



Atlanta Regional Housing Forum

Today's Topic:

How HouseATL Aims to Help Shape Atlanta's Housing Future

Today's presentation and materials available online at

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Housing Forum Discussion

September 5, 2018





- Atlanta Housing
- Annie E. Casey Foundation
- ARC/TransFormation Alliance
- Atlanta Apartment Association
- Atlanta BeltLine
- Atlanta Habitat for Humanity
- Atlanta Legal Aid
- Atlanta Neighborhood Development Partnership
- Atlanta Planning Advisory Board
- Atlanta Volunteer Lawyers Foundation
- Bank of America
- Bleakly Advisory Group
- Buckhead CID
- Center for Community Progress
- Central Atlanta Progress
- City of Atlanta
- Civitas Housing Group
- CohnReznik
- Columbia Residential/ Columbia Ventures
- Emory University

HouseATL is a cross-sector group of civic leaders committed to building the political and community will for a comprehensive and coordinated housing affordability action plan in the City of Atlanta. The process has engaged more than 200 civic leaders over the last 9 months.

More than 100 members committed to workshopping the problems and developing recommendations. Representative organization include:

- Enterprise Community Partners
- Federal Reserve Bank of Atlanta
- Fulton County/CoA Land Bank Authority, Inc
- Georgia Advancing Communities Together, Inc.
- Georgia DCA
- Georgia Justice Project
- Georgia Power
- Georgia Stand-UP
- Georgia Watch
- Good Places
- Grove Park Foundation
- Home Builders Association of Metro Atlanta
- Invest Atlanta
- Jacobs
- Kendeda Fund
- MARTA
- Mercy Housing Southeast
- Metro Atlanta Chamber
- Midtown Alliance
- NeighborWorks America
- PadSplit, LLC / Stryant Investments, LLC
- Park Pride
- Partners for HOME
- Partnership for Southern Equity
- Perennial Properties
- Place Properties
- Prestwick Companies
- Quest Community Development
- Regent Partners
- Southface
- SUMMECH Community Development Corporation
- SunTrust
- SWH Partners
- The Center for Working Families
- The Conservation Fund
- Tribridge Residential
- TriStar
- ULI Atlanta
- United Way of Greater Atlanta
- Wells Fargo
- Westside Future Fund
- Wonderroot

September 2017

- Hosted "Ensuring Atlanta's Inclusive Growth" forum on housing affordability and equitable development

October 2017-December 2017

- Initial planning effort to build the case for a cross-sector, multidisciplinary taskforce on housing affordability
- Recruitment of partners and participants

January 2018

- Kick-off meeting
- Discussion of objectives and "North Star"

February 2018

- State of Affairs/ Problems Described
- Proposed working groups and governance structure

March 2018

- Framing the problem(s)
- Working Group KO
- Existing solutions and strategies (e.g. AHA, City for All, ULI)

April 2018

- Taskforce Problem & Vision
- Key City of Atlanta Updates
- Begin with end in Mind: Community Engagement

May 2018

- Working Group Visions
- Initiate conversation on dedicated funding for housing with Mark Willis

June 2018

- Work Group Priorities
- Focus on Private Investment in Preservation and Social Impact Investing

July 2018

- Presentations on Solutions that are Time Sensitive, Essential and Solvable
- Presentation to coordinate with More MARTA

August 2018

- Draft Strategy
- Breakouts and reporting out from taskforce members

September 2018

- Input and Feedback
- Finalize Strategy and Recommendations

HouseATL Taskforce Problem & Vision Statement

Problem: Civic leadership in the City of Atlanta lacks a shared, comprehensive set of policies and adequate funding to address housing affordability.

Because (assumed barriers):

- It is a complicated subject matter, with a lack of knowledge and understanding
- There is a lack of community consensus and political will
- We lack flexible, robust local funding
- Efforts to address are not coordinated among various stakeholders

As a result:

- We are among the worst cities in the US for economic mobility and income disparity.
- Low income Atlantans lives are harder (health, education, housing stability, access).
- We are losing the ‘social mosaic’ of the city.
- We are at risk of losing our ‘affordable’ economic competitive advantage.
- We have a flat or declining amount of affordable housing stock.
- Residents are being displaced from the city.

Vision: Civic leadership in the City of Atlanta has a shared, comprehensive set of policies and adequate funding to address housing affordability.

