MOMENT OF SILENCE

Jeffery A. Parker,
CEO of MARTA
2021 Highlight Updates

- Secured local, federal, and philanthropic funds to bring in more than $300 million committed to complete the trail corridor by 2030.

- Received a commitment of $750,000 from Kendeda Fund to jumpstart its commercial affordability strategy, which is earmarked to assist black entrepreneurs with access to BeltLine frontage.
VIRTUAL MEETING FORMAT

• 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.
Poll Question #1

What neighborhood do you live in?

• BeltLine Neighborhood Northeast Atlanta
• BeltLine Neighborhood Southeast Atlanta
• BeltLine Neighborhood Southwest Atlanta
• BeltLine Neighborhood Northwest Atlanta
• 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?

• 1-5 years
• 5-10 years
• 10 or more years
Poll Question #3

What is the most important part of the BeltLine to you?

- Housing Affordability
- Economic Development/Jobs
- Resources for Residents
- Parks
- Multi-Use Trails
- Equity and Inclusion
- Public Art
- Community Engagement
- Transit
Poll Question #4

What is your relationship to the Atlanta BeltLine?

• I use the trail
• I am a homeowner in a BeltLine neighborhood
• I rent a home in a BeltLine neighborhood
• I am a residential landlord
• I am a business owner in a BeltLine neighborhood
• I am a commercial landlord
• I am a developer
• I am a real estate broker
• I am a community activist/advocate
• I am generally interested in the BeltLine project
Poll Question #5

Is tonight your first BeltLine meeting?

- Yes
- No
ATLANTA BELTLINE VISION

$10 BILLION in economic development

50,000 permanent jobs

33 miles of multi-use, urban trails

5,600 units of affordable workforce housing

PUBLIC ART

22 miles of pedestrian-friendly rail transit

1,300 acres of new greenspace

EQUITY & INCLUSION

COMMUNITY ENGAGEMENT

48,000 construction jobs

1,100 acres of environmental clean-up

ATLANTA BELTLINE VISION:
To be the catalyst for making Atlanta a global beacon for equitable, inclusive, and sustainable city life.
Design & Construction Update

Progress Update:
• BeltLine Loop
• Connector Trails
• Parks
• Streetscapes

Atlanta BeltLine Trails
- Completed
- Under Construction
- Shovel Ready
- In Design
- Study in Progress**

Atlanta BeltLine & Partner Parks
- Complete
- Shovel Ready
- In Design

Atlanta BeltLine Streetcar
- Study in Progress (MARTA)

*Westside Park and Southside Trail Segment II are partially complete and open to the public. Additional phases are planned.
**NAT - Multiple alignments are under consideration.
CONSTRUCTION: WESTSIDE

Westside Trail Segment 3

Marietta Boulevard between Law Street and Huff Road
Two sessions!
February 23, 2022 | 8am-10am
March 3, 2022 | 2pm-4pm

DBE Virtual Info Session and Meet & Greet
Affordable Housing

Affordable Units Created/Preserved

TAD and Planning Area boundaries are represented here for illustrative purposes only.

For precise boundary lines, please visit: beltline.org/map

Chart Legend >>

ABI | Atlanta BeltLine
AH | Atlanta Housing
COA | City of Atlanta
DAFC | Development Authority of Fulton County
DCA | Department of Community Affairs
IA | Invest Atlanta

Affordable Units Created/Preserved

1,706 Affordable Units

1,354 Units Supported by ABI

352 Units Supported by DCA, AH, COA, and DAFC

4,433 Total Affordable Units (2006–Present)

**Includes 640 units attributed to city of Atlanta’s inclusionary zoning program (443 in TAD, 197 in BPA)

1,441 Units Supported by IA/ABI

1,264 Units Supported by DCA, AH, COA, and DAFC

2,727 Affordable Units

BELTLINE PLANNING AREA

Outside TAD within 1/2 Mile of the Atlanta BeltLine.

