



Atlanta City Council
Community
Development/
Human Services
Committee

OCTOBER 27, 2020





EQUITABLE DEVELOPMENT MILESTONES

AGENDA

EQUITY & INCLUSION

ECONOMIC DEVELOPMENT
& JOB CREATION

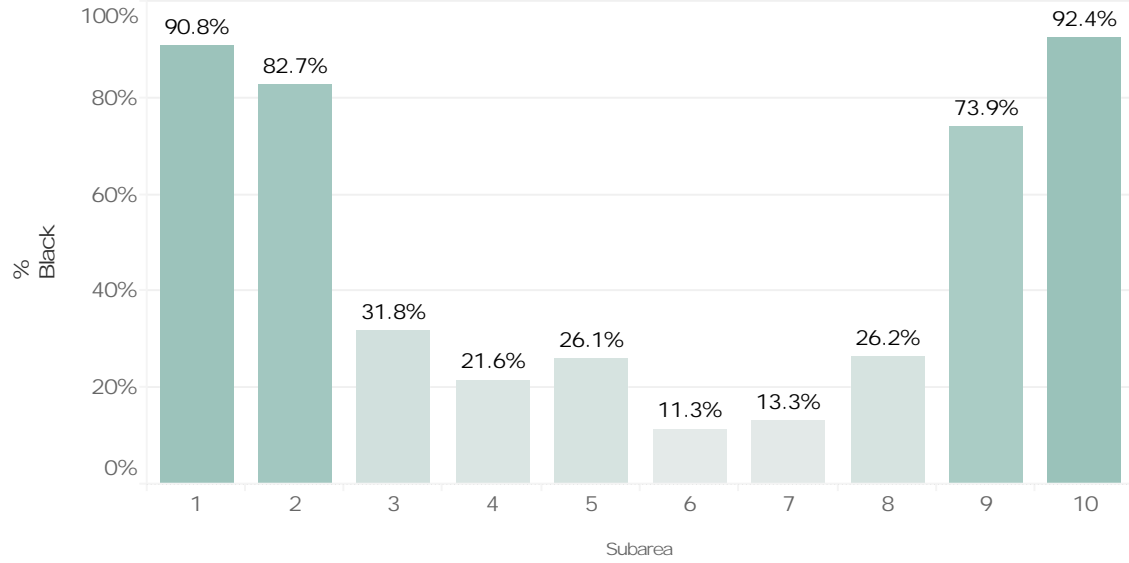
STABILIZING COMMUNITIES

BUILDING THE INFRASTRUCTURE

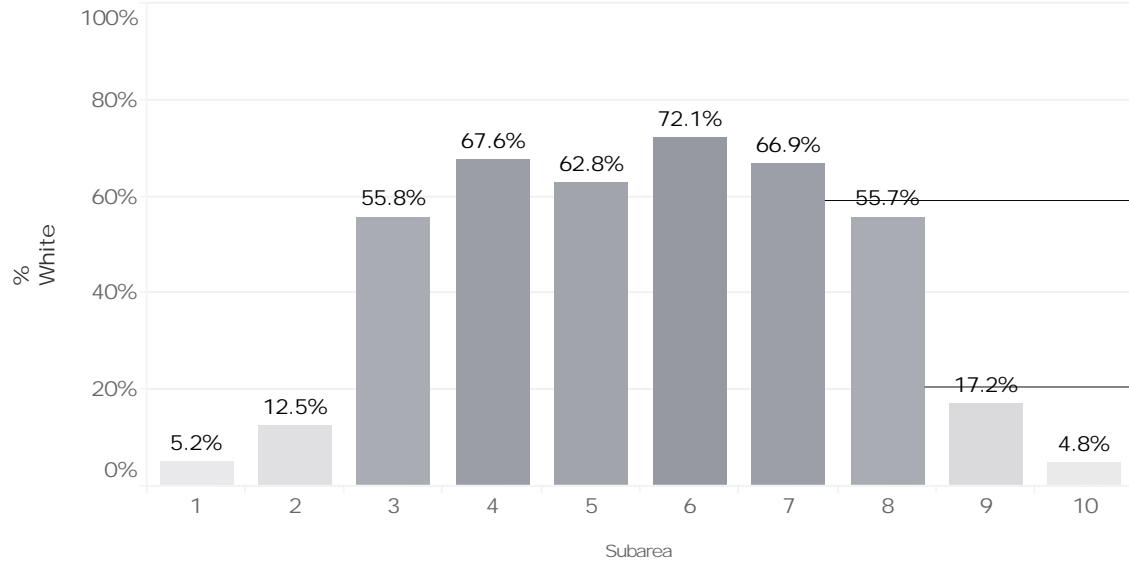
- 2013: Atlanta BeltLine, Inc. Board of Directors adopted an **Equitable Development Policy** created by ABI, Tax Allocation District Advisory Committee, and the community
- 2018: Chief Equity and Inclusion Officer hired
- 2019: Equity Vision and Action Plan adopted
- Summer 2020: **Atlanta BeltLine Data Explorer** launched, a public data visualization tool dedicated to mapping growth and change over time in BeltLine neighborhoods



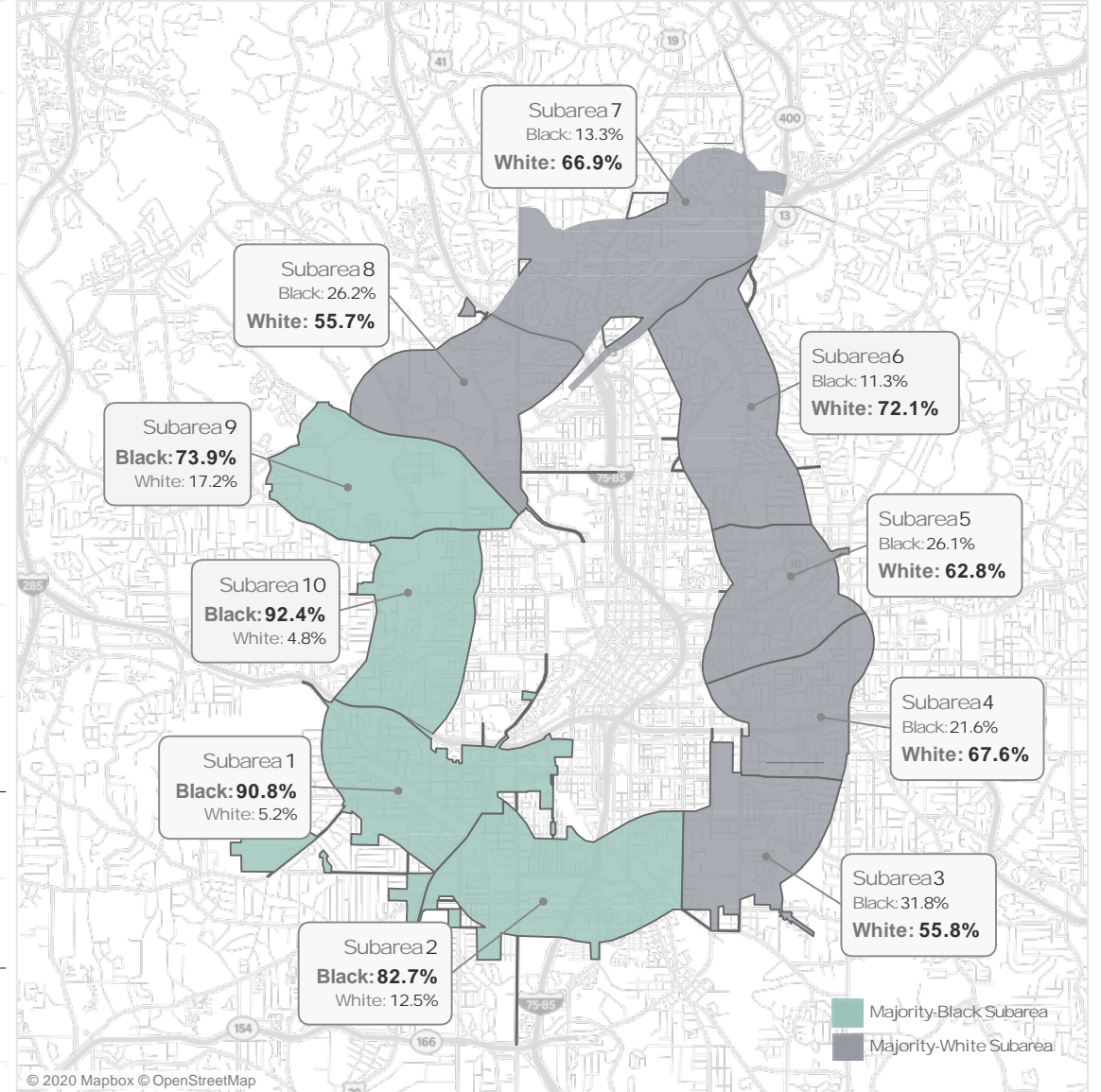
Black or African-American Residents by Subarea, 2018