	Community Retention	Existing Affordable Housing Preservation	Under 50% AMI	Public Resources for Production	New Private Investment
Problem Statement	Low-and moderate-income residents, businesses, and institutions in the City of Atlanta's predominantly black and brown neighborhoods experiencing significant investment, are not able to prosper in place once investments are made.	Residents, both owners and renters, find that existing affordable housing stock is rapidly declining due to both physical deterioration and obsolescence, and renovation and redevelopment and rent increases . Preservation tools to address this crisis are severely limited and not aligned.	Families and individuals with less than half of the region's median income (40% of households) in the City of Atlanta do not have access to sufficient housing options and are increasingly vulnerable to eviction, displacement, and homelessness.	Public sector agencies influencing housing in the city of Atlanta lack sufficient and sustainable resources, coordinated leadership, and a shared vision for coordinating resources (i.e., land, regulatory reforms, and revenue) to execute on the continuum of affordable housing need .	Users and providers of capital who are creating and preserving housing in the city of Atlanta do not have sufficient, lower priced capital to meet <u>affordable</u> housing needs.
Leadership	Odetta McLeish-White and Frank Fernandez	Tayani Suma and Sara Haas	Cathryn Marchman and Leonard Adams	Terri Lee and Bruce Gunter	Meghan Shannon Vlkovic and Sarah Kirsch



Initial Recommendations to Advance Affordable Housing and Community Retention

August 7, 2018

DRAFT



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Investing in an Affordable Atlanta

\$1 billion of local, flexible resources that enable 20,000+ new and preserved homes over the next 8 – 10 years affordable to those earning 0 – 120% of metro Atlanta area's median income (AMI).

\$500M in Public Resources:

- (1) Create policy to prioritize underutilized and surplus publicly owned assets (land and buildings) for community development, yielding 300 – 500 affordable homes annually.
- (2) Issue a new \$250 million bond for housing.
- (3) Allocate existing public funding, \$10 - \$30 million annually.
- (4) Establish new, dedicated, sustainable funding source for housing yielding \$5 - \$15 million annually. Public funds should prioritize area of greatest need, below 50% AMI and supportive housing.

\$500M in Private Resources:

- (1) \$20 - \$50 million annual investment from new social impact funds, philanthropy, and other private capital.
- (2) Secure \$50 - \$75 million in funding for affordable single-family preservation through New Markets Tax Credits.
- (3) Regulatory reform for 250 – 350+ new affordable homes annually. Target changes to ensure innovative solutions are code compliant, create cost savings, and boost production.



Prioritizing Community Investment without Displacement

One of the most time-sensitive needs is to ensure that Atlantans facing pricing pressures today have responsive resources today. If we do not address impending displacement now, we will permanently lose much of the 'social mosaic' we treasure in our city. Immediate actions include:

Comprehensive anti-displacement initiative:
(1) Short-term and emergency solutions for those facing eviction
(2) Renters' rights programs and education
(3) Property tax relief for affordable housing produced or preserved and existing owners
(4) A toolbox of funding options for legacy business.

Additional priorities:
Develop comprehensive wealth building programs (e.g. pathways to ownership and financial literacy) for low and moderate-income residents and businesses in Atlanta's predominantly Black and Brown neighborhoods experiencing significant investment.

Launch a focused outreach campaign about Tenant Based Voucher Programs aimed at apartment owners and property managers to encourage higher participation and acceptance.



Working Together Better & Smarter

To achieve our goals, we must work in more coordinated and collaborative ways – within sectors and across sectors.

A Funders' Collective. Create a system for private and philanthropic resources to leverage public dollars to create and preserve affordable and mixed-income housing. A coordinated and braided (public, private, and philanthropic) investment system is essential to success.

Cabinet Level Housing Position. Establish a cabinet-level position who works on behalf of the mayor and is responsible for (1) coordination across agencies that touch housing (2) the policy, coordination, and assemblage of public land for affordable housing (3) participation in funders' collective (4) creating and monitoring database of existing affordable housing for preservation and (5) a cross-sector government affairs strategy to help influence policy.

Non-Profit Capacity. Expand support for non-profit and community-based developers focused on long-term affordability, mixed-income communities, and quality affordable housing for very low-income families through multi-year operating support, resource alignment, and relationship building.



Empowering Atlantans: Education & Engagement

To be successful and have staying power, we must empower residents and stakeholders with good information and meaningful opportunities to shape our future.

Expand understanding among regional leaders, policy makers, and professionals on how to address housing affordability across income bands (i.e. 0 - 120 % AMI) through educational resources and case studies highlighting successes and results.

Strengthen civic infrastructure by evaluating the Neighborhood Planning Unit (NPU) system and identifying opportunities for deeper engagement while leveraging arts & culture, parks & greenspace, and other ways to meet Atlantans in their neighborhoods.

Create a communications strategy to educate residents on the importance and value of affordable housing and align strategy with tactics set forth in the community engagement playbook.

Design inclusive decision making. Develop processes and programs that support inclusive decision making which reflect the core values outlined in the Atlanta City Design: Equity, Nature, Progress, Access, Ambition.



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