East Point’s Equitable Growth & Inclusion Strategic Plan

In late 2019, the leadership of the City of East Point recognized that something must be done proactively to ensure that the wave of new investment coming to the City would uplift all East Point residents - not push those out who are unable to keep up with rapid gentrification. The City looked for partners to help chart a path towards equitable growth and inclusion, and the Atlanta-based Partnership for Southern Equity (PSE) emerged as that best partner.

So what do East Point and PSE mean by EQUITY? Simply, equity is just and fair inclusion into a society in which all can participate, prosper and reach their full potential. To increase equity for East Point, we all must examine past and present government policies to determine which policies create barriers for our most burdened citizens, and identify solutions that could create opportunities and benefits from current and future growth.

What is an Equitable Growth & Inclusion Strategic Plan?
It is a roadmap - a set of recommended changes in policy and practices that will remove barriers and create opportunities for all of East Point to be included in the growth of the community that is coming, as the Atlanta metro region grows. East Point’s plan will focus most on answering these questions:

● How can the City ensure residents of all income levels have access to permanent affordable housing as development pressure increases?
● How can the City ensure that tax dollars are spent, and services are delivered in ways that create opportunities for East Point residents and entrepreneurs?
● How can East Point’s economic assets be grown for greater inclusion for all residents?
● How can the City’s policies and investments improve the health of residents of all income levels, particularly in those communities most burdened historically with environmental hazards, economic disinvestments and limited health services?

Who is Partnership for Southern Equity (PSE)?
Partnership for Southern Equity (PSE) advances policies and institutional actions that promote racial equity and shared prosperity for all in the growth of metropolitan Atlanta and the American South. It does this by focusing on four priority areas: Just Energy (energy equity & climate justice), Just Opportunity (economic inclusion), Just Growth (equitable development), and Just Health (health equity). It has a staff of 20+ with expertise in racial equity, land use planning, policy analysis, economic development, community organizing and engagement, environmental sustainability, green infrastructure, affordable housing, energy systems, community health, and more. The team also understands deeply that East Point residents are the best experts on East Point equity issues!
What services will Partnership for Southern Equity provide for East Point?
PSE is under contract with the City of East Point to guide it in the creation of the Equitable Growth & Inclusion Strategic Plan. For about a year, the PSE team will conduct comprehensive research and learn from you: What are the special things about East Point you want to preserve? What are the barriers to your family thriving here? How are City policies creating barriers or opening doors to those opportunities? Understanding your lived experience in East Point is core to our planning.

Do other cities have Equity Plans?
East Point is unique in the southeast in its decision to analyze its policies and procedures specifically regarding Equitable Growth & Inclusion, but it won’t be the last! Many larger cities are developing Equity Plans because of the significant benefits to communities, such as helping communities flourish through utilization of their diverse talents; preparing citizens and communities for the opportunities that come with responsible growth; and elevating diverse communities as attractive to new companies and jobs.

What can we expect to change because of this process?
Because your voices will help shape the identification of equity solutions for East Point, our recommendations will come from your feedback and our research. The types of policies you can expect to see include:

- Clear and enforceable requirements for community benefits from private development projects in the City
- Decision-making on City investments and services that intentionally considers ways to improve conditions in communities most burdened by environmental hazards in the past
- Increased requirements for City purchasing that creates opportunity for East Point residents and businesses
- New partnerships with the City that will focus on improving the health of East Point residents.

How can you get involved?
The City of East Point and PSE are committed to providing many ways for citizens to be included in the process of developing the Equitable Growth & Inclusion Strategic Plan. This project team believes that community members must drive the creation of equity recommendations. There are many ways for residents and business owners/employees to participate:

- **We need your feedback!** We will be sharing a survey link widely in May. Please contact us at EastPointEquity@psequity.org if you’d like to be notified when it’s available, or 678.841.0317 if you'd like to receive a hard copy.

- **Learn more about organizing your community.** Apply to participate in the East Point Resident Leaders for Equity class. Participants will learn about leadership development skills and civic engagement. All participants will receive stipends for their time. Contact EastPointEquity@psequity.org for more information.

- **Stay connected!** Sign-up on our mailing list to stay current on upcoming community meetings, events, and other public engagement activities associated with the Equitable Growth & Inclusion Strategic Plan. Go to www.psequity.org.

- **Be a part of the process.** Let us know about policies or procedures that need to be addressed through this process. No one knows your community like you do. Take this opportunity to make the changes you want to see!

For more information on the East Point’s Equitable Growth & Inclusion Strategic Plan, go to www.psequity.org, email EastPointEquity@psequity.org, or call 678.841.0317.