



FROM CRISIS TO OPPORTUNITY: A NEW ERA FOR HOUSING IN DEKALB

December 3, 2025

PRESENTED BY
Dr. Alan Ferguson, Sr., Chief Housing Officer



ABOUT ME

Career in affordable housing, community development, and economic development

Former Chief Housing & Real Estate Officer, Atlanta Housing

Leadership roles at Atlanta Habitat for Humanity, American Opportunity Foundation, Atlanta Urban Development Corporation, Invest Atlanta, Fannie Mae, and financial institutions

Dedicated to equitable housing and regional collaboration

CEO Lorraine Cochran-Johnson created the Chief Housing Officer role to **unify DeKalb's housing efforts so every resident—especially the most vulnerable—has a safe, stable, and affordable home.**

ROLE OF THE CHIEF HOUSING OFFICER

STRATEGIC PLANNING

Countywide housing framework & strategy

POLICY DEVELOPMENT

Initiatives for affordability, workforce, and homelessness

STAKEHOLDER ENGAGEMENT

Communities, developers, and advocates

POLICY ADVOCACY

Advance DeKalb's housing priorities

RESOURCE MANAGEMENT

Secure grants, bonds, and partnerships

PROGRAM IMPLEMENTATION

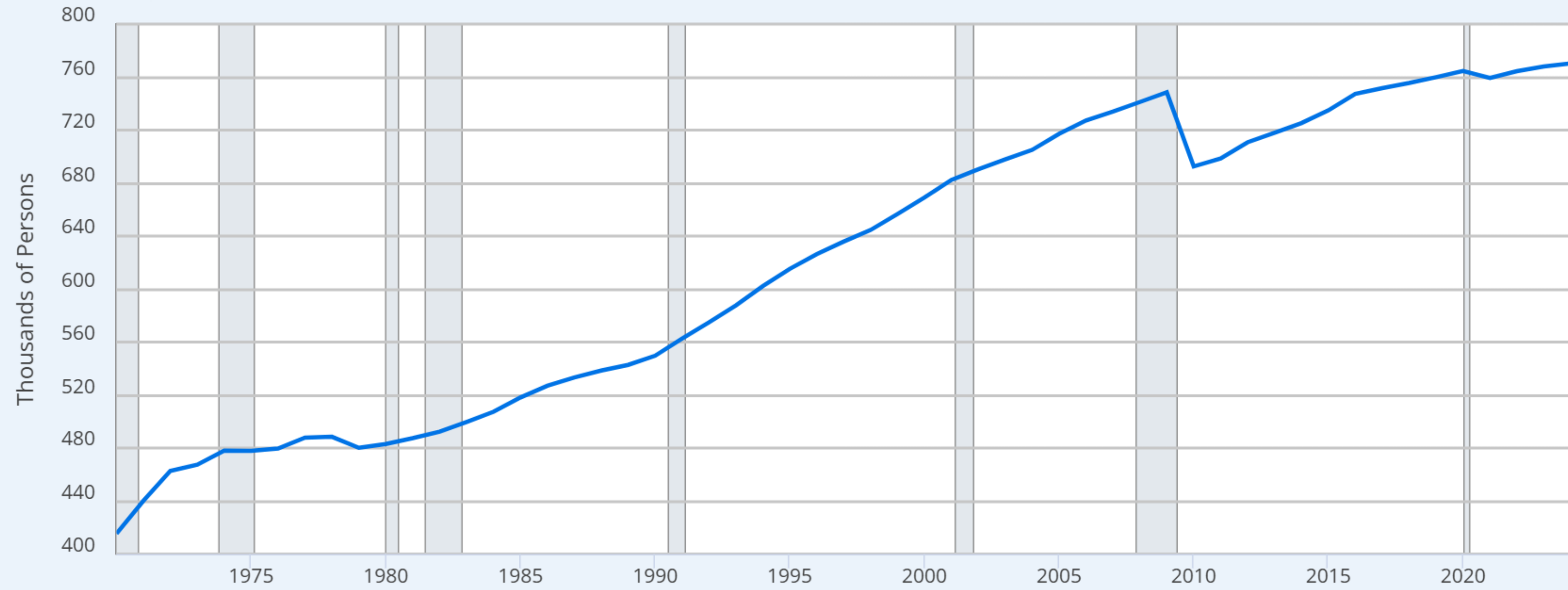
Deliver and measure outcomes

CROSS-SECTOR COLLABORATION

Align with County and external partners

Resident Population Keeps Increasing

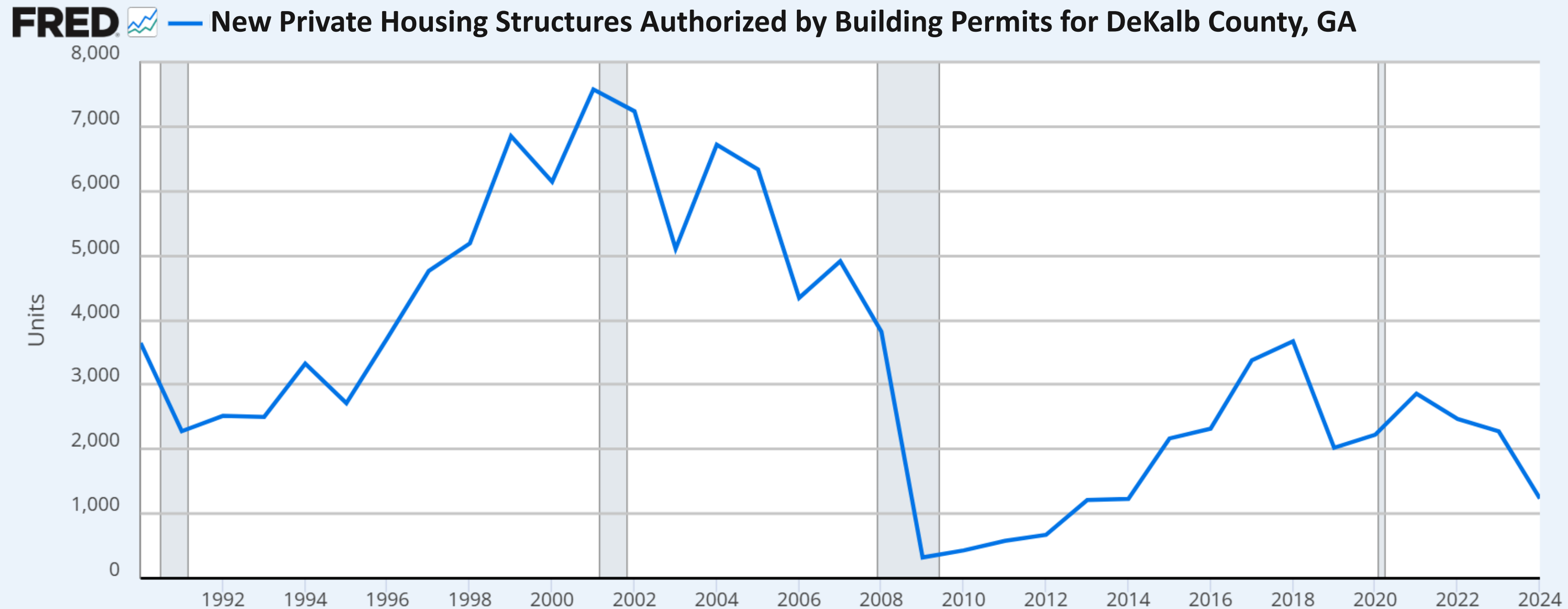
FRED  — Residential Population in DeKalb County, GA



Source: U.S. Census Bureau via FRED®
Shaded areas indicate U.S. recessions.

