



New Nonprofit Aims to Improve Environment and Quality of Life in Buckhead
Livable Buckhead, Inc. Focuses on Sustainability and Community Vitality

ATLANTA – February 1, 2011 – An innovative new nonprofit organization in Buckhead has its sights set on ensuring a green future for the community. Green, not only in terms of environmental sustainability, but also the social and community vitality that generate economic development.

Livable Buckhead is a recently incorporated 501(c)3 organization spearheaded by leaders of the Buckhead Area Transportation Management Association (BATMA). Livable Buckhead will build on BATMA's 11 years of experience in the transportation arena by implementing programs that bring environmental sustainability to other aspects of the community.

"It's a logical expansion of what BATMA has been doing for more than a decade," said Denise Starling, executive director of BATMA and Livable Buckhead. "Our programs have helped thousands of commuters find a better way to get to work, which has translated into less traffic and a cleaner environment. The logical next step is to apply that approach to other areas such as recycling, waste reduction and community greenspace."

One of Livable Buckhead's first efforts is partnering with Atlanta City Council Representatives Howard Shook and Yolanda Adrean as well as nonprofit organization Live Thrive to organize an eco-collection event. This two-day event is slated for late March and will provide Buckhead residents and businesses with an opportunity to safely dispose of household hazard waste items such as pesticides, pool chemicals, old computers and unused medications.

Livable Buckhead also has plans for a community assessment to measure energy consumption, water usage, waste, etc., as well as community perceptions of Buckhead's sustainability efforts. From the assessment, the organization will establish benchmarks for progress and develop programs to meet these objectives.

"Sustainability is a business strategy, and the Buckhead community understands that," said Denise Starling, executive director, Livable Buckhead. "That's why a number of organizations have been working on various aspects of sustainability here for many years. But there are areas for improvement that haven't been addressed, largely because there hasn't been an organization that could take them on. Livable Buckhead will take on that role, focusing our efforts where the environment meets the economy."

Additional planned initiatives include a certification program to recognize properties and businesses that employ outstanding sustainability practices, community-wide education programs on green practices, incentives to encourage implementation of green strategies, a

quarterly recycling program for goods that require special handling, such as batteries, electronics and paint, and more.

“There’s a growing recognition that sustainability is about much more than reducing your carbon footprint,” said Bob Stoner, chair of Livable Buckhead. “In today’s economy, sustainability is vital for growth. That’s one reason Mayor Reed set the goal for Atlanta to become a Top Ten Sustainable City. Livable Buckhead will help drive sustainability efforts in this community, and could ultimately become a model for generating change in other parts of the city.”

Livable Buckhead is a 501(c)3 organization governed by a board of trustees consisting of members of the Buckhead business and residential community. Bob Stoner of Eola Capital serves as board chair, Sally Silver of NPU-B is secretary and Sandy Godwin of Pearl Meyer & Partners is treasurer.

For more information, visit www.livablebuckhead.org

About Livable Buckhead

Livable Buckhead, Inc. is a nonprofit organization that strives to ensure the long-term viability and prosperity of the Buckhead community. It does this by working cooperatively with individuals, public entities and private businesses to integrate into everyday life and business sustainable strategies that improve the environment and quality of life in the community. For more information about Livable Buckhead and its programs, visit www.livablebuckhead.org

###