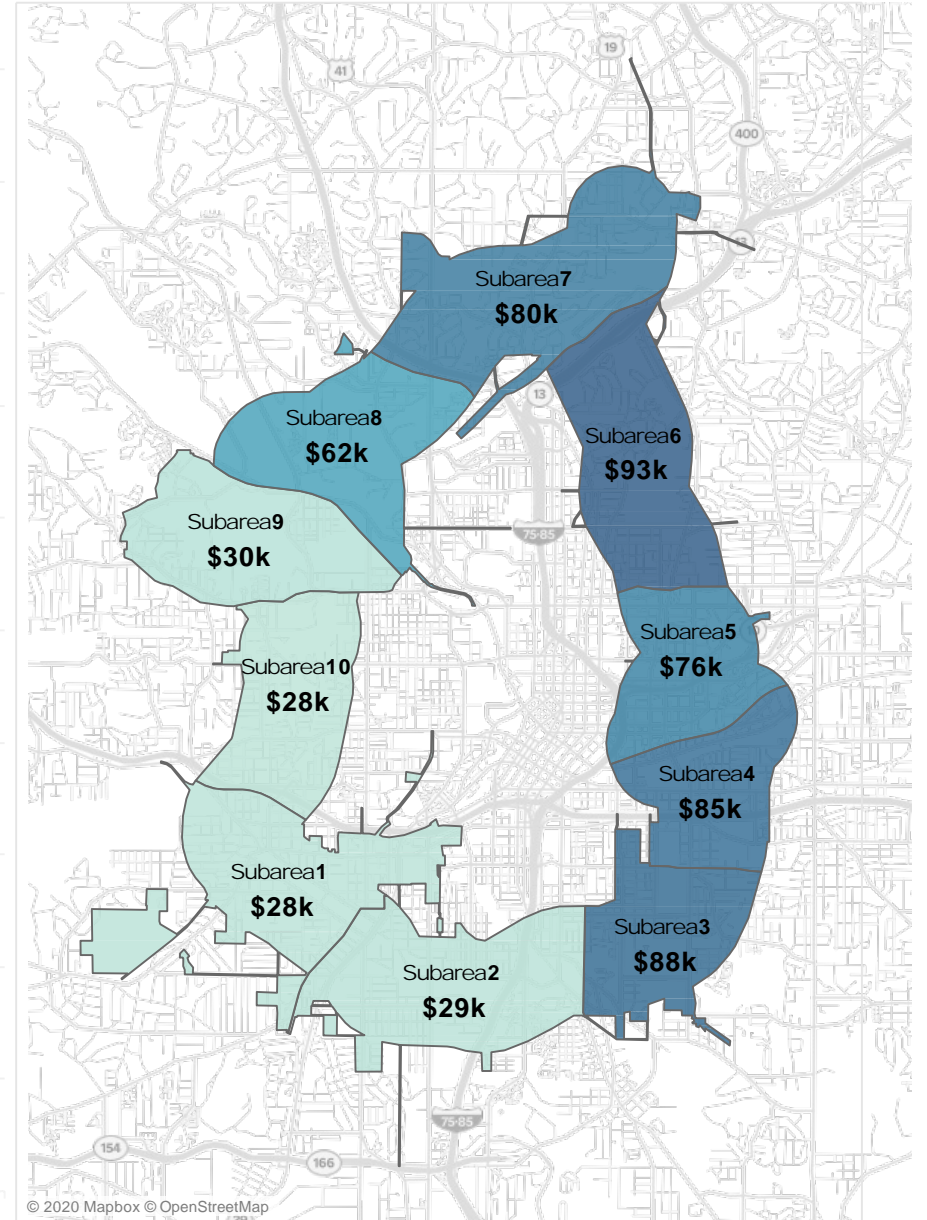
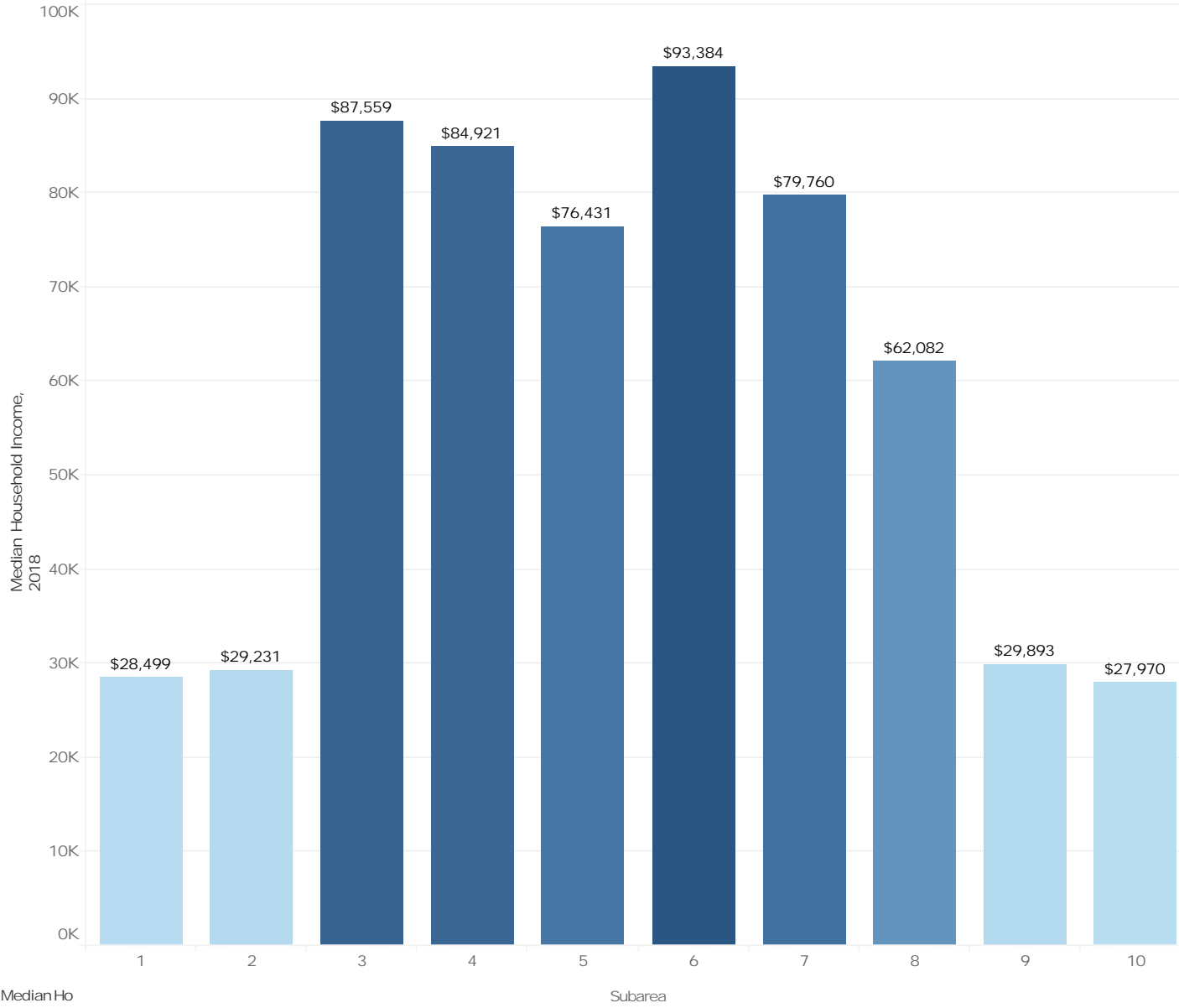
White Residents by Subarea, 2018



Subareas by Race, 2018



Median Household Income by Subarea, 2018



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JOB CREATION FOR BELTLINE RESIDENTS

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STABILIZING COMMUNITIES

BUILDING THE INFRASTRUCTURE

- 18,700 PERMANENT JOBS through 2017 (est.)
 - 62% of 30,000 permanent jobs goal by 2030 in TAD redevelopment plan adopted by City Council
- 43,560 ONE-YEAR CONSTRUCTION JOBS through 2019 (est.)
 - 90% of 48,000 one-year construction jobs goal by 2030
- Workforce partnerships connect businesses, training partners, and residents to create employment pipelines for BeltLine residents to attain jobs on the BeltLine
 - STRIVE, Juvo



SUPPORT FOR BELTLINE BUSINESSES

AGENDA

EQUITY & INCLUSION
OVERVIEW AND BACKGROUND

ECONOMIC DEVELOPMENT
& JOB CREATION

STABILIZING COMMUNITIES

BUILDING THE INFRASTRUCTURE

- Murphy Crossing Redevelopment
 - Maximizing community participation with Stakeholder Advisory Council that includes representatives from 8 adjacent neighborhoods
- Façade Grants
- SW Atlanta Business Organization





STABILIZING COMMUNITIES: PROPERTY ACQUISITION

AGENDA

EQUITY & INCLUSION
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STABILIZING COMMUNITIES

BUILDING THE INFRASTRUCTURE

- ABI will own approximately 32 acres of developable real estate by Q1 2021
- Emphasis on **spurring additional housing affordability opportunities for families**
 - Diverse Geography: purchase properties and support affordability in *a//* BeltLine Subareas
 - Longer Term and Deeper Affordability: position ABI to require longer term and deeper residential and commercial affordability
 - Mixed-Income, Mixed-Use: allow ABI greater say in final site plan emphasizing housing, jobs, and economic development.



STABILIZING COMMUNITIES: FINANCING STRATEGIES

AGENDA

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STABILIZING COMMUNITIES

BUILDING THE INFRASTRUCTURE

- Pre-Development Loan Strategy

- Creation of \$750K pre-development fund to spur projects led by non-profit, minority, and smaller for-profit developers.
- Funds will support design services, cost estimation and feasibility and financial analysis. Must be:
 - New multifamily rental with 20% of units at or below 60% AMI; or
 - Rehab multifamily rental with 20% of units at or below 60% AMI; or
 - New or rehab single-family for-sale with 20% at or below 120% AMI



STABILIZING COMMUNITIES: ANTI-DISPLACEMENT

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- **Home Empowerment Workshops.** More than 500 have attended these workshops coordinated by Atlanta BeltLine Partnership and partners on eviction protections, home repairs, homestead exemptions, etc.
- **Legacy Resident Retention Tax Fund.** Standing up a Legacy Resident Retention Fund Demonstration for the legacy homeowners' increased property taxes in BeltLine's most vulnerable subareas (i.e., Subareas 1, 2, 9 and 10).
- **COVID-19 Emergency Rental Assistance Program.** Partnering with the City of Atlanta, United Way of Greater Atlanta, and the Atlanta Volunteer Lawyers Foundation (AVLF) to provide rental, utility, and/or security deposit assistance to Atlantans. Overall program will provide housing support for >6,700 Atlantans.



SOUTHSIDE

- 55 MILTON
- UNITED AVENUE BRIDGE REPLACEMENT
- BILL KENNEDY WAY SAFETY IMPROVEMENTS
- SOUTHSIDE TRAIL-WEST CONSTRUCTION





WESTSIDE

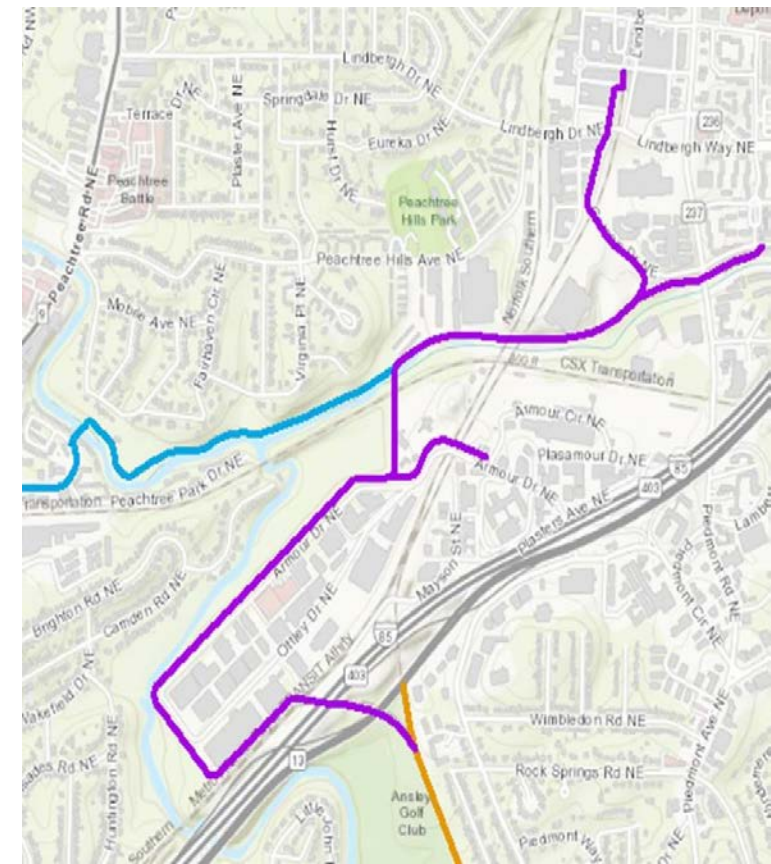
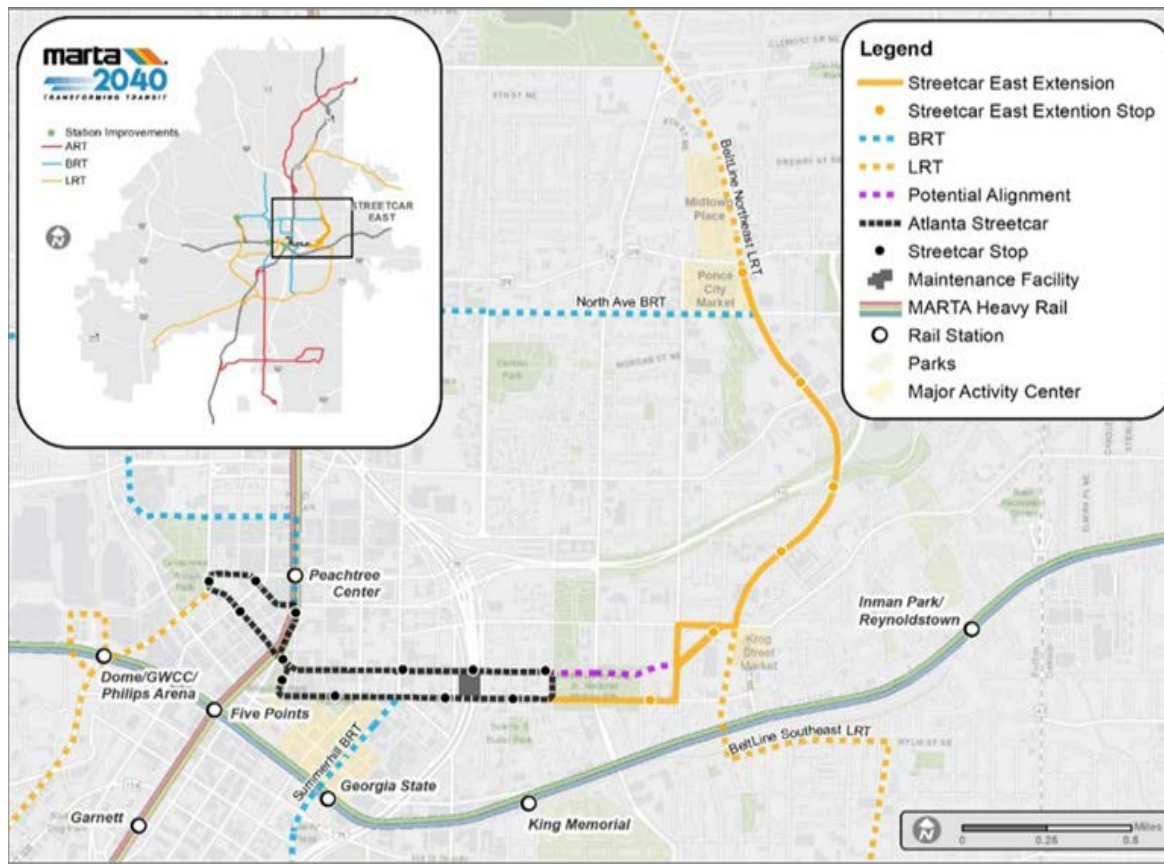
- WESTSIDE TRAIL – HOLDERNESS STREET ACCESS IMPROVEMENTS
- WESTSIDE BELTLINE CONNECTOR CONSTRUCTION (W/PATH FOUNDATION)
- WESTSIDE TRAIL EXTENSION DESIGN





