Atlanta Regional Housing Forum

Maximizing the Moment: Regional Action
Tuesday, March 6, 2018  9:30 a.m. – 11:45 a.m.
St. Luke’s Episcopal Church
435 Peachtree Street NE, Atlanta, GA
Today's Agenda

WELCOME & ANNOUNCEMENTS
Bill Bolling, Moderator
Food Well Alliance

City of Atlanta Housing Needs Assessment Update
Terri Lee, Deputy Commissioner,
Department of City Planning, City of Atlanta

“Affordable Atlanta” Study by ULI Atlanta and Bleakly Advisory Group
Geoff Koski, President, Bleakly Advisory Group

PANEL PRESENTATION

Patty Hansen, Fund Development Director,
City of Brookhaven

The Honorable Deborah Jackson,
Mayor of the City of Lithonia

Michael Murphy
Smyrna Community Housing Team

“Framing the Housing Discussion”
Mike Carnathan, Research & Analytics Group Manager
Atlanta Regional Commission

ADJOURN
Metro Atlanta is having a watershed moment. At no time in recent history have we seen more conversations about housing affordability than are occurring right now. Scarcity of housing stock, the predominance of low-income families that are housing-cost burdened, alarming levels of evictions, displacement and gentrification, rising rental rates, the loss of affordable units due to redevelopment and expiring subsidies, and historic low levels of homeownership—especially in communities of color—are all adding a sense of urgency to these conversations.

Atlanta Mayor Keisha Lance Bottoms made a $1 billion pledge to support affordable housing needs in the City of Atlanta. ULI Atlanta is leading the public/private sector Atlanta Housing Affordability and Community Retention Task Force with an ultimate goal of creating a road map and policy recommendations that address unmet needs and prepare for the future growth. Additional efforts are underway by the City of Atlanta Housing Commission, Atlanta BeltLine Affordable Housing Task Force, Atlanta Public Schools Task Force, City for All Housing Coalition, TransFormation Alliance and more.

These important conversations are being held beyond the City limits as well, as housing initiatives in Brookhaven, Smyrna, Dunwoody, and Sandy Spring are in various stages of development. Last year Georgia Department of Community Affairs and Atlanta Regional Commission created the Atlanta Regional Housing Task Force for local municipalities to convene, share best practices, and discuss shared challenges.

These conversations become increasingly important as our region grows. Metro Atlanta job growth is outpacing the U.S. Accordingly, more and more families are moving to our metro Atlanta region. Cities from coast to coast compete heavily to attract new industry, corporate headquarters and well-paying jobs. Among the assets needed to attract new industry is a workable housing market—one that has room for growth and one that isn’t overpriced. Atlanta’s housing market, while not meeting the need for low-income households, is viewed nationally as ripe with opportunity.

How do we maximize the opportunities in these shared, regional conversations? How do we promote regional alignment where possible? How do we successfully compete for new jobs and industry—while also creating and retaining housing affordability? How do we connect more metro Atlantans to the region’s success with equitable, affordable, healthy, livable, walkable, transit-oriented communities?

**Today’s Presenters**
(In Order of Appearance)

**BILL BOLLING** is the founder and moderator of the Atlanta Regional Housing Forum. Bill served as executive director of the Atlanta Community Food Bank since founding the organization in 1979 until June 2015. Over the span of 36 years, he led the Food Bank’s distribution of more than half a billion pounds of food and grocery products through a network of more than 600 local and regional partner nonprofit organizations that feed the hungry across 29 Georgia counties. As a charter member of Feeding America, the national network of food banks, Bill was instrumental in the start-up of food banks across the country. He is a frequent speaker on topics related to hunger, poverty, regionalism, affordable housing and public policy reform.

**TERRI LEE** was appointed to the position of Deputy Commissioner for the City of Atlanta, Georgia’s Department of Planning and Community Development in 2008. Terri brings extensive housing experience and knowledge to her role as RTA Board member through her work with the City and through her work as a Freddie Mac National Affordable Housing Council Board Member; serving as a founding Board Member of the Atlanta Collaborative Land Trust; and establishing the City of Atlanta’s inaugural $75 million housing fund to assist in providing affordable rental and homeownership workforce housing. Terri earned a bachelor’s degree in Public Administration from Grambling State University and received a Masters of Public Policy and Administration from Jackson State University. She has also received designations as a Certified Community Developer from the University of Central Arkansas and from the United States Department of Housing and Urban Development as a Certified HOME Program Specialist. She is currently pursuing the Economic Development Professional Certification from the National Development Council; and, she recently completed the NeighborWorks America Achieving Excellence Program in collaboration with Harvard University’s John F. Kennedy School of Government Executive Education Program.
GEOFF KOSKI is Bleakly Advisory Group’s president and leader of the nine-person real estate and economic development consulting firm. Geoff has 15 years of experience researching, analyzing, and reporting on real estate and community development trends across the United States. He joined Bleakly Advisory Group in 2012, bringing with him extensive experience in assessing the market and financial potential of various real estate product types and mixed used developments. Geoff has been a contributing author on many important real estate market analysis studies in Atlanta. These studies include: Affordable Atlanta: Defining the Need, Strategy and Collective Action for Affordable Housing in the Atlanta Region for ULI Atlanta (2017); and Transit Oriented Development Implementation Strategy Assistance for the Atlanta Regional Commission (2013). He is accredited by the Congress for the New Urbanism (CNU) and Past President of the Atlanta chapter of CNU, a member of the Urban Land Institute (ULI) and an alum of ULI Atlanta’s Center for Leadership. He has a graduate degree from Western Carolina University. Geoff spent many years teaching History, Government, and Economics at the secondary and collegiate levels.