fred.stlouisfed.org

Supply still hasn't recovered to pre-2008 recession levels



Source: U.S. Census Bureau via FRED®

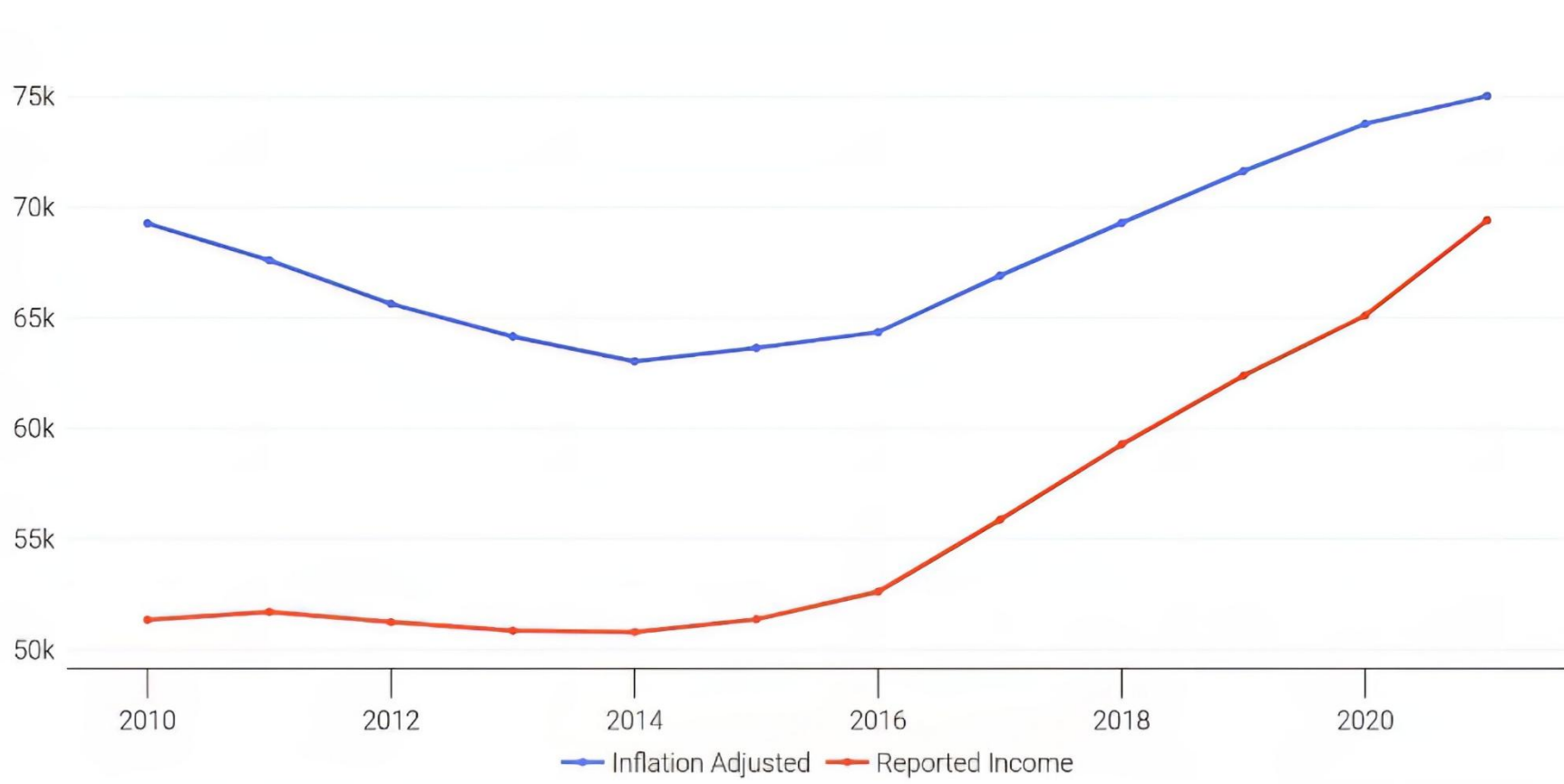
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HOUSING MARKET OVERVIEW

