

HouseATL Member Convening

Tuesday, February 11, 2025





welcome

**February Member
Convening**



Natallie Keiser

**Executive Director
HouseATL**

HouseATL.org

New Board Directors



DR. CHRISTIE CADE
VP, Southern Region
NeighborWorks America



RACHEL CAREY
Chief Real Estate Officer
Westside Future Fund











MANDY EIDSON
Director, Business Development &
Community Engagement
Self-Help Credit Union



DR. SARA PATENAUDE
Director of Policy Solutions,
Southeast Region
Reinvestment Fund

Agenda | 9:30 – 11:30 a.m.

-  Welcome and Introductions, Natallie Keiser, Executive Director | 9:30
-  Sponsor Remarks, Georgia Power, Britt Fleck | 9:35
-  Cobb County Housing Data Overview, Melanie Kagan | 9:40
-  Panel: Housing Supply Innovations for the Cobb County Context | 9:55
-  Strategic Recommendation: Incentivize the Preservation of Naturally Occurring Affordable Housing | 10:15
-  Breakout Sessions & Report Outs | 10:45
-  Legislative Update | 11:10
-  Closing Remarks from Cobb County, Lisa Cupid | 11:20
-  Announcements and Next Steps | 11:27

Our Funders

JPMORGAN CHASE & CO.

Community
Foundation
for Greater Atlanta



THE ANNIE E. CASEY FOUNDATION

NeighborWorks®
AMERICA

WILLIAM JOSEF FOUNDATION

**WELLS
FARGO**

February Convening Sponsor



**Georgia
Power**

Britt Fleck

Regional Director, External Affairs

Cobb County Housing Data Overview

Melanie Kagan

Chief Executive Officer, Center for Family Resources

Income & Poverty Facts

\$99,382

Median Household Income, 2023

In 2023, **10%** of Cobb households earned less than **\$25,000** and **29%** earned less than **\$60,000**

HUD FY 24 Income Limits, Single Person HH – Cobb*

\$22,600

30% AMI

Extremely Low

\$37,650

50% AMI

Very Low

\$60,200

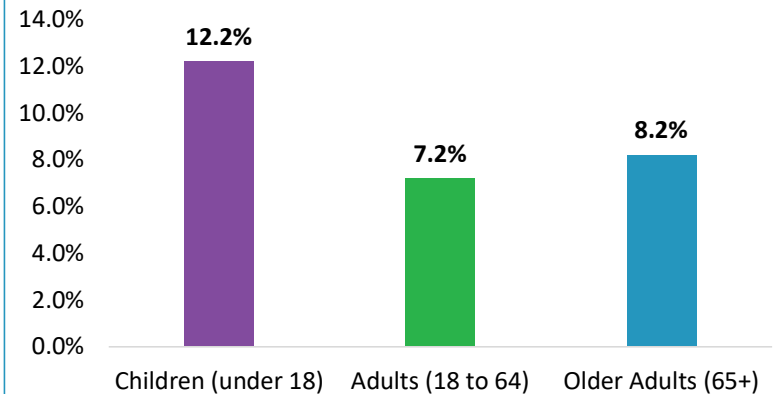
80% AMI

Low

Eligibility cap for ESG homelessness prevention program participants

Eligibility cap for CDBG program participants

Poverty Rate by Age Group



Source: 2023 ACS 1-year estimate

*Source: U.S. Department of Housing & Urban Development [HUD]

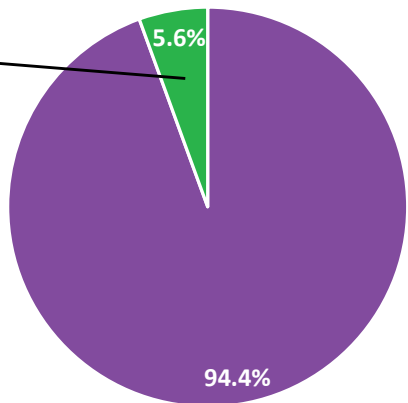
Housing in Cobb – At a glance

316,691

Total housing units, 2023

Occupancy Status

5.6% is below both the GA vacancy rate (10.0%) and the national rate (9.6%)

