

**A COMMUNICATION BY CATHY RICHARDS, ATLANTA PLANNING ADVISORY BOARD (APAB) PRESIDENT, TO MUNICIPAL CLERK RHONDA DAUPHIN JOHNSON, SUBMITTING THE ATLANTA PLANNING ADVISORY BOARD'S APPOINTMENT OF MR. MATTHEW JONES FOR CONSIDERATION TO SERVE AS A MEMBER OF THE BELTLINE TAX ALLOCATION DISTRICT ADVISORY COMMITTEE (TADAC). THIS APPOINTMENT IS FOR A TERM OF TWO (2) YEARS TO BEGIN ON THE DATE OF COUNCIL CONFIRMATION.**

**Review List:**

Council President	Skipped	
Office of the Municipal Clerk	Skipped	
Natasha Daniels	Skipped	
Atlanta City Council	Completed	09/18/2013 9:52 AM
Community Development & Human Resources Committee	Pending	
Natasha Daniels	Pending	

**HISTORY:**

09/16/13      Atlanta City Council      REFERRED WITHOUT OBJECTION

**RESULT:      REFERRED WITHOUT OBJECTION**

**RESULT:      REFERRED WITHOUT OBJECTION**

Certified by Presiding Officer	Certified by Clerk

LEGISLATION HISTORY – BLUE BACK

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August 21, 2013

The City of Atlanta Office of Municipal Clerk  
Atlanta City Hall  
55 Trinity Avenue, Suite 2700  
Atlanta, GA 30303

To the Office of the Municipal Clerk,

The Atlanta Planning Advisory Board is pleased to submit the name of Mr. Matthew Jones for consideration by the Atlanta City Council for appointment to the Beltline Tax Allocation District Advisory Committee. (TADAC).

It is the responsibility of the Atlanta Planning Advisory Board to select twelve appointees to the Beltline TADAC to be confirmed by the Atlanta City Council.

We hope that the findings of the City Council will support our conclusions that Mr. Matthew Jones is an excellent selection and knowledgeable citizen.

Please advise when Council will vote on the nominee. We look forward to your response.

Kindest regards,

Cathy Richards  
APAB President



CITY OF ATLANTA  
KASIM REED, MAYOR

**2013 Officers**

**President**  
*Cathy Richards*

**1<sup>st</sup> Vice President**  
*Gerald Neumark*

**2nd Vice President**  
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**Recording Secretary**  
*Melissa Firestone*

**Correspondence Secretary**  
*Ted Bradford*

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**City of Atlanta Planning  
Department**  
*Charletta Jacks, Dir.*  
*Miltresa McMichael, NPU Coordinator*  
*Atlanta City Hall*  
*55 Trinity Avers*  
*Atlanta, GA 30303*

**APAB CONTACT INFO**  
**404-827-8011**

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[www.apabatlanta.webs.com](http://www.apabatlanta.webs.com)

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Kindest regards,

Cathy Richards  
APAB President

**From:** [secretary@npumatlanta.org](mailto:secretary@npumatlanta.org) [mailto:[secretary@npumatlanta.org](mailto:secretary@npumatlanta.org)]  
**Sent:** Friday, July 19, 2013 6:04 PM  
**To:** Richards, C. J.; 'Matthew Garbett'; Stout, Amy K  
**Cc:** [chair@npumatlanta.org](mailto:chair@npumatlanta.org); Melissa Firestone; Rashid Muhammad; [citybig@bellsouth.net](mailto:citybig@bellsouth.net)  
**Subject:** RE: BeltLine TADAC rep from NPU-M

Dear Ms. Richards,

Please, accept humble apologies for my slow reply. I am writing to express my interest in serving APAB and the community as a representative to TADAC.

My resume is attached. I've just completed a Master of Public Policy degree, and my resume outlines my studies and experience in planning and economic development. Much of my studies revolved around Atlanta's TADs, and I am familiar with the redevelopment plans in place and the oversight role of the TAD advisory councils. I very much want to see the BeltLine succeed in fulfilling the goals of the TAD, and I welcome the opportunity to serve our community as part of TADAC. In addition to my policy studies, please, allow me to highlight my experience in the areas of housing counseling and infrastructure surveying.

