

# Overcoming Engagement Barriers in Low- Income, Minority Communities

Community Indicators Consortium

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# Mercedes-Benz Stadium

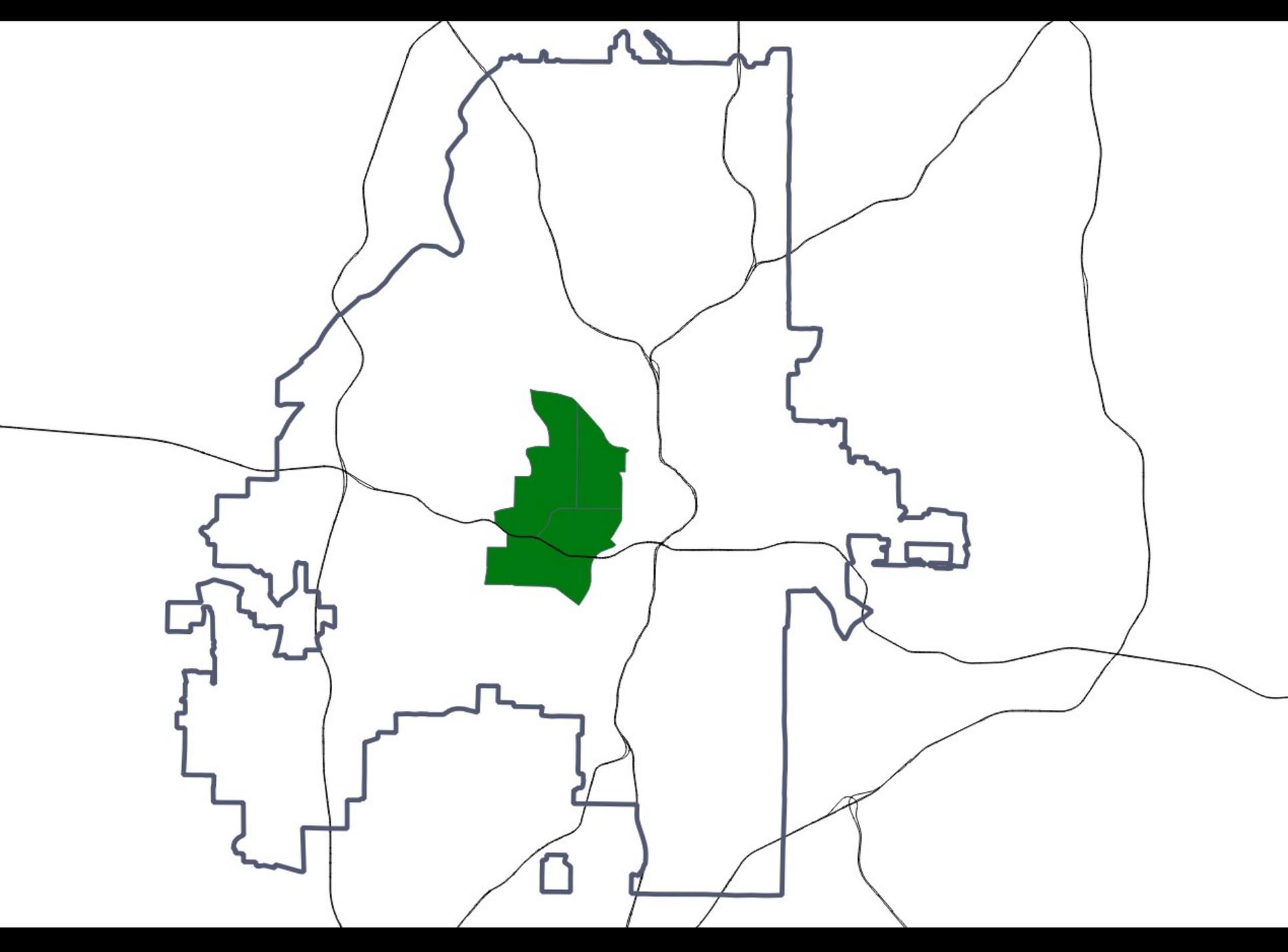
New home of the Atlanta Falcons and Atlanta United FC soccer



NOVEMBER 2009



DECEMBER 2012



NPU's K, L, & T come together at the intersection of Martin Luther King Jr. Drive and Joseph E. Lowery Blvd. on Atlanta's westside. These communities, 90% African-American, are rich with school buildings, transit, and greenspace, yet still have significant challenges.

