



RAPID HOUSING INITIATIVE

Atlanta Regional Housing Forum

MORAL IMPERATIVE

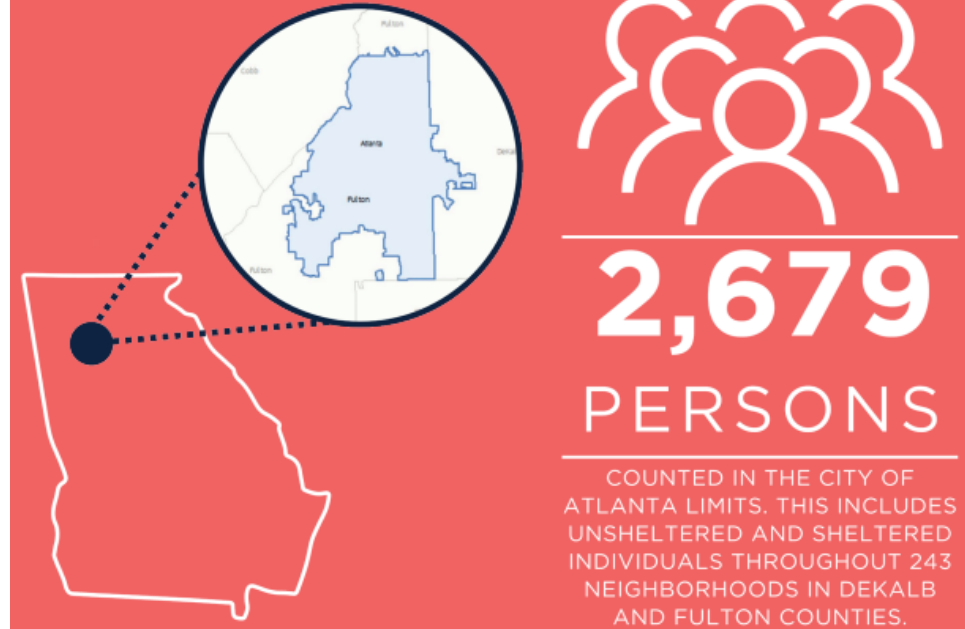
CHALLENGE

- Too many Atlanta families are experiencing homelessness – or are one disaster away from it – and on a precarious spectrum of housing insecurity
- Fear, stigma, and misunderstanding makes it difficult for private developers to enlist community support for supportive housing proposals

ANSWERING THE CALL

- *Atlanta is a Group Project*: it is our shared moral imperative to roll up our sleeves and work together to lift our unhoused residents out of homelessness
- *Supportive housing needs supportive neighbors*: calling on residents to help us accelerate deployment of safe, dignified rapid housing & supportive services across City

Source: Partners for Home



“We know every night hundreds of Atlantans sleep in our parks or under our bridges. It’s not just a humanitarian crisis. It’s a public health crisis. This is unacceptable. We need to make changes.”

– Mayor Andre Dickens

COORDINATED ACTIONS

EXISTING PROGRAMS

- **\$11.5M** Rapid Housing funding approved in 2023
- **\$870k** for Hope Atlanta to serve unhoused residents at airport
- **1,158 households housed** through the LIFT 2.0 program - halfway to goal of 1,500 by end of 2024

NEW RESOURCES AND FUNDING

- **Housing Help Center** has taken 600+ applications, successfully referred 170+ clients since launch in October 2023
- **\$2.5M** approved for eviction diversion & right to counsel
- **\$2.4M** to place unhoused residents living under bridges and overpasses into permanent housing
- **\$700k** to address critical funding gaps for City's low-barrier shelter, Gateway Center
- **\$350k** for placed-based street outreach and rehousing in neighborhood nodes and corridors with acute need



RAPID HOUSING INITIATIVE

PURPOSE

Initiative to support Atlanta's residents experiencing homelessness by providing **500 units** of safe, dignified, quick-delivery housing on public land by end of 2025

TIMELINE & FUNDING

- August 2023: **\$4M** Executive Order to launch Phase I
- October 2023: **\$7.5M** in housing bond funds allocated
- Q1 2024: **\$3M** from Housing Trust Fund for Phase II

PROJECT PIPELINE

- **The Melody** – 40 units opened in February 2024
- **Waterworks Reservoir** – ~65 units
- **ITC Campus** – ~32 units
- **405 Cooper Street** – ~100 units



EXISTING CAPACITY

WHAT WE HAVE

- Atlanta's Continuum of Care (CoC) is tasked with creating and executing the **strategy to make homelessness rare, brief, and nonrecurring** in Atlanta
- A pipeline to deliver **610 dedicated units** of permanent supportive housing across 25+ properties (168 units online)
- **Over 1,600 emergency shelter beds** operated by 19 different non-profit providers
- LIFT 2.0, a program to **rehouse 1,500 households** currently living in encampments (900+ placements to date)

WHAT WE DON'T HAVE

- Dedicated revenue for homelessness
- Medicaid expansion
- Central access point for comprehensive services

KEY TERMS:

Emergency Shelters

Immediate, temporary housing facility for people who are homeless while working to be rehoused

Permanent Supportive Housing

Long-term affordable housing paired with individualized supportive services, in which a tenant enters into a lease or occupancy agreement

GAPS TO ADDRESS THROUGH...