We are in a housing crisis, not just an affordable housing crisis

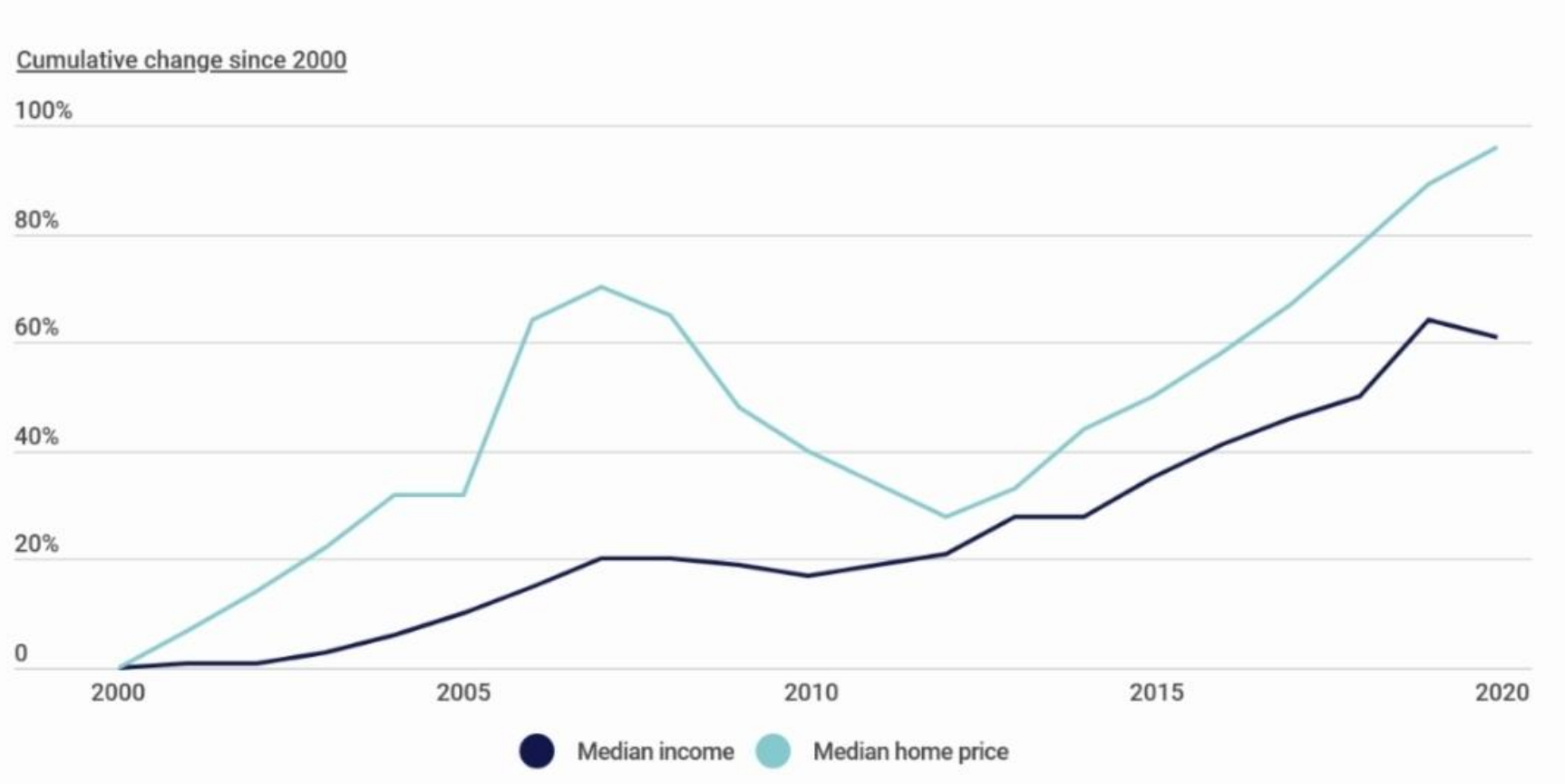
DeKalb County, GA median household income trend (2010-2021)
2022 Inflation-adjustment, using Retroactive Series (R-CPI-U-RS)



Source: U.S. Census Bureau, American Community Survey (ACS) 2017-2021 5-Year Estimates