**82%** of houses in NPUs K and L are valued under **\$100k**

**36%** of residential structures are vacant

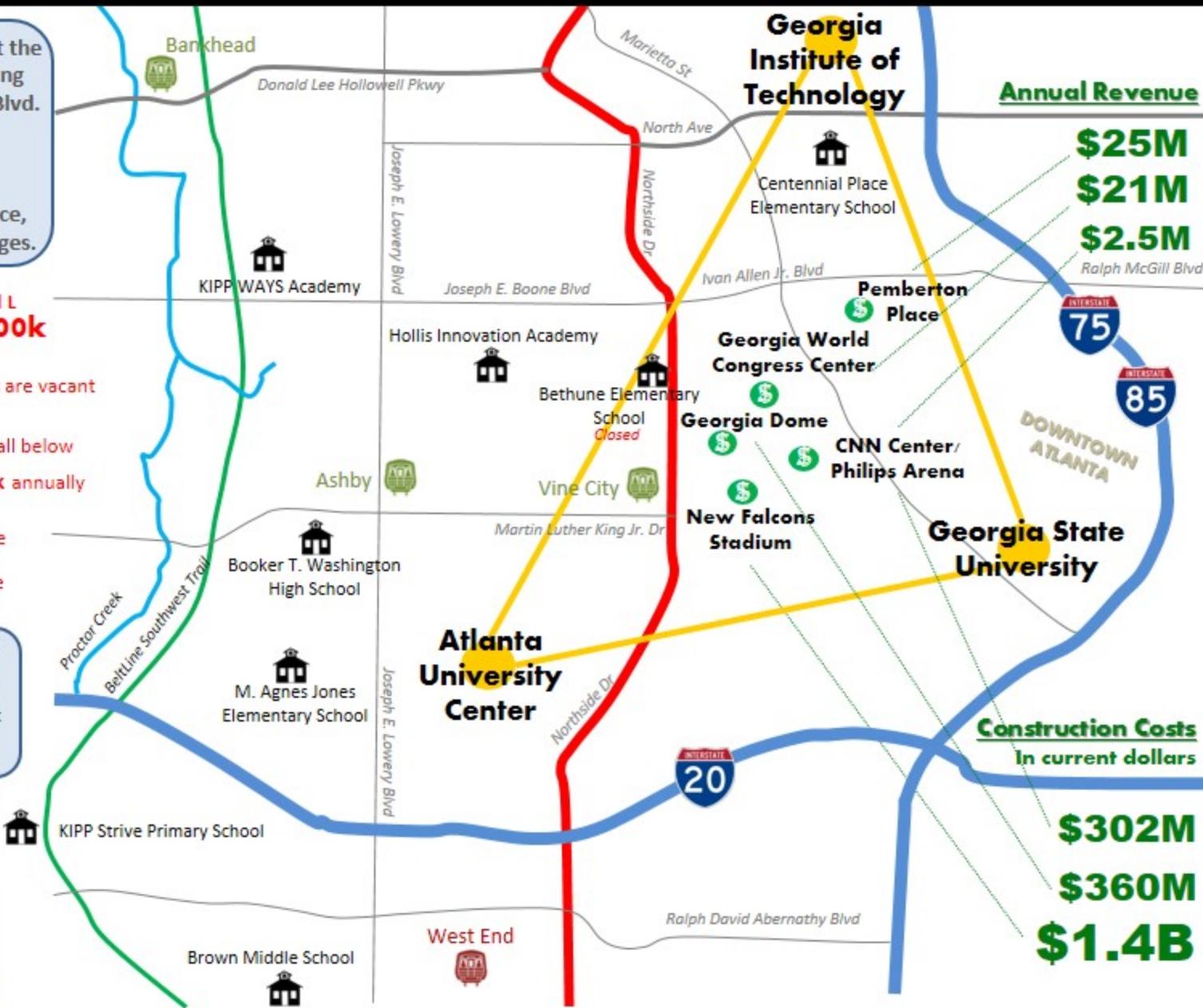
**68%** of households fall below the poverty line of **\$35k** annually