Additionally, I live within the BeltLine TAD on \_\_\_\_\_ the Historic Fourth Ward Park's skatepark is at the end of my street, so I am both a direct contributor and beneficiary of the BeltLine TAD.

I am adding to the cc NPU M's representatives to APAB, Rashid Muhammad and Melissa Firestone, as well as Jim Schneider, all of whom know me through my service to NPU M and the Old Fourth Ward neighborhood. Please, do not hesitate to contact me with any questions at all. I look forward to hearing from you.

Sincerely,  
Matthew Jones  
Secretary, NPU M  
Board member, Fourth Ward Alliance

[secretary@npumatlanta.org](mailto:secretary@npumatlanta.org)

MATTHEW S. JONES**E D U C A T I O N****MASTER OF PUBLIC POLICY – PLANNING AND ECONOMIC DEVELOPMENT – Georgia State University, 2013**

- Member of Planning and Economic Development Club, planning committee for club's conference on Atlanta TADs
- Founding member of Panther Bikes, primary author of organization's by-laws

**BACHELOR OF ARTS, GREEK AND ROMAN STUDIES – Rhodes College, 1997**

- Intercollegiate Center for Classical Studies, history of Roman urban planning and architecture (ancient and Renaissance); German immersion at Middlebury Language School
- **Representative** to Chancellor's Roundtable; Matthew Sean Jones Award created by Student Senate, annual award honoring the student most involved in motivating others to participate in student government

**CONGRESS-BUNDESTAG YOUTH EXCHANGE PROGRAM – USAID/US Department of State, 1997-98**

- One-year exchange, intensive German language instruction, archaeological internship in urban rescue excavation and documentation on German-language worksites in Cologne, Germany

**S K I L L S   A N D   R E L E V A N T   C O U R S E W O R K****Intern to the Director of Planning and Program Development****Federal Transit Administration, Region IV, Spring 2013**

- Design and implementation of process to track granting status of approximately \$1.8 billion, including unobligated funds in discretionary earmarks and formula apportionments, coordinated information across multiple teams and contacts for state departments of transportation, metropolitan planning organizations, transit management agencies, and urbanized areas.
- Advised Director of Office of Planning and Program Development on implementation plan for transition from authorizing legislation under SAFETEA-LU to MAP-21.
- Familiar with funding processes of TIGER, CMAQ, New Starts, Over-the-Road Bus, VTCLI for streetcar, human services, downtown circulator, heavy rail, and bus rapid transit; effect of sequestration on federal transit funding.

**Urban Planning and Economic Development, Growth Management, Demography and Statistical Analysis**

- Cost-benefit analysis, shift-share, location quotient, cluster analysis, and consideration of political feasibility as applied to public policy in regional, local, and national economic and social conditions.
- Writing of policy memos applying legal, administrative, and ethical principles of urban planning to development, capital improvement, legal, and political problems; in-depth study of municipal government, legislative initiatives, federal agencies, public engagement, and history of urban planning in the United States.
- Causes and consequences of urban growth patterns and land use practices; corridor analysis as applied to infrastructure planning and economic sustainability in transportation and urban land development; sprawl versus smart growth initiatives, livability principles, walkability, complete streets, and transit-oriented development.
- Value capture methods including community improvement districts, TIF/TADs, regional taxation and management structure.
- Quantitative and qualitative research design, evaluation of research design and program effects, using statistical methods and data from US Census, Bureau of Labor Statistics, Atlanta Regional Commission, and long range transportation plans; case studies of redevelopment in Atlanta's Old Fourth Ward neighborhood and cluster analysis of subsectors in Atlanta's transportation and logistics market.
- Urban planning and land use practices applied to economic development strategies including brownfield redevelopment, reuse of industrial and office structures, locality development, and human resources development.
- Alternatives analysis of Atlanta Streetcar expansion; compared economic impact and equity of proposed route extensions using data from Invest Atlanta, Atlanta Regional Commissions, US Census, Bureau of Labor Statistics, and TAD redevelopment plans.

**GIS Applications to Planning and Policy Analysis**

- Data visualization, map-making, and demographic analysis using ESRI's Arc10 and web-based GIS tools.
- Integration and synthesis of geographical data with composite map overlays and databases.

