maintaining a personal vehicle?



Resident noting the “Stop the Violence” graffiti on their local MARTA transit map



OPPORTUNITY AREA #4

# Connecting to Hot-Spots

As Atlanta continues to grow, develop and change, there are new ‘hot spot’ destinations that residents would like to access for everyday needs trips (e.g., grocery, health and wellness) and joyful trips (e.g., entertainment, dining).

## TYPES OF POTENTIAL SOLUTIONS

- Electric shuttles going to crowdsourced destinations
- Carpooling services that “activate” when a critical mass of riders choose a specific time/date of service
- Kick-starter for rides
- Community events for a monthly mass “walk” or “ride” to these locations.



“ People are gentrifying land because of the traffic patterns. If I can easily get to a destination in 5 minutes, why wouldn't someone want to live in my neighborhood?

- Atlanta Resident

## Connecting to Hot-Spots

### CONTEXT & PAIN POINTS

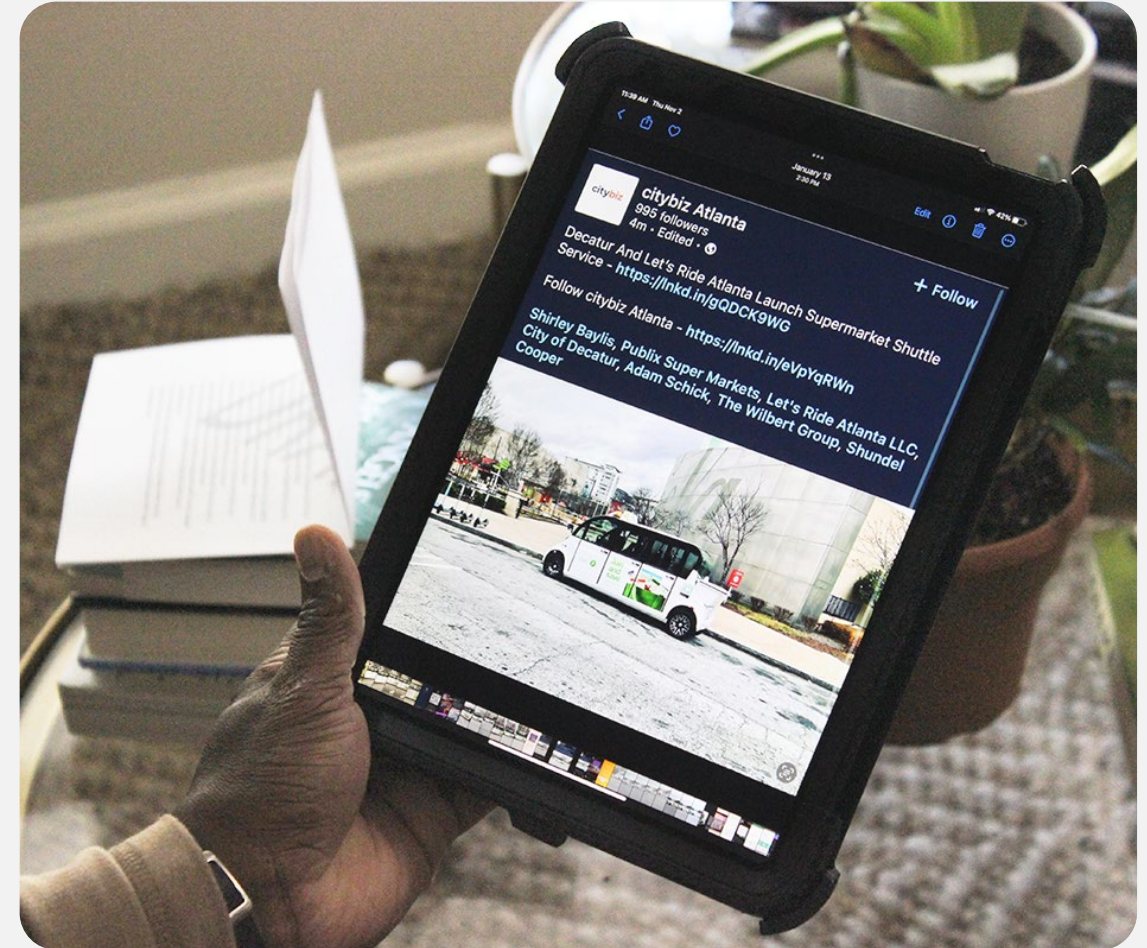
Chief among concerns is the (lack of) ability for legacy residents to participate in new emerging development, with many feeling the new options were neither being designed with them in mind, nor with consideration to how they could participate.

Enhanced connectivity and diverse mobility options can bridge the gap, ensuring equitable access to fresh food, creating barriers to workforce participation, and fostering economic development through commercial activity. In all, this may contribute to Atlantans' concerns regarding gentrification and displacement.

New, mixed-use development sites and green spaces to be considered: Little Five Points, Krog Street Market, The Dairies, Ponce City Market, West Midtown, West End, Atlantic Station and East Atlanta Village (EAV).

*\*\*For more information about Atlanta's Hot-Spots, please see Partnership for Southern Equity's report in this Atlanta Challenge Explore Report's appendix.*

Resident's Business of Free rides around downtown Atlanta



### WHAT IF ...

There were regular transportation services to crowdsourced locations across the city, so residents could affordably and [timely] be part of the exciting developments being built across Greater Atlanta?

PART THREE



# Full Challenge Process

# How the Atlanta Challenge Works

The Atlanta Challenge engages residents and decision makers to envision, design and deploy new mobility solutions through a five-phase process that takes about 18+ months to complete:



## Explore Phase – 4 Months

Meaningfully engage with, and understand the needs of, residents around “mobility” and the Challenge topic



## Propose Phase – 2 Months

Recruit 100+ proposals from local and global entrepreneurs that specifically address the needs, barriers and opportunities identified in the Explore phase



## Refine Phase – 3 Months

Refine down to top Finalists and provide them with the training, resources and support to develop detailed solutions targeting the needs of Atlanta residents



## Select Phase – 1.5 Months

Select winner(s) to receive up to \$150,000 to pilot solution in Atlanta.



