Southwest Study Group Meeting:

Murphy Crossing

November 10, 2020
6:30 p.m.

@atlantabeltline
@atlantabeltline
@atlantabeltline
Intention:

- Establish an equitable community engagement process that creates trust and transparency with the surrounding communities and stakeholders.

Purpose & Outcomes:

- Forge mutual trust and communication between Atlanta BeltLine, Inc. and the neighborhoods adjacent to the Murphy Crossing site.
- Develop a new Request for Proposals (RFP) for Murphy Crossing (located at 1050 Murphy Avenue) that reflects community input gathered through a series of public meetings and stakeholder advisory committee meetings.
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<thead>
<tr>
<th>Role</th>
<th>Name</th>
<th>Title</th>
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<tbody>
<tr>
<td>Presentation Host</td>
<td>MaKara Rumley</td>
<td>Founder &amp; CEO Hummingbird Firm</td>
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<tr>
<td>Q&amp;A Host</td>
<td>Whitney Fuller</td>
<td>Community Engagement, ABI</td>
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<tr>
<td>Expert Voice</td>
<td>Beth McMillan</td>
<td>Vice President, Community Engagement, ABI</td>
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<tr>
<td>Expert Voice</td>
<td>Dwayne Vaughn</td>
<td>Vice President, Housing Policy &amp; Development, ABI</td>
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<td>Expert Voice</td>
<td>Henry Ikwut-Ukwa</td>
<td>Transportation Director, ABI</td>
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<td>Expert Voice</td>
<td>Kara Keene Cooper</td>
<td>Economic Development, ABI</td>
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<td>Expert Voice</td>
<td>Rodney Milton</td>
<td>Housing Policy, ABI</td>
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<td>Meeting Support</td>
<td>Nathan Soldat</td>
<td>Community Engagement, ABI</td>
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<td>Meeting Support</td>
<td>Will Tucker</td>
<td>Community Analyst, ABI</td>
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<td>Meeting Support</td>
<td>Lynnette Reid</td>
<td>Community Planner, ABI</td>
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<td>Meeting Support</td>
<td>Jenny Odom</td>
<td>Communications, ABI</td>
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<tr>
<td>Meeting Support</td>
<td>Heather Clavé</td>
<td>Communications, ABI</td>
</tr>
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</table>
• Your line is muted and you won’t be able to share your video or screen during the meeting.

• A recording of this meeting, the presentation, a copy of tonight’s Q&A and all other supporting materials will be made available online at www.beltline.org/meetings.

• If you are having technical difficulties during the meeting, please email engage@atlbeltline.org or use the chat box.
Welcome

Request for Proposals (RFP)

Next Steps

Questions & Comments

COVID-19 RENT RELIEF PROGRAM

Are you at risk of eviction or having your utilities disconnected due to COVID-related financial hardship?

AVLF might be able to help! To learn more about eligibility requirements, visit:

AVLF.ORG/UNITED-WAY

Need help with your application? Leave us a message at 470-588-7438.
Fix That! Home Repair Series (September-December)
Atlanta BeltLine Partnership works with partners to deliver informational workshops to provide residents with the tools and resources to say in their homes.

Past Topics Include:
- Your Rights as a Renter
- Homestead Exemptions
- Understanding and Appealing Property Tax Assessment
- How to Buy a Home
- Should I Stay or Sell

Partners
Atlanta Land Trust
Atlanta Legal Aid
Atlanta Volunteer Lawyers Foundation
City of Atlanta
Grove Park Foundation
Habitat for Humanity
House Proud
SUMMECH

For a complete schedule: beltline.org/empower or call 404-446-4404
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STRIVE Atlanta:
• STRIVE’s proven five-pillar model (job readiness training, occupational skills training, career coaching/case management, job placement, and lifetime support) creates a clear pathway to long-term career success. The partnership will provide residents with skills they need to secure family-sustaining jobs so they can live, work, and thrive along the BeltLine transportation corridor.

Juvo Jobs:
• Juvo360 helps residents find hyper-local work inside their communities. Download the Juvo Jobs app and apply for jobs on your mobile device. Whether walking, driving, or taking public transportation, the app alerts you about job openings nearby. The Juvo Jobs app also assists businesses by sharing their openings to talented people who are near them.

Visit beltline.org/workforce-partnerships or call 404-446-4404
Poll Question #1

What neighborhood do you live in?

- Adair Park
- Bush Mountain
- Capitol View
- Capitol View Manor
- Oakland City
- Pittsburgh
- Sylvan Hills
- West End
- A neighborhood in City of Atlanta not on this list
- A neighborhood outside the City of Atlanta
Poll Question #2

How long have you lived in your neighborhood?

• Less Than A Year
• 1 - 2 Years
• 3 - 5 Years
• 6 - 10 Years
• 11 - 20 Years
• Over 20 Years
Poll Question #3

How many BeltLine meetings have you been to?

- None
- 1-5 meetings
- 5 or more meetings
Vision: to be the catalyst for making Atlanta a global beacon for equitable, inclusive, and sustainable city life.
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COMPONENTS OF “NEW” RFP

Latest Community Survey

Previous RFP Scope

Engagement Process

Additional “Inputs”
- Demographics of the eight key neighborhoods
- Market Conditions pre- and post-COVID

New RFP Draft Scope
Scope of Work:

- Employment Development & Job Creation
- Economic Development
- Project Uses & Site Development
- Greenspace
- Housing
- Arts & Culture
- Community Engagement
- Equitable Implementation
Tonight’s Focus:

• Employment Development & Job Creation
• Economic Development
• Project Uses & Site Development
• Greenspace
• Housing

• Arts & Culture
• Community Engagement
• Equitable Implementation
**Phone attendees:**
- Press *9 on telephone keypad to “raise your hand” during the Q&A to indicate you want to speak. Facilitator will unmute your mic.