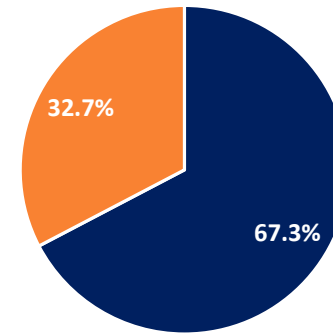


■ Occupied ■ Vacant

\$1,740

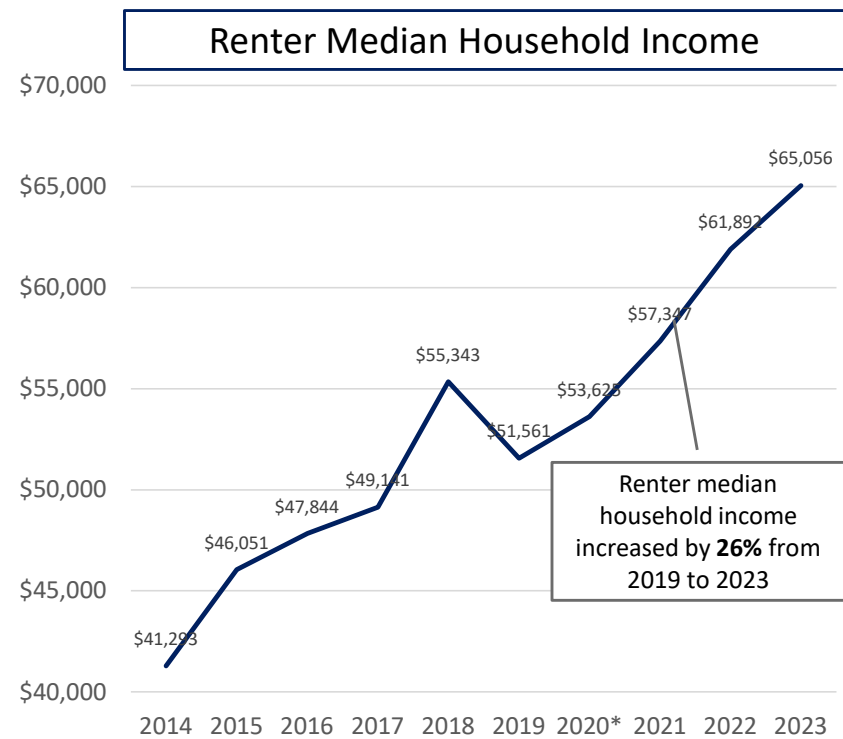
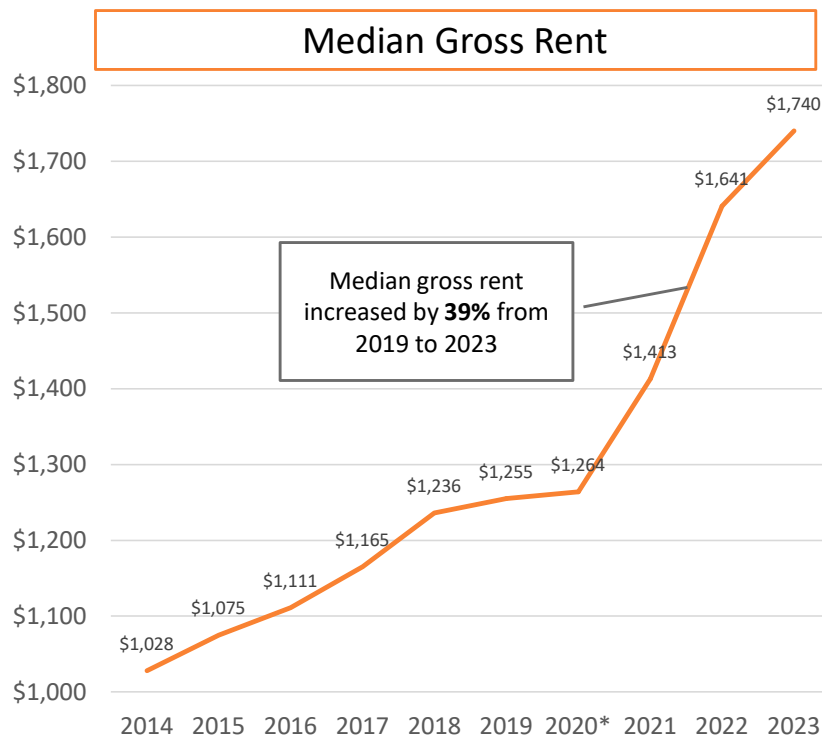
Median gross rent, 2023

Tenure



■ Owner Occupied ■ Renter Occupied

Rent & Household Income

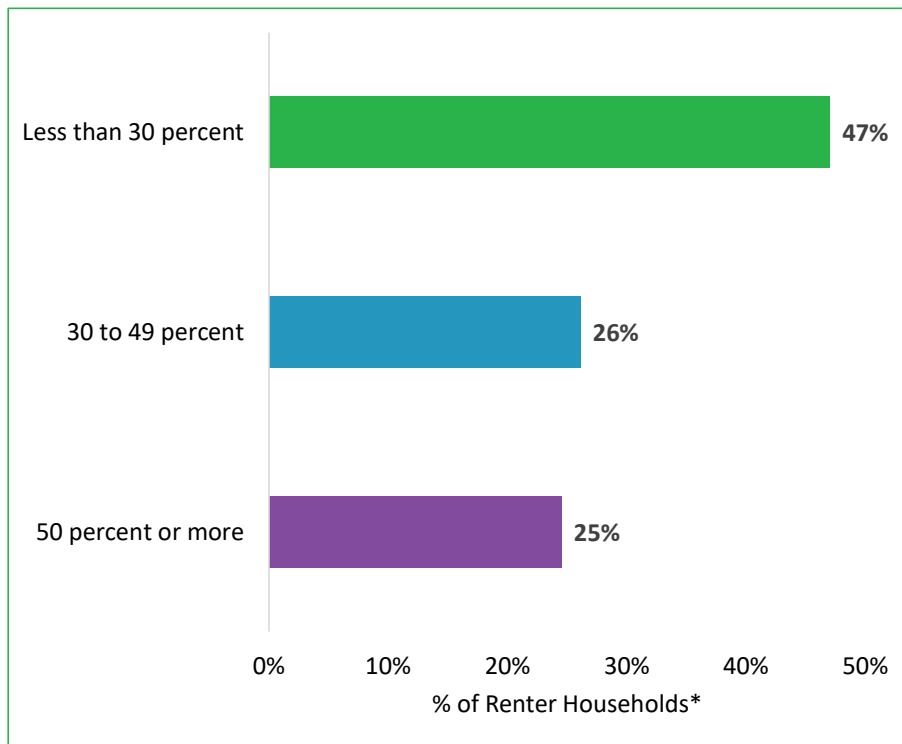


Growth in median gross rent outpaced growth in median household income

Source: ACS 1-year estimates

*The Census Bureau did not release ACS 1-year estimates in 2020 due to COVID. Data for 2020 is from the 2016-2020 ACS 5-year estimate.

