

# ARC Housing Updates

Atlanta Regional Housing Forum

December 3, 2025



## Vision

ONE **great** REGION

## Mission

*Foster thriving communities for all within the Atlanta region through collaborative, data-informed planning and investments.*

## Values

**Excellence** | **Integrity** | **Equity**

## Goals



**Healthy, safe, livable communities** in the Atlanta Metro area.



**Strategic investments** in people, infrastructure, mobility, and preserving natural resources.



Regional services delivered with **operational excellence** and **efficiency**.



**Diverse stakeholders engage** and take a regional approach to solve local issues.



**A competitive economy** that is inclusive, innovative, and resilient.

METRO ATLANTA

**SPEAKS**



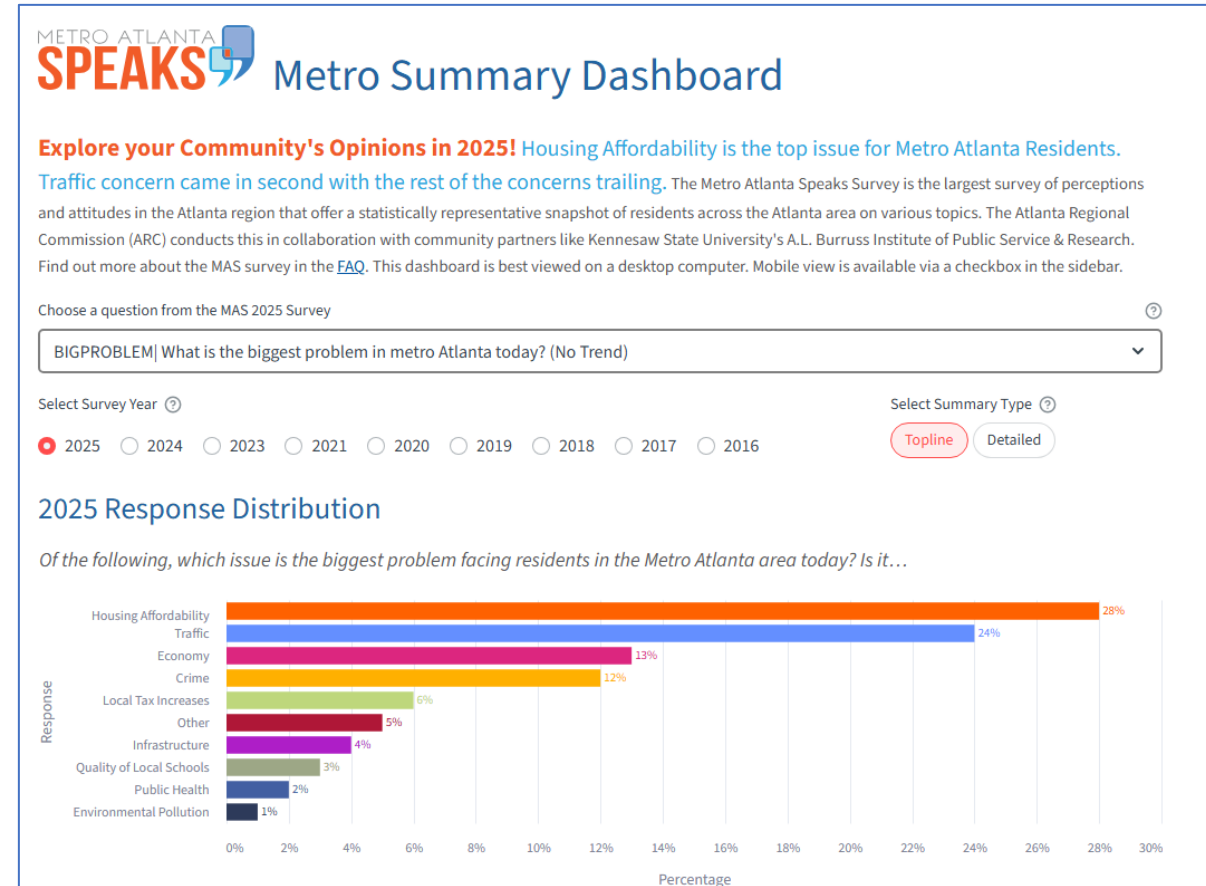
# Metro Atlanta Speaks Survey



Atlanta Regional Commission

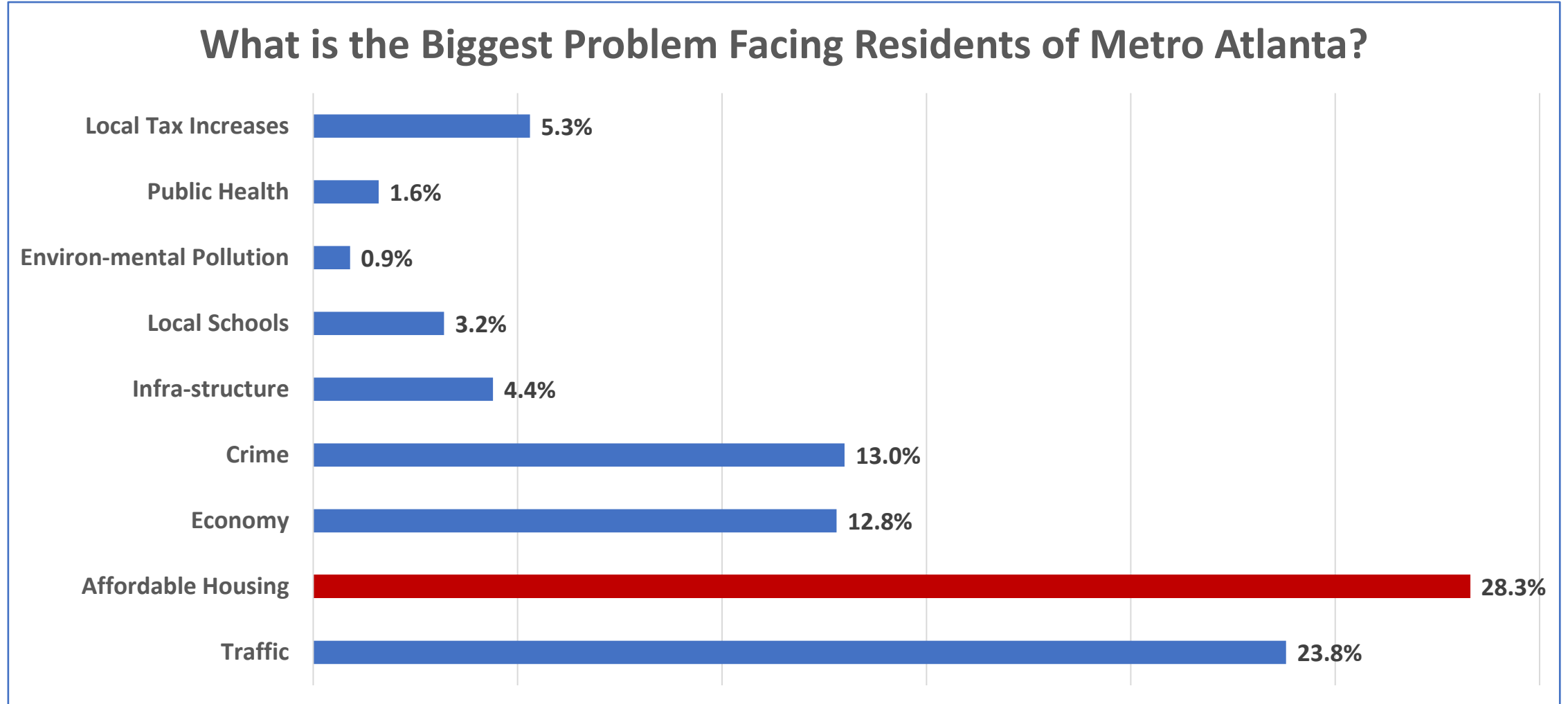
# Metro Atlanta Speaks Survey 2025

- **Housing affordability** is the Atlanta region's top concern, according to the 2025 Metro Atlanta Speaks public opinion survey.
- 2025 marks the 12th year of the Metro Atlanta Speaks survey.
- The survey covers an 11-county region and is statistically significant to the county level, as well as for the City of Atlanta.



