



BACKGROUND SHEET: Ford Atlanta Urbanite Mobility Challenge Semifinalists

The Black Table, LLC

CEO: Loriel Price, Chief Development Officer: Andrew Thomas

<https://tbtenergysolutions.com/>

Black Table, LLC is at the forefront of advancing renewable energy solutions with a strong commitment to equity and sustainability. By implementing solar energy systems and cutting-edge green technologies, the company aims to reduce energy costs and carbon footprints for underserved communities. Their mission extends beyond technology, emphasizing the importance of community engagement and education to foster environmental stewardship and economic empowerment. Their passion for starting in Atlanta stems from the city's unique blend of being one of the largest temperate forests in the U.S., a tech innovation hub with over 100 companies in the NE Tech Corridor, and its rich cultural legacy, making it the ideal ground zero for this initiative.

Quote: "Empowering Marginalized Communities Through Sustainable Innovation. Our commitment to social justice and environmental stewardship is unwavering, aiming to transform Atlanta into a hub of inclusivity and prosperity. Join us as we pave the way for a brighter, equitable future for all." -Loriel Price



Career Rise

CEO: John Helton, Project Lead: Quasandria Turner

<https://careerriseatlanta.org/>

Career Rise is a micromobility transportation solution working in partnership with Westside Works, a workforce development and advancement group whose mission is to create a more equitable workforce in metro Atlanta. Career Rise would serve to close the gap of getting trainees to and from Westside Works and their partner career sites. Their micromobility transit shuttle would work to connect the last mile from existing transit to various employers and the Westside Works center as a free last-mile circulator for residents and have a nominal fee for non-residents going to Westside Works or a partner group. They are working in partnership with the creator of Strive Transit and building on that knowledge and experience to create the best service for those in West Atlanta. By utilizing community feedback through in-the-moment connection, post-service surveys, and monthly surveys, Career Rise plans to build the best services possible for the community.

Quote: "Transportation challenges remain one of the biggest barriers to economic mobility. This is an innovative, collaborative approach to help expand and extend transportation for our customers who are looking to advance their careers, and we are grateful for the opportunity for potential support." - John Helton



CLIP.bike - Urban Mobility Made Easy

CEO: Somnath Ray, Chief Operating Officer: Clement de Alcala

<https://clip.bike/>

CLIP.bike is committed to transforming urban transportation by offering an affordable, eco-friendly electric bike-sharing program. Rooted in their mission to reduce traffic congestion and carbon emissions, CLIP.bike provides a convenient and accessible solution for short-distance travel within the city, catering to both daily commuters and occasional users. The company's emphasis on accessibility stems from its commitment to making sustainable transportation options available to all, especially low-mobility access communities. With electric bike attachments that are both lightweight and affordable, CLIP.bike ensures that anyone can join the movement towards a greener, more connected urban environment.

Quote: "In Atlanta transit deserts, like in other large cities in the U.S, BIPOC Women are best equipped to lead the change towards a more accessible, equitable and safe mobility culture. Our project consists in building the ecosystem they need to become CLIP e-bike Ambassadors in Lakewood, West End, Bankhead and Thomasville Heights neighborhoods and beyond."

-Sommath Ray



HERide, Inc.

CEO/CTO: Jillian Anderson, Co-Founder: Devynne Starks

<https://www.heride.com/>

HERide, Inc. is committed to transforming women's transportation experiences by offering a ride-sharing service exclusively for women drivers and passengers. Their mission centers on creating a secure, reliable, and empowering environment for women, addressing safety concerns and promoting gender equity in mobility. With plans to expand their fleet and services significantly, HERide Inc aims to enhance women's independence and mobility, particularly in areas with high safety risks like Atlanta. Through strategic partnerships and community engagement, they strive to provide a trusted platform where women can travel comfortably and confidently, making strides toward greater equality and support in transportation.

Quote: "HERide is dedicated to transforming the way women experience transportation by providing a secure and empowering ride-sharing platform for women drivers and passengers. We serve as a beacon of safety, trust, and community, ensuring that women have access to reliable, comfortable, and supportive travel options. Our mission is to enhance the mobility and independence of women, fostering a network where they feel valued and protected. By prioritizing the needs of women, HERide aims to create a world

where every woman can confidently navigate her journey, making meaningful strides toward greater equality and empowerment.” -Jillian Anderson



HEY! - Helping Empower Youth

Co-Founder, Executive Director: KaCey Venning, Project Lead, Elijah Reese

<https://www.helpingempoweryouth.org/>

Helping Empower Youth (HEY!) is proposing an initiative for the high school, college and young residents of Fulton and DeKalb counties offering MARTA cards to reduce transportation costs, creating teen job opportunities as micromobility ambassadors, and organizing bike/scooter ride-share clubs for last-mile connectivity. The students who proposed the initiative want to ensure that students feel secure in their ability to get to school or work on time and start their days off right without the added stress of not knowing how they'll be able to get there or back. HEY! empowers youth members to create better life outcomes through mutual trust and ensuring dignity with basic needs, such as mobility.