**28%** receive public assistance

**26%** of residents do not have a high school diploma

Northside Drive serves as a connector from Cobb County to southwest Atlanta. However, between Marietta St. and Ralph David Abernathy Blvd. it acts as the dividing line between great wealth and poverty.

The Westside Communities Alliance is a communications network sponsored and managed by the Ivan Allen College of Liberal Arts in collaboration with the College of Architecture and Office of Government and Community Relations with support from the Center for Serve-Learn-Sustain at the Georgia Institute of Technology.



**Annual Revenue**

**\$25M**  
**\$21M**  
**\$2.5M**

**Construction Costs  
In current dollars**

**\$302M**  
**\$360M**  
**\$1.4B**

# DEMOGRAPHIC SLIDES

	Westside	City of Atlanta
Population of Color	89%	60%
Renter-occupied housing	71%	56%
Owner-occupied housing without a mortgage	41%	28%
Population paying more than 50% of income on gross rent	39%	27%
Homeowners living in same residence for 35+ years	38%	24%
Vacant housing	33%	19%
Children under 5 living in poverty	55%	34%
Unemployment rate	10%	7%



**Georgia  
Tech**



Ivan Allen  
College

## WCA Principles of Community Engagement

### **Principles of Ethical Community Partnerships:**

- Communication
- Transparency
- Relationships
- Accessibility
- Consistency
- Mutuality
- Reciprocity

### **Principles for Equitable Community Action in Research, Education, and Community Engagement:**

- Inclusive Policies and Practice
- Evidence-Based Decision-making
- Sustainable Learning Opportunities

# Developing the Model: Listening



# Developing the Model: Logistical Support



# Developing the Model: Presence





Institutional Challenges:

PRODUCT v. PROCESS

# Barriers & Low-Hanging Fruit

- Food Insecurity
- Transportation
- Families and single parents
- Provide snacks/meals
- Utilize public transportation & venues with free parking
- Child engagement

# Communications Network



662 Followers



683 Followers



626 Subscribers

118 E-Newsletters

						Art Walk West End
4	5	6	7	8	9	10
AARL - Boondock Kollage	Atlanta Harm Reduction Coalition Street Outreach	Families First Child & Adolescent Psychiatry Clinic	Atlanta Regional Housing Forum	Our Future Cascade Mixer - Atlanta City Design Studio	Design Over Donuts	West Atlanta Watershed Alliance Service Learning Saturdays at OAC*
AARL - Kuumba Storytellers	Herndon Homes Community Stakeholder Meeting	2nd Annual INSS Conference: "Smart, Connected Communities"	Atlanta Harm Reduction Coalition Street Outreach	Community Family Workshops Series	Our Future Cascade Open House - Atlanta City Design Studio	Neighbors Together: Addressing Neighborhood Safety
	APS Board of Education Meeting	West End Neighborhood Development Meeting				District 3 Master Plan Subarea 2 Recap Meeting
	Westview Community Organization Meeting					Proctor Creek Stewardship Council Meeting
11	12	13	14	15	16	17
	Atlanta Harm Reduction Coalition Street Outreach	Families First Child & Adolescent Psychiatry Clinic	Downtown Atlanta Master Plan Open House	Community Family Workshops Series	Transform Westside Summit	The Enchanted Closet Girls Program: S.T.E.A.M
	AARL - Film Screening of Loving	NPU L Meeting	Atlanta Harm Reduction Coalition Street Outreach		AARL - The Mahogany Masquerade	AARL - Nubia One Fest
			NPU T Meeting			WALT Advisory Board Meeting
18	19	20	21	22	23	24
AARL - Undoing the Miseducation of Black Children	Atlanta Harm Reduction Coalition Street Outreach	Families First Child & Adolescent Psychiatry Clinic	Atlanta Harm Reduction Coalition Street Outreach	Community Family Workshops Series		Vine City Civic Association
		NPU K Meeting	Social Studies: Won't you be my Neighbor?			Priority Male Empowerment Workshop
		Atlanta City Studio Book Club				West End Tour of Homes
25	26	27	28	29	30	
	Atlanta Harm Reduction Coalition Street Outreach	Families First Child & Adolescent Psychiatry Clinic	Atlanta Harm Reduction Coalition Street Outreach	Community Family Workshops Series		
	What Impacts Our Local Schools?					