## Pilot Phase – 9+ Months

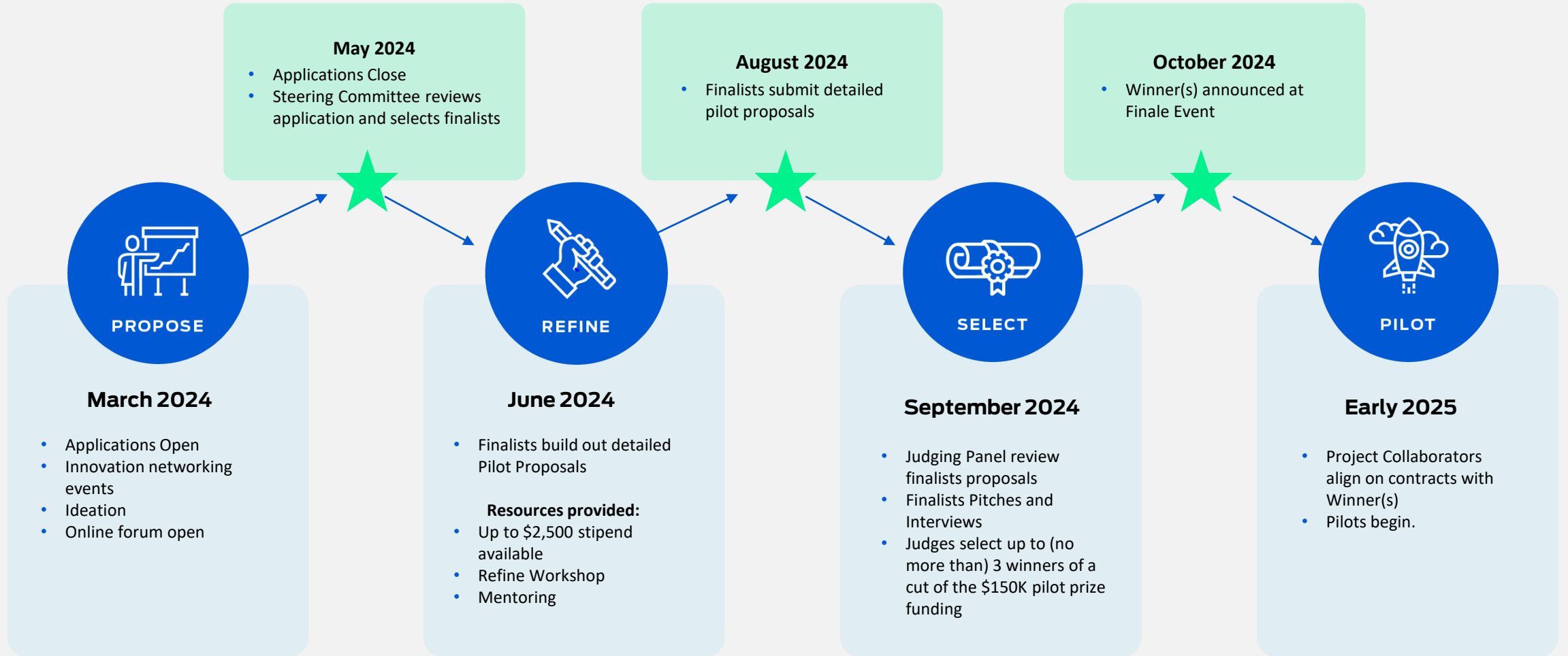
Strengthen and launch winners’ pilots, collecting lessons learned and measuring metrics of success along the way to clarify the long-term benefits and sustainability of the solution to Atlanta.



## DIFFERENTIATOR

The Atlanta Challenge’s focus on integrating residents into the mobility innovation process early and often makes this different from other programs.

# What's Next?



(expected to begin in late 2024)

# The winning entrepreneurs will immediately deploy their mobility solutions in Atlanta



We offer a proven experience for entrepreneurs to integrate their solutions into tangible, piloted, community-centric results by the end of the Challenge.

From a pool of 10 finalists, 1-3 winners will be selected, collectively receiving \$150,000 (distributed for best impact).

**Benefits include:** empathy workshops, connection and support of Atlanta Businesses, and more!

**If you're interested in applying, register on our application platform:**

**APPLY HERE**

<https://www.f6s.com/urbanite-challenge-atlanta>

# Proposal Evaluation Criteria

All Applications in the Propose Phase will be evaluated against the following criteria by the Atlanta Challenge Steering Committee:



## Desirable

The application demonstrates how it can meet the needs of residents and addresses the Opportunity Areas.



## Feasible

The solution can be piloted with up to \$150,000 and launched by Q4 2024 (without major modifications to Atlanta’s transportation system or policies).



## Viable

The solution has a clear pathway to a sustainable business model, where it can utilize Challenge pilot funding to continue growing in the future.



“ These are public spaces, like, they’re ours. Sometimes I have to remind people of that. They’re nice and we can use them.

- Resident

PART FOUR



# Appendix



# Identifying (Potential) Solution Deployment Areas

## NEIGHBORHOOD SELECTION

The Atlanta Challenge focuses on those communities experiencing the greatest rate of change due to growing income inequality: West End, Lakewood, Thomasville Heights/East Atlanta and Bankhead.

In our selection analysis, we specifically reviewed:

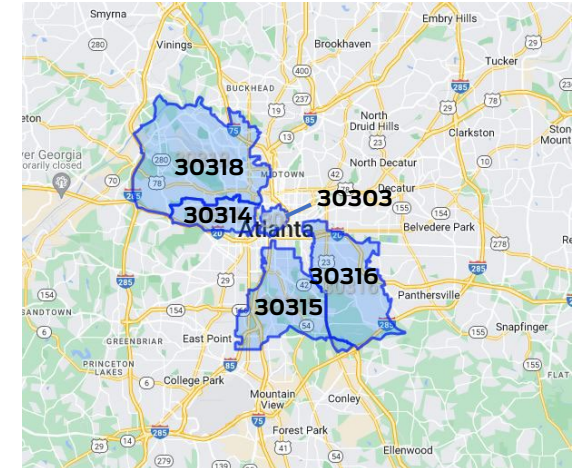
- Rate of income inequality change
- Access to public transit
- Race, income, housing and other demographics
- Likelihood to own a personal vehicle
- Existing transportation infrastructure
- Willingness for residents to participate
- Neighborhoods with a daily commute longer than ninety (90) minutes.

In nearly each variable explored, the same four (4) zip codes were included among the zip codes facing the most challenges. Through a rigorous analysis of both quantitative data (including demographic and socioeconomic indicators) and extensive resident interviews, PSE identified four zip codes consistently facing the most significant transportation-related challenges:

Each of these four neighborhoods also touches four different quadrants of the city, with Thomasville Heights falling on the city's South/Eastside, Bankhead in the Northwest, Lakewood and West End are adjacent communities West of downtown.

## NEIGHBORHOOD CONTEXT

- 30315 (Lakewood): This neighborhood has a high poverty rate and limited access to public transportation.
- 30310/30314 (West End): This historically Black neighborhood has experienced historic disinvestment and significant displacement resulting from new investment and rising demand caused by its proximity to the city's urban core and job center.
- 30318 (Bankhead): This historically underserved neighborhood has seen rapid development and gentrification resulting from investments in the West End, the new Westside Park, and the promised Microsoft development site. However, many residents remain without access to quality economic opportunities to escape poverty and lack access to safe and affordable transportation options.
- 30315/30316 (Thomasville Heights): This neighborhood has a large immigrant population and faces challenges with language access and cultural competency in transportation services. There are also significant infrastructure barriers faced by residents.



## Deep Dive into Atlanta's Hot Spots: Transportation Challenges and Opportunities

The City of Atlanta is rapidly reshaping, a dearth of new urban infill development, driven by the need for blight remediation in many underserved areas of the city led to an explosion of commercial options. As new developments emerge, concerns remain about transit infrastructure and access to newly emerging areas of the city that had historically been overlooked.

Chief among concerns is the (lack of) ability for legacy residents to participate in new emerging development, with many feeling the new options were neither being designed with them in mind, nor with consideration to how they could participate. The lack of transit infrastructure both within the city and connecting these intown concepts to surrounding residential areas, limits opportunities for engagement. Enhanced connectivity and diverse mobility options can bridge the gap, ensuring equitable access to fresh food, creating barriers to workforce participation, and fostering economic development through commercial activity. In all, this may contribute to Atlantans' concerns regarding gentrification and displacement.