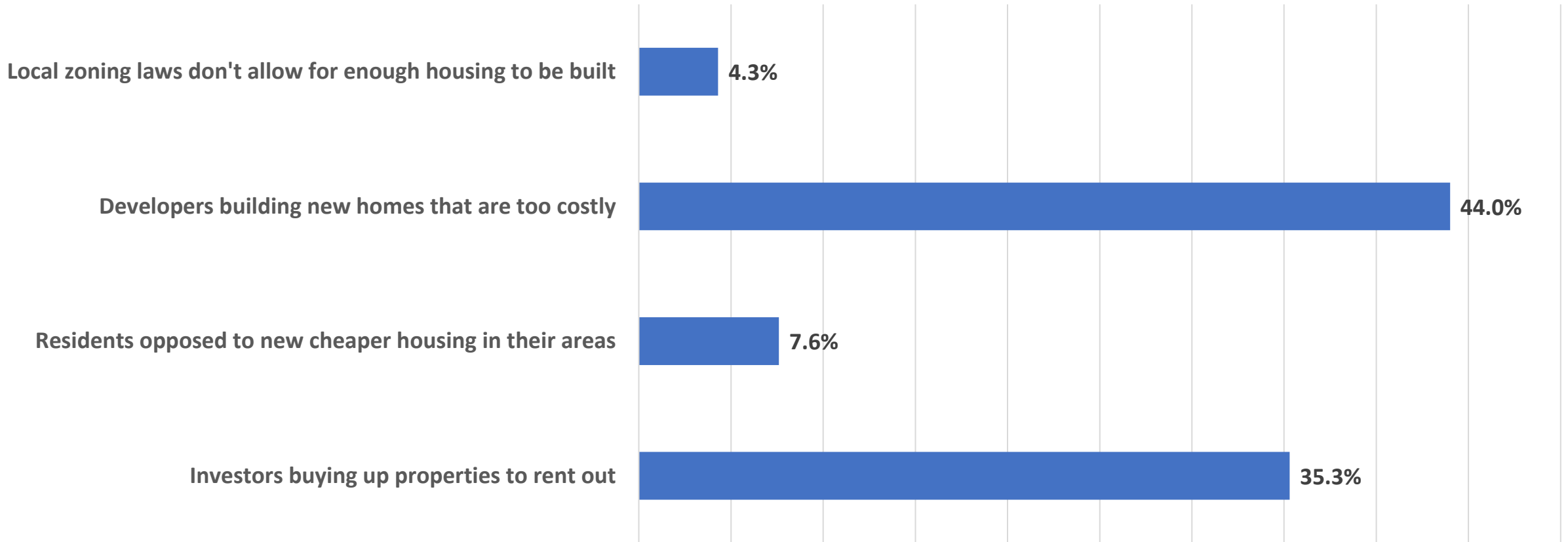


# Metro Atlanta Speaks Survey 2025: Biggest Problem



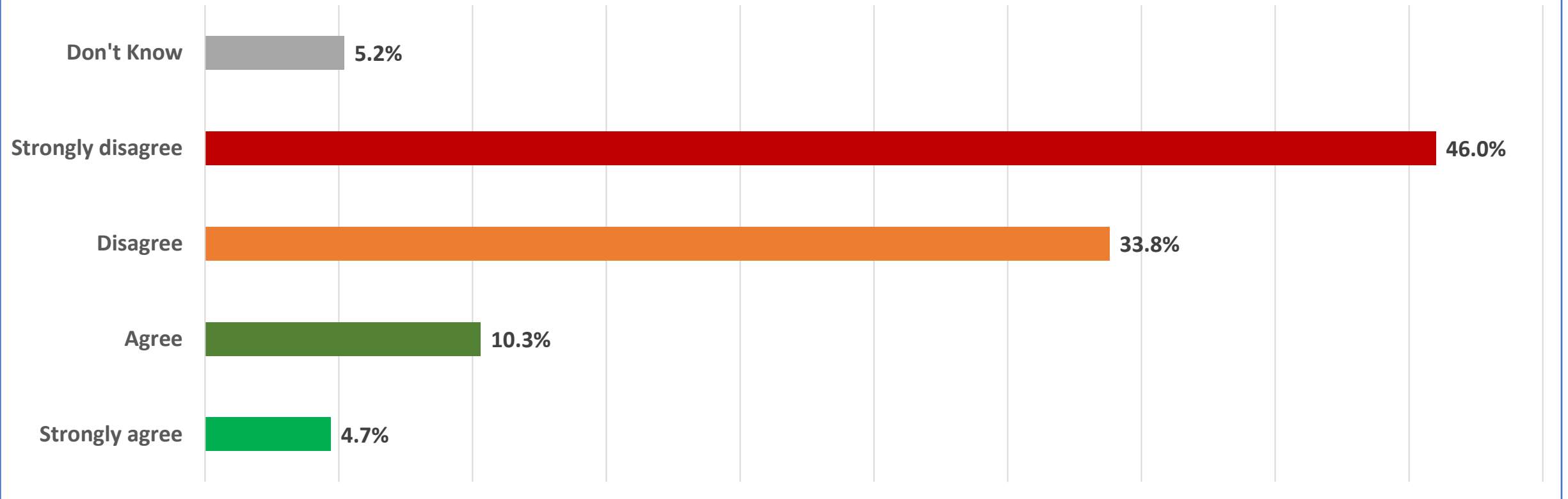
# Metro Atlanta Speaks Survey 2025: Housing

What are main reasons for housing affordability problems in metro Atlanta?