# Listening to Concerns

“Check-the-box” Engagement  
Eliminating sign-in sheets

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# Understanding Challenges

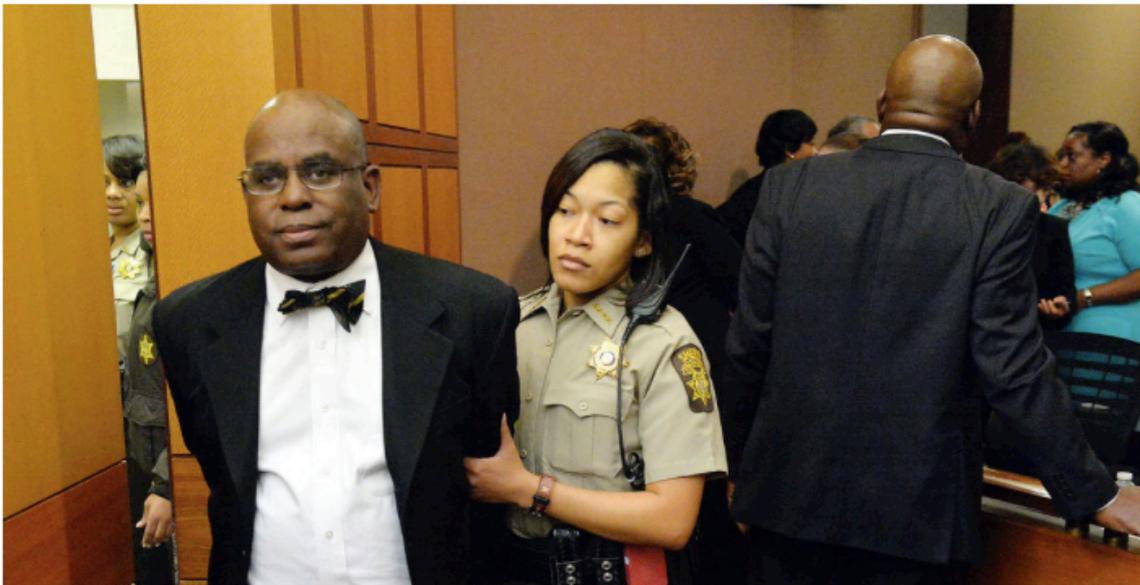
As a result of being present

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# The New York Times

## Atlanta Educators Convicted in School Cheating Scandal

By ALAN BLINDER APRIL 1, 2015



### RELATED COVERAGE



Ex-Atlanta Schools Chief Charged in Cheating Scandal MARCH 29, 2013



NEWS ANALYSIS  
Atlanta Cheating Scandal Reignites Testing Debate APRIL 2, 2013



Central Figure in the Atlanta Schools Cheating Scandal Dies MARCH 2, 2015

## Scorecard

Researchers at Georgia State University analyzed the results of APS classrooms with high levels of cheating in 2009 to track the ripple effect through fall 2014. What they learned about how cheating hurt students:

**51%**

of students in classes flagged for high erasure rates on the 2009 CRCT standardized tests were still enrolled in APS in fall 2014—5,888 students in total.