Rent as a percentage of household income



51%

of renters in Cobb are cost-burdened (spend 30% or more of their income on rent)

25%

of renters in Cobb are *severely* cost-burdened (spend 50% or more of their income on rent)

Source: 2023 American Community Survey (ACS) 1-year estimate
*(Not computed for 2.4% of households)

Housing Market in Cobb – At a glance

\$409,000

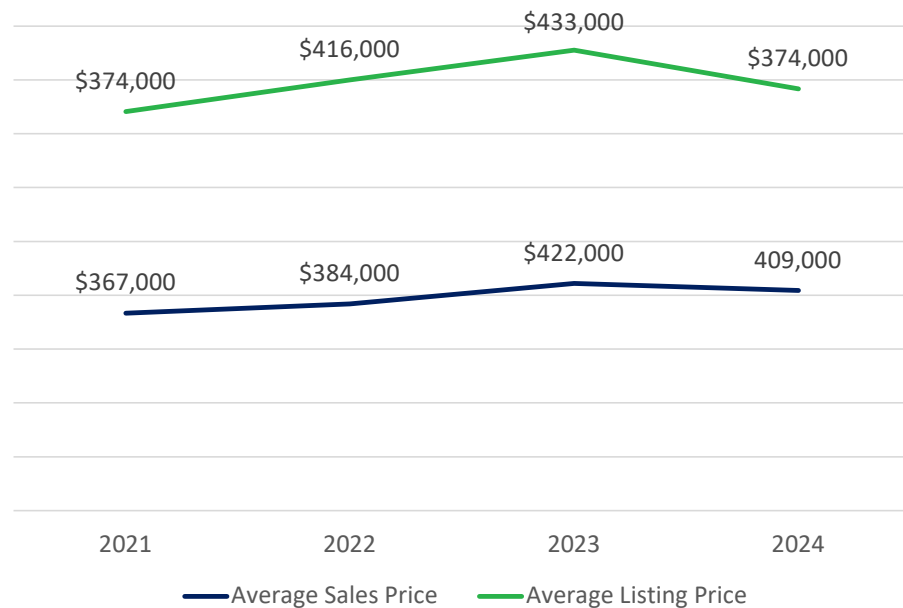
Median Sales Price- October 2024

\$98,236

Gross income needed to afford \$409,000 house with a 5% down payment (\$20,450)

\$432,000

Median house value, 2023
(owner-occupied units)



ARC Housing Data

<https://metroathousing.org/counties/cobb/>

<https://metroathousing.org/about/>

Subsidized Housing Data

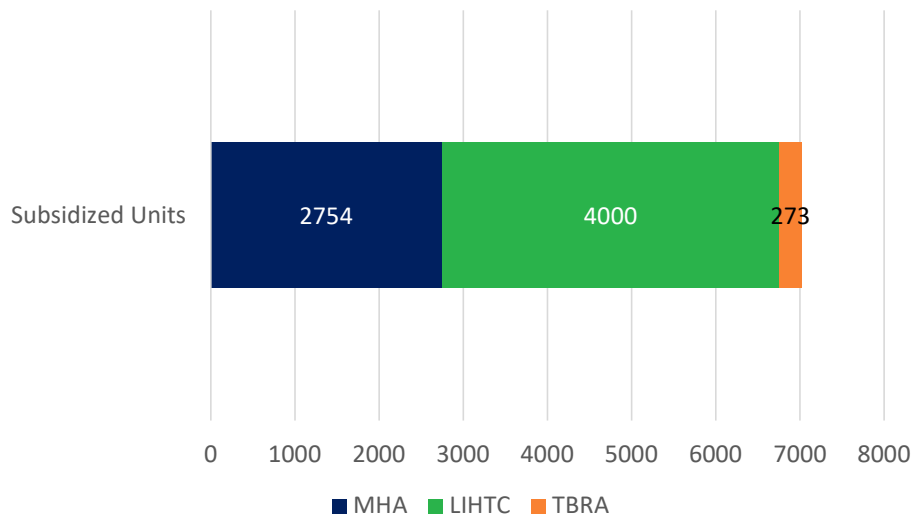
299,074

Number of households in Cobb County

~87,000 households with incomes to qualify for federal assistance

~8% of households actually getting served

Total Subsidized Units



Source: 2023 ACS 1-year estimate

*Source: U.S. Department of Housing & Urban Development [HUD]

Cobb Coordinated Entry Data



2024 Overall Numbers

Household Type	Total Enrollments	Total Households	Total Persons
Adults and Children	325	295	979
Single Adults	729	718	718
Multiple Adults	13	13	27
All Households	1067	1026	1724