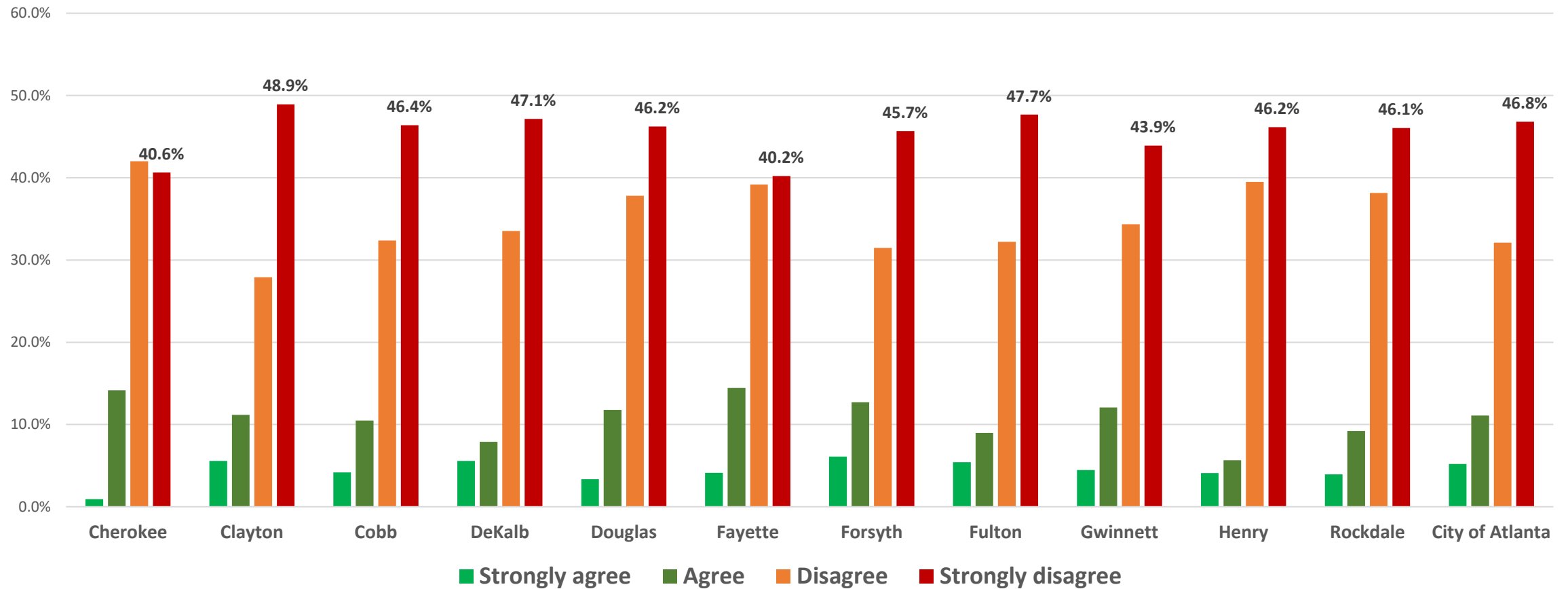
# Metro Atlanta Speaks Survey 2025: Housing

"Low-wage workers employed by local businesses have no problem finding affordable housing in my community"



# Metro Atlanta Speaks Survey 2025: Housing

"Low-wage workers employed by local businesses have no problem finding affordable housing in my community"





# ARC's Housing Work Program 2025-26



## 2025 ARC Housing Impacts

- Launch of the agency's first **Regional Housing Strategy**
- **Metro Atlanta Housing Strategy Toolkit:** One-Pager with location-specific housing recommendations
- Increased housing planning assistance to local governments through **Community Development Assistance Program (CDAP)**
- Creation of **Housing Day in Leadership Program (RLI)**
- **2025 Housing Leadership Academy**

## 2026 Housing Vision

- Adopt and Implement **Regional Housing Strategy**
- Develop and Implement **Regional Dashboard**
- **Internal ARC Department alignment:** Housing + Aging, Transportation, Workforce Development
  - **External Tool & Resource Development**
  - **Convening and Local Assistance**
- Create First **Regional Economic Mobility Strategy** in partnership with housing leaders.





# ARC Regional Housing Strategy



# ARC Regional Housing Strategy Goals



Set a vision for housing in the region and clear goals for housing production and preservation should be prioritized



Outline the steps needed to get there, and responsible parties (including net new housing goals for jurisdictions)



Develop new regional tools and actions needed and establish the accountability mechanisms required to ensure progress and results.



Enhance ARC's role in supporting regional progress toward housing goals, with a focus on production, preservation, and stability.