**5%**

of English/language arts tests in 2009 had more than 15 wrong-to-right erasures. For math, the rate was more than double—11 percent.

**98%**

of students with 10 or more wrong-to-right erasures were black (the overall black enrollment of APS is 75 percent).

**7,064**

APS students likely had at least one test score changed on the 2009 CRCT.

**25%**

of students considered “off track” for graduation from high school in 2014 had tests that had been corrected at least 10 times in 2009.

**Circle the number that indicates your agreement**

(1=Strongly Disagree; 2=Disagree; 3=Neutral; 4=Agree; 5=Strongly Agree)

The Washington Cluster (WC) schools provide a high quality instructional program for students.

1                      2                      3                      4                      5

The WC schools prepare all students to be college & career ready.

1                      2                      3                      4                      5

The WC schools do enough to involve parents.

1                      2                      3                      4                      5

The Washington Cluster teachers have high expectations for all students.

1                      2                      3                      4                      5

The Washington Cluster teachers support all students in the learning process.

1                      2                      3                      4                      5

The Washington Cluster schools provides a safe environment for learning.

1                      2                      3                      4                      5

The WC schools offer adequate social service referrals for families.

1                      2                      3                      4                      5

I find it easy to communicate with the administration at my WC school.

1                      2                      3                      4                      5

I believe the WC implements the discipline process fairly.

1                      2                      3                      4                      5

I am comfortable visiting my WC school and communicating with the teachers.

1                      2                      3                      4                      5

The school offers high quality sports, clubs, and other after school activities.

1                      2                      3                      4                      5

(over)

I believe the following concepts will bring added value to the cluster:  
(Please circle your top six)

- |   |  |
|---|--|
| •STEAM focus (Science, Technology, Engineering, Arts, Math)   | •Focus on service learning                     |
| •Smaller class sizes  | •Diversity                                     |
| •K-12 Vertically aligned themes of learning (e.g. foreign languages, graphic design, computer engineering, robotics etc.) | •Career & Workplace Skills                     |
| •Wrap around support services for children and families   | •Emphasis on fine arts                         |
| •Strong athletics program   | •Improved school facilities and school grounds |
| •Experiential Learning (learning outside of a traditional academic setting)   | •More police presence in schools               |
|   | •Performing Arts programs                      |
|   | • _____  |

Name: \_\_\_\_\_

# of children attending one or more of the WC Schools: \_\_\_\_\_

How long has your family lived in APS District 2 (Washington cluster)?

\_\_\_\_\_

School(s) attended: \_\_\_\_\_

(optional) Email address: \_\_\_\_\_

(optional) Phone Number: \_\_\_\_\_

(optional) Neighborhood/ NPU: \_\_\_\_\_

I want to be contacted about Westside education activities/events: Y / N

Additional Comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# Example Results

## COMMUNITY

(n=57)

	Agree	Don't Agree	Don't Know	N/A	No Answer
APS does enough to attract families to the cluster	18%	67%	4%	4%	9%
Comfortable visiting school and communicating with teachers	39%	12%	4%	16%	30%
Easy to communicate with administrators	35%	25%	4%	12%	25%
High quality sports and clubs	42%	23%	7%	7%	21%
Manages school resources adequately	23%	30%	5%	12%	30%
Positive and encourages student growth	39%	33%	5%	5%	18%
Prepares all students to be successful learners	42%	28%	7%	5%	18%
Quality instructional program	32%	40%	5%	4%	19%
Safe environment for learning	44%	28%	5%	7%	16%
Support all students in learning process	40%	30%	5%	7%	18%
Teachers have high expectations of students	44%	32%	7%	4%	14%

