

# Equity Summit & Organizational Communications

## CLIENT: SMART GROWTH AMERICA

Over the past three decades, Smart Growth America (SGA) has built its reputation as a leading advocacy organization for progressive transportation and land use policy in the halls of Congress and in communities across the country. This work is powered by a national network of organizations and individuals who are aligned with its mission of improving lives by improving neighborhoods, and creating communities that are more equitable, sustainable, and healthy—for all.

In 2021, Smart Growth America was positioned to provide policy guidance and thought leadership in transportation and land use as the incoming presidential administration was staffing up and setting priorities. In addition, as interest for advancing racial equity and combating climate change continued to grow among advocates, local leaders, and media outlets, SGA had an opportunity to lead on a broad range of solutions rooted 30 years of coalition-building.

SGA engaged Brink to develop a communications strategy that would help the organization reach a broader audience, communicating its mission and growing its base of committed supporters to join in the work of addressing racial disparities, implementing local climate solutions, and creating healthy, connected neighborhoods. This work included research, updated messaging and digital communications strategy. With strategic direction from Brink, SGA has updated their website and other communications materials to focus on values-based and audience-centric messaging, improved audience-tracking across channels, implemented a welcome campaign for new subscribers to their email list.

Brink also provided communications strategy and marketing support for Smart Growth America's 2022 Equity Summit, including email marketing and social media content, blog posts, infographics and graphic design. With Brink's support, SGA generated Equity Summit registrations from communities across the country and engaged audiences in an ongoing conversation through emails, blog posts, and discussion guides weeks after the event concluded.

## Services

- Branding & Design
- Campaigns & Advertising
- PR & Narrative Storytelling

Smart Growth America's  
**Equity Summit**

**Keynote speaker**  
**Majora Carter**  
Real estate developer, urban revitalization strategy consultant, MacArthur Fellow and Peabody Award winning broadcaster

DAY THREE PANEL  
DAY THREE: Economic Development

Moderator: Calvin Gladney  
President and CEO, Smart Growth America

Michelle de la Uz  
Executive Director, First Avenue Committee, Brooklyn, NY

Mayor Keith James  
Mayor of West Palm Beach, Florida

Maria Bilonick  
President & CEO, NAACAB

### 2022 Equity Summit Summary | January 11-13, 2022

The top three reasons people attended Smart Growth America's Equity Summit

- 1 To get practical advice for making equity central to their work
- 2 Generally curious about the topics
- 3 Curious about the nexus of smart growth and racial equity

**96%** of participants said centering racial equity is vital to smart growth

Attendees by region

Attendees by level of government profession

**70%** Local

- 70% Local
- 16.7% Regional
- 8.3% State
- 5% Federal

### 2022 Equity Summit Summary | January 11-13, 2022

**1,032** attendees

**99%** of respondents said they would be interested in attending more Equity Summit events throughout the year

Attendees by profession

- 32.3% Public-sector professional
- 28.1% Planner
- 14.7% Advocate
- 13.5% Other
- 7.3% Private-sector professional
- 1% Elected official
- 1% Real-estate developer or investor
- <1% Interested citizen

Over 90% of respondents agreed that:

- They felt challenged to think in new ways
- They are likely to share content or things they learned with colleagues or networks
- They got practical and usable advice for incorporating a focus on equity into their work on some level