BELTLINE TAX ALLOCATION DISTRICT (TAD)

TAD Goal: 5,600 Units
**Affordable Housing Production**

**2006-2018:**
- 1,638 units created or preserved in TAD

**2021:**
- 2,727 units have been created/preserved in the TAD since 2006
- 366 units created or preserved, exceeding goal of 320 units
- We are 48.7% toward our goal of 5,600 units by 2030

**2022:**
- Goal of 320 units
- Skyline (250 units) Feb. '23

### Chart Details:
- **2006-2018:** Total BL TAD Units: 1,638, % of 5,600 Goal: 29.3%
- **2019:** Total BL TAD Units: 2,047, % of 5,600 Goal: 36.6%
- **2020:** Total BL TAD Units: 2,361, % of 5,600 Goal: 42.2%
- **2021:** Total BL TAD Units: 2,727, % of 5,600 Goal: 48.7%
- **2022 Projected:** Total BL TAD Units: 3,047, % of 5,600 Goal: 54.4%

**Axes:**
- Y-axis: Total BL TAD Units (0-3,500) and % of 5,600 Goal (0.0%-60.0%)
2021 Highlights

- Advocated for SSD
- $75M raised

Looking Ahead

- Secure remaining philanthropic funding needed
2021 Highlights

• Westside Park grand opening

Looking Ahead

• Raise philanthropic funding for park expansion
2021 Highlights

- Support from The Coca-Cola Foundation

Looking Ahead

- Raise additional philanthropic funding
- City of Atlanta infrastructure bonds
2021 Highlights
• $3.5M raised

Looking Ahead
• Raising additional funds
• Continue enrolling residents

beltline.org/retentionfund or call (678) 718-5466

Resource for homeowners to cover property tax increases through tax year 2030
2021 Highlights

- 200+ applicants
- 58 applications approved
- 70 applications in-process

Participant Summary (through 12-24-2021)

- Pre-Registration Forms Received: 217
- Ineligible: 92
  (1) Do Not Own Home/3 Purchased too late/2 income too high
- Applications Received*: 58
  (10 pending/48 completed)

Average Home Value: $173,217.03
Average Income: $37,370.42
Average Years in Home: 17
Average Age: 55

*with completed/pending title reviews

beltline.org/retentionfund or call (404) 418-7846
EMPOWER RESIDENTS: WORKSHOPS

2021 Highlights

- 13 workshops
- 345 participants

Looking Ahead

- Homestead Exemption workshop on March 1

beltline.org/empower
EMPOWER RESIDENTS: WORKFORCE PARTNERSHIPS

2021 Highlights

• 6 STRIVE cohorts
• 55 Career Path graduates

Looking Ahead

• Growing partnerships

beltline.org/workforce-partnerships
ENGAGE THE COMMUNITY: ONGOING PROGRAMS

Free Fitness
Run Club every Thursday

Engage the Community: Ongoing Programs
Bike tours

Engage the Community: Ongoing Programs
Volunteering

Engage the Community: Ongoing Programs
ENgage THE COMMUNITY: RACE SERIES

Held first in-person race since 2019

Atlanta BeltLine Race Series with Atlanta Track Club

- Northside, April 23
- Westside, July 16
- Eastside, Nov. 12

beltline.org/run
Virtual Meeting Q&A

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 question or comment 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.
BELTLINE AFFORDABLE HOUSING ADVISORY BOARD

BAHAB
2020 ANNUAL BRIEFING

2020 Annual Briefing
February 10, 2022
**BAHAB Responsibilities:**

- Making **recommendations** to Invest Atlanta the City, and ABI staff on goals and policies for the use of BeltLine Affordable Housing Trust Fund (BAHTF) dollars
- **Monitoring** the location and availability of affordable housing
- **Coordinating** BAHAB with other affordable housing orgs

**What is the BAHTF?**

- 15% of **all net bond proceeds** put into BeltLine Affordable Housing Trust Fund (BAHTF)
- The goal is to create 5,600 rental and owner-occupied units through **down payment assistance**, developer incentives, and property acquisition
Requirements:
• BAHAB shall have a maximum of 19 members
  • In 2020, BAHAB had 14 members