Household Size

Households with Adults and Children

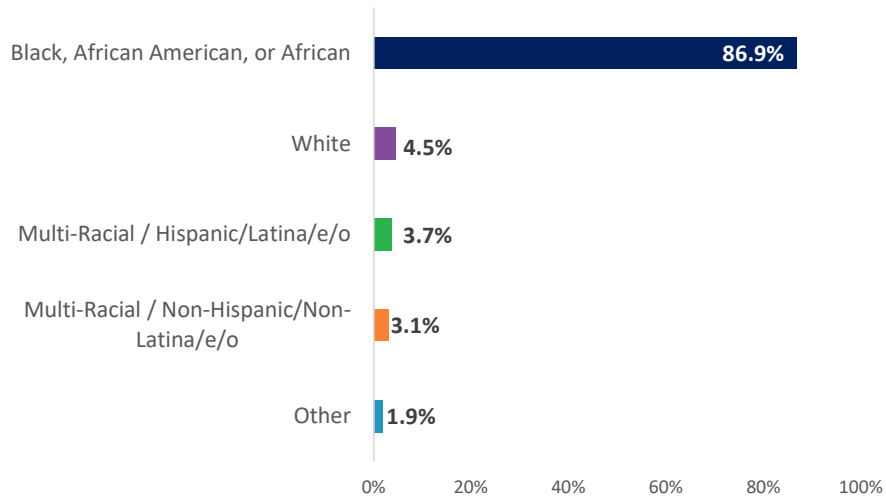
Average	3.31
Median	3
Minimum	2
Maximum	12

Households with Multiple Adults

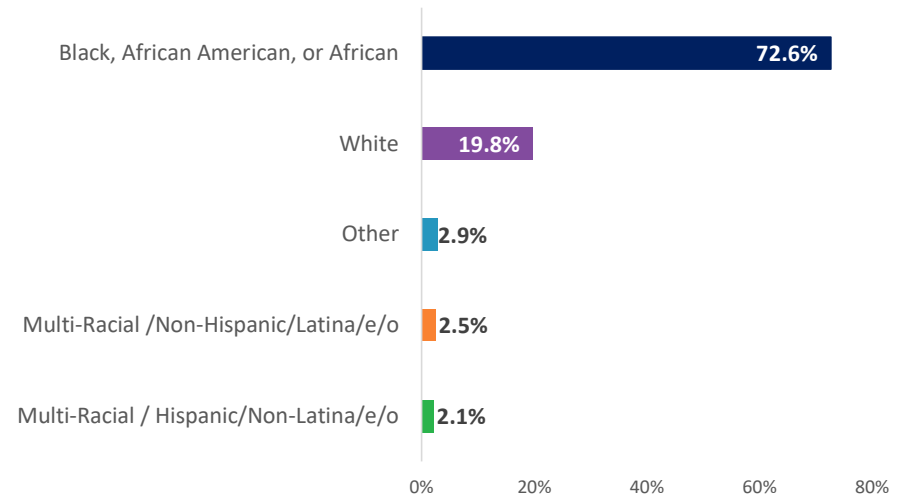
Average	2.07
Median	2
Minimum	2
Maximum	3

