

THE ATLANTA BELTLINE PARTNERSHIP

MUNICIPAL INNOVATION



Challenge

The project has been widely recognized for its innovative approach to development, however, the ABLP was struggling to engage diverse audiences and brand itself as an “inclusive” project. PSMG was hired to bolster engagement, awareness and support among target communities, with a focus on minorities and seniors.

The project has been widely recognized for its innovative approach to development, however, the ABLP was struggling to engage diverse audiences and brand itself as an “inclusive” project. PSMG was hired to bolster engagement, awareness and support among target communities, with a focus on minorities and seniors.

Solution

Throughout 2016-2017 PSMG created a series of branded campaigns to give people a “reason to believe” in the potential of the BeltLine. The goal was to elevate ABLP’s brand visibility and community engagement for construction along the Westside, Eastside and Southside trails. Services included: advertising & collateral development, printing & distribution flyers/direct mail, site coordination, public relations, social media content, photography, videography, research and impact analysis. Working in concert with ABLP internal team, PSMG executed the following:

“Pittsburgh Rise”: The Ann E. Casey Foundation’s 31-acre property in Pittsburgh: The \$26m mixed use development will include retail shops, single family homes, recreational destinations and small businesses.



“Golden Seniors on The ‘Line””: Active living/fitness partnership with COX Media and Atlanta City Councilman Andre Dickens to engage senior citizens throughout the city.

“I AM The 45””: Faith-based initiative targeting residents near the 350-acre Bellwood Rock Quarry and the Westside trail.

Outcome

Exit interviews and post-engagement surveys revealed the branded campaigns successfully moved the needle by positioning the BeltLine as an “asset” and “opportunity” that can bring positive impact to target neighborhoods. They also reported a better understanding of parks and trails as a safe place for fun and fitness.

The Ann E. Casey Foundation saw an increase in applications for its Beltline housing assistance program (especially among diverse urban millennials) and more than 200 “golden seniors” rated Ryan Gravel as a true community champion. The endorsements of faith-based leaders helped to increase ongoing program participation. Over the course of six months more than 8,000 residents – primarily working-class homeowners – also took advantage of programs, including access to renovation and down payment assistance funded by private donors.