## MATTHEW S. JONES

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**PROFESSIONAL EXPERIENCE**
**Housing/Credit Counselor**CredAbility, Inc. (formerly CCCS of Greater Atlanta), *Atlanta, Georgia*

October 2006 – June 2011

- Trained and coached new-hire counselors and managers in telephone-based and live-chat counseling sessions addressing foreclosure prevention, loss mitigation, Home Affordable Mortgage Program (HAMP), debt management, and personal bankruptcy.
- Counseled annually over 1000 telephone clients from a broad cross-section of the American socio-economic spectrum and all states and territories.
- Test team member during re-branding, tested website (single sign-on for all counseling services to breaking point and documented failures; proofread program documentation, content, correspondence, and flyers.

**Account Executive**Fremont Investment & Loan, *Elmsford, New York*

March 2005 – February 2006

- Served business-to-business inside sales accounts for wholesale and concurrent mortgage lenders in New England and New York markets.

**Assistant Account Executive**Option One Mortgage Corporation (subsidiary of H&R Block), *Foxboro, Massachusetts*

March 2003 – March 2005

- Analyzed market demographics and workflows, process improvement for prequalification and sales follow-up as part of wholesale mortgage lender's top-producing sales team.
- Exceeded quality measures in every evaluation period entire loan rationalization process and underwriting guidelines; mastered application of residential appraisals and automated valuation models.

**Latin Teacher**Rising Tide Charter School, *Plymouth Massachusetts*

August 2000 – August 2002

- Represented faculty at recruitment events and Board meetings.
- Designed and produced original Latin curriculum for 240 middle school students at progressive, New England public institution.
- Revised school's daily schedule, coordinated analysis of stakeholder requirements and exceeded principal and faculty goals improving the efficiency and flexibility of each grade-level schedule as well as the duty assignment process.

**GPS Survey Party Chief**CDP Engineers, Inc., *Lexington, Kentucky*

August 1998 – February 2000

- Planned and executed GPS-based surveys, conducted infrastructure surveys collecting location and attribute data for municipal Geographic Information System (GIS) development contracts.
- Coordinated survey technicians in projects serving commercial, industrial, and retail land developers, towns, cities, counties, regions, and transportation planning agencies.
- Established control networks for aerial photogrammetric mapping surveys.
- Assisted civil engineers, land surveyors, and GIS programmers in proposal preparation, meetings for public comment, and proofing of design and GIS deliverables.

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**PUBLIC SERVICE**
**Neighborhood Planning Unit M Executive Board**

- **Secretary (present)** for General Body, Executive Committee, and Land Use Committee, present; prepare and manage archiving of NPU minutes and communication via email, Facebook, and Wordpress blog; advise and comment on behalf in matters concerning land use (zoning variance and rezoning applications), business licenses, capital investment and infrastructure improvement.

**MATTHEW S. JONES**

**Fourth Ward Alliance Neighborhood Association**

- **Board Member, present**, at-large representative on board of neighborhood association in redeveloping Old Fourth Ward neighborhood; advocate for improved information sharing and best practices in citizen engagement; the Old Fourth Ward neighborhood includes some of the largest redevelopment projects in the Southeast (Ponce City Market, the Atlanta Beltline Eastside Trail and parks associated with Beltline construction, and also includes the Village of Bedford Pine, the largest project-based Section 8 housing in the Southeast.

**Old Fourth Ward Patrol**

- **Board Member (2011)**, represent board at public meetings of NPU-M, briefed other board members regarding public safety issues raised by citizens and public officials, strategic planning for fund raising and communications of patrol.
- **Present**, provide CRM (Wild Apricot) data management support.

**NPU-M Public Safety Committee, 2011-2012**

- **Member**, represented the Old Fourth Ward Patrol; meetings attended by Atlanta Police Department and MARTA Police Commanders and representatives of neighborhood associations.

**Panther Bikes (GSU), 2011-2013**

- **Vice President, 2012-2013**, founding member, primary author of bylaws of student organization advocating for improved infrastructure for biking in the GSU/Downtown Atlanta neighborhood.

**Atlanta Bicycle Coalition, 2010-present**

- **Member**, organization providing bicycle safety education and advocating for policies to enhance the safety of the bicycling public and for increased funding supporting bicycling.