Race/Ethnicity

Households with Adults and Children

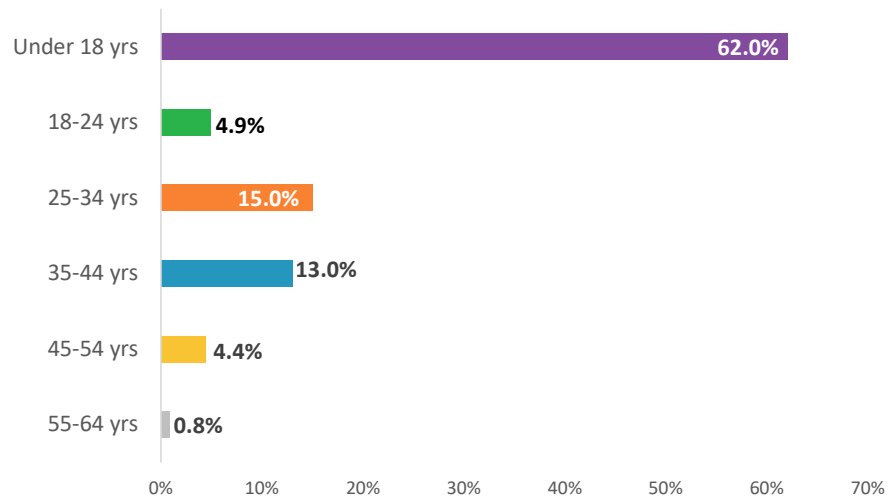


Households with Adults Only

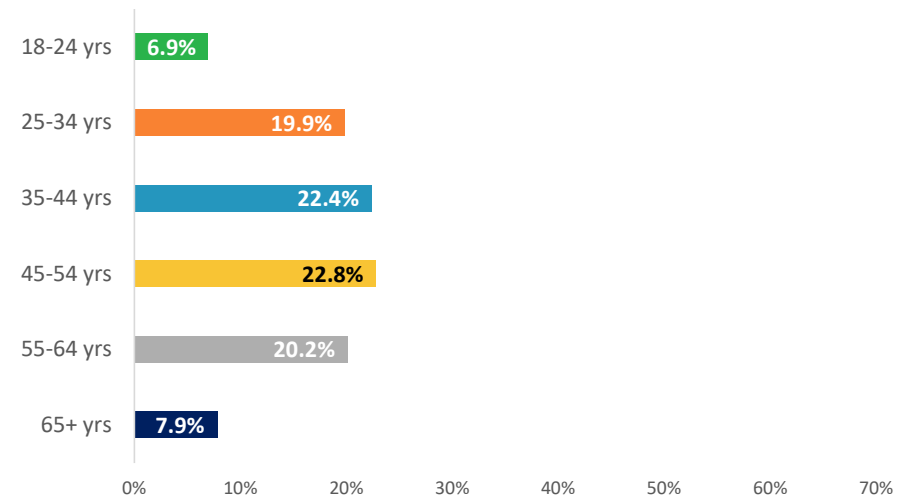


Age

Households with Adults and Children



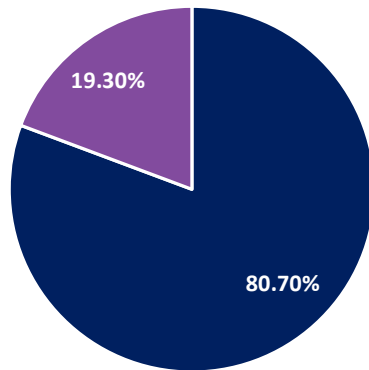
Households with Adults Only



Gender

Households with Adults and Children

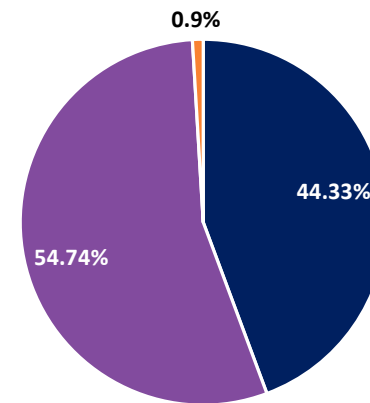
■ Woman (Girl, if child) ■ Man (Boy, if child)