# ARC Regional Housing Strategy Timeline

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## Project Timeline

### August 2025

Project Kickoff | Advisory Group Developed (Internal and External)

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### October-December 2025

Survey | Project Advisory Group Meetings | Review of Internal and External Tools | Regional Housing Data Analysis

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### January-April 2026

Draft Policy Framework and Stakeholder Engagement | Focus Groups | Housing Summit | Final Recommendations

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# ARC Regional Housing Strategy Advisors

## Internal Advisory Committee

ARC Aging & Independence Services  
ARC Community Development  
ARC Mobility Services  
ARC Natural Resources  
ARC Research & Analytics  
ARC Transportation Planning  
ARC Workforce Solutions

## External Advisory Committee

Chair, Gwinnett County Board of Commissioners  
Chair, Henry County Board of Commissioners  
Mayor, City of Decatur  
  
Atlanta Neighborhood Development Partnership (ANDP)  
City of Atlanta, Office of Policy  
College of Design, School of Building Construction, Georgia Tech  
Community Foundation for Greater Atlanta  
Enterprise Community Partners  
Enterprise Innovation Institute, Georgia Tech  
EQ Housing Advisors  
Georgia Department of Transportation  
Georgia Power  
HouseATL  
Metro Atlanta Chamber  
Neighborhood Nexus  
United Way  
Urban Land Institute District Council Chair

# ARC Regional Housing Strategy Focus Groups

Funding Housing  
Across the Region

Innovative  
Strategies for Land  
and Housing

Setting and Tracking  
Local and Regional  
Housing Goals

Lowering the Cost  
of Housing +  
Transportation

Addressing Housing  
Needs for Low-  
Income Households  
and the Unhoused



# ARC Local Assistance and Housing Successes







# Amplifying Regional Housing Successes: ARC State of the Region




# Metro Atlanta Housing Strategy Toolkit: 2025 Updates

**METRO ATLANTA  
HOUSING STRATEGY TOOLKIT**

MAPSTRATEGIESRESOURCESABOUT



**A Guide to Help Communities Understand Their Housing Challenges and Explore Solutions through Actionable Strategies**




### Explore Housing Data by County/City

i.e., Cherokee or Sandy Springs


Q

Explore Housing Data by [Metro Atlanta Region](#)



### Strategies

Explore adaptable strategies that ignite conversations and offer tailored solutions for your community's unique needs.



### Resources

Use these resources to deepen your understanding and gain practical guidance for implementing the strategies effectively.



# Community Development Assistance Program (CDAP)



2025 – 2026 Housing Planning

## Clarkston Housing Summit

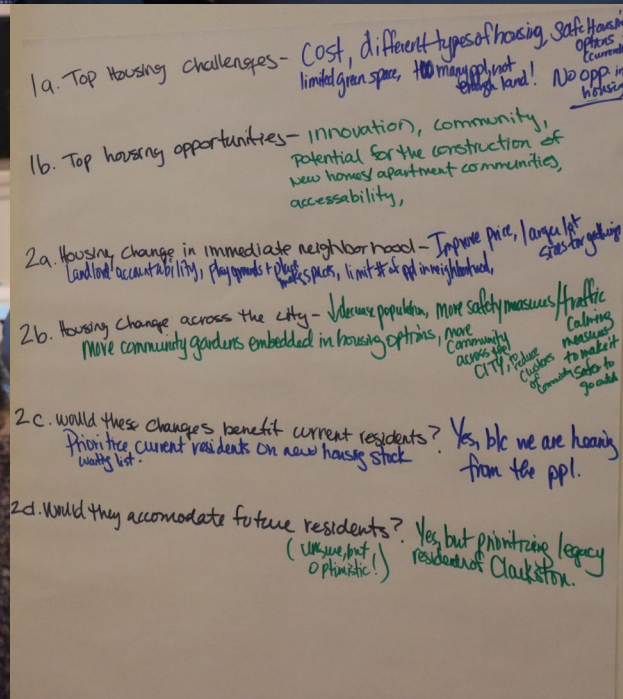
- First ARC community-wide summit April 2025
- Mini-summits (2)