**Online Attendees:**
- Submit a response(s) any time in Q&A box.
- The “raise your hand” feature is available to all Zoom participants however we are prioritizing phone attendees.

**Facebook Live Attendees:**
- Please feel free to participate in the “Comments Section.” Someone on our staff will make sure I see your questions.
ARTS & CULTURE – FOUNDATIONAL THEMES

- Integrate art & culture reflective of community
- Wayfinding that highlights community spaces/businesses
- Affordable live-work and artist workspaces
- Public art installations on site
ARTS & CULTURE – FEEDBACK TO DATE

STAKEHOLDER COMMENTS

Developers should coordinate with other local developments, arts organizations and maker-spaces

Dedicated curator a “great way to involve the arts community”

“This needs to reflect the distinctive existing culture of Southwest Atlanta”

COMMUNITY SURVEY

LAND USE

#5 (of 16) Entertainment Venue

AMENITIES

#6 (of 16) Iconic Public Artwork
#11 Historical Markets
#13 Wayfinding
#14 Performance Space

Supplemental BeltLine Questionnaire as of 11/9/20 (n=169; 109 in “Big Eight” neighborhoods)

Supplemental BeltLine Questionnaire as of 10/20/20 (n=955); results shown for “Big Eight” neighborhoods only (n=800)

BELTLINE QUESTIONNAIRE

Artists “often get overlooked when planning for business space”

“Acknowledge current racial reckoning…through art and storytelling”

“Performing arts and production space that’s open to the public”
Ongoing commitment to community engagement; sound strategy & timeline

Acknowledge community-initiated survey and consider key findings

ABI’s Community Benefit Guiding Principles

Dedicated engagement staff
COMMUNITY ENGAGEMENT – FEEDBACK TO DATE

STAKEHOLDER COMMENTS

“It’s critically important that the developer know how engaged we will be” as a community

Fear of a top-down model; community wants a “guaranteed seat at the table”

Carter set a positive example with The MET by communicating early and often with neighborhoods and NPU(s)

COMMUNITY SURVEY

COMMUNITY BENEFITS

#4 (of 22) RFP Process Representation
#8 Community Org. Support
#11 Create Community Board
#12 Community Building Activities

Murphy Crossing Coalition survey as of 10/20/20 (n=955); results shown for “Big Eight” neighborhoods only (n=800)

BELTLINE QUESTIONNAIRE

Require developer to “engage in a binding participatory process with the community”

“If [ABI] really can’t do something, legally, be prepared to explain why”

“Many of the people in this community don't have internet” [but should still have a voice]

Supplemental BeltLine Questionnaire as of 11/9/20 (n=169; 109 in “Big Eight” neighborhoods)
Plan for interim site uses for community

Local-, minority-, and women-owned business targets and recruitment

Technical assistance and access to capital

Transparent reporting on job creation
**STAKEHOLDER COMMENTS**

Developer should **draw from local professional communities** during pre-construction work (design, etc.)

Concerns about **definitions, accountability, and enforcement** of equity targets for developer

**Challenges that small firms face** in winning/participating in larger contracts (bonding, access to capital, etc.)

**COMMUNITY SURVEY**

**COMMUNITY BENEFITS**

#5 (of 22) Preferred Local Hiring
#6 Local Business Ownership
#7 Minority Business Ownership
#9 Affordable Retail

Murphy Crossing Coalition survey as of 10/20/20 (n=955); results shown for “Big Eight” neighborhoods only (n=800)

**BELTLINE QUESTIONNAIRE**

“Need some new faces at the table when it comes to potential developer and sponsorship partners.”

“Prioritize Black and other minority-owned businesses,” artists, and “our many local Black farmers”

“If the developer can’t work to realize the big dreams of this community, then they aren’t a good fit”

Supplemental BeltLine Questionnaire as of 11/9/20 (n=169; 109 in “Big Eight” neighborhoods)
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Questions & Comments

Click the link to open the Public Comment Document.

- Your internet browser will open
- A Google Document will open in Suggestion Mode
- Navigate to the topic you would like to comment on
- When you are ready to comment, navigate to the top right-hand corner of the page
- Select the Comment Box
- Select the “New Comment” Icon to make a comment
- Type your comment
November 2\textsuperscript{nd}  (rescheduled from October 29\textsuperscript{th})

- Project Uses & Site Development
- Greenspace
- Employment Development & Job Creation
- Economic Development
- Housing

November 10\textsuperscript{th}

- Arts & Culture
- Community Engagement
- Equitable Implementation

November 16\textsuperscript{th}

- Final Draft Documents
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Community Engagement Managers:
Whitney Fuller: 404-477-3574, wfuller@atlbeltline.org
Nathan Soldat: 404-477-3552, nsoldat@atlbeltline.org

VP Planning Community Engagement:
Beth McMillan: 404-477-3550, bmcmillan@atlbeltline.org

For more information on the project:
beltline.org/murphy

Share your feedback:
beltline.org/murphyfeedback
THANK YOU!
Affordable Housing – housing where families pay no more than 30% of their annual income for housing

AMI – (Area Median Income): a measure of an area’s median income calculated annually by HUD (Department of Housing and Urban Development)

Naturally-occurring affordable housing (NOAH) – housing that is affordable within the private market without receiving public funds.

Publicly Assisted Rental Housing: housing that is funded by public dollars.