EASTSIDE

- NORTHEAST TRAIL CENTRAL ("HAIRPIN") CONSTRUCTION
- MARTA - STREETCAR EAST EXTENSION
- NORTHEAST TRAIL DESIGN





THANK YOU



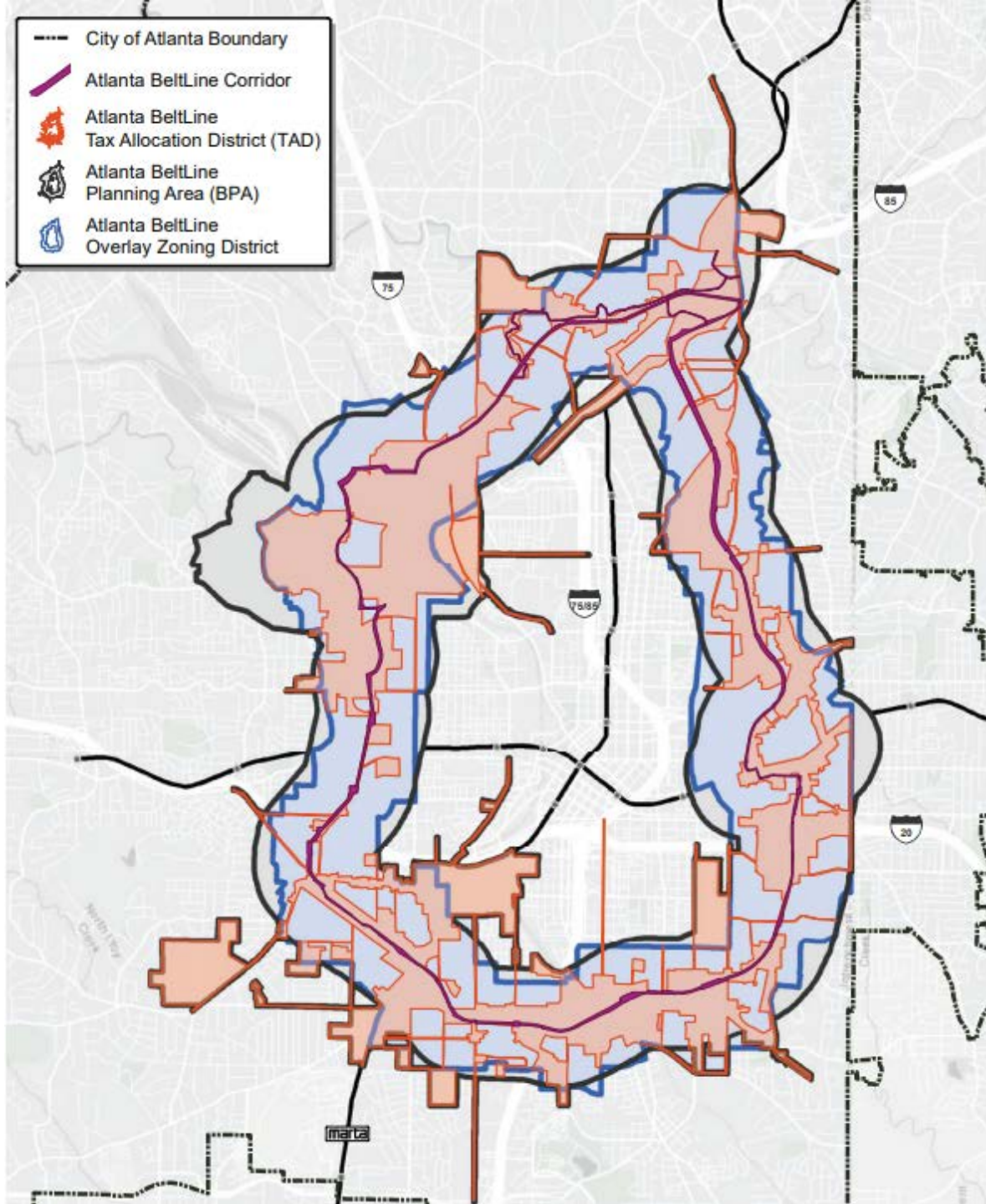


ADDENDUM

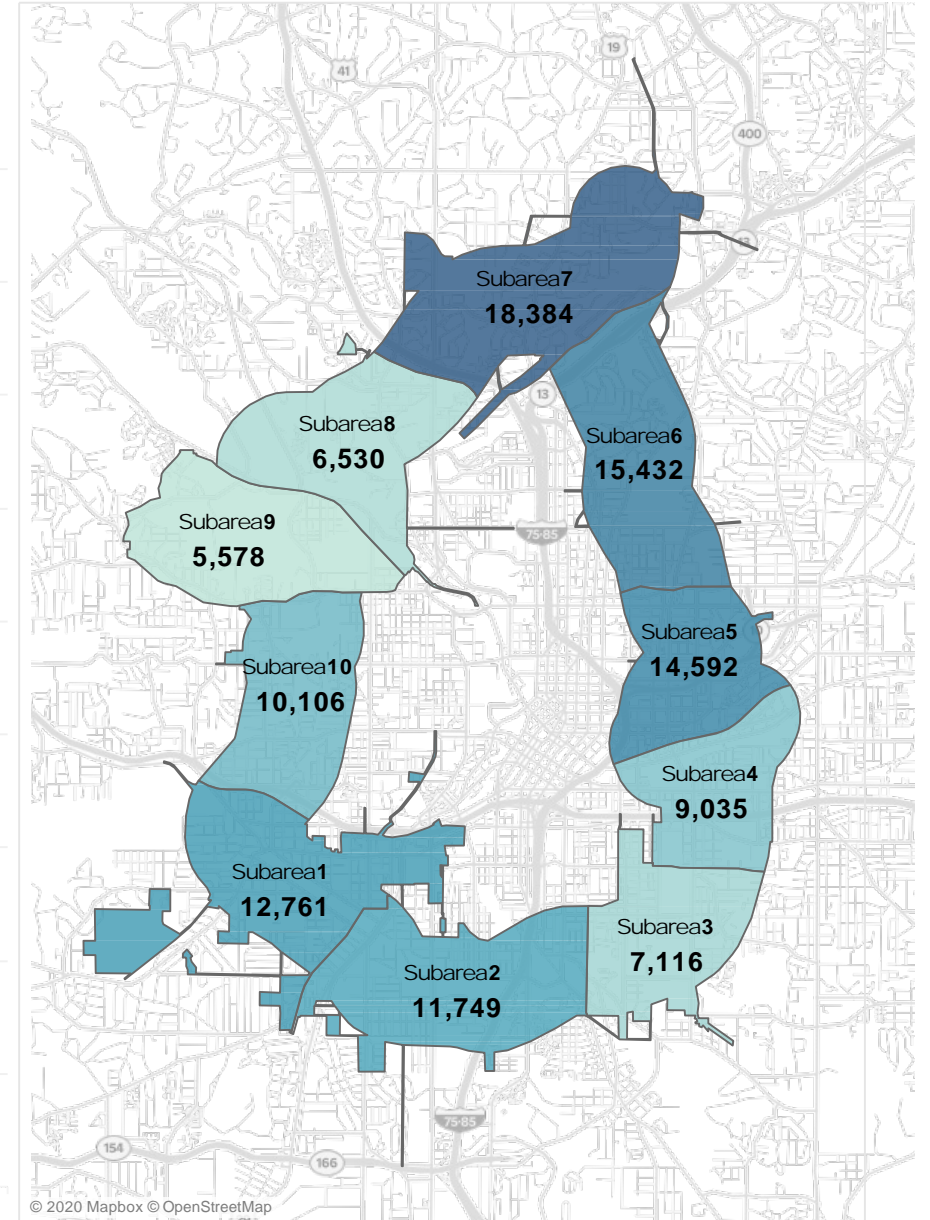
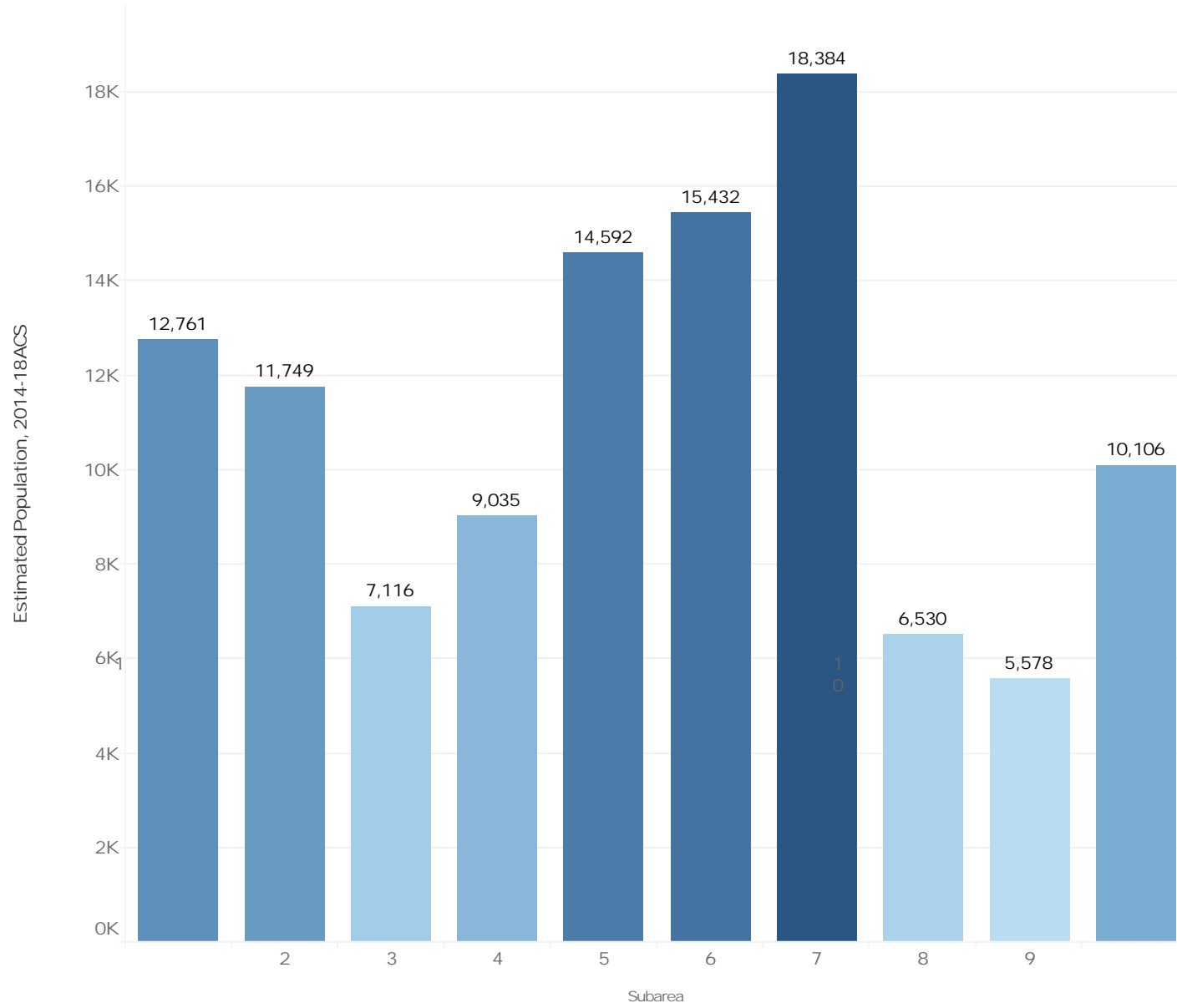