## Rockdale County Housing Assessment

- Staff assistance

## Clayton County Housing Assessment & Strategy

- Grant funded



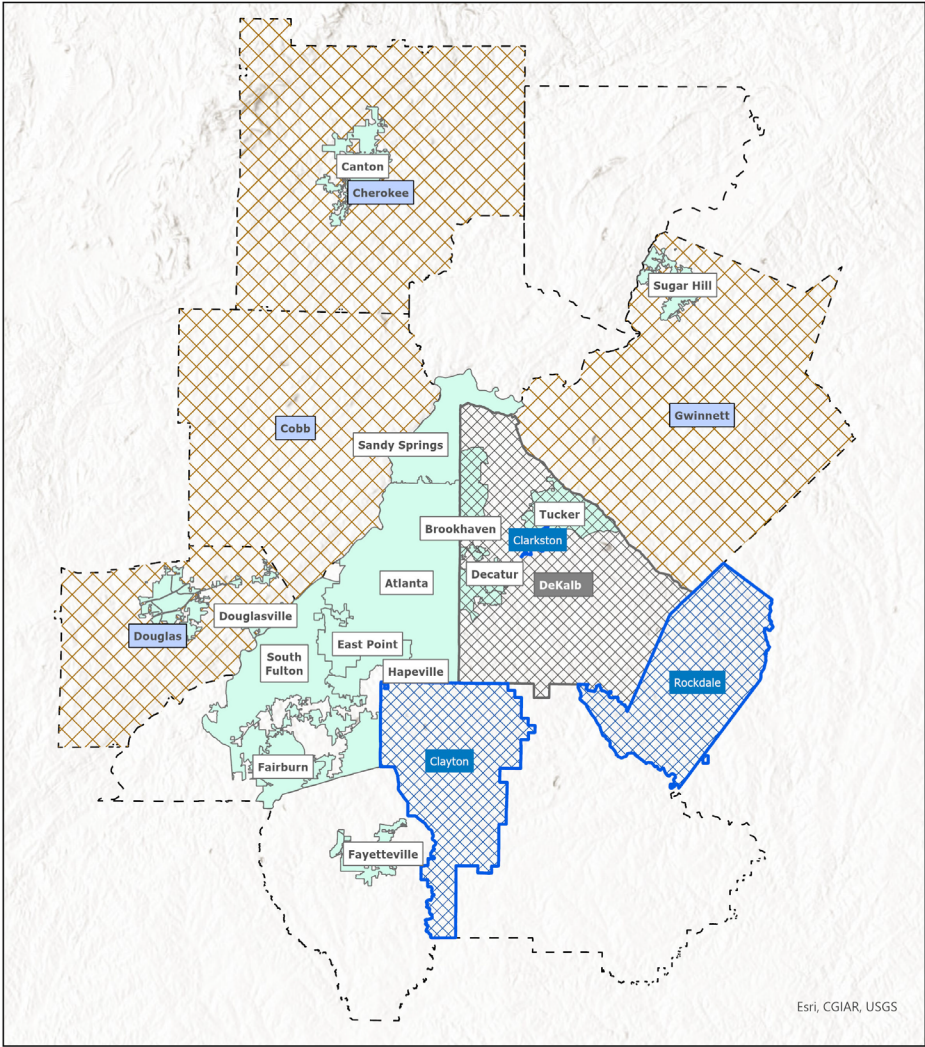


# ARC Scan: Regional Housing Plans

The following counties and cities have commissioned housing plans within the past 10 years:

Canton	Cherokee	Cobb	Gwinnett	Atlanta
Decatur	Sandy Springs	East Point	Hapeville	South Fulton
Brookhaven	Fairburn	Sugar Hill	Douglas County	Douglasville
Fayetteville		Tucker		

Goal: to increase the number of housing plans across the region.



- Legend
- Cities having housing reports
  - Counties having housing reports
  - ARC counties
  - ARC Housing Studies (2025-2026)
  - Housing Assessment proposed: 2025

# Livable Centers Initiative (LCI)



## Housing in LCI Areas

### LCI 25 Year Impact Report

- Most new housing added in LCI areas.
- Most expensive rentals added in LCI areas.
- Significant contribution to Missing Middle housing options being recommended and codes being changed.
- Areas for improvement: need for more affordable rental units, more ownership opportunities, address cost burden





