

HouseATL Member Convening

Thursday, August 27, 2026





welcome

**August Member
Convening**



Natallie Keiser

**Executive Director
HouseATL**

HouseATL.org

Amanda Jaquez
Courtney Knight
Kelsey Thompson-White
Maryum Phillips
Melanie Kagan
Odetta MacLeish-White
Patricija Pericic
Shatima Tankson
Shelli Willis
Yasmina Dodi-Perry
Jade Smith
Darrion Dunn
Michael Hughes
Bonnie Hardage
Monique Sheffield



Agenda | 9:30 – 11:30 a.m.



Welcome and Acknowledgements - *Natallie Keiser* | 9:30



Cobb County Welcome - *Lisa Cupid* | 9:35



Remarks from Sponsor: Georgia Power - *Rita Breen* | 9:45



Increasing Affordable Housing Supply in Cobb County - *Kristin Allin, Kyle Huhtanen, Adam Brock, Russell Smith* | 9:50



Strategic Recommendation: Support Energy Efficiency Improvements - *Abe Kruger, Ashley McBride, Dr. Michelle Marcus, Jamie McKenzie* | 10:20



Breakout Session | 10:50



HouseATL Annual Business Meeting - *Alan Ferguson* | 11:15



Announcements & Next Steps - *Natallie Keiser* | 11:25

Cobb County Welcome



Lisa Cupid
Chairwoman



Our Funders

JPMORGAN CHASE & CO.



THE ANNIE E. CASEY FOUNDATION



WILLIAM JOSEF FOUNDATION

**WELLS
FARGO**

August Convening Sponsor



Georgia
Power

Rita Breen

Executive Director
Corporate Responsibility

Georgia Power

Increasing Affordable Housing Supply in Cobb County



Kristin Allin

Senior Planner and
Housing Specialist
Atlanta Regional
Commission



Kyle Huhtanen

Executive Director
Habitat for Humanity
NWMA



Adam Brock

Executive Vice President
Brock Built Homes



Russell Smith

Director of Development
Walton Communities

Panel Moderator

HouseATL.org

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**

Strategic Recommendation: **Support Energy Efficiency Improvement**



Abe Kruger
HouseATL Sustainable
and Resilient Housing
Working Group Co-Chair
Co-Founder
SK Collaborative

Panel Moderator



Ashley McBride
Director of Policy
Southeast Energy
Efficiency Alliance

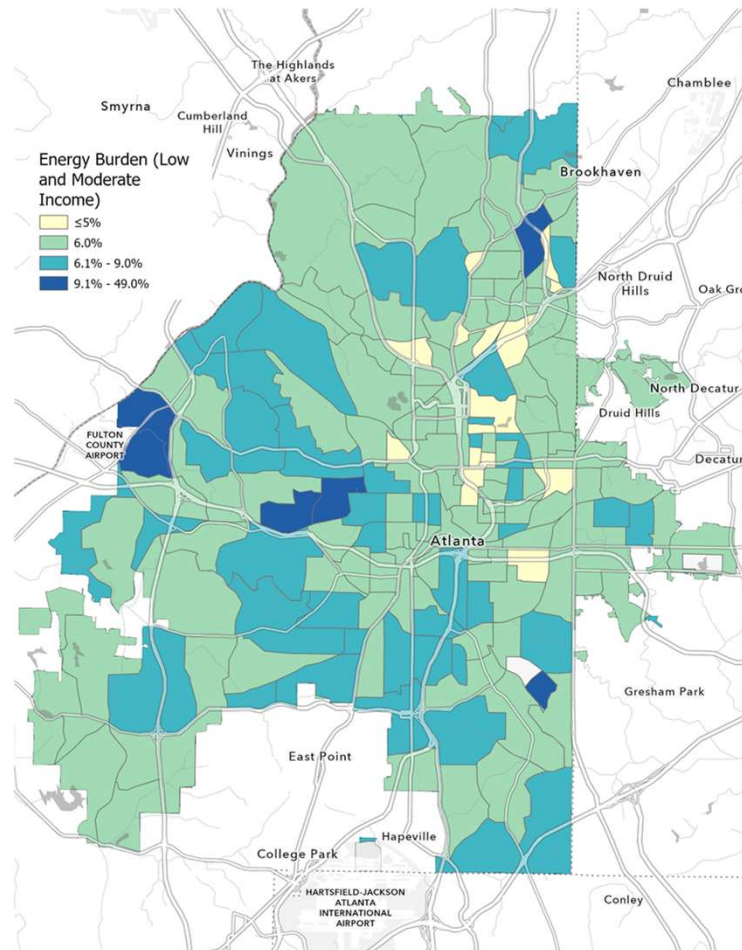


Dr. Michelle Marcus
Senior Research
Associate
Georgia Health Policy
Center



Jamie McKenzie
Residential Energy
Efficiency
Implementation
Manager
Georgia Power

