

Atlanta Regional Housing Forum

Wednesday, December 6, 2023





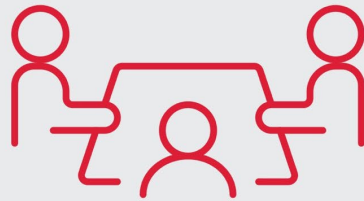
About Us

HouseATL is a cross-sector membership coalition of civic leaders committed to building the public will for a comprehensive and coordinated housing affordability action plan for Atlanta.



380

**MEMBERS FROM
210 ORGANIZATIONS**



5

**WORKING
GROUPS**



8

**GUIDING
PRINCIPLES**



23

**DATA-DRIVEN
RECOMMENDATIONS**

HouseATL Timeline

2017

- Visionary partners host educational series for political candidates
- Vision partners make resource commitments to develop coalition
- Case statement developed to recruit stakeholders

2018

- January launch of “coalition of the willing” with monthly gatherings
- Executive Committee formed
- Peer exchange to Seattle
- Research and problem statement development
- 23 strategic recommendations made
- Website
- Four Working Groups formed

2019 & 2020

- Mayor responds with One Atlanta Housing Plan
- Policy- QAP recommendations and HOB advocacy
- Prioritizing Communities - emergency assistance coordination
- Pipeline Review initiated
- Atlanta Affordable Housing Fund launched
- Case studies
- Newsletter
- 100 Great Ideas

2021

- ULI concludes staffing support
- Exec Committee converts to Advisory Board
- Advisory Board signs agreement with Community Foundation as fiscal sponsor

2022

- Executive Director hired
- Board job description, bylaws, and officers formalized
- Membership structure initiated

Guiding Principles

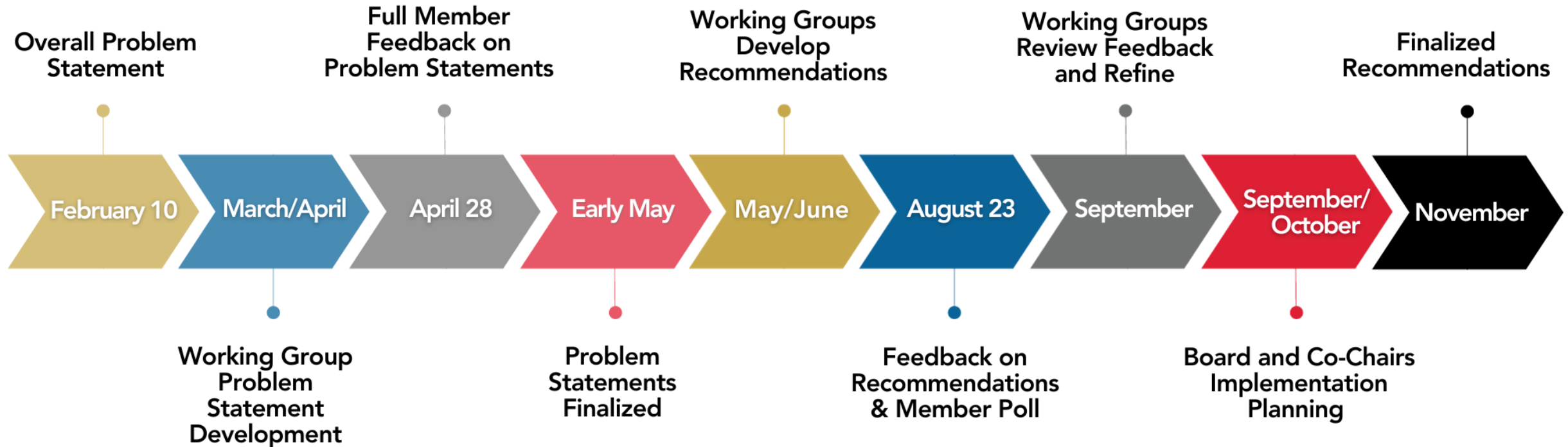
HouseATL is guided by a set of principles adopted in 2018 through a cross-sector process.

- Housing is a means to a more sustainable, inclusive, and healthy Atlanta; recommendations should advance racial and socioeconomic equity.
- Cross-sector collaboration is critical; sustainable change requires authentic resident support.
- There are many issues related to affordability that are outside HouseATL's scope; with these issues, HouseATL will support the efforts of others.
- Affordable housing strategies should be incorporated across Atlanta's neighborhoods.
- We are committed to serving the affordability needs of all Atlantans, emphasizing those most in need.
- Regional planning must be part of our long-term solutions.
- Strategies must harness the power of the marketplace – capital and development.
- Ongoing policy advocacy and collaboration with policy makers will be needed.