To explore this relationship within our transit infrastructure, we strategically looked at new, mixed-use development sites and green spaces across the city of Atlanta, selecting the following key districts: *Little Five Points, Krog Street Market, The Dairies, Ponce City Market, West Midtown, West End, Atlantic Station and East Atlanta Village (EAV)* - to provide a diverse and insightful exploration of the city's transportation challenges and opportunities. Each of these vibrant areas presents unique needs and contexts, demanding a deep dive to understand their distinct transportation narratives. These sites also run parallel or are near target neighborhoods, which make this investigation of transit connectivity most impactful, especially given the opportunity for connectivity to serve as the backbone to closing gaps in areas that had otherwise historically been victimized by uneven growth. Similar sentiments can be made for other newly developing concepts in Atlanta, including Chattahoochee Food Works in the Northwest corridor, Food Terminal in West Midtown, Politan Row in Midtown, the Sweet Auburn Curb Market, AlcoHall and Southern Feed Store in Sweet Auburn/Kirkwood/East Atlanta, the Lee + White development and food hall in the West End, and Atlanta's Westside Park, which upon completion will be the largest open greenspace in Atlanta.

Little Five Points has historically been seen as an alternative/punk space which has seen rapid property value increases since the 1990s, which tied to the limited accessibility has raised concerns about displacement, inclusivity and losing historic character.

Commuting from these target neighborhoods requires multiple bus and/or train transfers along with half-mile-to-mile long walks, taking close to double the time that a car would take. When looking at surrounding pedestrian options the deteriorating, narrow sidewalks limit accessibility from local transit hubs and created a reliance on cars. This along with high parking costs and limited land creates higher sprawl, and lower accessibility for all Atlantans who wish to visit this vibrant district.

Krog Street Market serves as a community hub with food, breweries, events, and numerous small businesses built along the Sweet Auburn district and perpendicular to what was formerly known as the "Buttermilk Bottom," what was historically one of the longest stretches of section 8 housing in the United States. However, this fashionable area is still surrounded by food insecurity and transportation disparity. From many of our target neighborhoods to Krog Street Market requires 2-3 bus transfers and almost always an additional mile long walk at the end of their transit routes. Taking anywhere from double to triple the time that a car takes.

The Dairies is a development along the Memorial Drive corridor in the Grant Park neighborhood that experienced rapid development and numerous community features such as movie theater, large music/entertainment venues, small and local businesses, and a vibrant restaurant community. The rapid development, however, threatens affordability and the historic significance of the district. As a lack of connectivity to the rest of the city via MARTA lends itself to high congestion during events and community gatherings. From our target neighborhoods to The Dairies requires taking multiple bus transfers and sometimes a train transfer, with low route frequency the bus commute time is over half an hour, double or triple what it takes in a car.

Ponce City Market is a community hub in Midtown, known for its fashionable shopping, art, and wide-ranging food options. It has become a hot spot for people across the city to congregate. To get from one of our target neighborhoods to Ponce City Market requires multiple bus transfers and sometimes 0.5-1-mile walks.

Because of its proximity to both midtown and the West End, West Midtown has recently experienced rapid development, with growth of a restaurant and bar scene attracting young professionals, students from multiple universities, and investors. This is also where the Ford campus is located. From our target neighborhoods to West Midtown you can expect long, multi-transfer bus routes. The largest problem facing this district is traffic congestion and pedestrian safety concerns. Westside Park is also contained within the West Midtown footprint, supporting the rapid increase in area demand.

West End has begun to develop a reputation, outside its historic community, as a new community gathering point with local breweries, coffee shops, and mixed-use community centers especially within LGBTQ+ community. Unique to other in town communities, the West End has more transit connectivity. However, it is disconnected from many other emerging options in the city, namely due to its location, lengthy commuting times, and overreliance on Bus Rapid Transit.

Atlantic Station is a well-established shopping and residential center, known for its high walkability and variety of entertainment, shopping, food, groceries, and social venues. While there is a bus that stops at Atlantic Station, the commute requires multiple buses or train transfers (transferring to the train to Arts Center Station and then taking the Station shuttle), a MARTA bus, or walking the last mile. We believe enhanced connectivity and diverse mobility options can bridge the gap, ensuring fostering economic development.

East Atlanta Village (EAV) is home to an extensive night life, with live music venues, bars, busy local business sector, a farmers' market, and a growing newcomer population to the city. To go from our target neighborhoods to EAV requires multiple bus transfers and typically a half-mile to mile long walk. We delve into strategies for promoting alternative transportation modes and supporting local businesses, ensuring this vibrant neighborhood remains accessible and inclusive for all residents.

By delving deeply into these diverse hot spots, we gain a comprehensive understanding of Atlanta's transportation landscape. This knowledge empowers us to move forward with solutions that prioritize equity, accessibility, and community-driven development, creating a city where everyone can thrive. Contained below is a breakdown of public transportation routes from our target neighborhoods to each site.

**Little Five Points**

To go from West End to Little Five Points requires taking the Northbound Gold Line from the West End Station to the North Avenue Station and transferring to the 102 Bus to Moreland Ave at Euclid Ave or taking the Northbound Red Line to Five Points Station transferring to the Eastbound Blue Line to Edgewood-Candler Park Station, then transferring to the 102 Bus to Moreland Ave at McLendon Ave (both 40 minutes).

To go from the Lakewood Neighborhood to Little Five Points requires taking the 55 Bus to Five Points Station transferring to the Eastbound Green Line train to the Edgewood-Candler Park Station, transferring to the 102 Bus to Moreland Ave at McLendon Ave or taking the 55 Bus to Five Points Station to the Eastbound Blue Line train to Inman Park-Reynoldstown Station and walking 0.7 mi (at least 1 hr.).

To go from Thomasville Heights to Little Five Points requires taking the 4 Bus to Seaboard Ave NE at Brantley St NE and then a half mile walk (at least 30 mins).

To go from the Bankhead neighborhood to Little Five Points requires taking the Eastbound Green line train to the Inman Park-Reynoldstown Station transferring to the 6 Bus to Moreland Ave at McLendon Ave (20 mins).

To go from the West End to Little Five Points requires taking the train and then transferring to either a bus or secondary train and another bus. To go from the Lakewood neighborhood to Little Five Points requires taking the bus, transferring to a train, and then transferring to another bus or taking the bus transferring to the train and then walking over half a mile. To go from Thomasville Heights to Little Five Points requires taking the bus and then a half mile walk. To go from the Bankhead neighborhood to Little Five Points requires taking the train and then transferring to the bus. While taking a car can range from 12-21 minutes, the public transit options available range from 20-70 minutes.

**Krog Street Market**

To go from the West End to Krog Street Market requires taking the 71 Bus, transferring at Lee St SW to the 94 Bus, to the Mitchell St transferring to the 3 Bus or take the 71 bus to the West End Train station transferring at Five Points Station to the 186 bus and then getting dropped off at Decatur St SE and walking 1.2 miles to Krog Street. Both options take at least 35 minutes.

To go from Lakewood to Krog City Market requires taking the 55 Bus, transferring at Five Points Station to the Eastbound Blue Line Train, transferring from the King Memorial Station to the 899 Bus to Jackson St NE and walk half a mile to Krog Street Market, or taking the 55 bus, transferring at Five Points Station to the Eastbound Green Line, getting off at Inman Park-Reynoldstown Station and walking a mile to Krog Street Market.