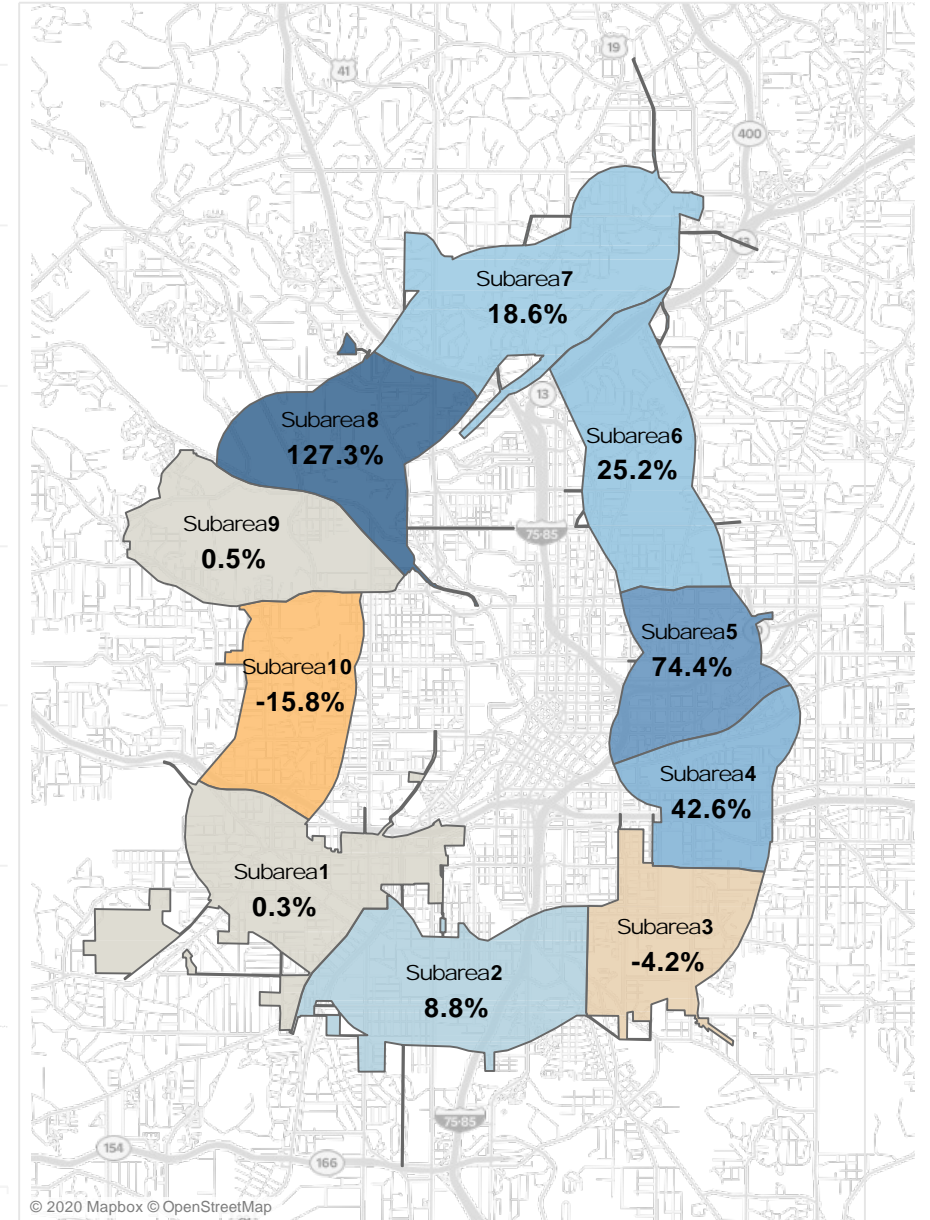
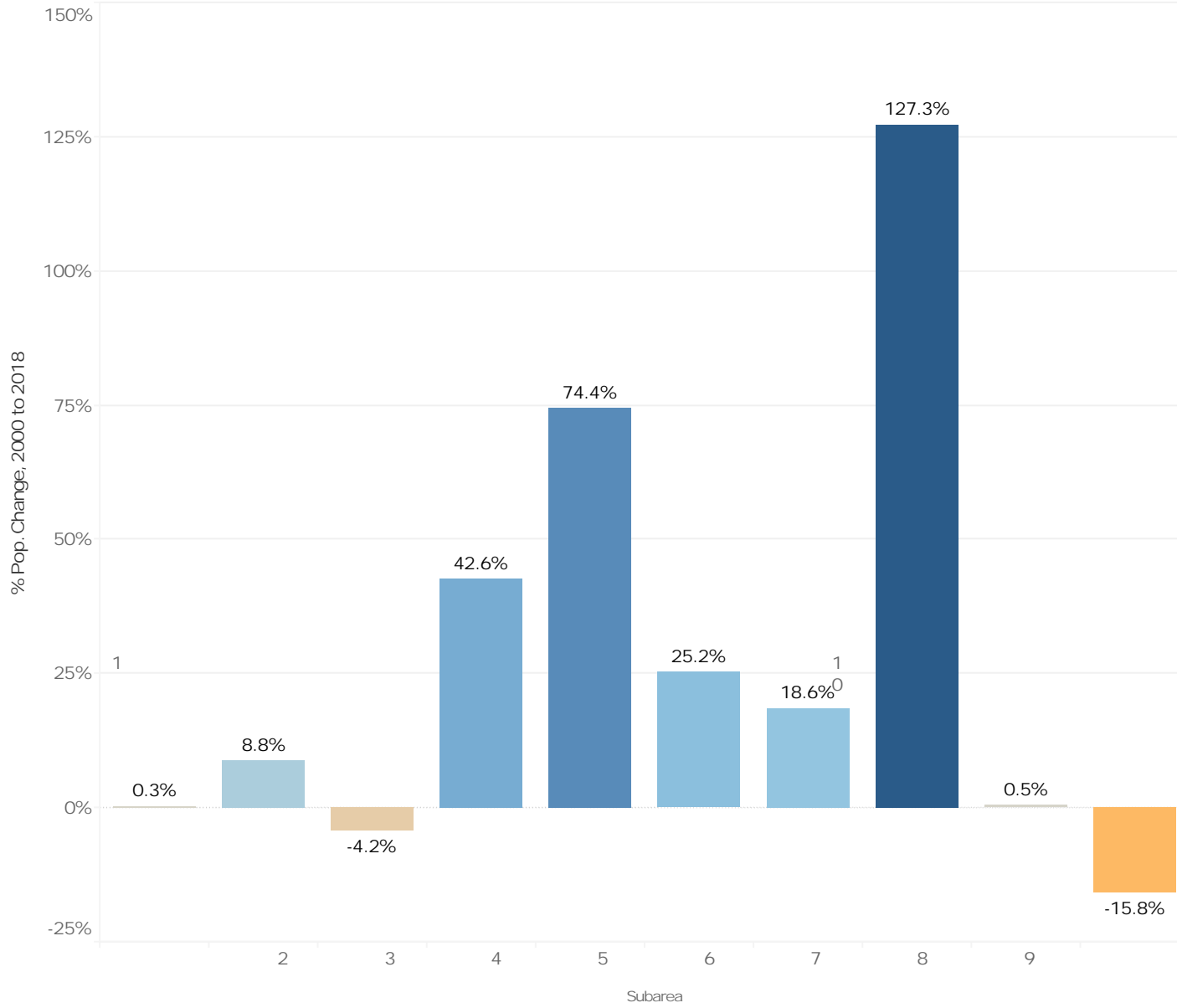
REFERENCE MAP



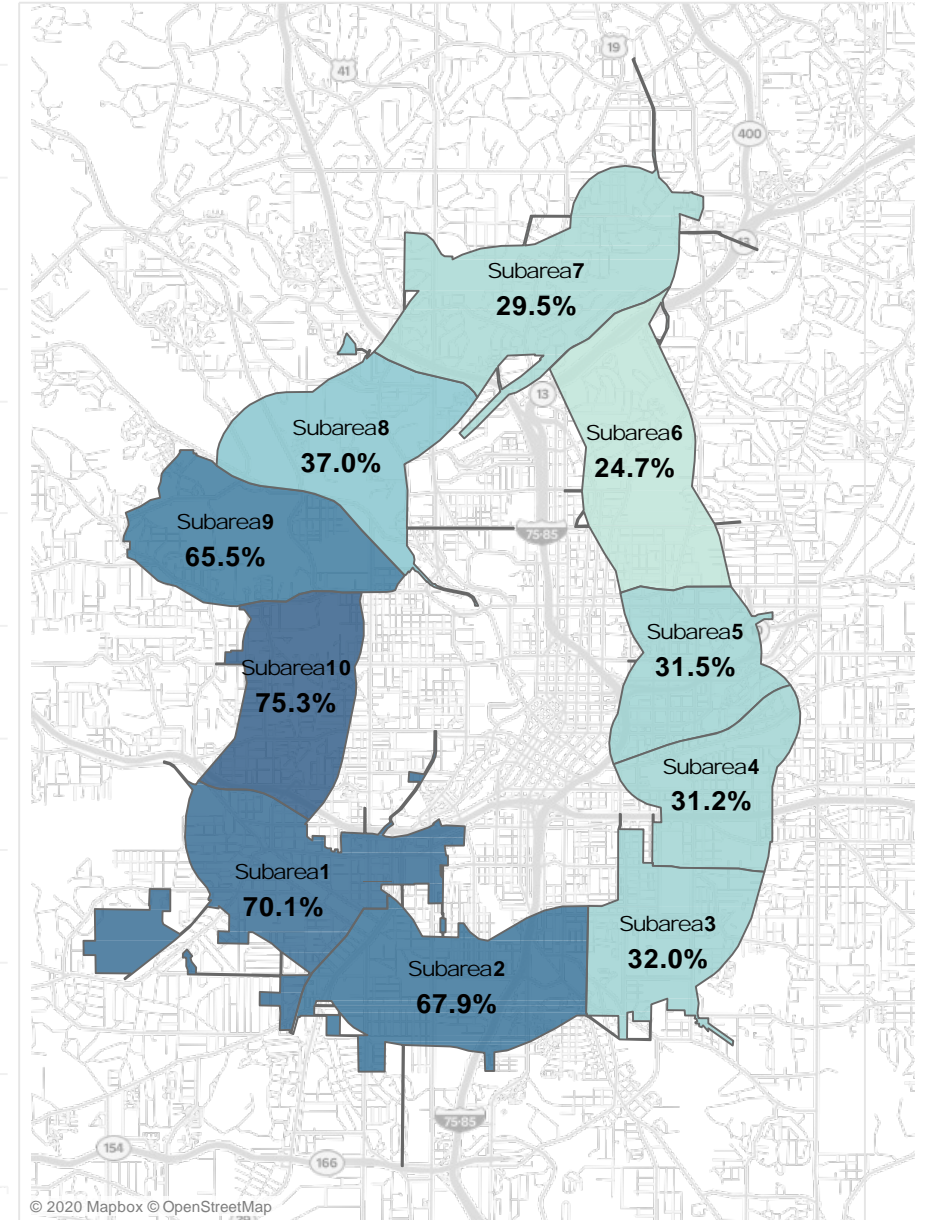
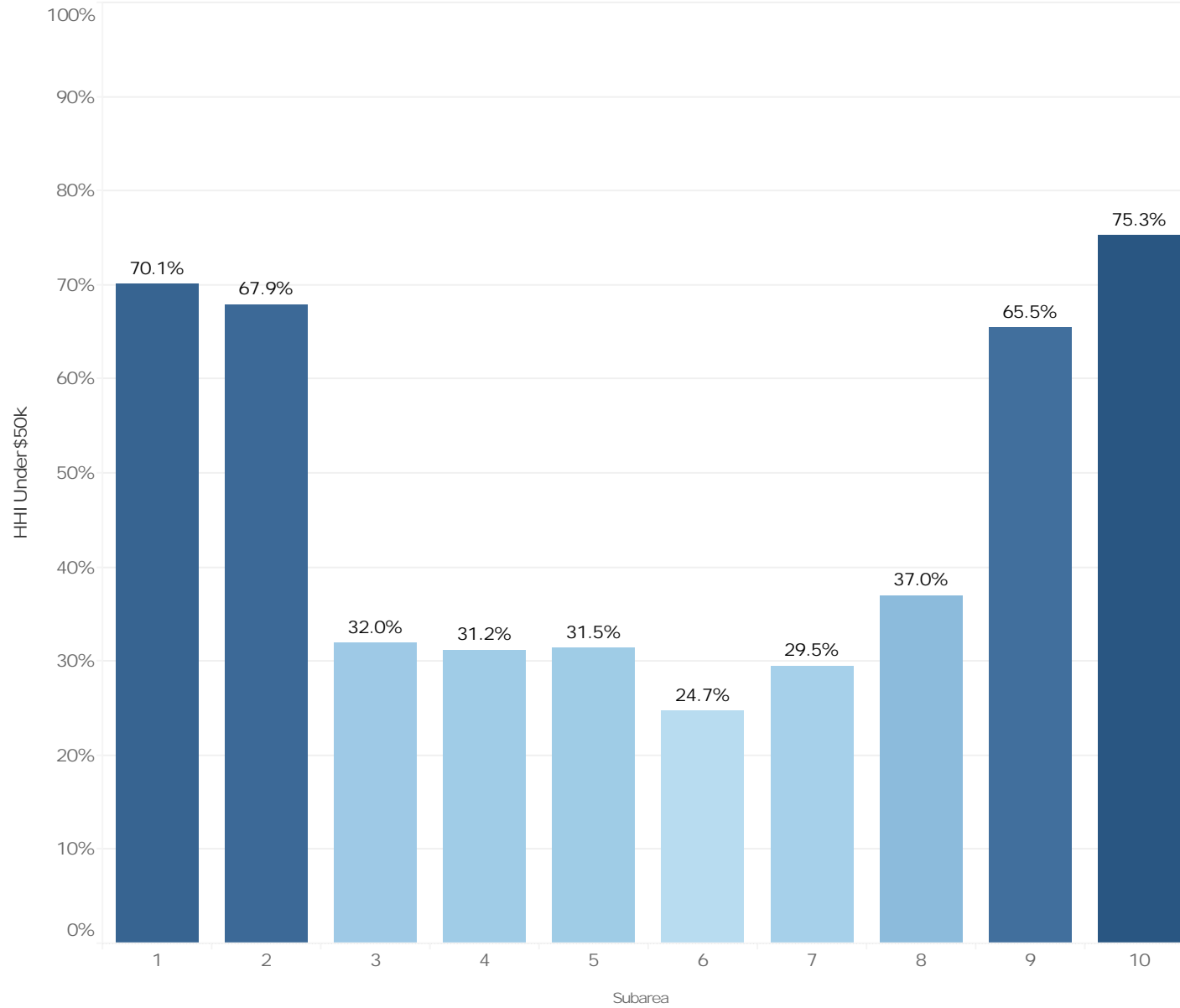
Population by Subarea, 2018