Neilsberg

Household incomes cannot keep up with increasing home prices



Source: Zillow; U.S. Census Bureau

Housing Within DeKalb: It's Complicated

 **Strong occupancy countywide:**
335,512 housing units with 9% vacancy

 **Value proposition for homeownership**
compared to the metro region

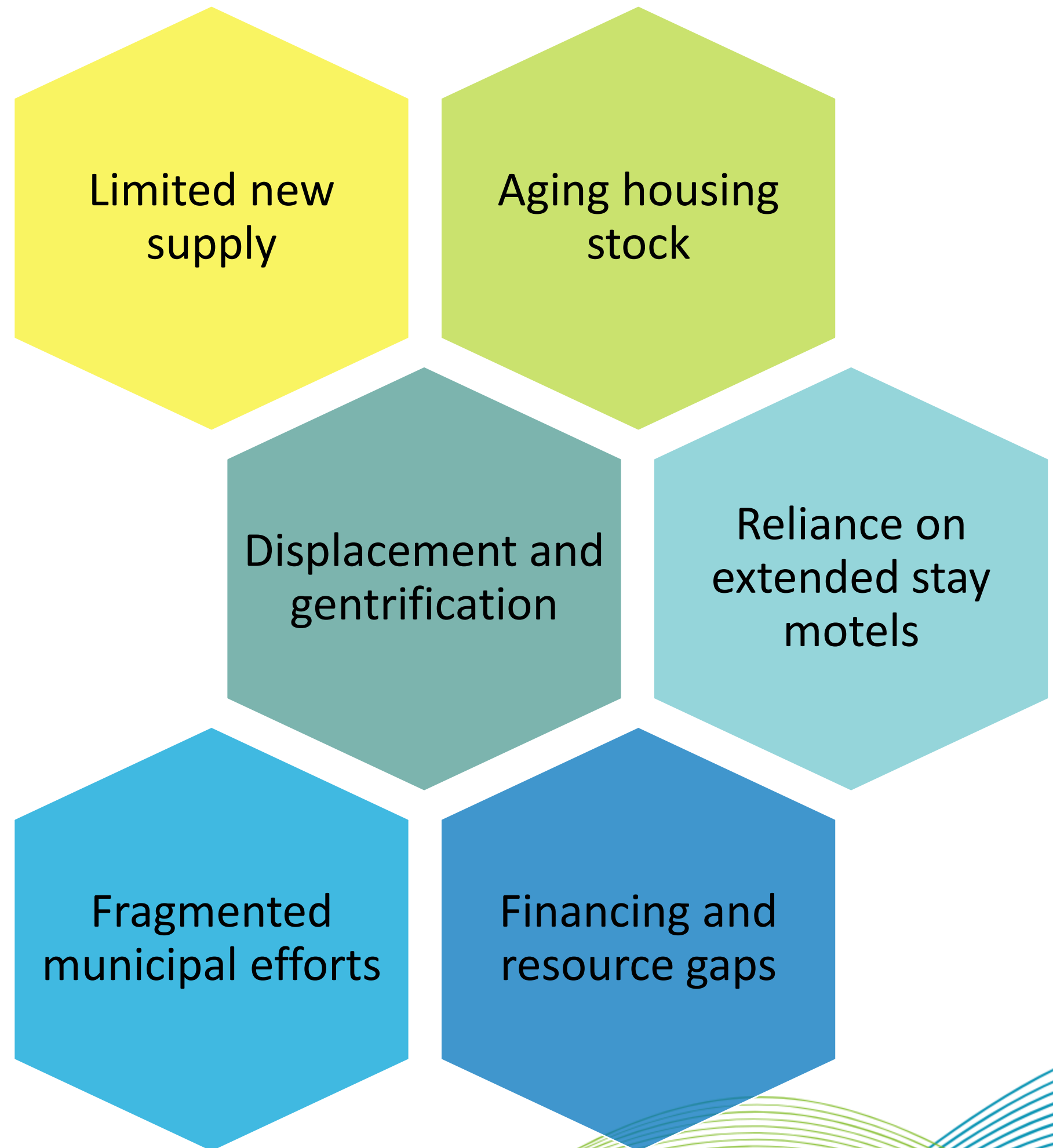
 Increasing population indicates
high desirability

 **Aging housing stock:**
57% of units built before 1990

 39% of households are
cost burdened

 County-level median income
< metro median income by +/- 29%

HOUSING CHALLENGES IN DEKALB COUNTY



Vision:

Roadmap To Housing Stability and Equity



Produce

Increase housing supply. Affordable, Attainable, Housing - Period.



Preserve

Retain and maintain existing housing



Protect

Emphasis on public ownership, homeownership, and community-wealth building models



Promote

Emphasis on sound policy, efficient administration, and community engagement

THEORY OF CHANGE

CONNECTION

Align efforts across County, cities, and partners

CAPACITY-BUILDING

Leverage internal expertise and strengthen nonprofit capacity

CREATION

Produce and preserve housing through land, finance, policy, and redevelopment

NEAR-TERM ACTIVITIES

Launch of
Comprehensive
Housing Plan

Extended stay
hotel unhoused
count

Exploration of
Housing
Investment
Bond

Leveraging
existing County
agencies

Quality Housing
Initiative

Targeted
acquisition and
redevelopment

PATH FORWARD: PARTNERSHIPS

Housing is the foundation of strong communities and economic competitiveness



**"Every home built is a
prayer answered."**

African proverb



DeKalb County
G E O R G I A

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