Only persons 18 and over are included above

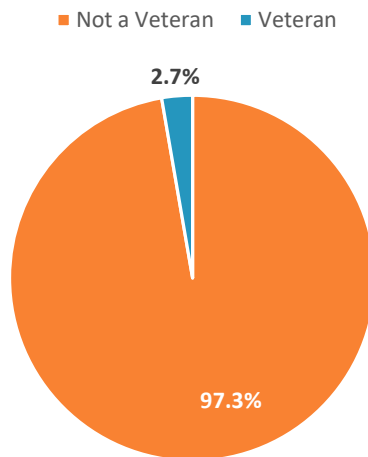
Households with Adults Only

■ Woman (Girl, if child) ■ Man (Boy, if child) ■ Transgender or Multiple Genders

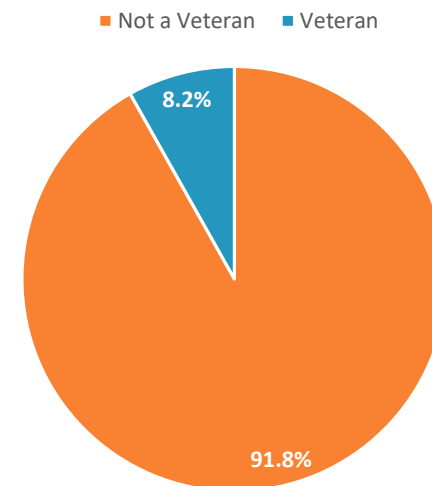


Veteran Status

Households with Adults and Children



Households with Adults Only

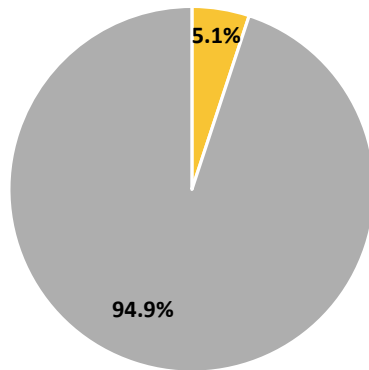


Only heads of household are included above

Chronic Homelessness Status

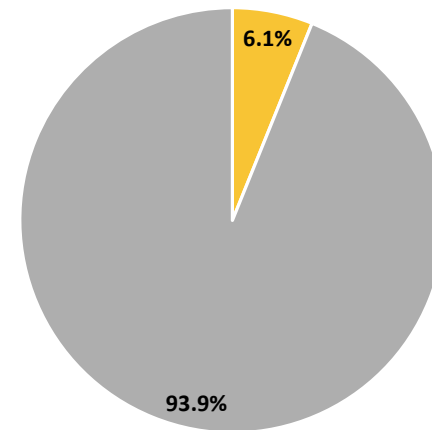
Households with Adults and Children

■ Chronically homeless ■ Not chronically homeless



Households with Adults Only

■ Chronically homeless ■ Not chronically homeless



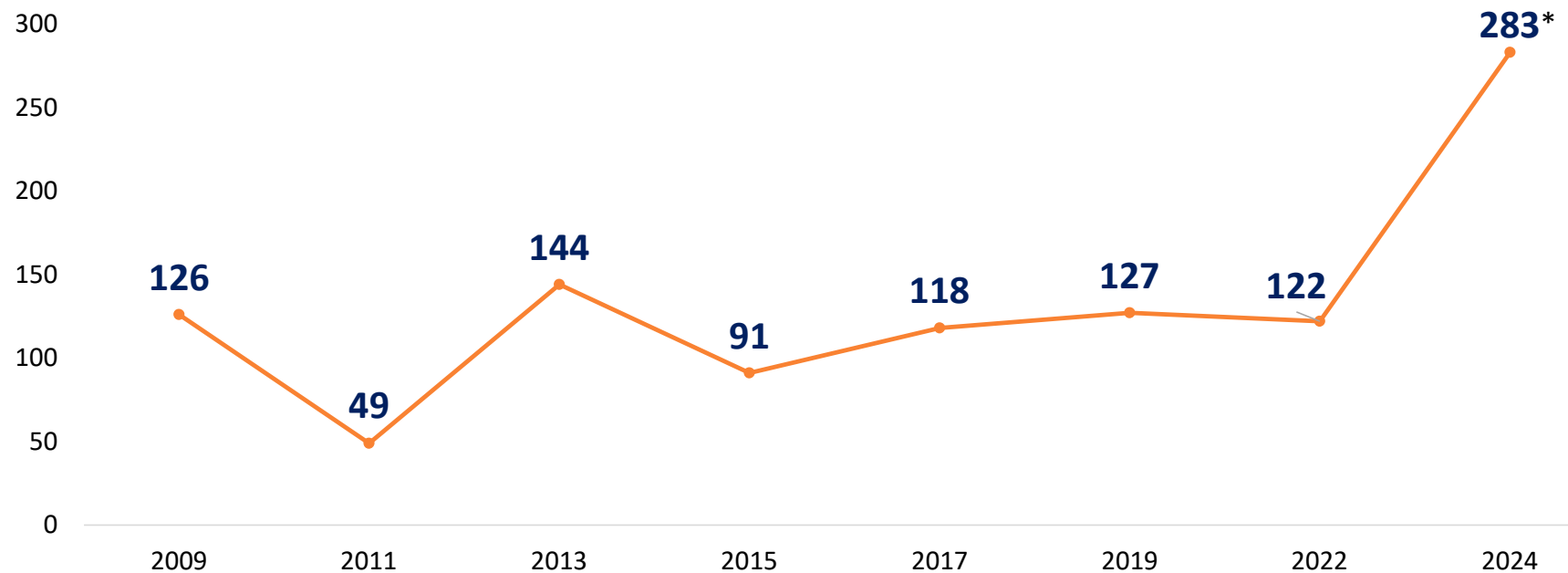
Only heads of household are included above

Cobb Homeless Alliance Point-In-Time Count

January 25, 2024



Unsheltered PIT Responses by Year – Number of People



*Includes interviews and observation surveys

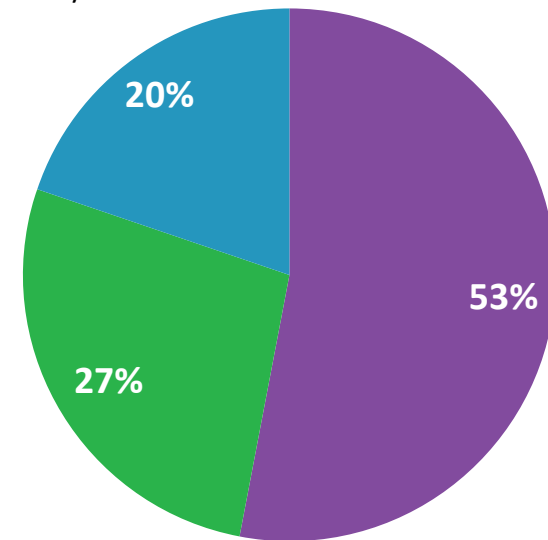
2024 PIT Unsheltered Responses by Survey Type

283

Total Responses

- Interview Surveys
- Observation Surveys - Persons
- Observation Surveys - Location

Survey Type	Count
Interview Surveys	150
Observation Surveys - Person	77
Observation Surveys - Location	56

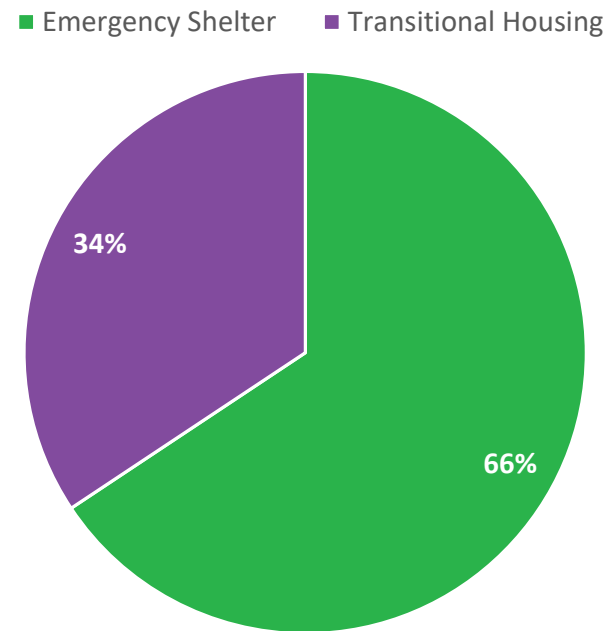


2024 Sheltered PIT – Number of People by Project Type

268

Total People

Project Type	Count
Emergency Shelter	176
Transitional Housing	92



Panel: Housing Supply Innovations for the Cobb County Context



Gray Kelly
Convenor
Marietta Housing Forum

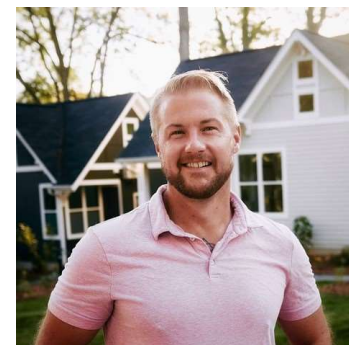
Chief Operating Officer
Lovett School

Panel Moderator



Molly Holm
Owner
Glory Haus

Founder
Emmanuel Village



Will Johnston
Executive Director
MicroLife Institute

Emmanuel's Village

Seeking a home for every student in Marietta.