# 2025 Housing Leadership Academy (HLA)

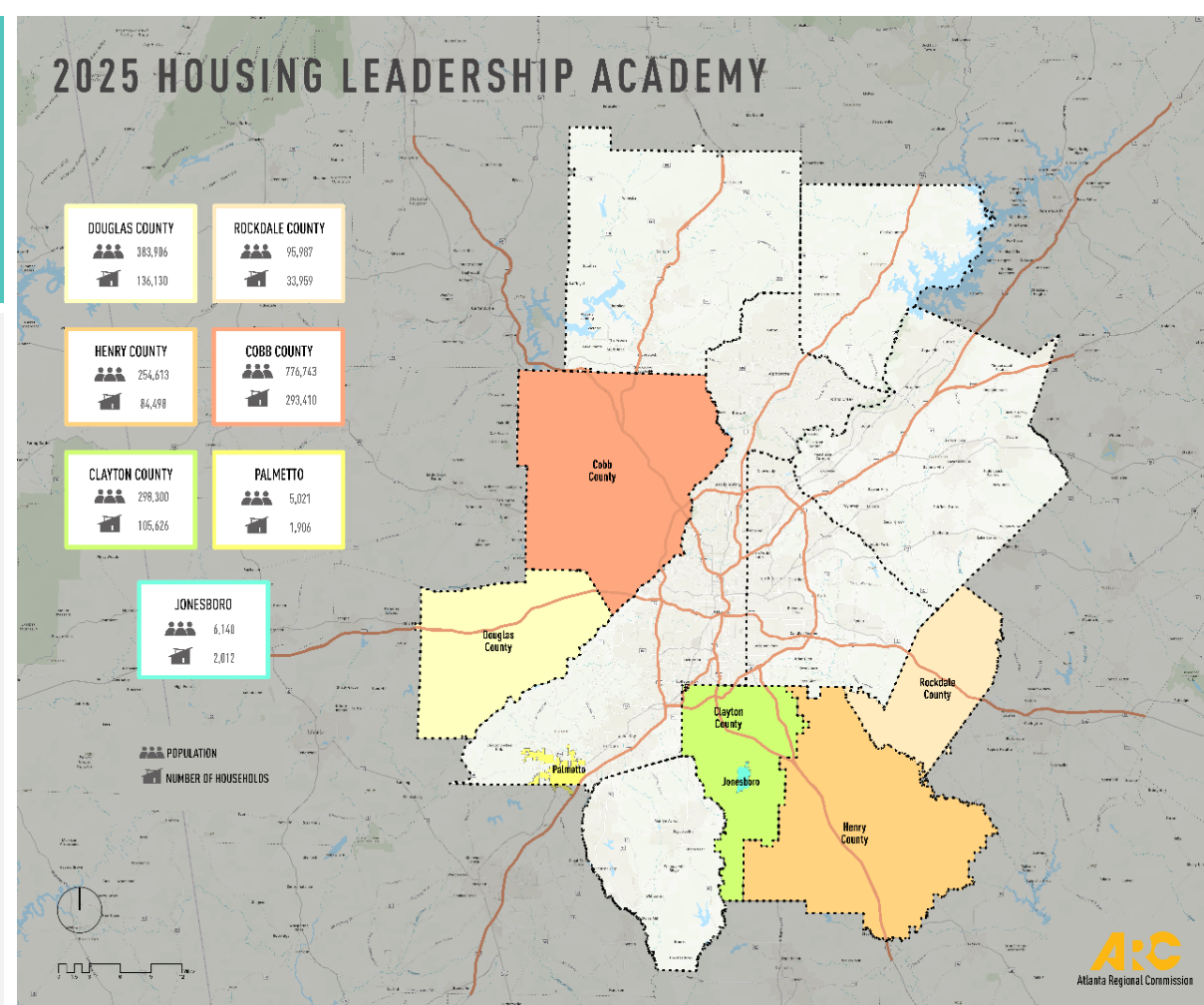
**Housing Leadership Academy (HLA)** is a year-long program for Metro Atlanta mayors and elected officials to explore housing challenges and lead efforts to improve housing affordability in their communities.

## 2025 Topics

- Homelessness
- Innovative Housing Options
- Aging in Place
- Regulatory Barriers
- Financial Strategies

## Meeting Dates

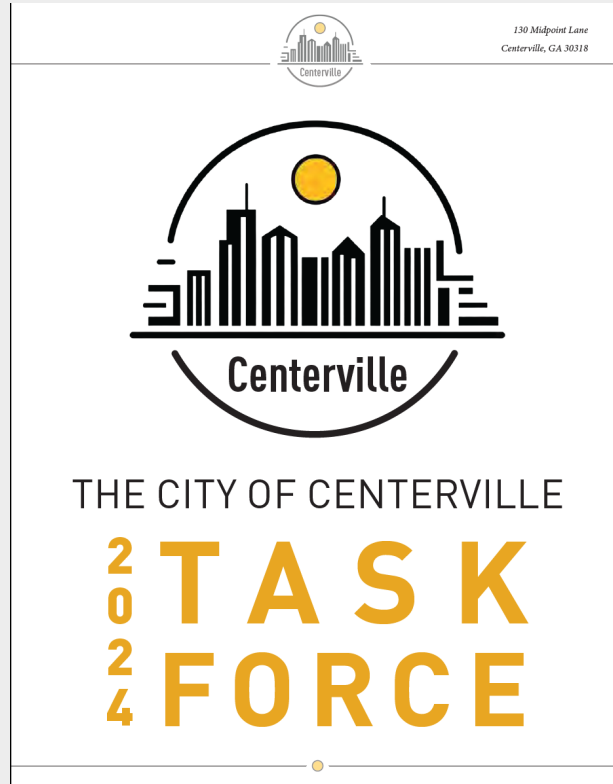
- April 10th
- June 12th
- August 20th
- October 2nd



# 2025 Regional Leadership Institute (RLI)



The RLI participants become the **City of Centerville Task Force** for this immersive day of housing policy education



# 2025 Community Planning Academy (CPA)



## ARC's **Community Planning Academy** Training for Local Advisory Board Members

- Helps local planners in metro Atlanta bolster their knowledge of planning and zoning
- 2025 participants learnt about housing data, local solutions, and how to undertake a housing study.
- 57 participants from 24 local governments in the program.

# Regional Housing Task Force

The Regional Housing Task Force meets quarterly as a space for participants to discuss housing policies and best practices, and for practitioners to leverage their individual programs and capabilities regionally.