To go from Thomasville Heights requires taking the Number Four Bus to the Inman Park- Reynoldstown Station and then walking a mile to Krog Street or taking the bus to Glenwood Ave SE and transferring to the 107 Bus to the Memorial Dr SE at Pearl St SE and then walking 0.8 mile to Krog Street, both requiring at least 40 minutes.

To go from Bankhead to Krog Street takes the Eastbound Green Train to King Memorial Station and then walking a mile, which takes at least half an hour.

To go from the West End to Krog Street Market requires 2-3 bus transfers, with a half-mile-to-mile long walk to arrive at Krog Street. To go from the Lakewood neighborhood to Krog Street requires three bus transfers and a train transfer with a half mile walk or a bus and train transfer and a mile long walk. To go from Thomasville Heights to Krog Street requires 1 or 2 bus routes and at least a 0.8-mile walk. To go from the Bankhead neighborhood to Krog Street requires one train ride and at least a mile walking. All neighborhoods' routes take at least half an hour to an hour by public transit while only 15-20 minutes by car.

**Atlanta Dairies**

To go from the West End to the Atlanta Dairies requires a half mile walk to the train station, transitioning at the Five Points transit station to the 186 Bus, then transferring at the Indian Creek Station to the 107 Bus, at least a half hour commute.

From Lakewood it would require walking to the 42 Bus transferring at Kensington Station to the 21 Bus, which is estimated to be at least 1 hour commute.

To go from Thomasville Heights, it is at least a 30-minute commute on the 4 Bus transferring at Five Points station to the 21 Bus.

To go from the Bankhead neighborhood to the Dairies there is at least a 25-minute commute taking a combination of the Green Line MARTA train and the 107 Bus transfer at the Georgia State Station. While all these same locations to the Dairies take less than 15 minutes by private car.

To go from the West End to the Atlanta Dairies requires walking to the MARTA train station and then two additional bus transfers to be within a walkable distance of the Dairies. To go from the Lakewood neighborhood to the Dairies requires two bus transfers with an estimated travel time of at least an hour. To go from the Thomasville Heights neighborhood to the Dairies Requires two bus transfers and at least a 30-minute commute, however bus routes only occur every 80 minutes. To go from the Bankhead neighborhood to the Dairies requires getting on the MARTA Green Line and then a bus transfer and is at least 25 minutes. Meanwhile, to drive to the Dairies from any of these neighborhoods is less than 10 miles and 15 minutes.

**Ponce City Market**

To go from West End to Ponce City Market requires taking the Northbound Gold Line train to the North Avenue Station transferring to 2 Bus, which drops off outside the front of the building, or from the North Avenue station walking 1.3 mi to the market.

To go from the Lakewood neighborhood to Ponce City Market requires taking the 55 Bus to Five Points Station to transfer to the 816 Bus to Ralph McGill Blvd at 760 and walk half a mile to the market.

To go from Thomasville Heights to Ponce City Market requires taking the 4 Bus to the Inman Park-Reynoldstown Station transferring to the Eastbound Green line train to the Edgewood-Candler Park Station transferring to the 102 Bus that drops off in front of the market or take the Eastbound Green line train to Five Points Station and transfer to the 816 Bus to Ralph McGill Blvd at 760 and walk half a mile to the market.

To go from the Bankhead neighborhood to Ponce City Market requires taking the Eastbound Green line train to King Memorial Station transferring to the 809 Bus to the Boulevard NE at North Ave NE and a half mile walk to the market or taking the Eastbound Green line train to Five Points Station transferring to the Northbound Gold line train to North Avenue Station transferring to the 899 Bus to the North Ave at Glen Iris Dr which drops off behind the market.

To go from the West End to Ponce City Market requires taking the train transferring to the bus and then walking 1.3 mi to the market. To go from the Lakewood neighborhood to Ponce City Market requires taking two buses and a half mile walk to the market. To go from Thomasville Heights neighborhood to Ponce City Market requires taking a bus to the train then transferring to another bus and then walking half a mile to the station. To go from the Bankhead neighborhood to Ponce City Market requires taking the train, transferring to a bus and then a half mile walk or taking the train and transferring to a bus that drops off behind the market. All of which take half an hour to an hour-long commute by public transport while a private vehicle takes 15-20 minutes.

**West End**

To go from the Lakewood neighborhood to the West End requires taking the 155 Bus to Oglethorpe Ave SW at Lawton St SW. (45 mins)

To go from Thomasville Heights to the West End requires taking the 49 Bus to Ormond St at Hank Aaron Dr to the 55 Bus to University Ave SW at Pryor Rd SW transferring to the 155 Bus that drops off at Ralph D Abernathy Blvd at Murphy Ave or take the 49 to Trinity Ave SW at Ted Turner Dr SW transferring to the 3 Bus to MLK Jr. Dr NW at Paschal Blvd SW transferring to the 68 Bus to Oglethorpe Ave SW at Lawton ST SW (1 hr.)

To go from Bankhead to the West End requires taking the Eastbound Green line Train to Ashby Station transferring to the 1 Bus taking that to Joseph E Lowery Blvd at 577 or taking the 58 Bus to Lucile Ave SW at Lawton St SW. (30 mins)

To go from the Lakewood Neighborhood to the West End takes a direct 45-minute bus route. From Thomasville Heights to the West End has two options of 3 bus transfers taking an hour each. From the Bankhead neighborhood either takes the train and a bus transfer or a direct bus route both taking half an hour each way.

**West Midtown**

To go from the West End to West Midtown is a direct route on the 94 Bus.

To go from the Lakewood neighborhood to West Midtown requires taking the 55 Bus to Five Points Station transferring to the Northbound Gold line train to Midtown Station and taking the 12 or 14 Bus to Howell Mill Road NW.

To go from Thomasville Heights to West Midtown requires taking the 49 Bus to Ormond St at Hank Aaron Dr transferring to 55 Bus to Five Points Station transferring to the Northbound Gold line train to Midtown Station transferring to the 12 or 14 Bus to Howell Mill Road NW.

To go from the Bankhead neighborhood to West Midtown requires taking the 50 Bus to Northside Dr at Donald L Hollowell Pkwy transferring to the 94 Bus to Northside Dr NW at 14<sup>th</sup> St NW and then walking 0.2 mi.

To go from West End to West Midtown is a direct bus route. From Lakewood to West Midtown requires taking a bus, train, and then the bus again. From Thomasville Heights to West Midtown requires travelers to take two buses from the train to another bus. From Bankhead to West Midtown requires taking the bus to another bus and then a short walk.

**Atlantic Station**

To go from the West End to Atlantic City Station requires taking the 94 Bus which takes you directly to the center or taking the Northbound Red/Gold line Train to the Arts Center and then walking a mile, taking an Atlantic Station Shuttle, or taking the 37 Bus to 17<sup>th</sup> St NW at State St NW.

To go from the Lakewood neighborhood to Atlantic Station requires taking the 55 Bus transferring at Five Points Station to the Northbound Gold/Red line train to the Arts Center Station and then walking a mile, taking an Atlantic Station Shuttle, or taking the 37 Bus to 17<sup>th</sup> St NW at State St NW.

To go from Thomasville Heights to Atlantic Station requires taking the 49 Bus to Ormond St at Hank Aaron Dr transferring to the 55 Bus to Five Points Station and taking the Northbound Gold/Red line train to the Arts Center Station and then walking a mile or taking an Atlantic Station Shuttle or taking the 37 Bus to 17<sup>th</sup> St NW at State St NW.