- State funding
- County services and coordination
- Corporate and philanthropic support

EXISTING CAPACITY

PSH PIPELINE

610 units

208 online



APPENDIX: Project Pipeline

THE MELODY

A NEW MODEL FOR QUICK-DELIVERY HOUSING

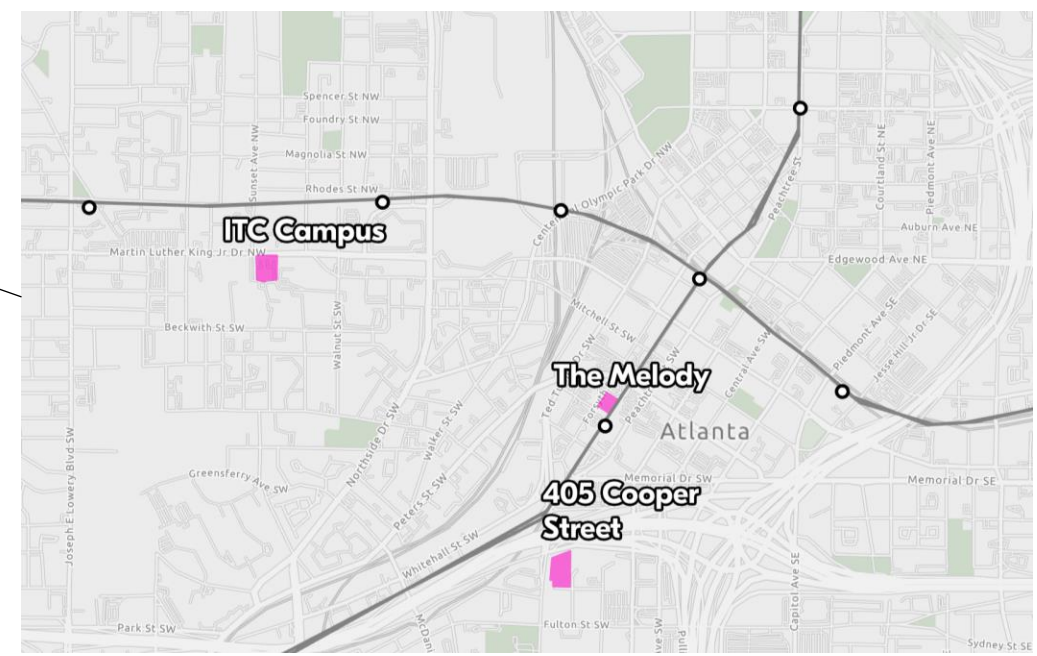
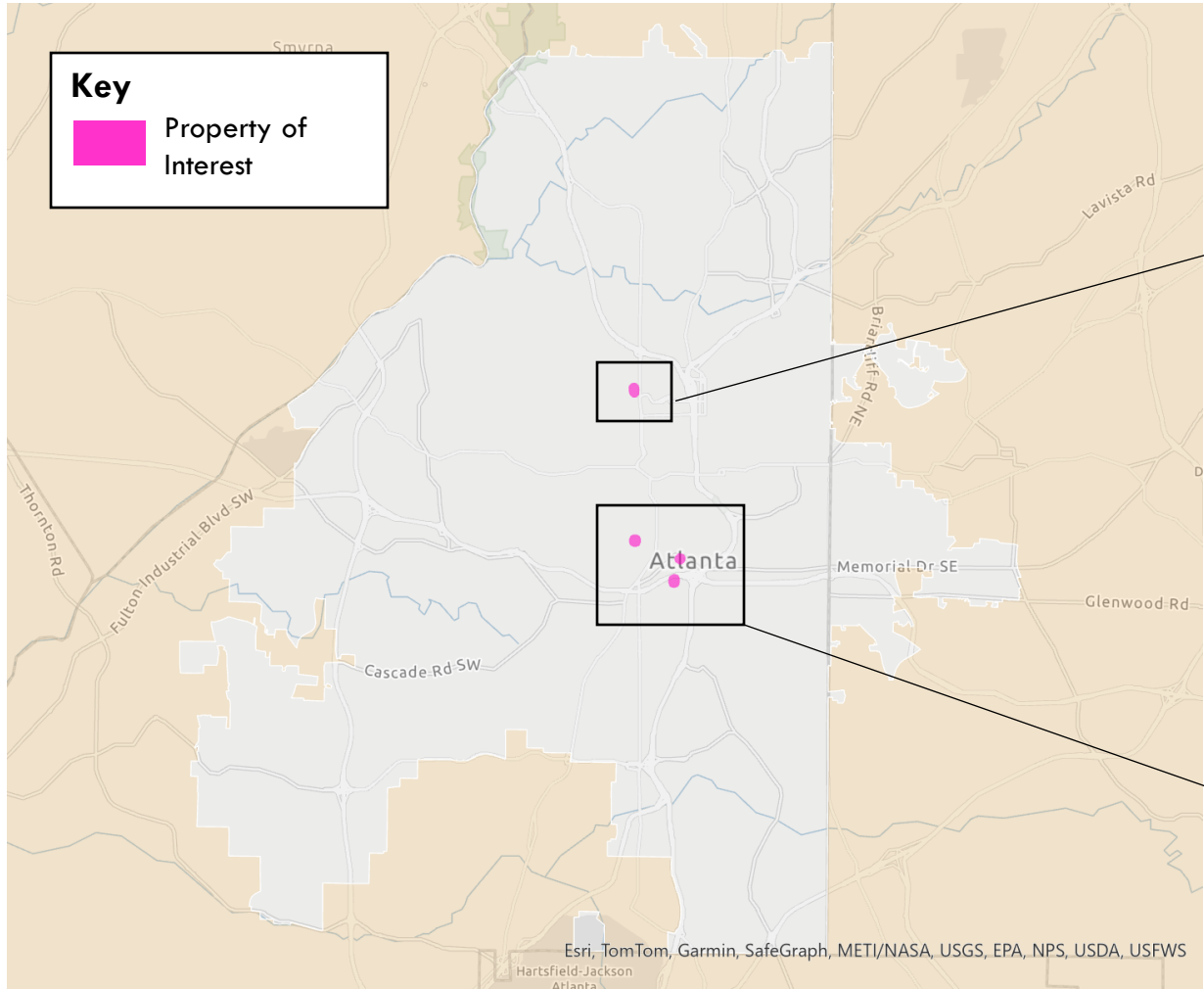
In just 4 months, transformed a City-owned surface parking lot into high-quality supportive housing with wraparound services, amenities, and dedicated staff