# Westside READY



# Westside READY



# CALL AND RESPONSE

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# Data Dashboard





Community Profile



Education



Historic Timeline



Historic Data



Resource Library



Public Safety



Workforce Development



Business Directory



Civic Engagement



Transportation



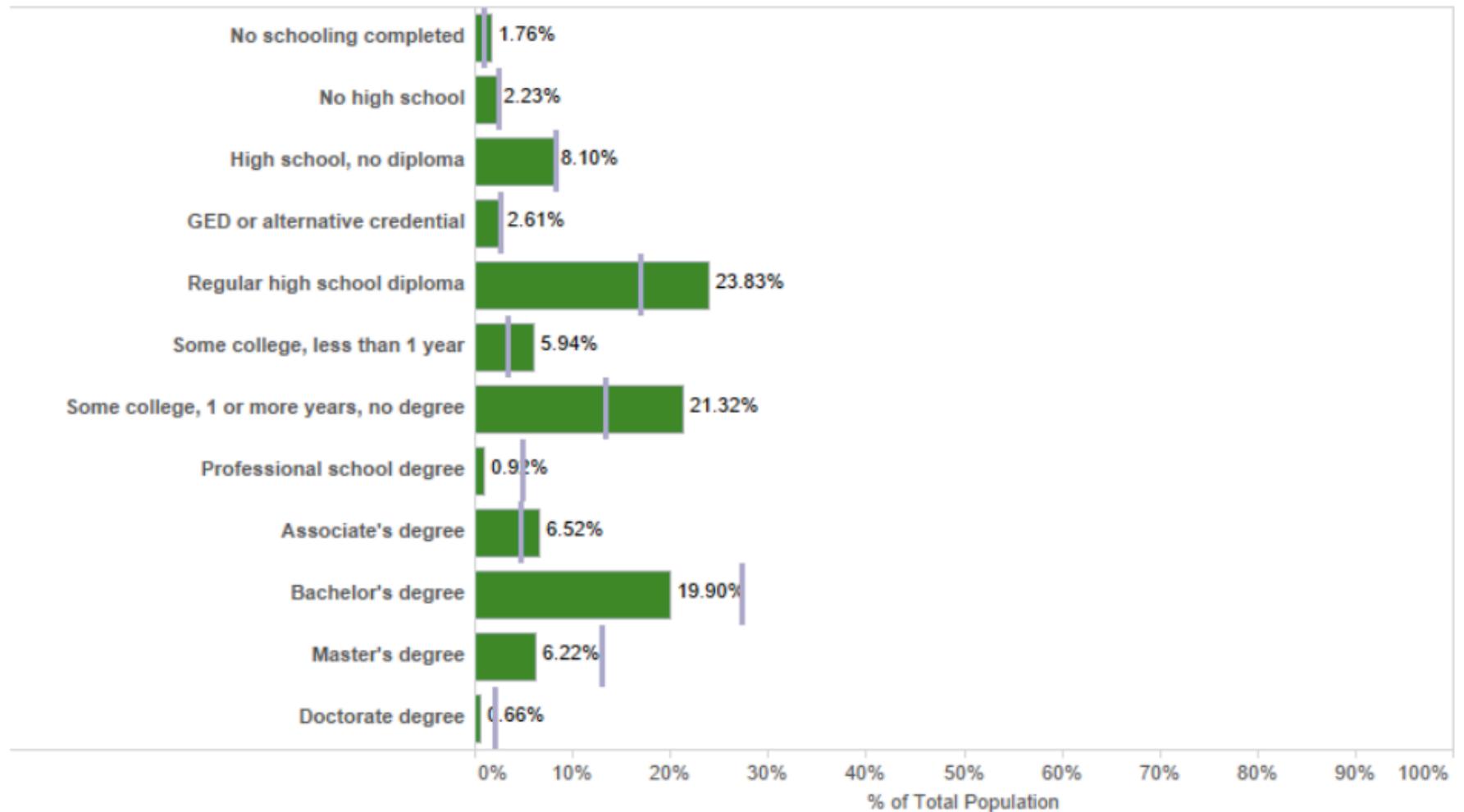
Water & Environment



All Data

Grey Bars Indicate Percentages for the City of Atlanta.