Members must have demonstrated experience in:
• Affordable housing
• Affordable housing construction
• Down-payment assistance
• Supportive housing
• Urban design and planning
• Green building

• Architecture (multi-family or mixed-use projects)
• Real estate development or finance
### Beltline Affordable Housing Advisory Board

#### Appointing Bodies and 2020 Board Members

<table>
<thead>
<tr>
<th>No.</th>
<th>First Name</th>
<th>Last Name</th>
<th>Appointing Body</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Chenee</td>
<td>Joseph*</td>
<td>AHAND/ANDP</td>
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<tr>
<td>2</td>
<td>Kelly</td>
<td>Cooney</td>
<td>AHAND/ANDP</td>
</tr>
<tr>
<td>3</td>
<td>Young</td>
<td>Hughley*</td>
<td>AHAND/ANDP</td>
</tr>
<tr>
<td>4</td>
<td>Aretta</td>
<td>Baldon</td>
<td>Atlanta Public Schools</td>
</tr>
<tr>
<td>5</td>
<td>Jim C.</td>
<td>Cheeks</td>
<td>Atlanta Public Schools</td>
</tr>
<tr>
<td>6</td>
<td>Leslie</td>
<td>Grant*</td>
<td>Atlanta Public Schools</td>
</tr>
<tr>
<td>7</td>
<td>Emmett D.</td>
<td>Johnson</td>
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<tr>
<td>8</td>
<td>William</td>
<td>McFarland</td>
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<td>9</td>
<td>Charles</td>
<td>Shultz</td>
<td>Atlanta Public Schools</td>
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<tr>
<td>10</td>
<td>Jan</td>
<td>Bryson</td>
<td>Fulton Co. Board of Commissioners</td>
</tr>
<tr>
<td>11</td>
<td>Cocoa</td>
<td>Dunston</td>
<td>Fulton Co. Board of Commissioners</td>
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<tr>
<td>12</td>
<td>Erin</td>
<td>Martin</td>
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</tr>
<tr>
<td>13</td>
<td>Shalise</td>
<td>Steele-Young</td>
<td>Fulton Co. Board of Commissioners</td>
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<tr>
<td>14</td>
<td>Vikki</td>
<td>Morrow</td>
<td>Mayor’s Office</td>
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#### Appointees

<table>
<thead>
<tr>
<th>Appointing Body</th>
<th>Allowed</th>
<th>Filled 2020</th>
<th>Vacant 2020</th>
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</thead>
<tbody>
<tr>
<td>Mayor</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>AHAND (now GeorgiaACT) / ANDP</td>
<td>3</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>Atlanta City Council</td>
<td>3</td>
<td>0</td>
<td>3</td>
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<tr>
<td>Fulton Co. Board of Comm.</td>
<td>5</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>Atlanta Public Schools</td>
<td>6</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>19</strong></td>
<td><strong>14</strong></td>
<td><strong>5</strong></td>
</tr>
</tbody>
</table>

* Member departing in 2022
## Beltline Affordable Housing Advisory Board

### Current BAHAB Program Component Recommendations

**2020 Annual Briefing**

**Beltline affordable housing advisory board**

### ABI Project Updates > ABP Project Updates > Q&A > Wrap Up

**Welcome**

**ABI Project Updates**

**ABP Project Updates**

**Q&A**

**Wrap Up**

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### Beltline Affordable Housing Advisory Board

<table>
<thead>
<tr>
<th>Program Component</th>
<th>Investment Percentage</th>
<th>Estimated Balance Available (as of 2020)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Target</td>
<td>Actual</td>
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<tr>
<td>Developer incentives for rental and for-sale developments</td>
<td>40%</td>
<td>56%</td>
</tr>
<tr>
<td>CHDO set aside *was 20% but reallocated to development</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>incentives</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Acquisition and pre-development</td>
<td>55%</td>
<td>40%</td>
</tr>
<tr>
<td>Program Admin (Invest Atlanta)</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