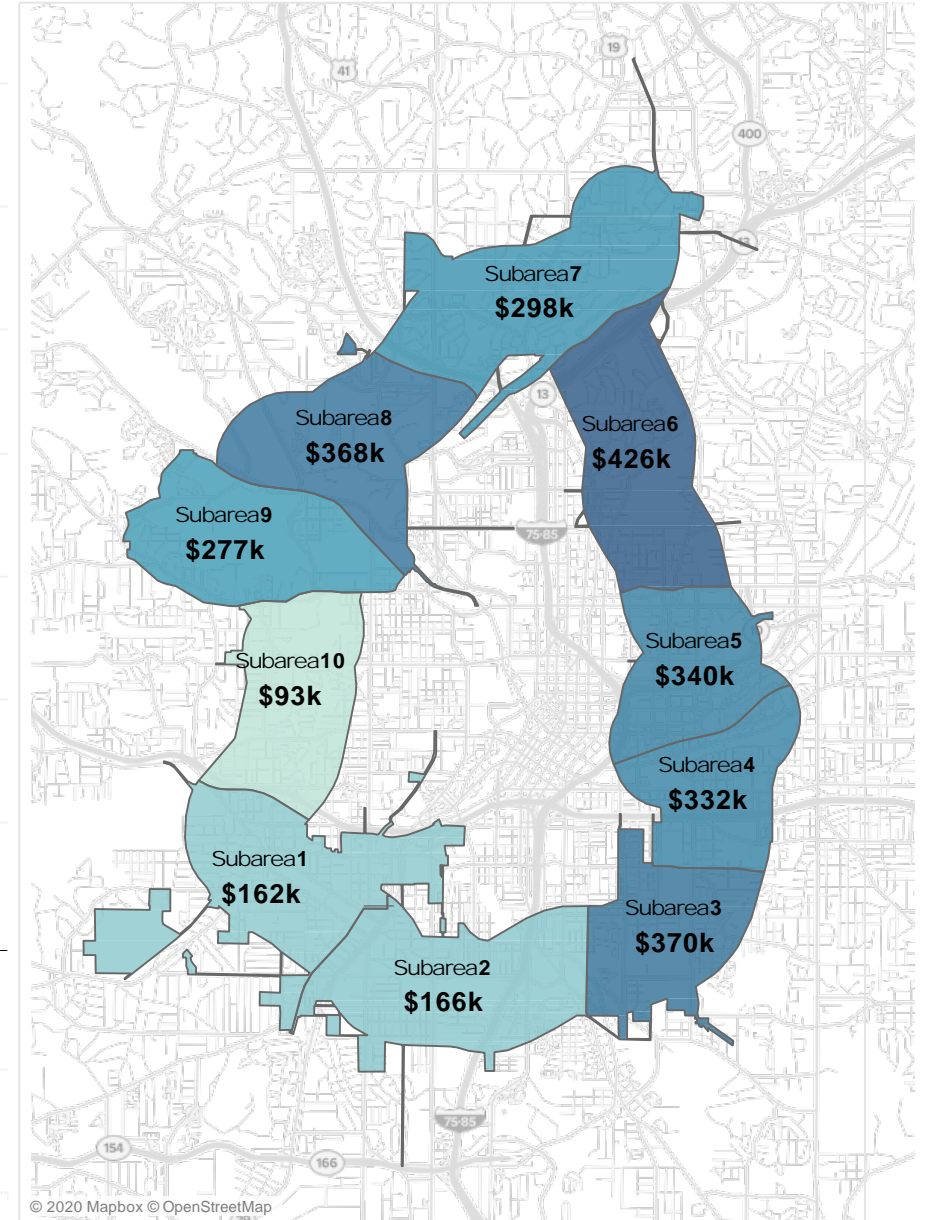
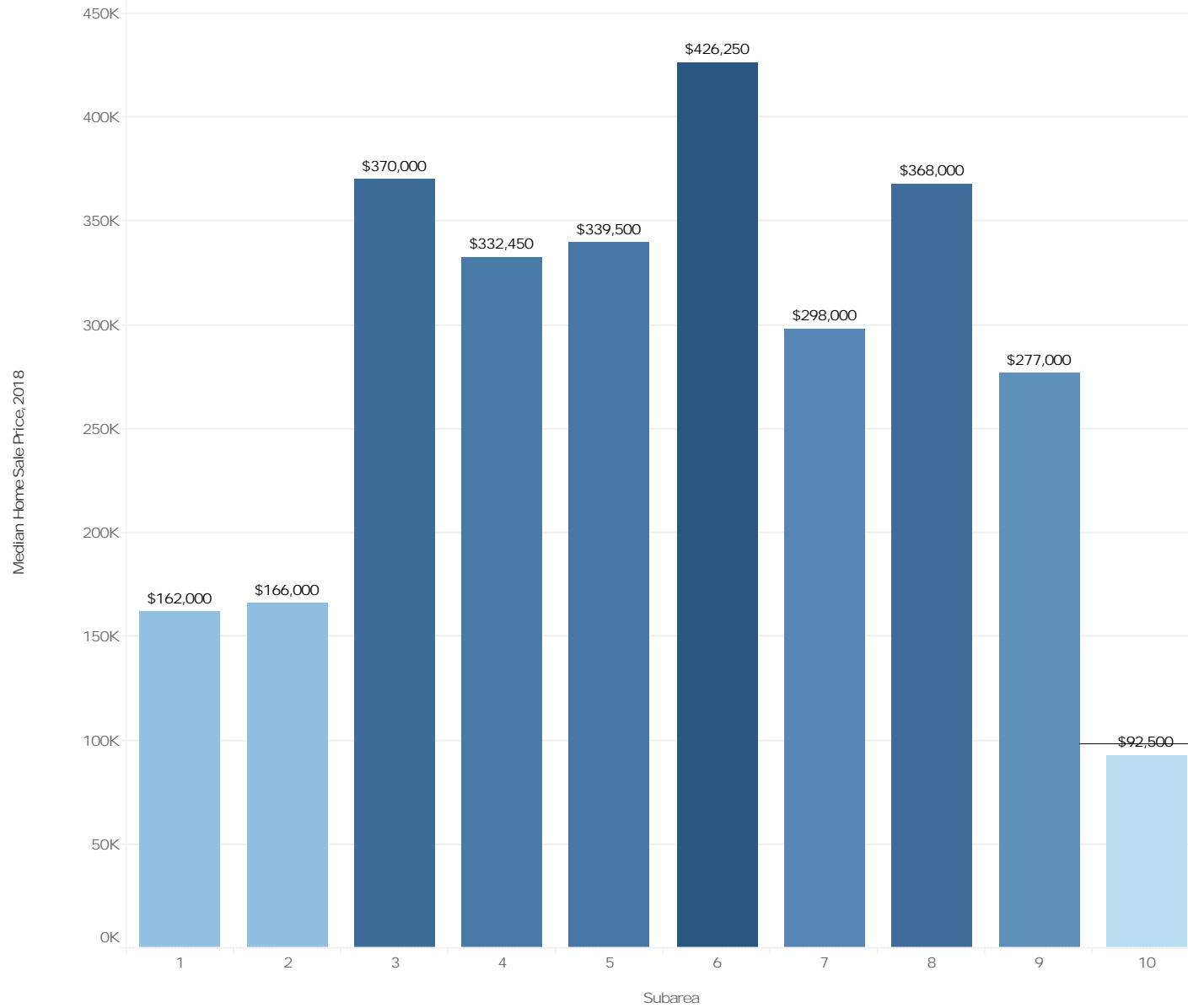
Percent Population Change by Subarea, 2000-18



