**Exploring MAREA Uses and Impact**

**NNIP Impact Fellowship Interview Guide – Partnership for Southern Equity**

**Draft November 2023**

The goal of our conversation today is to learn more about how the Partnership for Southern Equity used the Metro Atlanta Racial Equity Atlas. We want to better understand the role of MAREA, how the stories, data, and action tools have added value, and learn more about work in Atlanta communities that has been influenced by MAREA.

**1. Let’s start with the MAREA Ambassadors Program – who were some of the residents and stakeholders that participated in the training?**

*Probe*:

* Are there new organizations PSE is connecting or working with now because of the Ambassadors Program?
* What were their interests in participating in the Ambassadors program? What are the community needs these organizations are addressing?

*Listen for (this is not a good direct question if they are not doing this, but listen for evidence of this and probe if it comes up organically)*

* Is PSE facilitating support, convening, or following up with Ambassadors?

**2. What are you hearing from Ambassadors about how they are using MAREA? (Example prompts if needed - Are they communicating about MAREA in their communities and networks? Are they using it to learn more about their communities? Are they developing or shaping programs?)**

*How to probe for details for specific examples/cases:*

* Who was involved in the use or story they are telling?
* How was MAREA used?
  + What data/stories/tools in MAREA were used and how?
  + What did they learn from using MAREA? Why what that learning important?
* What changed because MAREA was used? *(or if the story is in-progress, ask What change is envisioned because of this use of MAREA?)* What was different for the community? for people?
* Were there any challenges with using MAREA in this case?

**3. We’ve talked before about MAREA being useful “as a tool for advocacy” and for “measuring progress toward our equity goals”? What are some examples of how MAREA has been by PSE?**

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* Who was involved in the use or story they are telling?
* How was MAREA used?
  + What data/stories/tools in MAREA were used and how?
  + What did they learn from using MAREA? Why what that learning important?
* What changed because MAREA was used? *(or if the story is in-progress, ask What change is envisioned because of this use of MAREA?)* What was different for the community? for people?
* Were there any challenges with using MAREA in this case?

**4. What are examples of how MAREA has been (or can be used) to bring investments and programs to Atlanta communities? For example, we know the Beltline Data Explorer was used in advocacy for the 15% set side of the Atlanta Beltline Tax Allocation District dollars. We want to learn more about how MAREA data/stories/tools are used and how.**

*Probe*:

* In the real or envisioned examples - what has the impact been, or what impact is expected from this investment?

**5. What are other experiences or examples of MAREA being used by PSE or other Atlanta partners?** *(prompt them if needed for examples you know about – like the Firefighter Foundation, or city/state government; if nothing, ask if there are examples of uses they envision for MAREA and switch the tenses of the probes)*

*How to probe for details for specific examples/cases:*

* Who was involved in the use or story they are telling?
* How was MAREA used?
  + What data/stories/tools in MAREA were used and how?
  + What did they learn from using MAREA? Why what that learning important?
* What changed because MAREA was used? *(or if the story is in-progress, ask What change is envisioned because of this use of MAREA?)* What was different for the community? for people?
* Were there any challenges with using MAREA in this case?

**6. Who else should we talk to about how MAREA is being used?**