To go from the Bankhead neighborhood to Atlantic Station walk 1+ mile(s) to the 94 Bus stop on Northside Dr at Donald L Hollowell Pkwy to the center or take the 50 Bus to North Avenue Station transferring to the Northbound Red/Gold line train to Arts Center Station and then walking a mile or taking an Atlantic Station Shuttle or taking the 37 Bus to 17<sup>th</sup> St NW at State St NW.

To go from the West End to Atlantic station requires taking the bus to the train and then transferring to another bus, the Atlantic Station shuttle, or walking a mile. From Lakewood to Atlantic Station requires taking a bus transferring to the train and then taking the shuttle, bus or walking a mile.

From Thomasville Heights to Atlantic Station requires taking two buses, transferring to the train then taking another bus, the shuttle, or walking a mile. From Bankhead to Atlantic station requires taking a direct bus from the West End neighborhood or taking a different route and then the train transferring to another bus, the shuttle, or walking a mile.

**East Atlanta Village**

To go from the West End to EAV requires taking the Northbound Gold line train to Five Points Station transferring to the 21 Bus to Memorial Dr SE at Moreland Ave SE and transferring to the 32 Bus to Glenwood Ave SE at Flat Shoals Ave SE. (1 hr.)

To go from the Lakewood neighborhood to EAV requires taking the 55 Bus to Hank Aaron Dr SE at Georgia Ave SE cross the street transferring to the 832 Bus to United Ave at Woodland Ave and walk 1.4 mi to the village or take the 55 to Five Points Station transferring to the 186 Bus to Hill St SE at Woodward Ave SE transferring to the 107 Bus to Glenwood Ave SE at Flat Shoals Ave SE. (1 hr.)

To go from Thomasville Heights to EAV is a direct route on the 4 Bus. (18 mins)

To go from the Bankhead neighborhood to EAV requires taking the Eastbound Green line train to Inman Park-Reynoldstown Station transferring to the 74 Bus to the Village.

To go from the West End to EAV requires taking the train and two bus transfers. From Lakewood to EAV requires taking two bus transfers and a 1.4 mile walk or three bus transfers. From Thomasville Heights to EAV is a direct, short bus route. From the Bankhead neighborhood to EAV uses both the train and the bus.

**Times to Other Hotspots via Public Transit** (in one-way commutes. These time estimates include MARTA estimates for walks to closest stations/bus stops and walks between BRT/LRT mode options.)

<b>To Westside Park</b>	<p>30315: (10 miles) - 1 hr. 34 min (w/40-minute walk)</p> <p>30310/30314: (3.9 miles) - 58 minutes/46 minutes.</p> <p>30318: (0.9 miles) - 17 minutes</p> <p>30316: (12 miles) - 1 hr. 25 minutes</p>
<b>To Chattahoochee Food Works</b>	<p>30315: (10 miles) – 1 hr. 9 min</p>

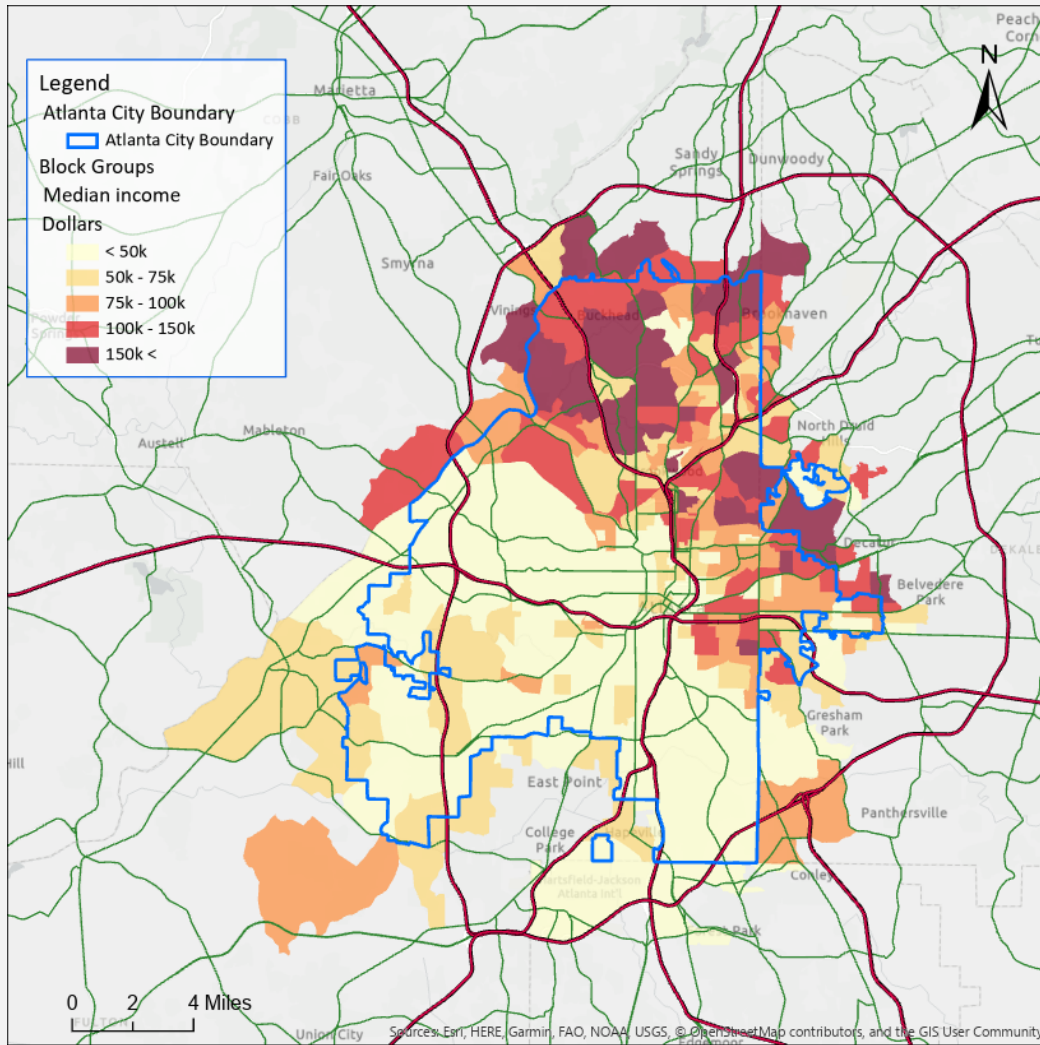
	<p>30310/30314: (6 miles/4.4 miles.) – 56 minutes/58 minutes.</p> <p>30318 – 2.9 miles. 40 minutes</p> <p>30316: (12 miles) – 1 hr. 37 minutes</p>
<b>To Food Terminal</b>	<p>30315: (6.8 miles) – 1 hr. 1 min</p> <p>30310/30314: (4.4 miles/2.1.) – 38 minutes/29 minutes.</p> <p>30318 – 2.7 miles. 23 minutes</p> <p>30316: (8.2 miles) – 1 hr. 1 minutes</p>
<b>To Politan Row</b>	<p>30315: (7 miles) – 57 min</p> <p>30310/30314: (6 miles/4.4 miles.) – 40 minutes/41 minutes.</p> <p>30318 – 4.5 miles. 57 minutes</p> <p>30316: (7 miles) – 1 hr. 4 minutes</p>
<b>To Southern Feed Store</b>	<p>30315: (5 miles) – 54 min</p> <p>30310/30314: (5.5 miles/5 miles.) – 55 minutes/41 minutes.</p> <p>30318 – 15 miles. 1 hr. 10 minutes</p> <p>30316: (2 miles) – 29 minutes</p>
<b>To AlcoHall</b>	<p>30315: (7 miles) – 1 hr. 9 min</p> <p>30310/30314: (7.3 miles/6.8 miles.) – 50 minutes/30 minutes (with reduced service)</p> <p>30318 – 17 miles. 1 hr. 2 minutes</p> <p>30316: (3.7 miles) – 1 hr.</p>

**Times to Other Hotspots via Public Transit** (in one-way commutes. These time estimates include MARTA estimates for walks to closest stations/bus stops and walks between BRT/LRT mode options.)