Quote: “This would help a lot of people with their anger, because they’re mad having to walk to school. Then we get in the building, instead of the teachers trying to greet us, they tell us there’s something wrong with our pants or instead of making sure we’re having a good day and then telling us where we went wrong at, they’ll just go off on where we went wrong at and not check on how we feel. Then when students lash out, they act surprised like, “why’re you doing that?” I feel like this mobility solution will help the student’s stress and anger a lot, and help out their emotional state and start their day off right.”
-Elijah Reese

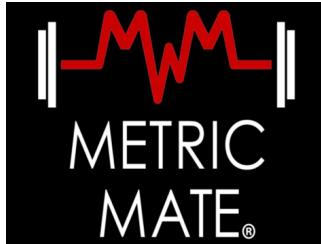


Lelia's Enterprise

CEO: Teya Miles

Lelia's Enterprise is a Non-Emergency Medical Transportation (NEMT) service that cleanly integrates technology for ease of use for all clients who require assistance getting to and from routine medical services. By creating this ease of service, Lelia's Enterprise lowers the stress of going to the doctor by letting the clients know they have a safe and reliable way there and home again. Currently, their clients utilize their services through Medicaid, Medicare, and workers' compensation, and they're looking toward expanding innovative programs to create greater ease of use and accessibility for more residents within Southwest Atlanta.

Quote: "Our mission is to provide safe, reliable, and compassionate transportation for those in need, ensuring access to essential medical care and enhancing the quality of life for our community." -Teya Miles



Metric Mate

CEO: Braxton K. Davis, Esq., Co-Founder: M.T. Strickland

<https://www.thetricmate.com/>

Metric Mate is a homegrown Atlanta company focused on making active mobility easy, safe, and engaging. Their proposal involves deploying innovative fitness monitoring devices and a digital platform to encourage physical activity and health awareness for Atlanta residents. As Atlanta continues to develop and become more accessible through walking and cycling, Metric Mate will use integrative software with its own existing fitness trackers to create routes that are safe, accessible, and promote healthy living. Metric Mate is looking forward to partnering with numerous groups around Southwest Atlanta to promote active mobility for younger city residents.

Quote: "Atlanta is a tricky place to get around, but there is a ton of development going on to provide more opportunities and reasons to want to move, we can further help with that process."

-MT Strickland



Peoplestown Revitalization Corporation

CEO: Columbus Ward

<https://thepeoplestownproject.com/peoplestown-revitalization-corporation/>

Peoplestown Revitalization Corporation is a company that is focused on improving the Peoplestown community. Their proposal includes producing enhanced mobility, community engagement, affordable economic opportunities, and intergenerational collaboration. As the Peoplestown community continues to expand, the Peoplestown Revitalization Corporation aims to lower the unemployment rate by providing shuttle services within the community and increasing the emphasis and access to jobs that promote sustainability.

Quote: “Spirit, Family, and Community, Peoplestown Residents continue to be strong in fighting for Justice and Equity Community, for All who live , play, work and worship in Peoplestown.”
-Columbus Ward



Promise in the City

CEO: Alison Hose

Promise in the City is dedicated to addressing food insecurity among disadvantaged, disabled, elderly, and underprivileged individuals who face challenges accessing traditional food banks. By utilizing a mobile food bank and a multi-platform ordering system—including an app, website, and 800 number—Promise in the City ensures that healthy and nutritious food is delivered directly to those in need. The initiative not only bridges the gap created by transportation barriers but also tailors food deliveries to meet specific dietary and health requirements. Through strategic partnerships with local food banks, grocery stores, and delivery services, Promise in the City aims to create a sustainable and scalable solution to food insecurity, enhancing community well-being and social equity.

Quote: “Feeding the City”----We are looking to feed the city not just with ‘food’ but with knowledge, mobility, etc., solely helping ‘feed’ into the city. - Alison Hose



Urban Analytics Planning and Design

Founder: Simone Heath

Urban Analytics is a forward-thinking company that harnesses the power of data and technology to drive urban development in underserved communities. By integrating comprehensive data analysis with on-the-ground insights, the company ensures that urban planning is not only effective but also deeply rooted in the needs of the communities it serves. The company actively involves local residents in project planning and execution, focusing on neighborhoods like Lakewood and Atlanta's West Side to enhance access to essential services near MARTA stations, including mobile showers, bathrooms, and haircuts. Urban Analytics strives to make transportation hubs safer and more accessible while supporting the cultural growth and investment opportunities that Atlanta has to offer.

Quote: "Good design is for everyone, it's pragmatic for things we can do and everyone deserves that, it shouldn't cost a premium." -Simone Heath