PROJECT FEATURES

- **40 studio units**, each with its own bed, bathroom, and kitchenette
- **Supportive services** and personal case management
- Trauma-informed design principles; 32 units ADA accessible
- Amenities include dog park, community spaces, landscaping
- Site is 100% access-controlled and has a state-of-the-art camera security system
- Construction took just **60 days** at a cost of **\$125k/unit**



RAPID HOUSING PROJECT PIPELINE (DRAFT)



PROPERTY #3

Location

**405 Cooper Street
Mechanicsville**

Estimated Rapid Housing Units

100

Size

4 acres

Notes

- Working with APS and Fulton County to acquire both properties
- Believe the site is large enough to accommodate mixed income units over 2 phases
- Substantial existing encampment on the site
- Site is near Garnett MARTA station and downtown resources
- 2nd phase could support 100-150 additional housing units



NEXT STEPS

Q1 2024

- Work with City Council to approve additional \$3M in HTF funding for Phase II
- Funding will support due diligence and pre-development work, getting ~200 units across two sites shovel-ready

Q2 2024

- Break ground on Phase II sites
- Enlist support of public and private partners to finalize permanent financing, service providers, long-term operating subsidy

Q3 2024

- Identify candidate sites for Phase III
- Scale up initiative to deliver 500 units by end of 2025



HOW YOU CAN GET INVOLVED

Atlanta is a group project; this project embodies that spirit. Supportive housing needs supportive neighbors.

Potential opportunities to support and partner include:

- **Publicizing and attending** upcoming events
- **Sharing the City's success stories** through social and other digital channels
- Connecting the Initiative with **passionate partners**, including local consumer-facing businesses
- **Identifying and sharing land opportunities** that might be suitable for rapid housing
- **Fundraising for a dedicated non-profit entity** created to fully support the Rapid Housing Initiative
- **Help us listen** – share insights with City leaders on how we can adjust, improve, and address blind-spots



Ribbon cutting for The Melody, the first phase of the Mayor's Rapid Housing Initiative



Thrive Sweet Auburn, a 114-unit affordable housing development with 24 supportive units

QUESTIONS & FEEDBACK