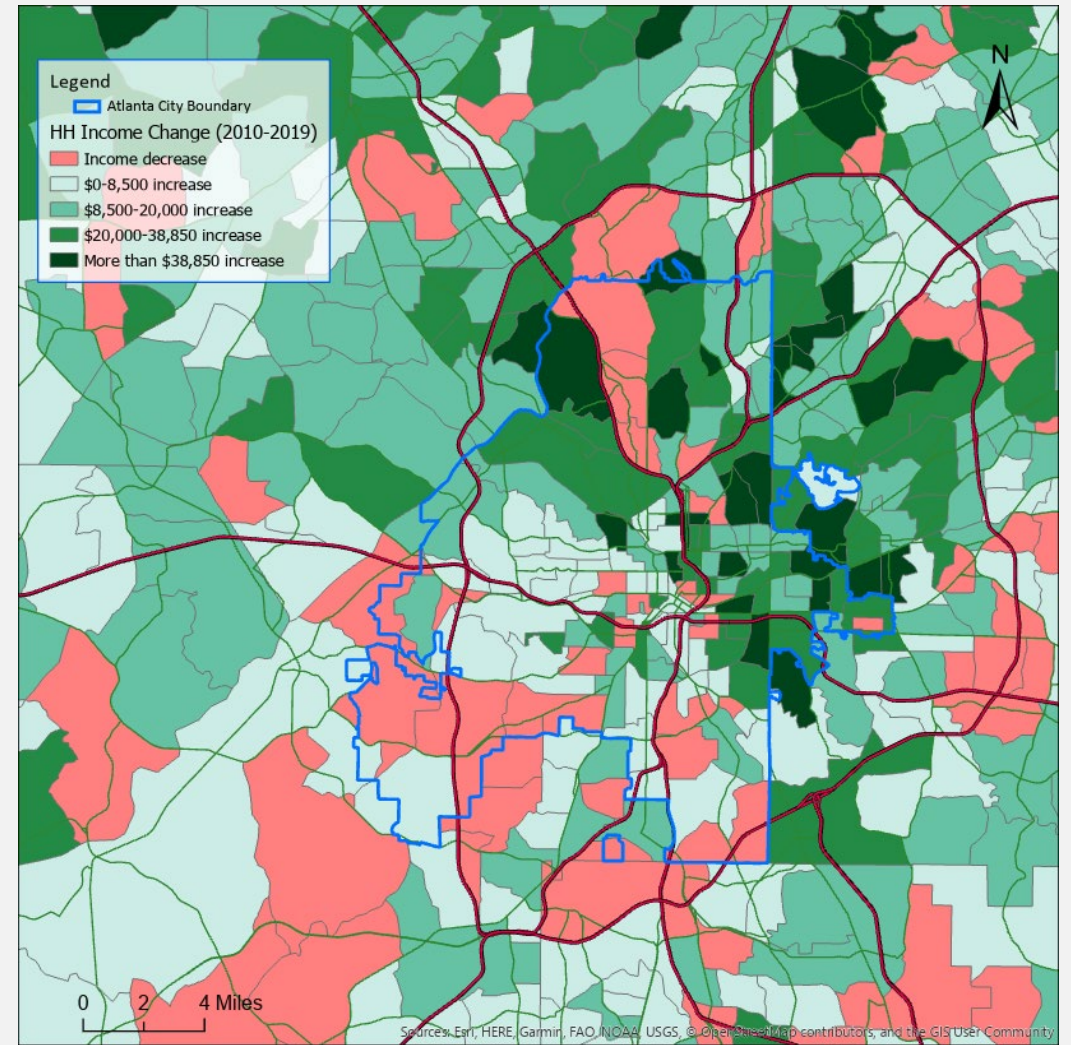
<b>To Westside Park</b>	<p>30315: (10 miles) - 1 hr. 34 min (w/40-minute walk)</p> <p>30310/30314: (3.9 miles) - 58 minutes/46 minutes.</p> <p>30318: (0.9 miles) - 17 minutes</p> <p>30316: (12 miles) - 1 hr. 25 minutes</p>
<b>To Chattahoochee Food Works</b>	<p>30315: (10 miles) – 1 hr. 9 min</p> <p>30310/30314: (6 miles/4.4 miles.) – 56 minutes/58 minutes.</p> <p>30318 – 2.9 miles. 40 minutes</p> <p>30316: (12 miles) – 1 hr. 37 minutes</p>
<b>To Food Terminal</b>	<p>30315: (6.8 miles) – 1 hr. 1 min</p> <p>30310/30314: (4.4 miles/2.1.) – 38 minutes/29 minutes.</p> <p>30318 – 2.7 miles. 23 minutes</p> <p>30316: (8.2 miles) – 1 hr. 1 minutes</p>
<b>To Politan Row</b>	<p>30315: (7 miles) – 57 min</p> <p>30310/30314: (6 miles/4.4 miles.) – 40 minutes/41 minutes.</p> <p>30318 – 4.5 miles. 57 minutes</p> <p>30316: (7 miles) – 1 hr. 4 minutes</p>

<b>To Southern Feed Store</b>	<p>30315: (5 miles) – 54 min</p> <p>30310/30314: (5.5 miles/5 miles.) – 55 minutes/41 minutes.</p> <p>30318 – 15 miles. 1 hr. 10 minutes</p> <p>30316: (2 miles) – 29 minutes</p>
<b>To AlcoHall</b>	<p>30315: (7 miles) – 1 hr. 9 min</p> <p>30310/30314: (7.3 miles/6.8 miles.) – 50 minutes/30 minutes (with reduced service)</p> <p>30318 – 17 miles. 1 hr. 2 minutes</p> <p>30316: (3.7 miles) – 1 hr.</p>
<b>To Lee + White</b>	<p>30315: (5.6 miles) – 46 min 30310/30314: (0.3 miles/2.2 miles.) – No BRT/LRT access but 5-minute walk on Westside Beltline Trail/30 minutes on public transit from 30314.</p> <p>30318 – 6 miles. 1 hr. 5 minutes</p> <p>30316: (7.4 miles) – 53 minutes</p>
<b>The Interlock</b>	<p>30315: (7.3 miles) – 59 min</p> <p>30310/30314: (4.8 miles/2.5 miles.) – 46 minutes/30 minutes.</p> <p>30318 – 3 miles. 26 minutes</p> <p>30316: (9.4 miles) – 1 hr. 13 minutes</p>

● Using Data Science To Get An Initial Understanding [Income]