Energy Burdens for LMI Households

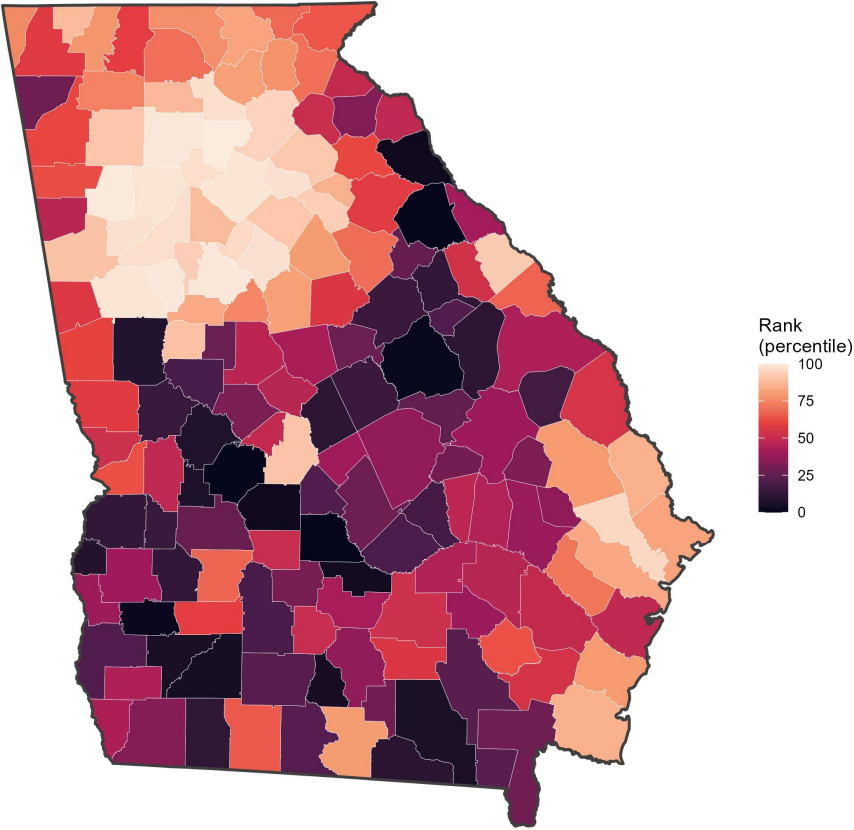


Georgia

Pre-Weatherization Need Index

GA - County Level (Regional Rank, 11-State Context)

Georgia Housing Characteristics	
Counties:	159 total; 52 high-need tier; 16 contractor crisis counties
Homes Built before 1980:	1,240,004 homes (30.9%)
Manufactured/Mobile Housing:	292,283 homes (7.3%)
Average LMI energy burden:	6.7%
Total Occupied Housing Units:	4,008,013
Occupied LMI housing units:	1,514,028 (37.8%)
Poverty Rate:	13.4%
Median household income:	\$74,664
Owner-occupied:	65.4%
Renter-occupied:	34.6%



Slide 12

LS1 add data center locations here too

Lily Smith, 2026-08-25T14:06:07.460

LS2 Do pre-weatherization slide then contractor map following it.

Lily Smith, 2026-08-25T14:12:44.213

LS3 1-2 talking points per slide, how it relates to Google, how it goes into the convos we are having