Mission and Vision of Emmanuel's Village

Mission: Moving unhoused students and their families from survival to stability.

Vision: A day when no child in Marietta goes unhoused through the creation and multiplication of transitional housing communities.



Hosted on the property of Glory Haus located a Hwy 41 and Hwy 5 Connector



The community will be a mix of 24ft and 32ft tiny homes, each featuring (2) lofts, a full bathroom, galley kitchen and a washer and dryer.



microLife
INSTITUTE

Smart Density





Why is Missing Middle Housing Important?

- Provides **diverse housing options** for **various life stages**
- Responds to a need for **smaller, more affordable** accommodations as the **average household size decreases**
- Takes advantage of **existing city infrastructure** and **transportation networks**

[About Us](#)

[The Problem](#)

[Missing Middle](#)

[Our Projects](#)

[The Fund](#)

[Who We Are](#)

[Appendix](#)

Inclusivity & Equity through Housing Diversity



**Creating Equal
Opportunities
in Home
Ownership**

**Improving
Access to High-
Demand
Neighborhoods**

**Preventing
Disruption &
Displacement**

**Strengthening
Communities
through Design**

[About Us](#)

[The Problem](#)

[Missing Middle](#)

[Our Projects](#)

[The Fund](#)

[Who We Are](#)

[Appendix](#)

Better Density at Work.

How a 1 acre lot can yield a more diverse and attainable solution.



Land cost: \$200,000
(1) 3000 sqft home: \$500,000
Cost Per Home: \$700,000

Land cost: \$200,000
(10) cottage homes: \$2,000,000
Cost Per Home: \$220,000

23 Strategic Recommendations – 6 Priorities



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



SCAN HERE TO VIEW FULL RECOMMENDATIONS

Panel: Incentivize the Preservation of Naturally Occurring Affordable Housing



Darion Dunn

Co-Chair
HouseATL Rental Housing
Preservation Working Group
Founder of Atlantica
Properties

Panel Moderator



Karen Patten

Chief Operating Officer
Atlanta Urban
Development Corporation



Matt Paschall

Executive Director
EQ Housing Advisors &
Atlanta Preservation
Initiative



Ashani O'Mard

Senior Vice President,
Atlanta Neighborhood
Development Partnership

Breakout and Reporting

- Problem solve at your tables – How to advance this recommendation?
- Choose a recorder
- Use the handout to record or use this link to record online



tinyurl.com/feb25reportout

- **If you use a handout, please leave it on table for staff**
- 15 minutes to discuss
- 10 minutes for some report outs



HouseATL 2025 State Policy Update

Kristin Allin, HouseATL Policy Co-Chair

LJ0

LJO Speaker TBD

Lauren Jeong, 2025-01-24T02:11:36.371

Housing Day at the Capitol

by Georgia ACT

Wednesday, February 26

Learn the Issues and Advocate with
Legislators
7:00 a.m. – 3:00 pm





Current Legislative Session

**Crossover Day
March 6th**

Legislation must pass from one house to the other to be eligible to pass this session

**Sine Die
April 4th**

Conclusion of State Legislative Session

Legislative Update: 2025 Session

Georgia Housing Voucher Program (GHVP)

Request for increased funding not yet in current budget FY25A and FY26

HouseATL advocating for \$20M increase with the Senate for FY25A and both houses for FY26

Support increased funding to GHVP

State Low-Income Housing Tax Credit (SLIHTC)

No threat of legislation as of yet

HouseATL will continue to advocate in protection of SLIHTC, as needed

Support SLIHTC, oppose cuts

Permanent Emergency Rental Assistance

Republican member of House identified to carry legislation

HouseATL advocating for state funding of emergency rental assistance in the FY26 budget, or program that was federally funded will expire

Support extending this program

Legislative Update: 2025 Session

Surviving Spouse Entitlement to Homestead Exemptions

HB92: Amends HB581 related to capping property taxes

Add language for surviving spouse to receive homestead exemption

Support

Sales Tax Exemption for Construction Supplies

SB165: Nonprofit exemption from sales taxes for construction materials for affordable housing

Seeking amendment to allow for using for-profit general contractors to purchase supplies

Support

Tenant Protections

Bill to remove rental registry ban in process

Draft Bill (GMA/ACCG) to repeal the current ban on local govts adopting rental registries

Support

HB183: Ends tenant protections for long term residents in extended stay hotels

Has been assigned to the House Judiciary Committee

Concerned, seeking changes

Legislative Update: 2025 Session

Preventing Criminalization of Homelessness

HB295: Pressures cities and counties to prosecute homelessness

Creates a right for property owners to pursue property tax recovery if a city/county fails enforce laws against homelessness

Oppose

Tort Reform

SB68 and SB69: Governor's Tort Reform Package

Monitoring the negligent security portion as affordable housing owners have seen significant increases in the cost of their premises liability insurance in recent years

Monitoring Other Housing Bills

SB35: Extend advance renewal for private residential homeowners insurance

SB107, SB108, HB190: HOA rules

SB106, HB299: Repeal ban on rent control by local jurisdictions

HB305: Limit the number or total value of single-family rental homes by corporations