*Funding via developer incentives went to Madison Reynoldstown, 55 Milton, Adair Court, and West End Mall*
Next Steps

- Recruit additional members to fill open seats, including appointing new Chair
- Support ABI Housing Policy and Development staff on policies and priorities
- Engage community stakeholders to promote and encourage affordable housing development in and around the BeltLine TAD
IMPORTANCE OF DATA

Understand Trends

Enhance Decision Making

Measure Progress
WHY DATA VISUALIZATION

<table>
<thead>
<tr>
<th>Graphical Representation</th>
<th>Interactive</th>
<th>Easy to Understand</th>
</tr>
</thead>
</table>

- Graphical Representation: 
  ![Graphical Representation Image]

- Interactive: 
  ![Interactive Image]

- Easy to Understand: 
  ![Easy to Understand Image]
Our approach:

• Equity-driven; data-informed

• Focus on finding, understanding and addressing the region’s greatest disparities

• Remember that lived experience is expertise

Align your services to community needs with stress-free data

Empowering Georgia’s mission-driven organizations to more easily and confidently ask the right questions, use the best data, tell compelling stories, and make informed decisions.

Take me to the data → Scope a custom project
How have BeltLine neighborhoods changed over time?

The Demographic Data Explorer

- Includes data at the neighborhood level throughout Atlanta to put BeltLine-area change into context
- Also shows change at the BeltLine Subarea level
Data focuses on change over time in four key areas:

1. Population
2. Income
3. Housing
4. Jobs

Above: Many Neighborhoods on and around the BeltLine saw an increase in owner-occupied housing between 2000 and 2018, but change wasn’t exclusive to the area.

Above: The greatest percent change in population occurred in the Freedom Parkway and Upper Westside/Northside subareas.

% Point Change, Owner-Occupied Housing

% Change, Population
Three Crucial Questions

The most common questions from BeltLine communities:

1. How and where is the money being spent?
2. What is the impact on me and my neighborhood?
3. Are we better off?
The landing page is designed to answer this in the broadest way possible:

1. Shows total spending in all categories in each subarea.
2. Shows the most critical outcome of the demographic analysis: the Equity Priority Subareas.

Clicking on any subarea reveals a pop-up showing how the total investment breaks down into specific categories of spending.

Clicking on an Equity Priority Subarea reveals a pop-up explaining what this designation means and the four community indicators used to create them.
The explorer includes maps devoted to specific categories of spending:

1. Housing
2. Parks & Trails
3. Streetscapes & Transit
4. Economic Development
5. Arts & Culture
The final map makes it possible to compare spending across categories in a single place:

1. Investments are pictured over subarea aggregates
2. This map also includes equity indicators
 INITIAL RESULTS

How it fits together:

1. Understanding demographic indicators led to Equity Priority Subareas

2. The Investment Explorer showed where the money has flowed to date.

3. Program development in Equity Priority Subareas.

A portal brings together the data explorer tools and stories about the BeltLine’s equity efforts, including programs designed to advance the organization’s equity goals.

BeltLine Investments and Equity

A collection of stories and applications exploring the BeltLine’s investments and equity work.

The Legacy Resident Retention Fund and Façade Improvement Program are designed to help residents and business owners specifically in Equity Priority Subareas.

Collection

1. Protecting Longtime Residents
2. Building Relationships in the Community
3. Helping Small Businesses Thrive
4. Enhancing Quality of Life Through Greenspace
5. BeltLine Investment Explorer
6. Atlanta BeltLine Inc Demographic Profiles Web...
Virtual Meeting Q&A

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 question or comment 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.
Poll Question #6

Was the information presented tonight helpful?

- Yes
- No
- No opinion
Poll Question #7

Did you learn something new?

- Yes
- No
- Need more clarity
Poll Question #8

What is your preferred method or methods of communication? (multiple choice)

• Email
• Social Media
• Automated Phone Call
• Text Message
• US Postal Mailing
THANK YOU!
These corridors are concepts and are subject to change as design, engineering, and community engagement progresses.