Lily Smith, 2026-08-25T14:13:23.167

ALIGNING HOUSING, ENERGY, ENVIRONMENT, AND WELLBEING



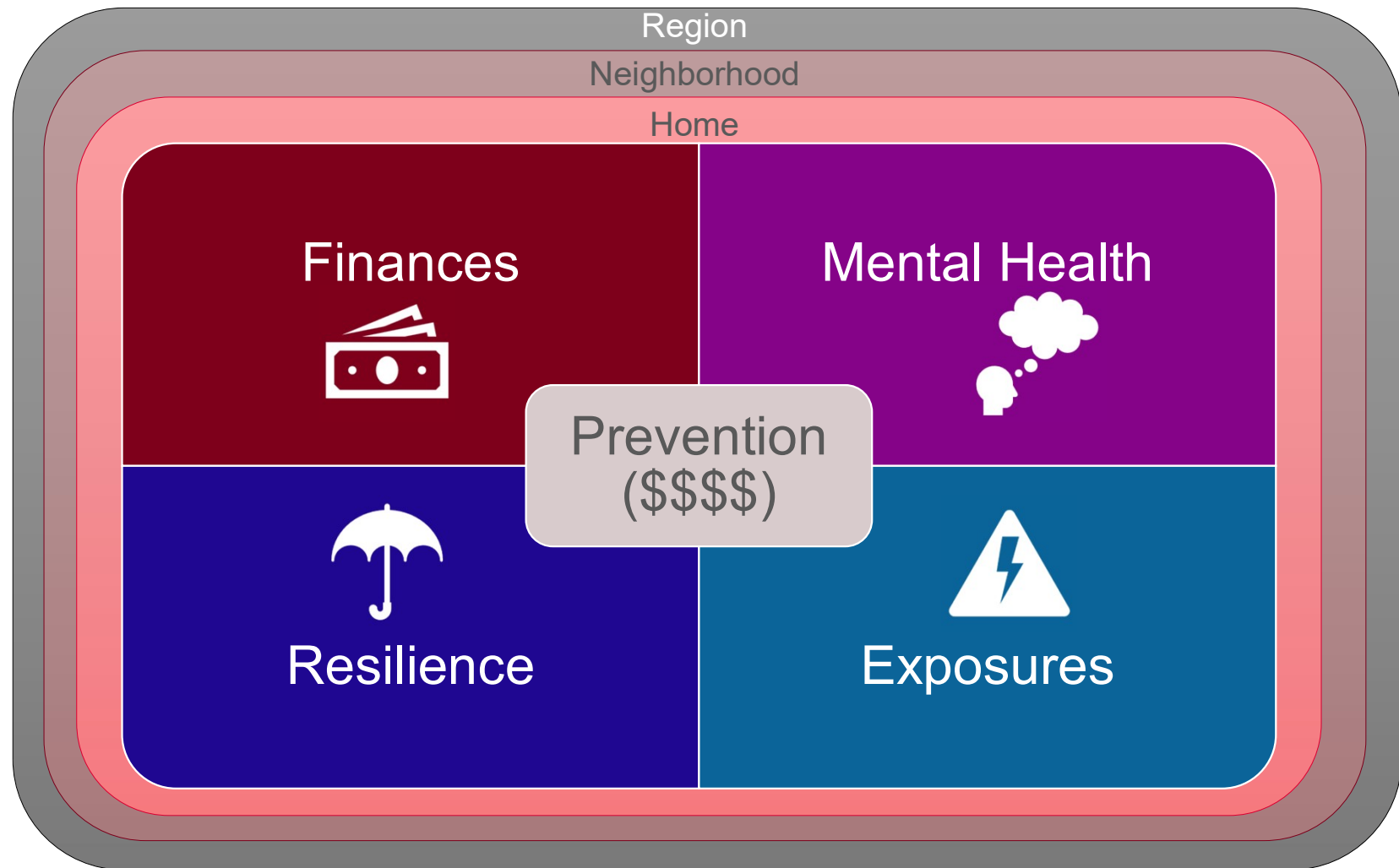
Michelle J. Marcus, DrPH

Senior Policy Impact Specialist

mmarcus2@gsu.edu



HOW DOES HOUSING IMPACT HEALTH?



Residential Energy Efficiency Programs & Initiatives



Home Energy Improvement Program (HEIP)

All residential customers

Promotes lasting energy efficiency improvements in customers' home, offering rebates to help offset the cost of improvements.

Many ways to participate:

- Instant rebates - GPC Marketplace* and in store
- Via distributors for HVAC and water heater installers
- Online application

Visit: georgiapower.com/heip



Energy Assistance for Savings & Efficiency (EASE) and EASE for Seniors

IQ & MI customers

Up to \$5,000 in no-cost energy efficiency improvements. Income for the household must be 300% of US Federal Poverty Guidelines to qualify.

- Apply Online
- Home Energy Assessment & Direct Install Improvements
- Advanced Measure Improvements
- **Seniors:** Over 60, Owner Occupied, less than 200% FPL

Visit: Georgiapower.com/EASE & Georgiapower.com/EASEforSeni



Residential Demand Response (TEMP✓™)

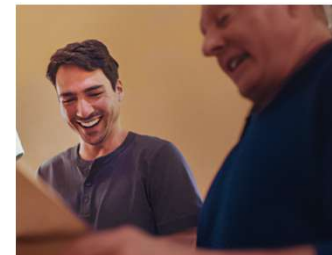
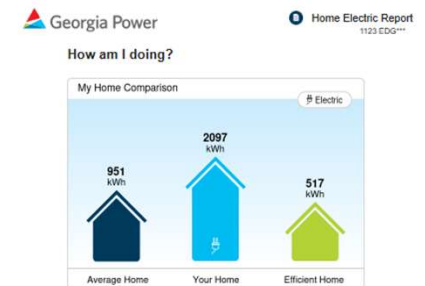
All residential customers

Shift electricity use during peak demand periods. Instant enrollment and rebate available on Marketplace.

