

CREW Atlanta Mission: To elevate women to positions of power and influence in commercial real estate.

[link to Atlanta chapter website](#)

[link to Atlanta chapter calendar](#)

June 5, 2009, Issue #57

Atlanta's Future: Green Growth or Gridlock on Growth?



CREW Atlanta launched a new Public Policy Initiative this year. Our committee is working to educate our membership on public policy and proposed legislation relevant to the real estate industry in our city and the region. We are advocating for sustainable growth practices in Atlanta and have chosen transportation as our initial focus. We chose transportation because development of a comprehensive strategy for dealing with our transportation challenges is a clear imperative that all of us must actively champion.

Consider these statistics provided by the GDOT: Georgia is the 3rd fastest growing state, is 17th in job creation but has the 2nd lowest transportation resources per person in the US. The Atlanta Metro Chamber of Commerce stated "Traffic congestion is the No.1 danger to our quality of life and the biggest threat to our state's economic success." McKinsey & Co.'s recent study, completed as part of Governor Perdue's transportation partnership formed last year, Investing in Tomorrow's Transportation Today or IT3 indicates Georgia could lose 320,000 jobs and 520 billion dollars in economic benefit if significant infrastructure investment and a targeted approach on how it's spent is not implemented. The Federal Highway Administration ranks Georgia 5th in the nation in Vehicle Miles Traveled, a fact that is no surprise given our long commutes and sheer volume on our roads. In Georgia we've had a 185% increase in VMT since 1975.

So what can we do? Despite great effort and broad agreement, as well as support of a majority of Georgia's citizens, the 2009 State Legislative session ended in April without approval of a

mechanism to fund transportation and infrastructure improvements. The 1% sales tax measure failed at the last minute, leaving this critical problem unresolved. CREW Atlanta's Public Policy Initiative is working to encourage action on the individual level to help raise awareness regarding transportation issues. We know the real estate community is a powerful force made up of influential individuals. Little things add up.

CREW Atlanta's Public Policy Initiative will launch a new program this fall aimed at reducing the number of cars we "put on the road". We will begin by using our monthly luncheon programs to offer members a way to personally participate in this initiative. In September we will begin tracking the number of individual drivers attending each event and record our progress as we foster carpooling and alternate transportation choices. Events will be held only at locations where alternate transportation choices are available. We will encourage carpooling by offering incentives (like a discount voucher to the next meeting) and individuals who carpool will be recognized at the event. As we build a database we will benchmark our progress and share this information with the community. Carpooling can make for great networking time and a ride-share link on our webpage will help members connect. We believe this program will give members ideas and tools they can bring to their organizations, their buildings and their communities. We look forward to sharing a success story with the national CREW organization in a year or so and helping other chapters begin their own Public Policy Initiatives. Little things add up.

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

Don't Forget!

Lunch programs will NOT be hosted in June, July or August. Our next luncheon will be Sept. 3rd. Sponsorships are still available for the events from Sept. - Dec.

Membership Directories

CREW Membership Directories are available for purchase for \$15 each; contact execdirector@crewatlanta.org if interested. A free pdf version of the directory is available in the CREW Members Only section of the website.

Be Bold! Be a Leader...

Take the next step toward a leadership experience of a lifetime. If you have an interest in participating in the Leadership CREW Class of 2010, please contact Char Fortune, charfortune@grubb-ellis.com, 770.552.2435, who will make certain you are nominated by one of the alumni of Leadership CREW or the CREW Board.

On a Mission to Mentor

The Atlanta chapter is one of two chapters participating in the CREW Network eMentoring Model. The program begins in June and will extend through mid-December. A kickoff program for mentors and protégés will be held June 30th. If you're interested in participating in the program, please refer to the May 29, 2009, CAAG Issue #56 on the Atlanta chapter website, and return applications to Mary Jim Evans MJE@legacyproperty.com by June 15th.

2009 Capital Campaign Update: Have you made your pledge yet?

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 404-521-1000, Susana Chavez schavez@pca-star.com 404-376-6862 or Laura Boone lboone@turnerboone.com 404-733-1060.

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