Subscribe to RHTF emails: [Regional Housing Task Force - ARC](#)

# ARC Housing Web Pages

## HOUSING LEADERSHIP ACADEMY

Elected leaders meet over a one-year course to explore the region's housing challenges and identify their leadership roles for affordable housing in their communities and Metro Atlanta.

## METRO ATLANTA HOUSING STRATEGY TOOLKIT

An interactive digital toolkit that provides detailed information and data about the region's housing market to the neighborhood level and offers a set of actionable steps local communities can take to address their housing challenges.

## ATLANTA REGIONAL HOUSING FORUM

A quarterly educational event designed to engage affordable housing and community development stakeholders from a broad cross-section of audiences.

## HOUSING PLANNING AND TECHNICAL ASSISTANCE

ARC offers a variety of planning activities and assistance for communities to understand and impact housing in the region.

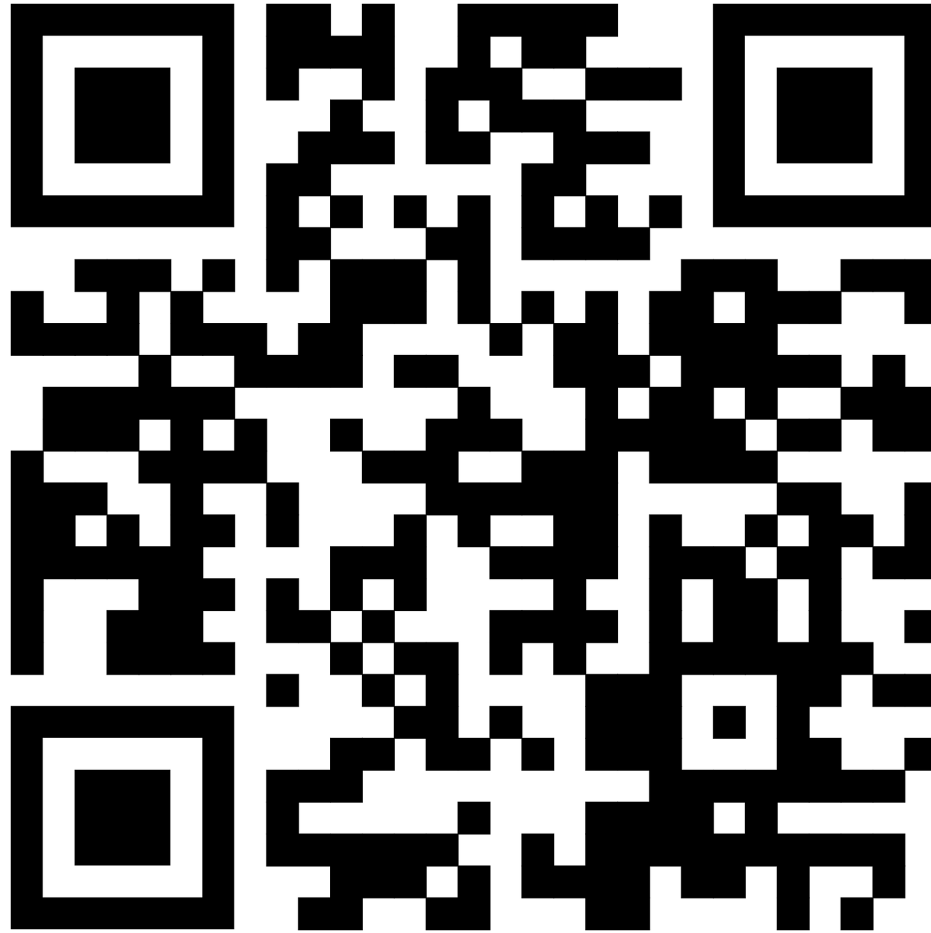
## REGIONAL HOUSING TASK FORCE

The Regional Housing Task Force meets quarterly as a space for participants to discuss housing policies and best practices, and for practitioners to leverage their individual programs and capabilities regionally.

## REGIONAL HOUSING STRATEGY

2025-2026: ARC's first agency-wide housing strategy aimed to create a set of unified housing policy priorities for the agency and region, assess potential points of impact, develop resources, and measure our progress towards meeting this challenge. Reach out to [kallin@atlantaregional.org](mailto:kallin@atlantaregional.org) with questions.

# Metro Atlanta Housing Strategy Toolkit







# Questions

Samyukth Shenbaga  
Managing Director

[sshenbaga@atlantaregional.org](mailto:sshenbaga@atlantaregional.org)

A photograph of the Atlanta skyline at night, featuring the Georgia State Capitol building and other skyscrapers. In the foreground, a multi-lane highway is visible with light trails from cars, indicating long-exposure photography. The sky is a deep blue with some clouds.

ONE  
**great**  
REGION