Visit: georgiapowertempcheck.com

Residential Behavioral Opt-out Only Program

Encourages energy savings through behavior changes. Select customers receive Home Electric Reports (HERs) about their electricity use.



Free In-Home Audit Initiative

All residential customers; availability is limited

Free light-touch audit to help identify energy losses and energy efficiency tips.

Visit: georgiapower.com/freeaudit

Energy Affordability Resources



Income-Qualified Discount (IQD) *Low Income customers*

Provides eligible customers a monthly discount on their energy bill. Qualify through SSDI, SSI, federal Housing Choice Voucher participation, or age 65+ with household income at or below 200% of Federal Poverty Guidelines.

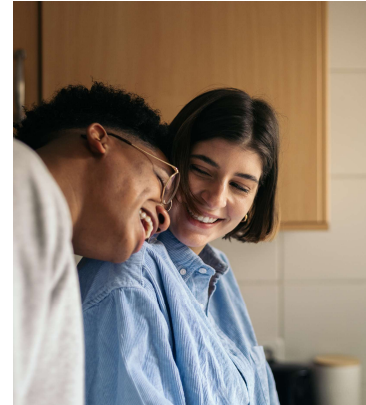
Visit: georgiapower.com/energydiscount



Community Assistance & Resource Locator (CARL) Tool *All customers seeking support*

A digital tool on the Energy Assistance website that helps Georgians find local support resources by County and ZIP code. Food, housing and utility assistance. Rent, medical and counseling support.

Visit: georgiapower.com/carl



FlatBill® *All residential customers*

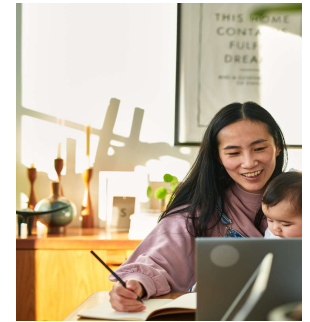
A 12-month rate plan that offers a fixed monthly bill for a whole year. This plan offers total predictability when paying monthly energy bills. A fixed monthly price customized to each customer based on the home's past usage and anticipated usage for the upcoming 12-months.

Visit: georgiapower.com/flatbill

Budget Billing *All residential customers*

Creates predictable monthly bills by averaging a customer's current bill with the previous 11 months, providing levelized pricing each month. Smooths seasonal swings; the amount can adjust over time as usage changes.

Visit: georgiapower.com/budgetbill



Customer Protection Pledge

Preparing for growth while protecting the state we all call home

As Georgia grows, this pledge reaffirms our commitment to serving the interests, the communities, and the priorities of our 2.8 million customers.

1 **Protect Your Rates and Keep Energy Affordable**

Keep rates stable and predictable while large-energy users pay for the infrastructure built to serve them.

2 **Ensure New Large-Energy Users Pay Their Way**

Require high-demand users to pay the full cost of serving their demand, including infrastructure and long-term commitments.

3 **Invest in a Stronger, More Reliable Grid**

Use growth-related infrastructure to provide added resiliency and reliability for customers.

4 **Negotiate Fairly and Transparently for Property**

Lead with early outreach, direct engagement, transparent communication, and voluntary agreements where possible.

5 **Power a Balanced, Reliable Energy Future**

Maintain a diverse energy portfolio that includes nuclear, hydro, natural gas, coal, solar, and battery storage.

6 **Protect What We Share**

Protect natural resources and communities through proactive environmental reviews and community investment.

Breakout Session

- 1 What do residents, housing providers, and community organizations **need to understand earlier about energy use, utility bills, building performance, and available resources** to proactively prevent or reduce financially burdensome utility bills?
- 2 When a household is facing unaffordable energy bills, disconnection risk, or other utility-related financial stress, **what resources are currently available, and where are the current gaps in assistance, outreach, or coordination?**
- 3 What actions or efforts should homeowners, housing organizations, and community development organizations **prioritize** to increase the resilience of individual households and families, as well as the collective resilience of Georgia's communities, cities, and counties?
- 4 What role should HouseATL and the Sustainable & Resilient Housing Working Group play in advancing energy affordability, energy efficiency, and housing resilience in Georgia?



