

## Recommendations

## Progress

### INVESTING IN AN AFFORDABLE ATLANTA

**\$1 billion enabling 20,000+ new and preserved homes** to those earning 0 - 120% AMI

**\$500M in private resources**  
*Invest \$20 - \$50 million annually* from new social impact funds, philanthropy and other private capital

*Secure \$50 - \$75 million in funding* for affordable single-family preservation through New Markets Tax Credits

**\$500M in public resources**  
*Issue a new \$250 million bond* for housing

*Allocate existing public funding, \$10 - \$30 million annually*

*Establish new, dedicated, funding source for housing yielding \$5 - \$15M annually,* prioritizing area of greatest need, below 50% AMI and supportive housing

- ▶ Invest Atlanta, Enterprise Community Loan Fund and the Low Income Investment Fund created a \$15M transit-oriented development fund to provide below-market, patient capital for acquisition and pre-development of workforce housing near transit (2018)
- ▶ Atlanta Affordable Atlanta Housing Fund launched with \$15M and has invested \$11.6M in the creation or preservation of 566 affordable homes (2020)
- ▶ Invest Atlanta issues \$100M Housing Opportunity Bond (2021)
- ▶ City initiates Beloved Community Housing Trust Fund (2% general revenue); \$7M to start (2021)
- ▶ Sale of the Gulch to generate \$28M for an affordable housing trust fund - not clear how much will go to actual units (2021)
- ▶ MARTA, Morgan Stanley and the National Equity Fund launched the \$100M Greater Atlanta Transit-Oriented Affordable Housing Preservation Fund (2021)
- ▶ The Fund moved to the Community Foundation for Greater Atlanta, with the next phase to be an expanded GoATL Affordable Housing Fund of \$75M, coordinated with the HouseATL Funders Collective (2022)
- ▶ State used American Rescue Plan funds for affordable housing development - \$100M, with several projects in Atlanta (2022)
- ▶ Atlanta Neighborhood Development Partnership (ANDP) has worked with Enterprise Community Partners, Housing Partnership Network, Reinvestment Fund, U.S. Bank and others to receive four sub-allocations of New Markets Tax Credits for single family development totaling \$40M, helping to build 220 homes in metro Atlanta, but thus far other local developers have not been able to use NMTC for affordable housing (2022)

### PUBLIC POLICY: INVESTMENTS AND AN ENABLING ENVIRONMENT

**Establish new, dedicated, funding source** for housing prioritizing below 50% AMI

**Property tax relief** for affordable housing and existing owners

**Facilitate 250 - 350 new affordable homes annually through regulatory reform.** Changes will ensure innovative housing solutions are zoning and code compliant, create cost savings, and boost production

- ▶ Policy Working Group has coordinated information on state and local policy issues and provided testimony to legislative committees; achievements by partners included state legislative expansion of City Urban Enterprise Zone, state support for tax recognition of land trust properties and state healthy housing legislation
- ▶ Issued annual comments on Low Income Housing Tax Credit Qualified Allocation Plan
- ▶ Georgia ACT and Center for Community Progress plan policy advocacy for nonprofit rental property tax exemptions in 2023
- ▶ Enterprise, Georgia ACT and Center for Community Progress have a long term effort for a State Housing Trust fund underway
- ▶ Atlanta City Design launched case for zoning reform - educational sessions were developed on the need for a more equitable framework; speakers were brought in such as Richard Rothstein (Color of Law), op-eds were written, and webpages developed; zoning rewrite completed first stage of work and then stalled
- ▶ Abundant Housing Atlanta, MicroLife Institute and Georgia Conservancy conducted public education on affordable housing and the need for density
- ▶ ULI Atlanta taskforce published toolkit on how private market can create affordable housing solutions with regulatory reform

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**PRIORITIZING COMMUNITY: INVESTMENT WITHOUT DISPLACEMENT**

Short-term and emergency **solutions for those facing eviction**

- ▶ Prioritizing Communities Working Group (PC) conducted extensive survey of provider landscape and mapped emergency assistance resources (2019)
- ▶ Housing Court Assistance Center launched by Atlanta Volunteer Lawyers Foundation (2019)
- ▶ PC convened service providers, assessed the need, and advocated for streamlined distribution of emergency assistance (2020)
- ▶ PC helped improve the City of Atlanta’s CARES and ERA distributions and the 211 system (2020-2021)
- ▶ Private funders collaborated to provide a new level of emergency assistance, focused on populations ineligible for government dollars - United Way of Greater Atlanta and the Community Foundation for Greater Atlanta provided a pooled source (2020-2021)
- ▶ PC developed a report recommending system improvements (2021)
- ▶ PC’s Barriers and Best Practices subgroup delved into detailed obstacles and continued needed improvements to emergency assistance; informed ARCHI’s “Invert the Burden” initiative resulting in a common application portal (2022)
- ▶ City Council funded an access to legal counsel pilot for evictions cases (2022)

**Renters’ rights programs and education**

**Property tax relief** for affordable housing and existing owners

**Toolbox of funding options** for legacy businesses

**Wealth building programs** for residents and businesses in predominantly Black and Brown neighborhoods experiencing significant investment