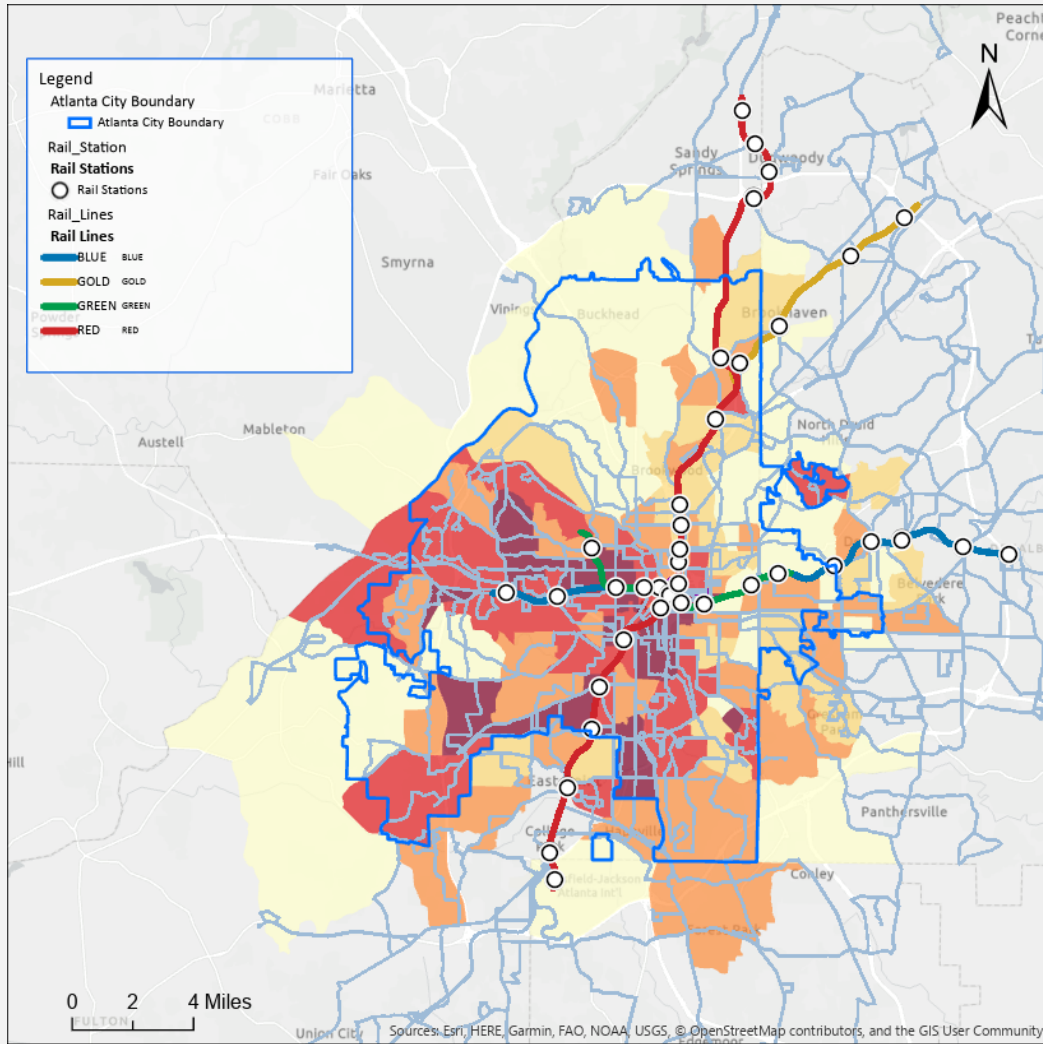


Household median income

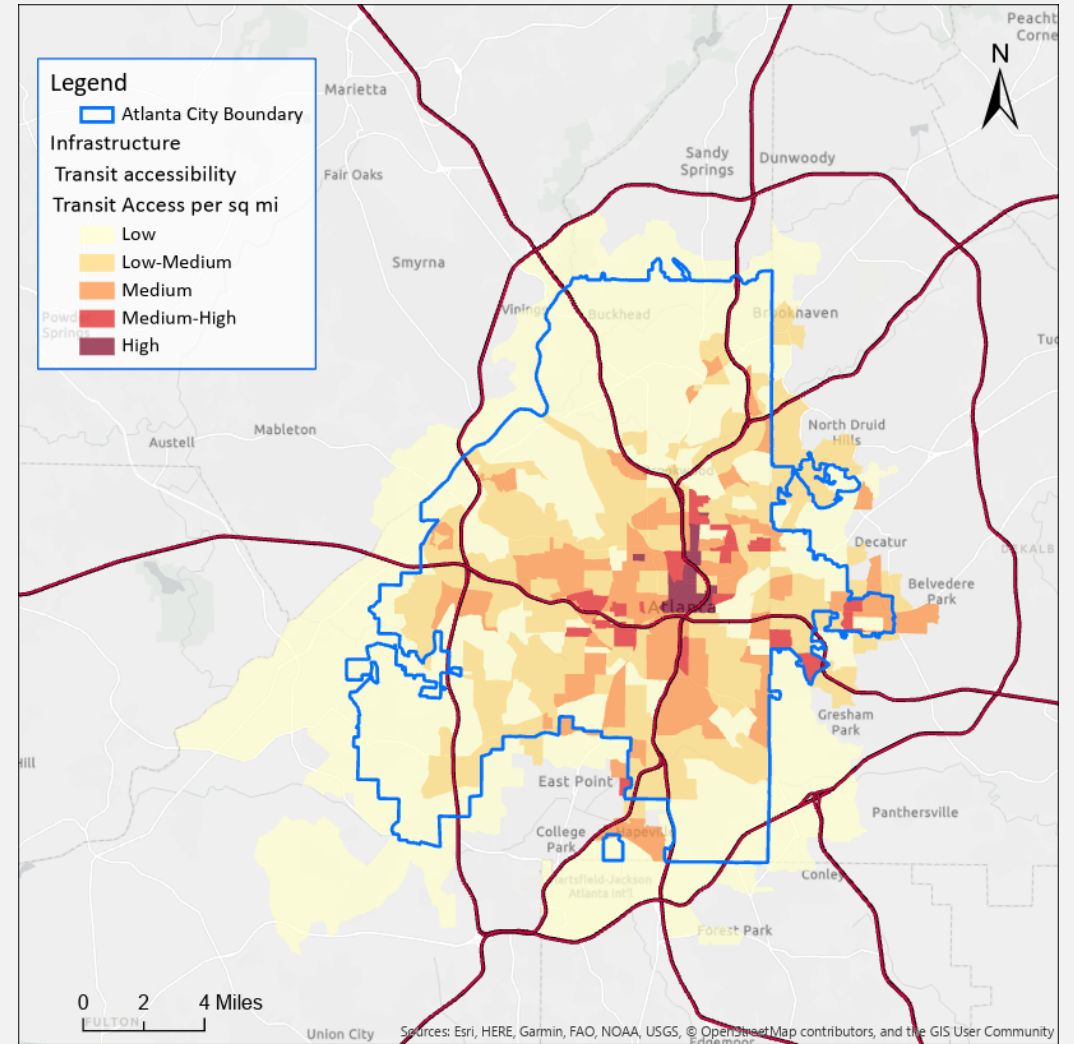


Income change 2010-2019

● Using Data Science To Get An Initial Understanding [Mobility]