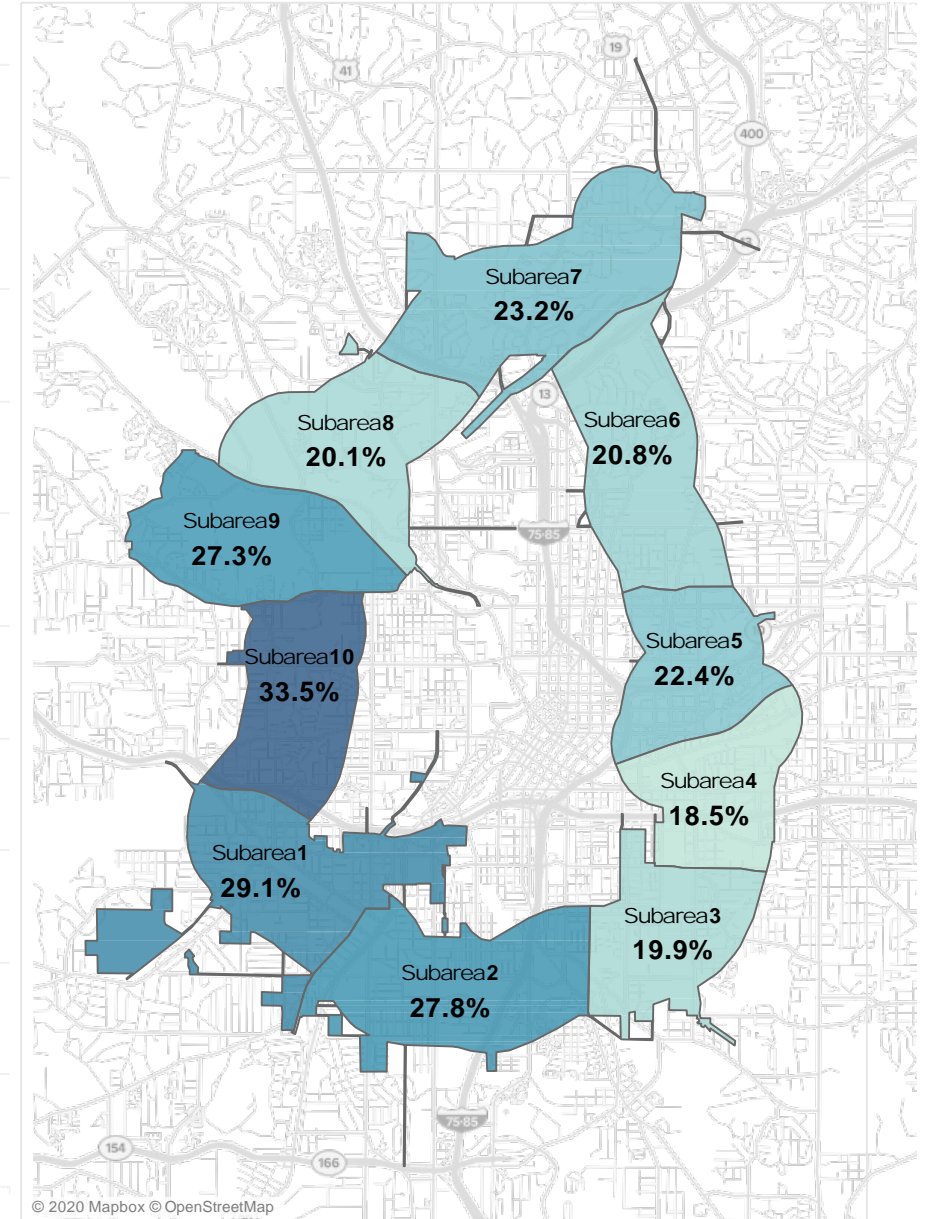
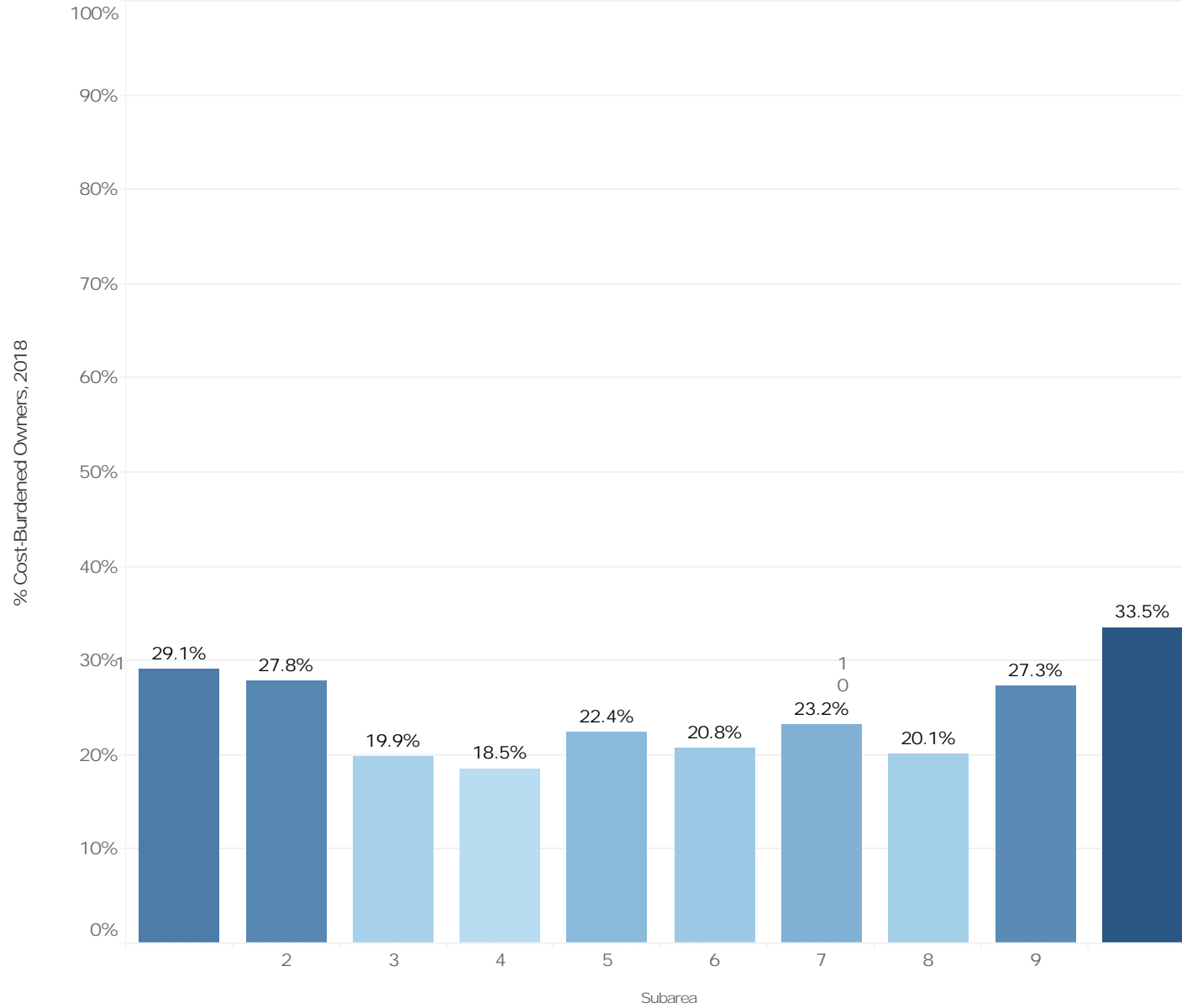
Portion of Households with Income Under \$50k by Subarea, 2018



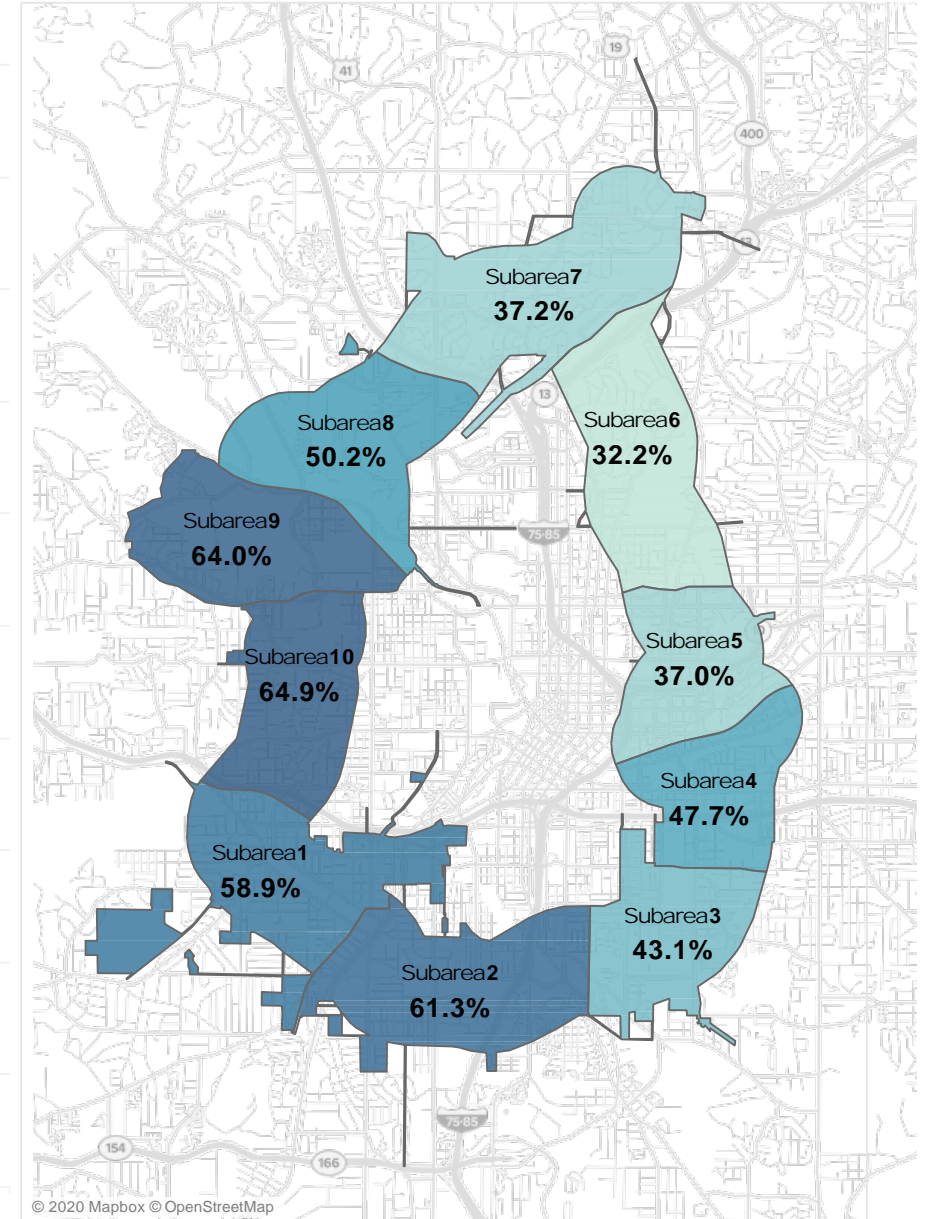
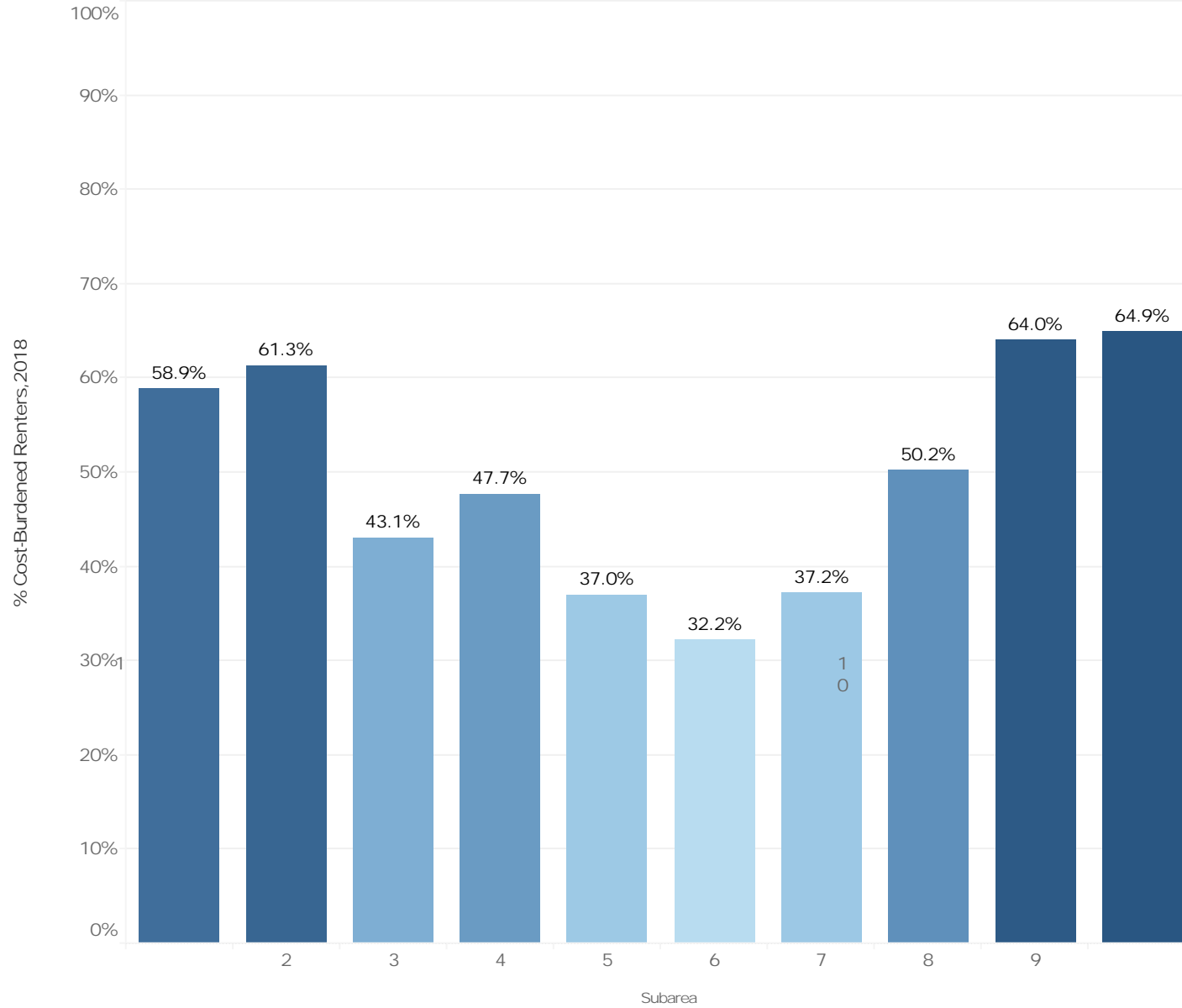
Median Home Sale Price by Subarea, 2018