**An outreach campaign** to encourage property managers’ to accept tenant housing vouchers

- ▶ Housing Justice League launched a leadership academy for tenants on organizing tenants’ associations; an eviction defense hotline; a Tenants’ Bill of Rights campaign and began state-wide expansion
- ▶ Atlanta Volunteer Lawyers Foundation expanded its Stand With Our Neighbors work - providing legal and case management to tenants in their neighborhoods and in schools
- ▶ Atlanta BeltLine established anti-displacement fund for homeowners living in the BeltLine Tax Allocation District area
- ▶ HouseATL’s PC elevated the need to support legacy business owners, convened presenters and formulated recommendations
- ▶ Invest Atlanta has provided expanded resources through the American Rescue Plan and other sources, such as a Wells Fargo multi-million dollar investment, which includes building improvements for legacy business owners
- ▶ Nonprofits such as Georgia MicroEnterprise Network and Atlanta Wealth Building Initiative have increased resources for small business owners
- ▶ Atlanta Housing has encouraged landlords to accept housing vouchers through leasing incentives, referral incentives, reimbursement for damages, Housing Fairs, a Landlord Advisory Group, cold calls and presentations to multi-family property owners, and streamlining leasing

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**WORKING TOGETHER BETTER AND SMARTER**

**A Funders Collective**

Create a coordinated system for private and philanthropic resources to leverage public dollars to create and preserve affordable and mixed-income housing

- ▶ The Funders Collective convenes up to 45 funders quarterly, including public, private and philanthropic sectors, to increase coordination and common knowledge base
- ▶ A coordinated investment system was created as a subset of the Funders Collective - the Pipeline Review Committee - staffed by Enterprise Community Partners and composed of 25 funders; an online application and equity scoring rubric were developed
- ▶ Pipeline Review Committee has reviewed 25 projects, totaling 365.7M in development costs to support the construction or preservation of 1,722 affordable units and 46 market units
- ▶ The Funders Collective raised \$725,000 in grants (Wells Fargo & Casey) helping to directly subsidize three projects
- ▶ Pipeline Review Committee is working with the forthcoming GoATL Affordable Housing Fund to establish a streamlined project referral process, using a common application and the equity scoring rubric

**Cabinet-level Housing Position**

For the City of Atlanta to establish a cabinet-level position to:

- ▶ **coordinate across agencies** that touch housing
- ▶ **manage the policy, coordination and assemblage of public land** for affordable housing, yielding 300-500 affordable homes annually
- ▶ **a cross-sector government affairs strategy** to help influence policy

- ▶ Chief Housing Officer role created under Mayor Bottoms
- ▶ Mayor Dickens has not yet filled a similar role, however, Cabinet level staff have been providing leadership on affordable housing
- ▶ 2021 Comprehensive Development Plan called for increased use of public land for affordable housing
- ▶ Mayor’s Strike Force catalogued publicly owned assets across multiple entities and is prioritizing assets for affordable housing development; three projects are in predevelopment
- ▶ City has committed to participate in the national “Putting Assets to Work” incubator
- ▶ City has established Housing Innovation Lab to help across agencies with design needed to mobilize public assets
- ▶ Since 2018, Atlanta Housing has completed 108 affordable units on their land, has 147 affordable units under construction and has 1,643 affordable units in predevelopment. They have participated in financing 224 affordable units that are under construction and 783 units that are in predevelopment. They have provided HomeFlex subsidies to an additional 1,165 units.

**Nonprofit Capacity**

- ▶ **Expand support for nonprofit and community-based developers** focused on affordable housing for very low-income families through multi-year operating support, resource alignment, and relationship building
- ▶ **Create a database** of existing affordable properties to support preservation

- ▶ Nonprofit developers convened and enumerated their pipeline for the Funders Collective
- ▶ Nonprofit developers regularly present projects to the Pipeline Review Committee for financing
- ▶ Nonprofit projects were highlighted in the Urban Land Institute /HouseATL case studies available on the HouseATL website
- ▶ Nonprofits set-aside achieved in the City’s Housing Opportunity Bond
- ▶ An interactive map developed of subsidized affordable housing in the City of Atlanta, with a tool determining preservation risk levels
- ▶ The City of Atlanta has a database on its website with its Affordable Housing Tracker of new affordable projects that have public sector involvement
- ▶ Enterprise and the City are in discussions about how data can be aligned and coordinated for both purposes
- ▶ Enterprise established an online toolkit for small to medium multi-family preservation along with piloting a financing product

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**EMPOWERING ATLANTANS: EDUCATION & ENGAGEMENT**

- ▶ Expand understanding among leaders on how to address affordability across incomes
  - ▶ Strengthen civic infrastructure by evaluating the Neighborhood Planning Unit system and identifying opportunities for deeper engagement
  - ▶ Create a communications strategy to educate residents on the importance of affordable housing
  - ▶ 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
- ▶ HouseATL communication resources established, including: a website; newsletter; case studies and media relations
  - ▶ HouseATL partnered on educational forums, including a recent closer relationship with the Atlanta Regional Housing Forum
  - ▶ The Center for Civic Innovation has worked to strengthen the NPU system through: public education; a broad public listening process; research; data collection; and issuing recommendations for reform
  - ▶ City Council is considering the NPU system recommendations
  - ▶ The City has enhanced the NPU University, including adding more workshops related to affordable housing, such as ULI Atlanta’s UrbanPlan for Community Leaders
  - ▶ New public information tools such as the City’s Affordable Housing Tracker, HouseATL’s preservation map and Atlanta City Design Housing’s publications help to support equitable decision making
  - ▶ Enterprise Community Partners led the 100 Great Ideas campaign, and a HouseATL one-pager of terms and definitions was developed as a publicly available handout
  - ▶ Abundant Housing Atlanta launched in 2020 and has been conducting grassroots education such as book clubs and film screenings