PATTY HANSEN is Director of Fund Development and Special Projects Manager for the City of Brookhaven, Georgia. Patty moved from private business to government with the startup of Johns Creek in 2006 where she served as Chief of Staff and started the city’s grants program. She started and led the City’s CDBG program for 6 years, including considerable housing crisis work during the great recession—before negotiating the return to an Urban County Agreement with Fulton in 2015. She joined the new City of Brookhaven in 2016 to launch the grants program there. Shortly thereafter, based on her experience with HUD and other federal and state housing assistance programs, she was asked to lead the Affordable Housing Task Force Project. Her prior work included serving as Chief of Staff for the City of John’s Creek as well as grants administrator and communications director. Patty earned her Bachelor’s of Science in Marketing at Boston College and her Masters of Liberal Arts at Harvard University.

THE HONORABLE DEBORAH A. JACKSON was sworn in as Mayor in January 2012 after serving the City in a number of positions. In 2002, she helped the City obtain a Livable Centers Initiative (LCI) study grant from the Atlanta Regional Commission for Lithonia. She was hired as the LCI Project Coordinator to represent the city during the planning process; and was instrumental in ensuring a high level of community participation. In 2006, she was appointed the city attorney. In a special election in March 2009, she was elected to the city council and re-elected for a full term in November 2009. As a Council Member, she coordinated the work of the citizen-led Lithonia Redevelopment Committee to successfully update the City’s comprehensive plan. Mayor Jackson’s leadership as an elected official resulted in her appointment to the Legislative Policy Council, Federal Action Committee, and the Board of Directors of the Georgia Municipal Association (GMA); and the Community Resources Committee (CRC) (formerly the Environment and Land Use Committee) of the Atlanta Regional Commission (ARC). Mayor Jackson is a graduate of Leadership DeKalb (2011) and the ARC’s Regional Leadership Institute (2013). Mayor Jackson’s educational accomplishments include a M.A. and a Ph.D in Policy and Community Economic Development from Southern New Hampshire University; a J.D. from Rutgers The State University of New Jersey-School of Law; a M.A. in Political Science from Rutgers The State University of New Jersey-Graduate School; and A.B. in History from Princeton University.

MICHAEL MURPHY serves as the Special Assistant to the Chairman of the Cobb County Board of Commissioners. Michael Murphy, Born in Fayetteville, NC grew up in Washington, DC. A graduate of Archbishop Carroll High School in northeast Washington. Michael went on to graduate from St. Louis University with a BS in Marketing. He has spent over 25 years in corporate America with Ford Marketing Corporation and Dunkin Donuts, Inc. where he was Purchasing Manager, Director of Quality Control and Director of Consumer Affairs before leaving the company to run for US Congress. Michael came to the Atlanta area with a group of environmentally dedicated business partners to start a recycling firm in Atlanta’s Empowerment Zone Area. After its closing in 1999, He elected to remain in Atlanta and started managing political campaigns. Michael was President and General Manager Renewal Inc. Michael is past Chairman of the Austell Community Task Force and a current member of the Smyrna Community Housing Team.

MIKE CARNATHAN is the Manager of the Research & Analytics Division at the Atlanta Regional Commission and is one of the founders of Neighborhood Nexus, which is a community intelligence system for the Atlanta region, providing data, tools and expertise as a catalyst to create opportunity for all of the region’s citizens. The goal is to foster a data-driven decision-making culture in the Atlanta region and beyond. Mike oversees the compilation of thousands of variables and indicators that tell the data story about the Atlanta region. And story-telling is key. One of Mike’s chief challenges is to help community groups tell their story better through a data-driven approach. Mike has worked with numerous community groups, including the Annie E Casey Foundation, Families First, United Way, The Community Foundation for Greater Atlanta, along with a host of statewide and local education agencies and other community groups to help them better understand the neighborhoods in which they work. A native of Georgia, Mike holds degrees in History and Journalism, along with a Masters in Public Administration from the University of Georgia.