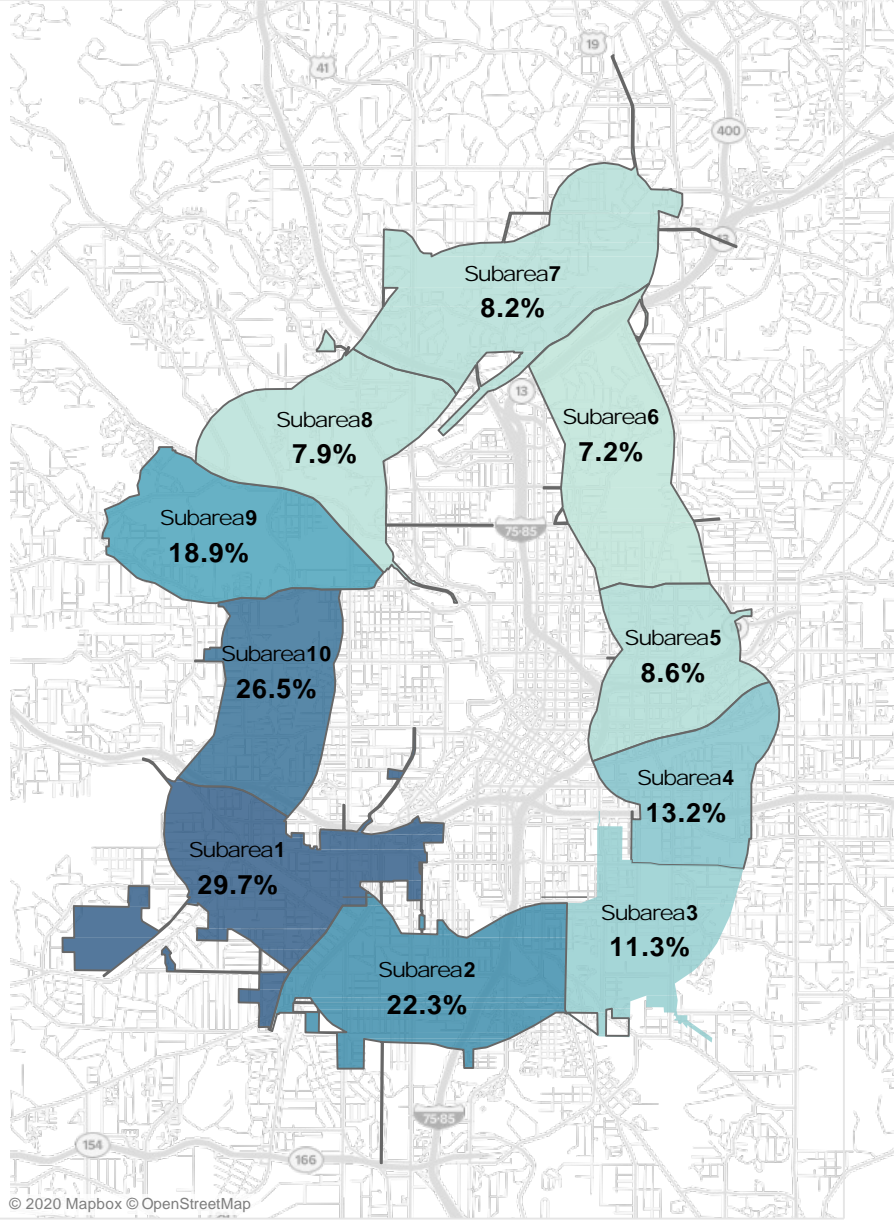
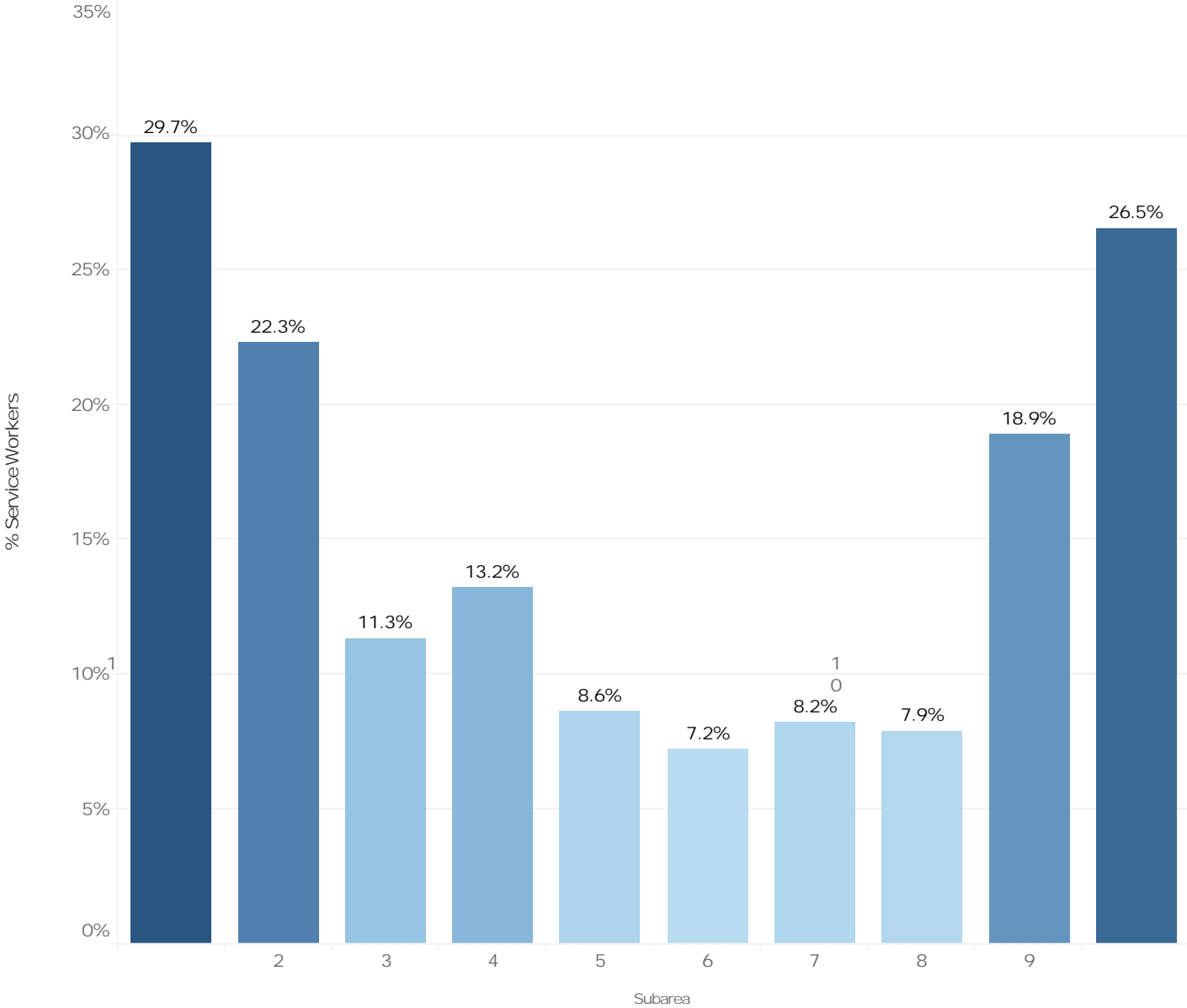
Cost-Burdened Owners (>30% of Income) by Subarea, 2018



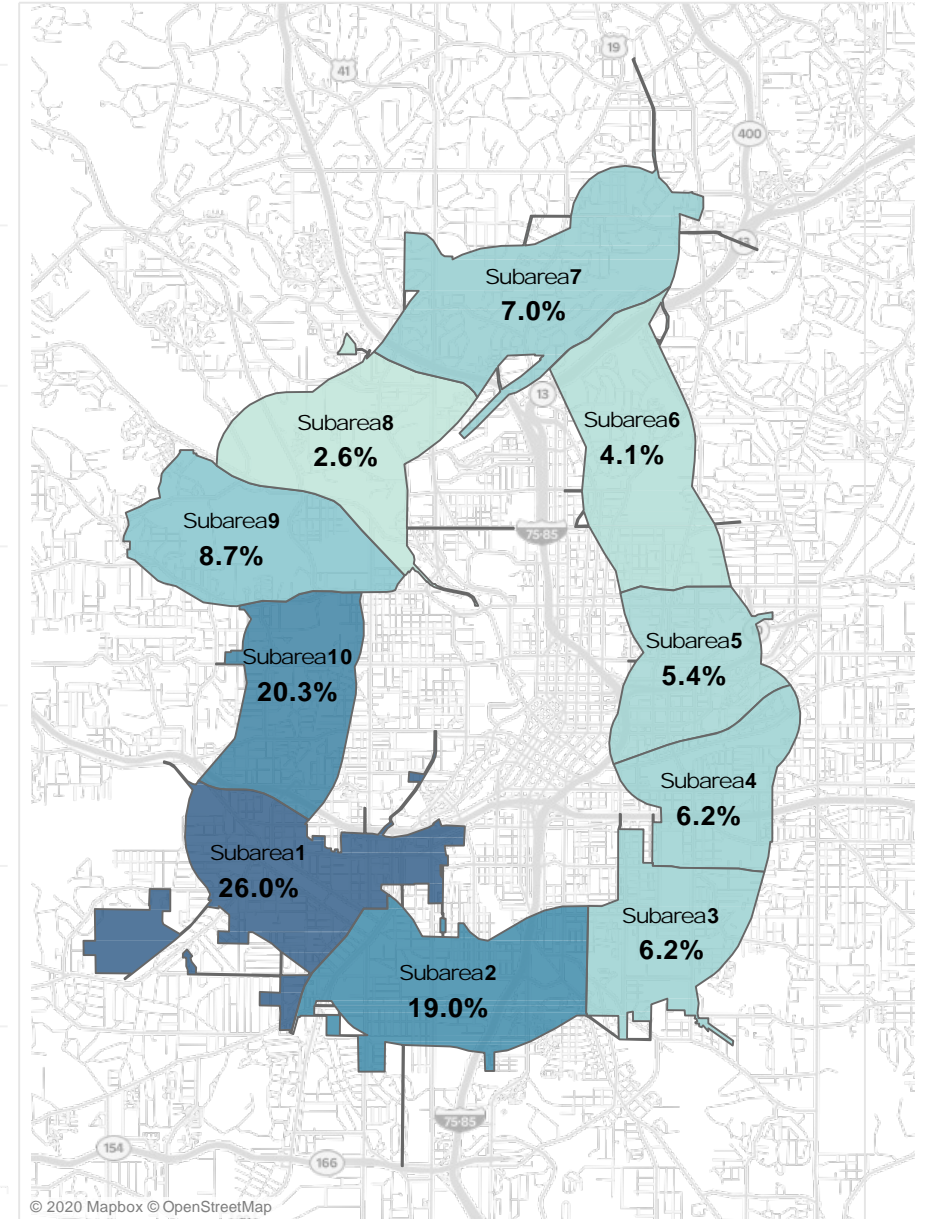
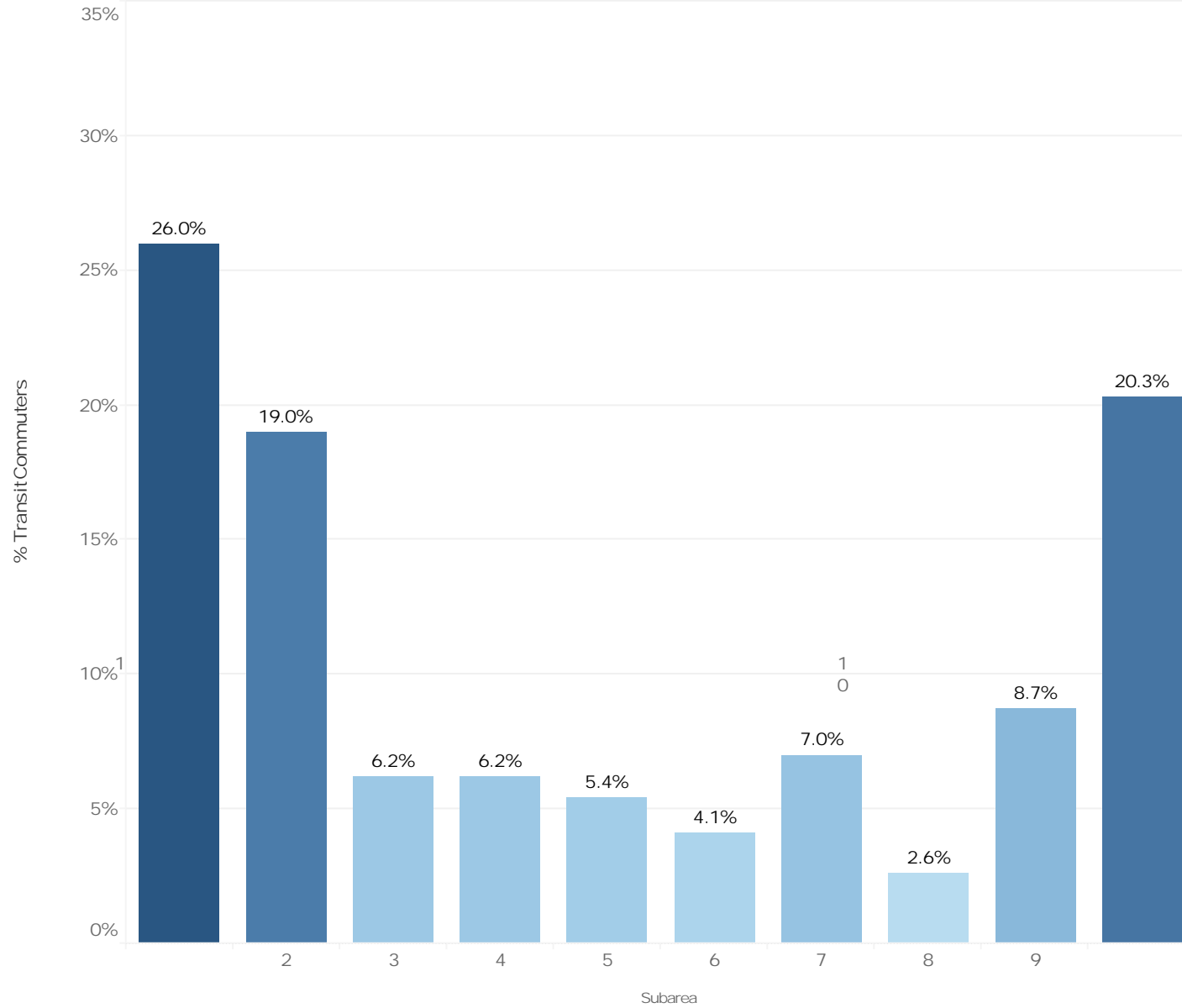
Cost-Burdened Renters (>30% of Income) by Subarea, 2018



