

March 27, 2009, Issue #47

## CREW GOES GREEN!



**CREW Atlanta's Public Policy Initiative will be developed as a platform advocating "Sustainable Growth" in Atlanta.** Sustainable Growth is a broad topic that includes water conservation, transit, air quality, LEED certification, and many other community aspects. In order to quickly have a positive impact on our membership, the Public Policy Initiative committee (PPI) will focus initially on one aspect of sustainable growth: **TRANSIT**.

### Why is transit a critical issue?

The short answer is jobs, according to the Atlanta Metro Chamber. Jobs represent growth and growth demands in real estate. Over the last 10 years, metro Atlanta's traffic congestion has grown from the 15th to the 4th worst in the country, making it the region's top challenge in attracting and retaining companies along with the high quality jobs they provide. Business leaders indicate that traffic is the biggest hindrance to running and expanding their companies.

The committee is currently investigating opportunities to support Public Policy or become educated in the following four areas related to transit:

- Atlanta Regional Commission (ARC)
- Federal Stimulus Package
- Current Legislation
- Strategies for CREW members

These areas of research are being developed by teams within the committee, tapping into the expertise and diversity within our group to bring a wealth of information and resources to the effort. The following summarizes the current information discovered on each topic.

### Atlanta Regional Commission (ARC)

ARC is the regional planning and intergovernmental coordination agency for the 10-county area, including the City of Atlanta. It serves as a catalyst for regional progress by focusing leadership, attention and planning resources on key regional issues.

ARC develops regional plans and policies to enhance mobility,

reduce congestion and meet air quality standards. CREW's PPI will specifically advocate for regional solutions to transit issues.

### Federal Stimulus Package

Georgia received a total of \$1.076 billion from the Recovery Act for transportation, with \$932 million (87%) for roads and \$144 million (13%) for transit. That breakdown can be interpreted as a statement that Georgia is still strongly committed to roads and vehicle traffic and not as devoted to transit.

More information is available on [www.recovery.gov](http://www.recovery.gov). According to that site, agencies started report projects and grants selected for funding through the Recovery Act on March 20th.

### Current Legislation

**SB 39 and SR 44 (as passed Senate)** - This legislation was introduced in January 2009 by Senate Transportation Chairman Jeff Mullis. It would allow regional sales taxes of up to 1 percent for any and all transportation purposes within the region.

### HB 277 and HR 206 (as passed House)

This legislation was introduced in February 2009 by House Transportation Chairman Vance Smith. It would create a 1 percent statewide sales tax for specific transportation projects.

### SB 200 and HB 605 (as introduced)

This legislation was introduced in February 2009 by the Governor, Lt. Governor and Speaker. It would create the State Transportation Authority (STA). The STA would become the primary entity charged with planning, executing and supervising all state-funded transportation programs in Georgia.

### Strategies for CREW Members

The primary source for this topic is the Clean Air Campaign. Each day the Clean Air Campaign reduces traffic by more than 1.2 million vehicle miles and keeps 600 tons of pollution out of the air. As Georgia grows, so do its traffic congestion and air quality challenges. The Clean Air Campaign is a not-for-profit

## CREW Atlanta Thanks Our 2009 Sponsors:

### SUSTAINING:

The Coca-Cola Company  
Leapley Construction Group of Atlanta LLC  
LCG Real Estate Services Corp

### BENEFACTOR:

Parking Company of America

## Save the Date!

### April Luncheon: 4/2

#### Green Thinking-Sustainable Growth Joint Program with ULI

Location: JW Marriott Hotel Ballroom, 3300 Lenox Road, Atlanta GA 30326  
11:30 - 12:00 Registration; 12:00 - 1:30 Program  
\$45.00 CREW Members, \$65.00 Guests

**\*\*CLICK TO REGISTER\*\***

## CREW Annual Awards Program: 5/7

Location: Cobb Galleria Centre, 5:30 - 8:30 pm  
Awards Presentation with Entertainment

## Behind the Scenes Members Only Event: 4/22

Details to Come Soon!

## Don't Forget! Membership Directories

CREW Membership Directories will be available for purchase at April 2nd lunch for \$15 each. A free pdf version of the directory will be available in the CREW Members Only section of the website in April.

## We're Wired!

Stay connected with CREW Atlanta on LinkedIn and Facebook! Our account on Facebook is called 'CREW Atlanta Members' under groups.

organization that works with its partners, Georgia employers, commuters and schools to encourage actions that result in reduced traffic congestion and improved air quality.

Stay tuned for updates on how you can plug into sustainable growth solutions for our city. The Public Policy Initiative's soon-to-be-launched page on the CREW Atlanta website will feature current information, links and legislative updates to keep you in the loop!

## Accolades

### Join us in congratulating our members...

**Tahmida Shamsuddin (Central Atlanta Progress, Inc.)** was appointed to the Board of Directors of Southface, an organization that promotes sustainable homes, workplaces and communities through education, research, advocacy and technical assistance

**Betsy Nurse (idea|span)** was promoted to Senior Associate within the firm

**Leslie Burke (Athena Real Estate Advisors)** was elected to the Board of Directors of the John Ripley Forbes Big Trees Forest Preserve

**Christine Gorham (SRS Investments, Inc.)** was asked by IFMA to speak on Healthcare Real Estate at their "Atlanta Workplace and Expo"

**Helena Prieto (Pinkerton & Laws)** was recently promoted to Chief Financial Officer

**Heather Lamb (Lavista Associates)** became an Atlanta Commercial Board of Realtor Million Dollar Club Member



## 2009 Capital Campaign Update

Thanks to the CREW Members listed below for personally pledging a donation to our 2009 Campaign! Our goal is to reach 100% member participation. If you would like to donate or have questions on our sponsorship opportunities, please contact either Heather Davis [hdavis@pmrg.com](mailto:hdavis@pmrg.com) 404-521-1000, Susana Chavez [schavez@pca-star.com](mailto:schavez@pca-star.com) 404-376-6862 or Laura Boone [lboone@turnerboone.com](mailto:lboone@turnerboone.com) 404-733-1060.

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