*Scan to submit
feedback to the
HouseATL
Sustainable and
Resilient Housing
Working Group*



HouseATL Annual Business Meeting



Alan Ferguson
HouseATL Co-Chair

**Chief Housing Officer
DeKalb County**

Bylaws Vote Language

1

Article V: Advisory Board; Section 2: Qualifications

Currently reads: To be eligible for election to the Advisory Board, an individual must be a current member of HouseATL in good standing as defined in HouseATL membership policies, must live or work in the geographic service area, and must have demonstrated an interest in, and knowledge of, affordable housing

To be amended with additional sentence: No single organization may have more than two staff on the Board concurrently.

2

Article V: Advisory Board; Section 2: Qualifications

To be amended with additional sentence: Elected officials are ineligible for Board service.

3

Article VII: Officers of the Organization; Section 5: Election

Currently reads: Officers of the Organization shall be elected by the Advisory Board by a vote of 66% or more of the Advisory Board directors.

To be amended with additional sentence: No single organization may have more than one staff in an officer position concurrently.

4

Article XIII: Amendments to Bylaws; Section 1 4.

Amended to: These Bylaws may be altered, amended, or repealed and changes in Bylaws may be adopted at the Annual Business Meeting **or any special business meeting**, provided the proposed amendments are **approved by the Board** and presented in writing to all Members at **least fourteen (14)** ~~thirty (30)~~ days in advance of **the meeting where the vote will occur**.

Bylaws Vote

How to Vote

- Scan the QR code, then enter your email and password:
Bylaws
- Or use the link in the email from Election Buddy

Voting Eligibility

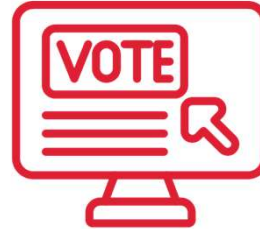
- Members must be active for 6 months to vote
- One voter per organization