### Educational attainment for the population 25 years and over





Martin Luther King Jr.

Westside Resource Center

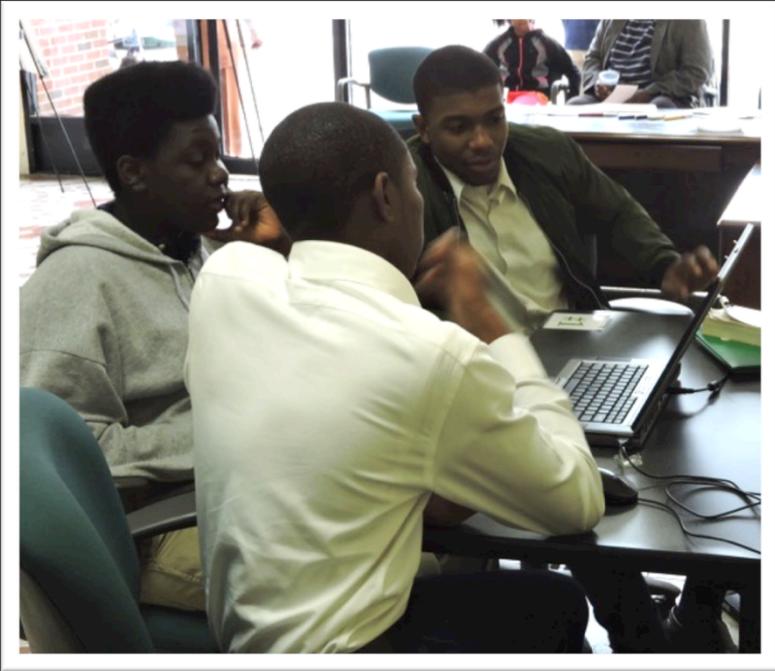
Free Benefits Screening  
MAY 14  
10:00 AM - 2:00 PM  
Call for more information  
907

Westside Resource Center  
1000  
Monday - Thursday  
10:00 AM - 2:00 PM  
Friday - Saturday  
10:00 AM - 12:00 PM  
Call for more information  
907

FRESH CUTS BLOOMING  
WALK-INS WELCOME  
(404) 577-2200

Person sitting on a bench under a tree.

# Westside Resource Center



## Public Benefits Screening

Monday – Thursday | 10 am – 2 pm

## Computer & WiFi Lab with Technology Assistance

Mondays, Tuesdays, Thursdays | 2 pm – 6 pm

## Workshops

Wednesdays | 2 pm – 6pm

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## Location

907 Martin Luther King Jr. Drive, Atlanta GA, 30314

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## Partners



Westside Communities Alliance



Hagar Civilization Training Missionary



Atlanta Community Food Bank



Spelman College

## Explanations of terminology

**Adjusted Income:** Annual income that is adjusted for factors like, dependents, elderly households, medical expenses, disability assistance expenses, and childcare.

**Area Median Income (AMI):** Household income for median (middle) household in a particular area.

**Borrower:** Individual, organization, etc. that is receiving a loan or other specified funds from lender.

**Family:** At least two related people considered to be pertinent to their care and well-being.

**Grantee:** Recipient of grant or financial obligation.

**Lease:** Agreement between occupant (i.e. renter) and owner (i.e. landlord) that outlines rules for rent/utility payments, restrictions, and other conditions.

**Loan:** Agreement between lender (individual with money/property) to borrower (individual that borrows money/property) of a certain amount.

**Mixed Income Complex:** Housing development that has residents of various incomes.

**Mixed Use Complex:** Development that has both housing units and space for other purposes (i.e. retail, office space, etc.)