Organizational Chart



Strategic Planning Process



Final Recommendations

23 Recommendations responding to 8 Problem Statements:

1. Homebuyers
2. Homeownership Preservation
3. Public Resources
4. Multifamily Housing Preservation
5. Community Retention
6. Private Resources
7. Under 50% AMI
8. Resilience



houseatl.org/what-we-do/

HouseATL Roles



**Communications
&
Messaging**



**State and Local
Policy & Advocacy**



**Convening and
Relationship
Building**
*(including between
working groups)*



**Best Practices,
Guides & Tools**



**Amplifying
Existing Research,
Data &
Educational
Opportunities**

Top Six Priority Recommendations



**Dedicate Revenue
Sources for
Affordable Housing
Development**



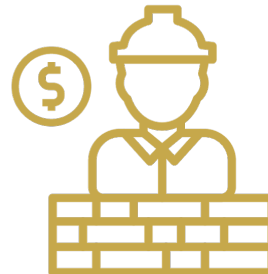
**Enhance and Protect
Renters' Rights**



**Create Sustainable
Funding Sources for
Under 50% AMI Housing**



**Prioritize Publicly
Owned Assets for
Affordable Housing**



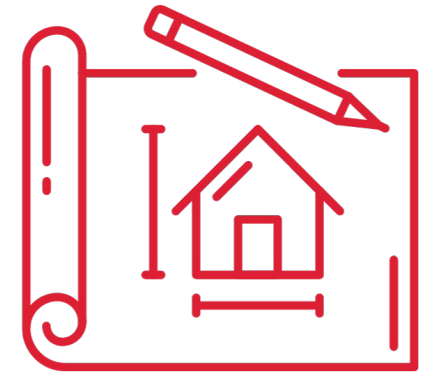
**Provide Resources to
Encourage
Starter/Affordable Homes
by Homebuilders**



**Secure Property Tax
Exemptions for
Affordable Rental
Housing**

Dedicate Revenue Sources for Affordable Housing Development

- Establish **state and local dedicated sources of revenue** for housing trust funds so that there is not a need to continually request annual allocations (likely need state enabling legislation)
- Advocate for one-time funding from the **current state budget surplus** for the State Housing Trust Fund for the Homeless.
- Ensure **transparent guidelines** for the distribution and use of housing trust funds, prioritizing nonprofits focused on **long-term affordability and coordinating with other streams of funding**.
- Support co-learning and **best practices** exploration across the region.
- Advocate for continuation of the State Low Income Housing Tax Credit.



Enhance and Protect Renters' Rights

- Develop and support policies to enhance and protect renters' rights around issues including **fee transparency, property conditions, security deposit standardization, curing delinquencies, legal counsel for tenants, and source of income and background check discrimination.**
- Advocate that **state preemption laws be removed** for rental registries and rent stabilization.
- Support a **tenants' rights campaign** to equip tenants with knowledge and advocacy skills.
- Support **funding for nonprofits** that are working on renters' rights policy issues.



Create Sustainable Funding Sources for Under 50% AMI Housing

- Encourage targeted set-asides within funding sources for households below 50% AMI
- Bring **new philanthropic and private sources** through outreach and education.
- Support related policy efforts including **Medicaid expansion and rental assistance**.
- **Increase public will** to assist people who are low- and very low-income.
- **Track production and preservation against need** based on AMI level, as well monitoring loss of properties that are no longer affordable.
- **Improve centralized resources** to help people find affordable housing and related services.



Prioritize Publicly Owned Assets for Affordable Housing

- Create **maps of publicly owned land and buildings** suitable for affordable housing development in various jurisdictions.
- Provide **education for elected officials** on the benefits and feasibility of using public assets for affordable housing. (e.g. Mayor's Strike Force)
- **Strengthen public RFPs** for affordable development with capital commitments from funding partners.
- **Build capacity for a public wealth approach** to public assets, prioritizing long term and deep affordability.



Provide Resources to Encourage Starter/Affordable Homes by Homebuilders

- **Partner with homebuilders** to understand and address barriers to building starter homes.
- **Improve financing and resource options** for builders of affordable for-sale homes, including funding for land acquisition and access to public land.
- Support policy and regulatory changes to eliminate **exclusionary zoning obstacles**, **incentivize the sale/development of vacant properties** and to **balance the incentives between single family rental and ownership properties**.



Secure Property Tax Exemptions for Affordable Rental Housing

- Support efforts to secure **property tax exemption** within existing **law**, particularly for nonprofit owners.
- Work to secure **state policy support** for offering property tax exemption in **exchange for long term affordability** for a **multiplicity of ownership entities**.
- Support efforts to assess **Low Income Housing Tax Credit** properties as affordable.
- Encourage the **equitable assessment of commercial properties** to compensate for reduced taxes for affordable housing properties.



Thank you!

Contact

Natallie Keiser

Executive Director

nkeiser@houseatl.org

houseatl.org

Follow us!



[linkedin.com/company/houseatl](https://www.linkedin.com/company/houseatl)



[@houseATLnews](https://www.facebook.com/houseATLnews)



[@houseatlnews](https://www.instagram.com/houseatlnews)