Voting Window

- Open until 12:30 pm
- Need help? Head to the check-in desk

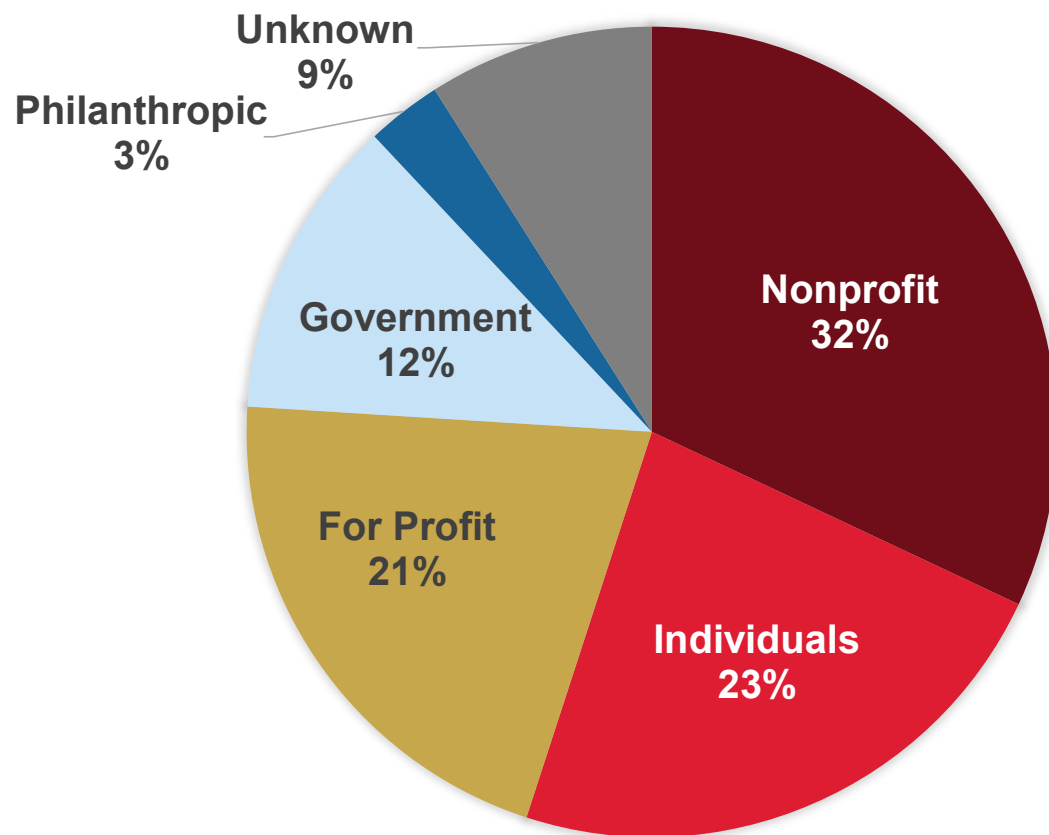
Your Vote Matters

- All voters must participate — passage requires a 2/3 vote of those present



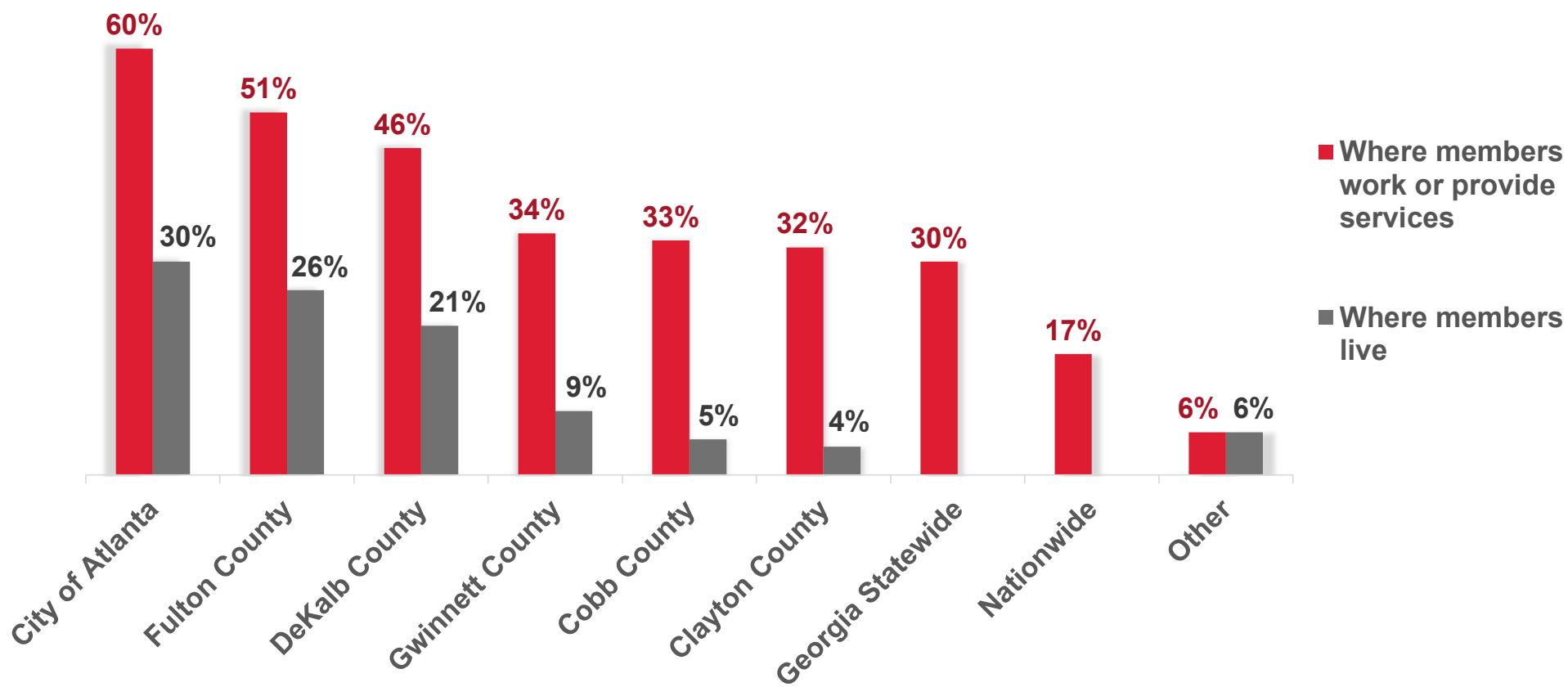
[secure.electionbuddy.com/m/
HouseATL/bylawsvote2026](https://secure.electionbuddy.com/m/HouseATL/bylawsvote2026)