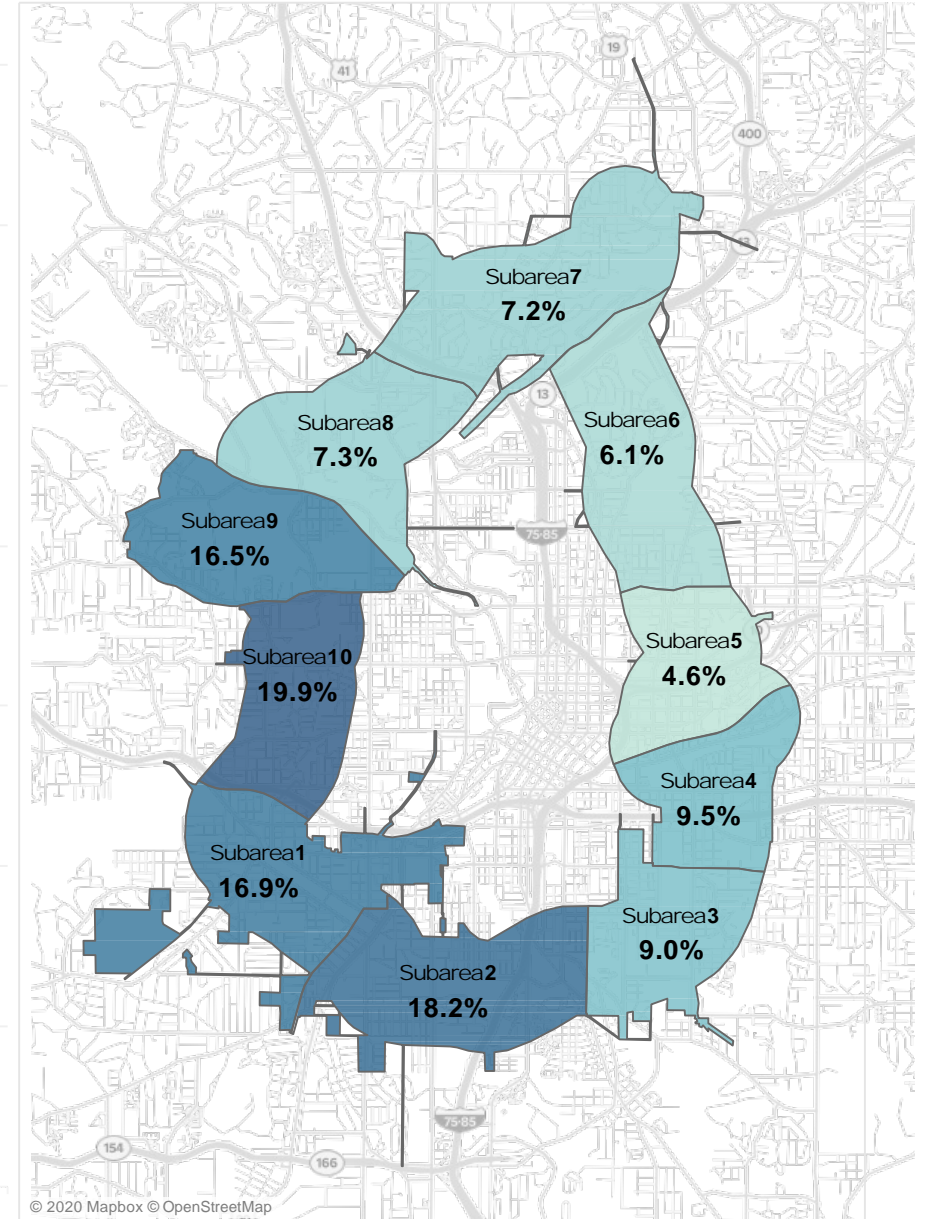
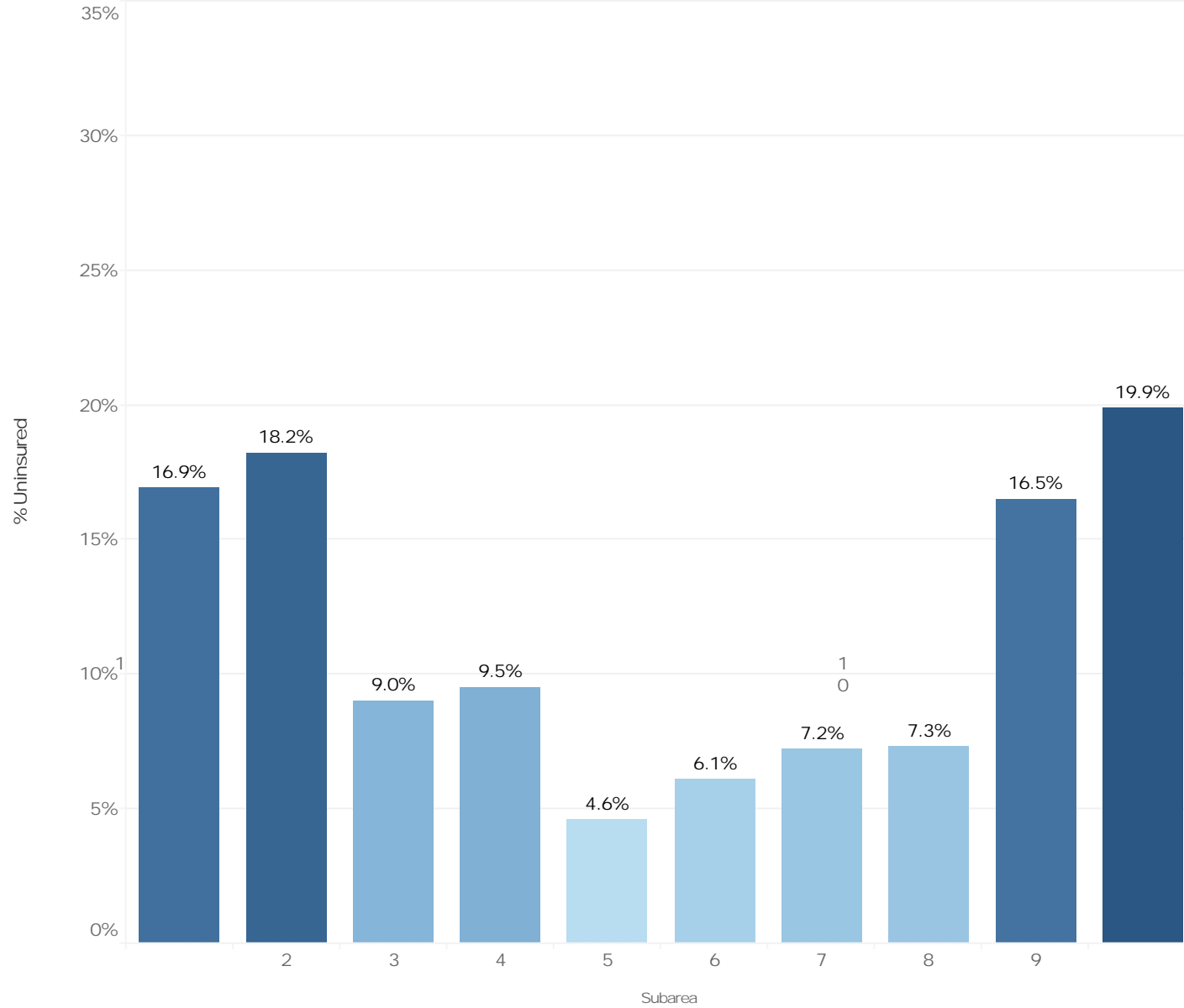
Portion of Workers in Service Occupations by Subarea, 2018



Portion of Workers Commuting by Public Transit by Subarea, 2018



No Health Insurance by Subarea, 2018

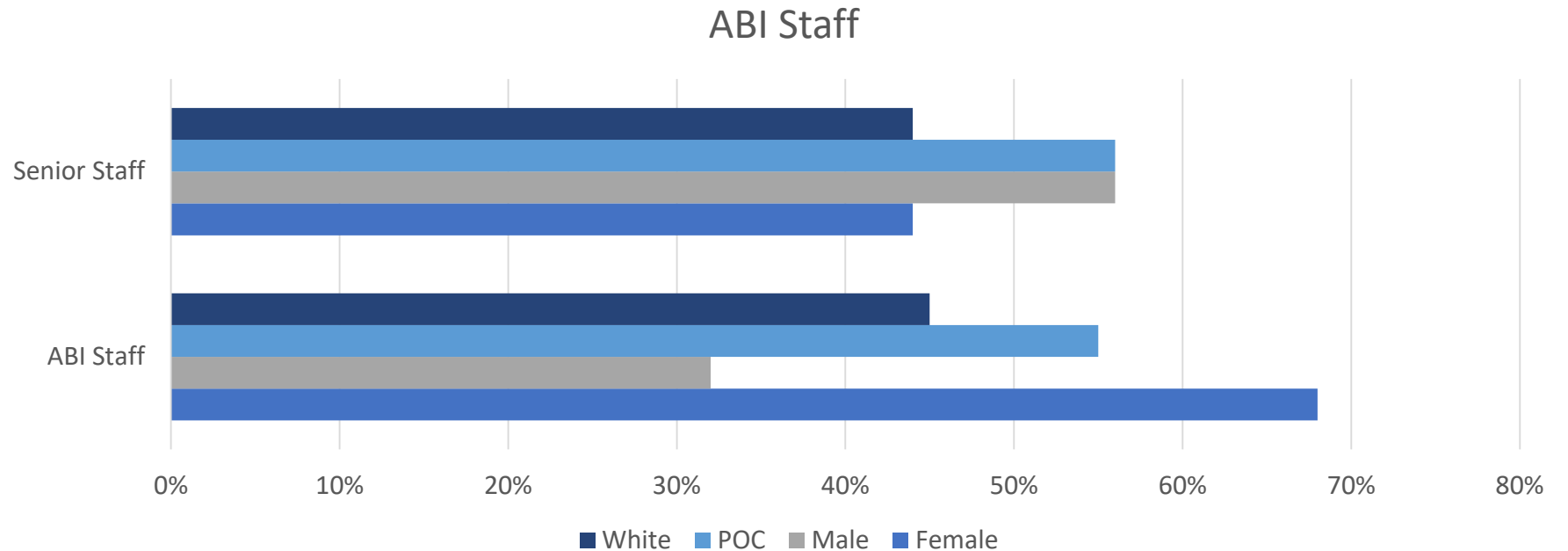




INTERNAL OPERATIONS: WORKFORCE EQUITY

INTERNAL OPERATIONS

- Included racial equity as a core competency in all job descriptions
- Addressed the racial pay gap
- Implemented equitable recruitment and hiring practices.





INTERNAL OPERATIONS: PROCUREMENT

INTERNAL OPERATIONS

- Match current DBE goal to the City's 30% DBE goal; consistent efforts to meet and/or exceed the goal
 - Reviewing Disparity Study options with City and Invest Atlanta Procurement and Legal teams
- Align risk management requirements relative to scope of work
 - Contracting and payments, insurance requirements/standards
- Provide easy access to transparent and inclusive ABI competitive procurement opportunities
 - Beltline.org Vendor Registry
 - Participate in City vendor outreach conferences and forums
 - Members of Georgia Minority Supplier Development Council and other DBE-supportive organizations