HB188: Expand rights of tenants who are victims of domestic violence

HR207: Proposes House Study Committee on Eradication of Homelessness

HR191: Proposes House Study Committee on Use of Local Fees for Affordable Housing

Next Steps

- **Contact your State Representative and Senator to express your concerns**
- **Look for updates and action alerts from HouseATL**
- **Participate in the Policy Working Group and its Subgroups**
 - **Local Policy Subgroup**
 - **2025 Legislative / SLIHTC Subgroup**
 - **QAP Subgroup**
 - **Sustainability Subgroup**



Closing Remarks from Cobb County



Cobb County
GOVERNMENT

Chairwoman Lisa Cupid



2025 HouseATL Affordable Housing Awards



Date
April 30, 2025



Time
11:30 - 1:00 PM



Location
The Gathering Spot
384 Northyards Blvd. NW
Atlanta, GA 30313



Tickets



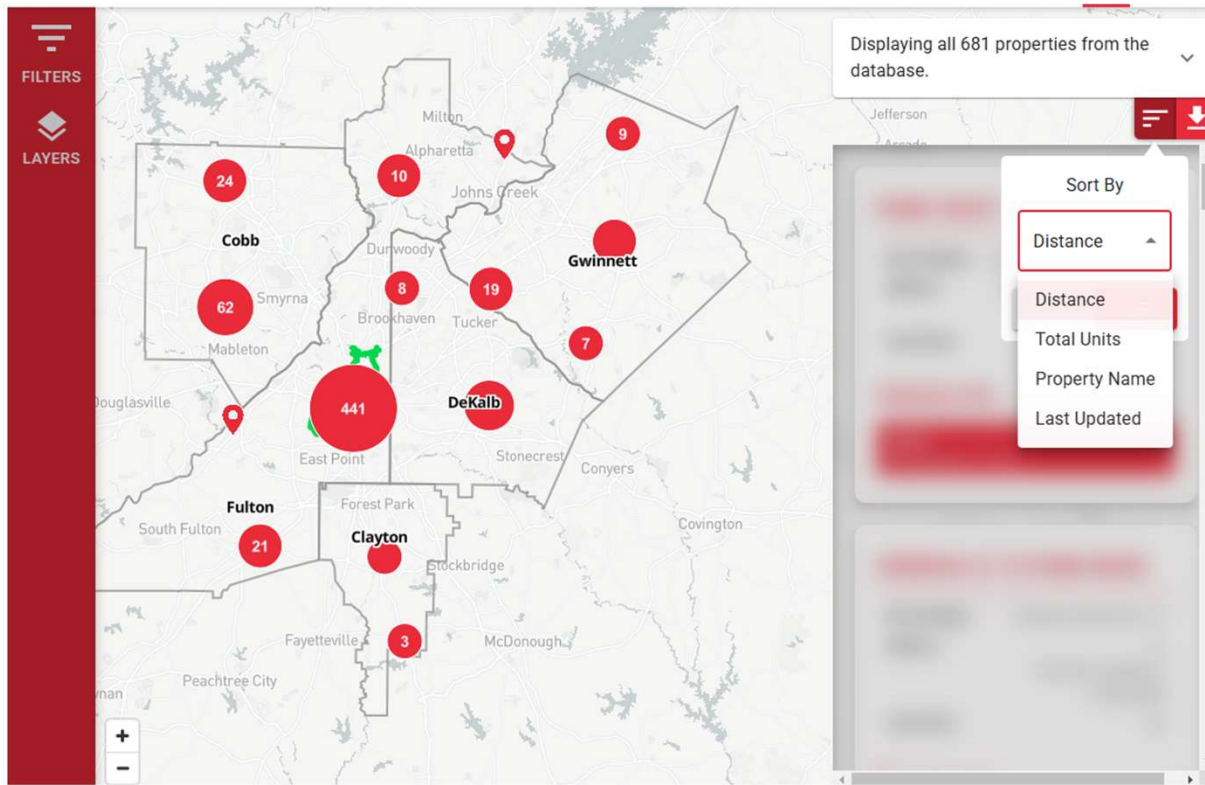
Presented by



Along with

- Bank of America
- Decide Dekalb
- PNC

Affordable Housing Preservation Map



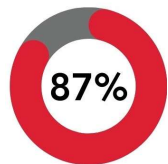
Visit the expanded
preservation database



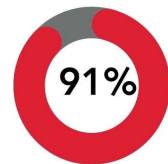
tinyurl.com/HousingPreservationMap

Member Survey Results

Highlights

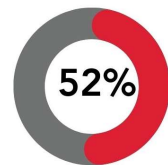


would highly recommend HouseATL to a colleague



strongly agreed that HouseATL's quarterly convenings are well facilitated

Opportunities



responded that they would like to see HouseATL do more speaking engagements

Thank you for joining us today!

Get involved!

- **Save the Date:** Next Member Convening **Wednesday, May 14, 2025** in Sandy Springs
- Join HouseATL and be active in a Working Group
- Submit items for newsletter
- Follow us on LinkedIn, Instagram or Facebook

Share your feedback!

Help us make the most of future meetings and improve HouseATL by sharing your feedback



For questions or to get more involved contact:

Talia Thornton

Membership Associate
tthornton@houseatl.org

Natallie Keiser

Executive Director
nkeiser@houseatl.org