2026 Member Composition by Sector



HouseATL currently
has **526 members**,
representing
~260 organizations

2026 HouseATL Membership Composition by Geography

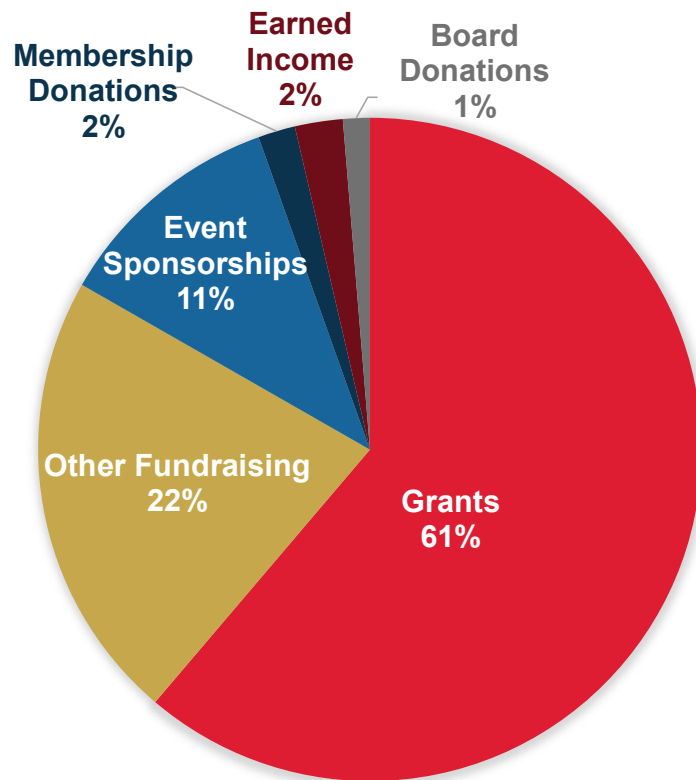


Working Group Participation

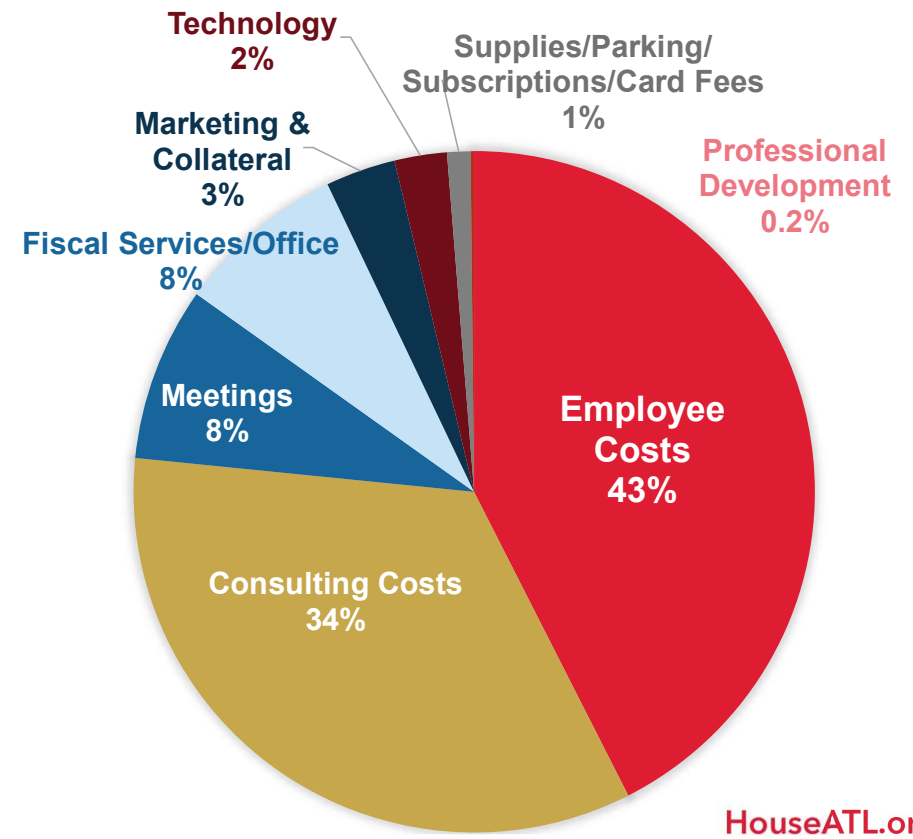
-  **Policy:** 133 enrolled, average attendance 31
-  **Prioritizing Communities:** 83 enrolled, average attendance 16
-  **Homeownership:** 84 enrolled, average attendance 26
-  **Funders Collective:** 104 enrolled, average attendance 25
 - Pipeline Review Committee, average attendance 18
-  **Rental Housing Preservation:** 46 enrolled, average attendance 13
-  **Sustainable and Resilient Housing:** 20 enrolled, average attendance 11