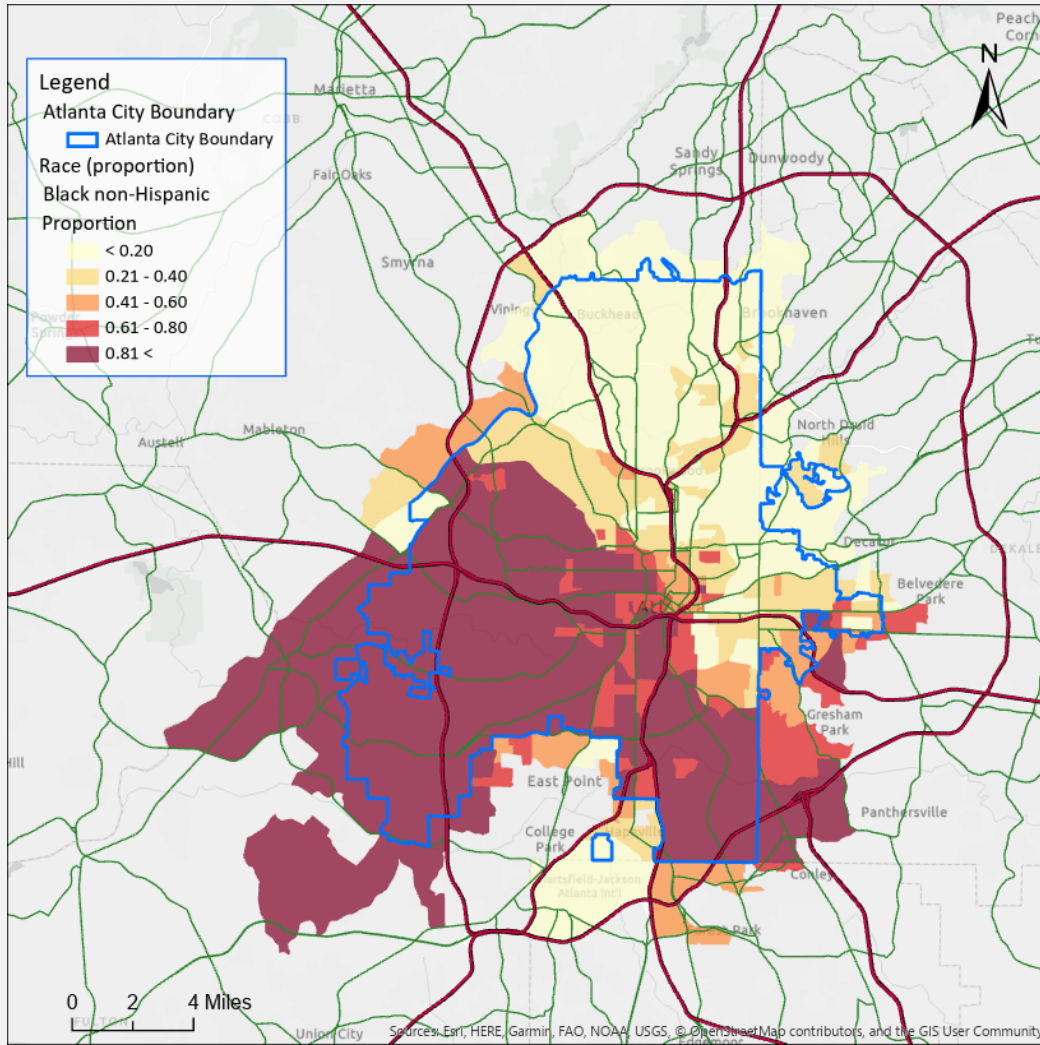
Access to a personal vehicle + proximity to transit



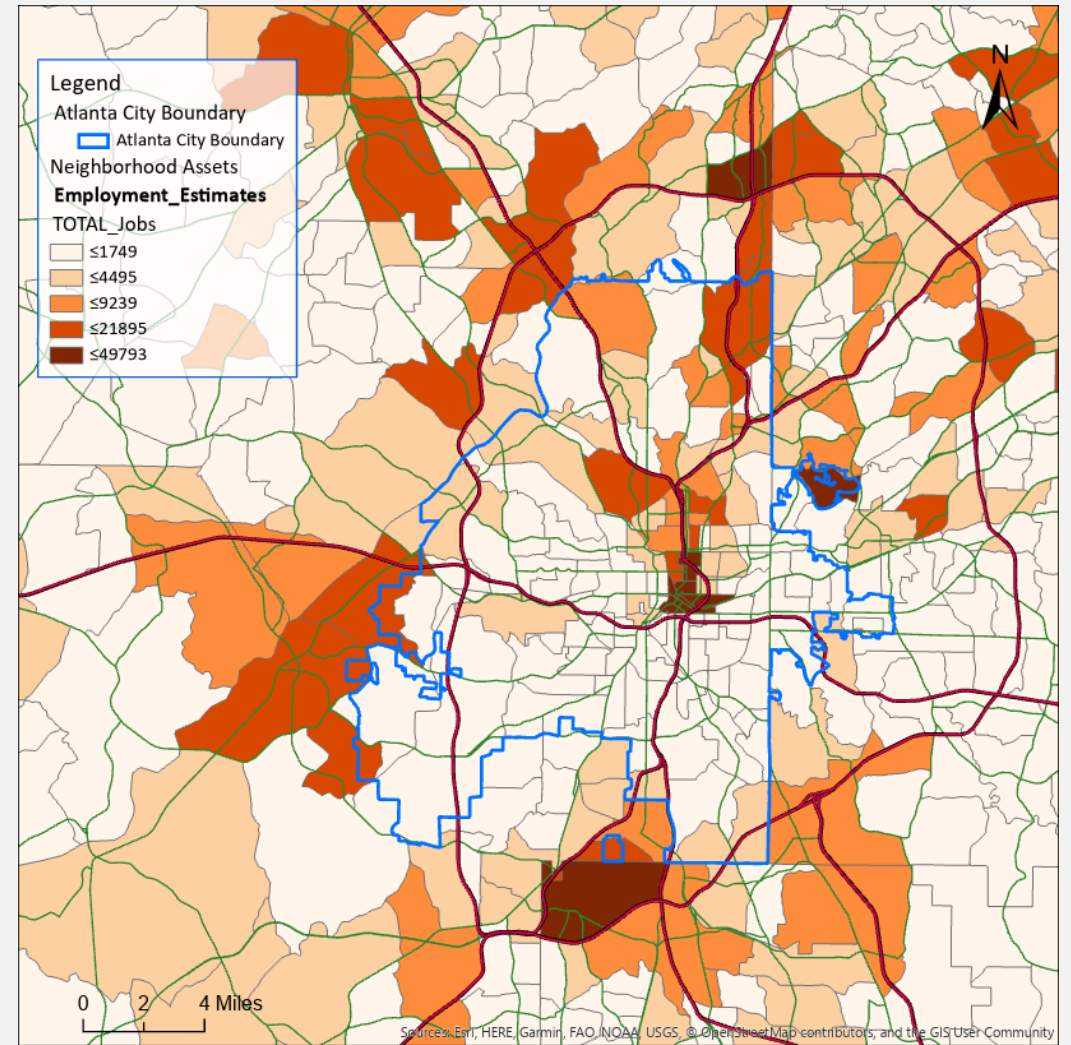
Transit access per square mile



● Using Data Science To Get An Initial Understanding [Race & Jobs]



Racial demographics – Black, Non-Hispanic



Employment opportunities