**Mortgage:** Legal agreement between lender and borrower to obtain loan. Typically for purchase of house. Borrower agrees to place property acquired as security for loan, and must make payments to repay loan.

**Promissory Note:** Signed, written document that contains promise from borrower to pay back lender for loan.

**Sound Credit:** Credit status that shows financial responsibility of person. Usually determined by credit score—but differs depending on the housing program. Typical programs in Atlanta seek applicants with credit scores around 640—which is considered to be “fair”.

## Organizational Contact information

### Atlanta Housing Authority

404-892-4700

<https://www.atlantahousing.org>

### Invest Atlanta

404-880-4100

<http://www.investatlanta.com>

### Atlanta Habitat For Humanity

404-525-2114

<http://www.atlantahabitat.org>

### Atlanta BeltLine

404-477-3003

<https://beltline.org/contact/>

### Operation HOPE

404-825-7879

<https://www.operationhope.org/atlanta>



## No Place Like Home

A simple guide to Atlanta's housing programs

A product of



The Westside Communities Alliance is led by Georgia Tech's **Ivan Allen College of Liberal Arts**, **College of Design**, and **Office of Government and Community Relations** with sponsorship from **Center for Serve-Learn-Sustain**.

## Resource Center Contact information



### Public Benefits Screening

Monday – Thursday  
10 am – 2 pm



### Computer & WiFi Lab with Technology Assistance

Mondays, Tuesdays, Thursdays  
2 pm – 6 pm



[westsidecommunitiesalliance@gmail.com](mailto:westsidecommunitiesalliance@gmail.com)



907 Martin Luther King Jr. Drive,  
Atlanta GA, 30314

## Prepare these items before you apply



### LICENSE/STATE ID

Georgia Department of Motor Vehicles (DMV)  
400 Whitehall St SW, Atlanta, GA 30303  
(404) 657-9300



### BIRTH CERTIFICATE

Georgia Department of Public Health  
2600 Skyland Dr NE, Atlanta, GA 30319  
(404) 679-4702



### PROOF OF EMPLOYMENT

Integrity Transformations CDC  
692 Lindsay St, Atlanta, GA 30318  
(404)-853-1780

JobCorps  
239 West Lake Ave NW, Atlanta, GA 30314  
(404)-794-9512



### SOCIAL SECURITY CARD

Atlanta Social Security Office  
401 West Peachtree St NW, Atlanta, GA 30308  
(800) 772-1213



### RECORD EXPUNGEMENT

Georgia Justice Project  
438 Edgewood Avenue, Atlanta, GA 30312  
(404) 827-0027

### CREDIT CHECK

Clearpoint Credit Counseling  
270 West Peachtree St NW Suite. 1800  
(404) 527-7630

Operation HOPE  
191 Peachtree St NE #4000, Atlanta, GA 30303  
(404) 941-2919



## Compare the qualifications for each program

	Sound credit	Personal Financial Contribution	Mortgage Lender Approval	Firsttime homebuyer	Supporting personal Documents	Geographic Limits
Atlanta Homeownership Program (AAHOP) By: <b>Invest Atlanta</b>	●	●	●	●	●	●
HOME Atlanta 4.0 By: <b>Invest Atlanta</b>	●	●	●	●	●	●
Vine City Renaissance Initiative By: <b>Invest Atlanta</b>	●	●	●	●	●	●
Atlanta BeltLine Housing Initiative Program By: <b>Atlanta Beltline</b>	●	●	●	●	●	●
Housing Choice Voucher By: <b>AHA</b>	●	●	●	●	●	●
Making Home Affordable Program (MHA) By: <b>Operation HOPE</b>	N/A	N/A	N/A	●	●	●
Atlanta HFH Homeownership Program By: <b>Atlanta Habitat</b>	●	●	●	●	●	●

N/A Not Applicable ● Required ● Not Required

**Together, we can do better.®**

[westsidecommunitiesalliance@gmail.com](mailto:westsidecommunitiesalliance@gmail.com)