Financials

2025 INCOME

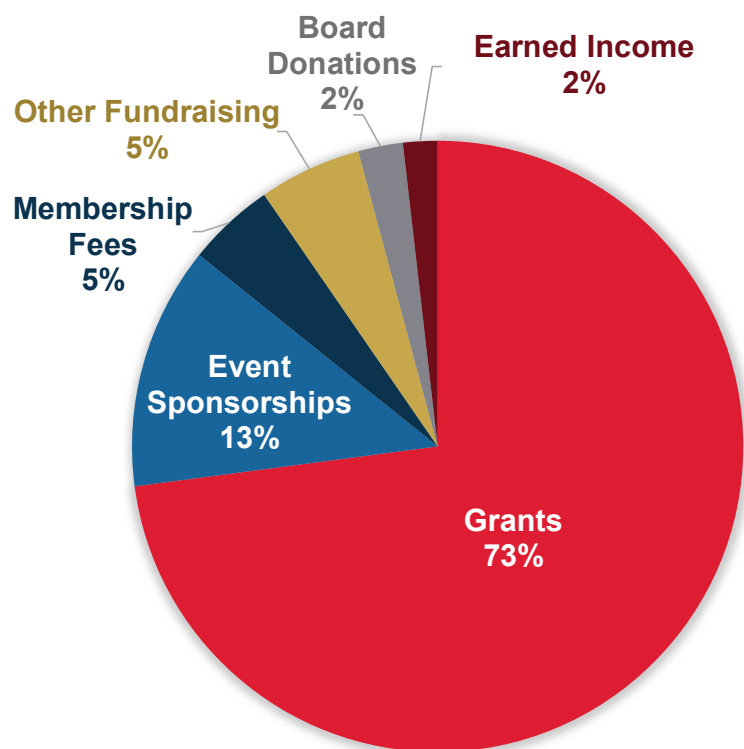


2025 EXPENSES

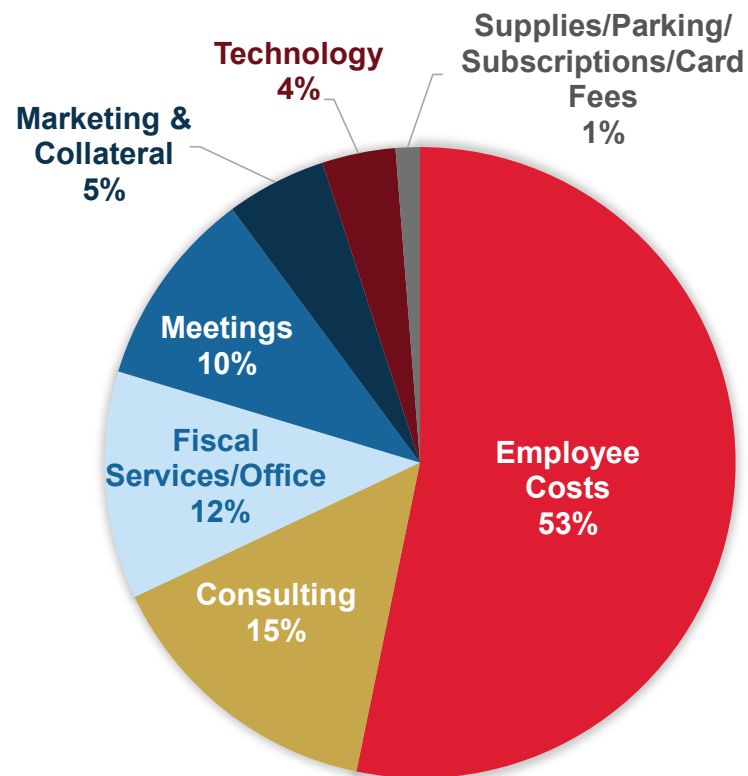


2026 Budget

2026 BUDGETED REVENUE



2026 BUDGETED EXPENSES



Thank you, Terri Lee!

Board Director, 2022 – 2026

Board Co-Chair, 2024 and 2025

HouseATL Executive Committee, 2018-2022



Save the Date!



Saturday, October 3, 2026

10:00 a.m. – 3:00 p.m.

The Morrow Center



Sponsorships available!



Thank you for joining us today!



Join us!

- **Today at noon:** Candidate Forum: Public Service Commission
- **Affordable Living Showcase**
Sept. 18
- **Downpayment Assistance workshop for realtors**
Sept. 24 at Atlanta Habitat
- **Dream HOME Expo**
Oct 3 at Morrow Center
- **Next Member Convening**
October 20 at Morrow Center
- Join HouseATL and be active in a Working Group

Find us on social media & view the full HouseATL events calendar at houseatl.org



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

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Mijha Butcher Godfrey

Policy and Project Associate

mgodfrey@houseatl.org

Natallie Keiser

Executive Director

nkeiser@houseatl.org