Tonight's on + Off Camera Team

Meeting Host
Nathan Soldat
Senior Community Engagement Manager

Presenter
Nonet Sykes
Chief Equity and Inclusion Officer

Presenter
Layla Bellows
Community Data Analyst

Presenter
Michael Davis
Deputy Executive Director, Atlanta BeltLine Partnership

Expert Voice
Kelvin Collins
Vice President of Economic Development

Expert Voice
Chelsea Arkin
Senior Housing Policy and Development Manager

Meeting Support
Lynnette Reid
Director of Planning

Meeting Support
Rashida Williamson
Community Engagement Advocate

Meeting Support
Jenny Odom
Communications & Media Relations Manager

Meeting Support
Heather Clavé
Marketing Communications Manager
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
- 6-10 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 in a BeltLine neighborhood
• I am a business owner in a BeltLine neighborhood
• I am a commercial landlord in a BeltLine neighborhood
• 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

22 MILES of pedestrian-friendly rail transit

1,300 ACRES of new greenspace

50,000 PERMANENT JOBS

33 MILES of multi-use, urban trails

5,600 UNITS of affordable workforce housing

EQUITY & INCLUSION

COMMUNITY ENGAGEMENT

PUBLIC ART

1,100 ACRES of environmental clean-up

48,000 CONSTRUCTION JOBS

ATLANTA BELTLINE VISION:
To be the catalyst for making Atlanta a global beacon for equitable, inclusive, and sustainable city life.
• ABI, TADAC and the community worked together to develop and refine ABI’s Equitable Development Policy. It was adopted by the ABI Board of Directors in 2013.

• Policy language updated in 2020 based on community feedback to incorporate more specificity.

• Key areas of implementation includes:
  • Developing and planning core BeltLine amenities in a way that creates a more livable and geographically balanced Atlanta;
  • Recruiting economic development in a way that creates business and permanent job opportunities with a living wage, prioritizing legacy residents and those who are unemployed and/or under-employed, as well as existing small business retention;
  • Minimizing displacement of legacy residents through the preservation and creation of affordable housing and permanent job opportunities and leveraging economic opportunity in a way that stabilizes and sustains neighborhoods;
Equitable Development Policy

- Minimizing displacement of legacy residents through the preservation and creation of affordable housing and permanent job opportunities and leveraging economic opportunity in a way that stabilizes and sustains neighborhoods;

- Incorporating and encouraging community voice and input through authentic and robust community engagement and partnerships in project design and implementation;

- Preserving and enhancing the historic and cultural character and identity of neighborhoods; and

- Leveraging and building upon existing neighborhood assets (economic, social, and environmental) in ways that encourage community connectivity, competitiveness and sustainability.
Legacy residents, new residents, and business owners - regardless of age, gender, gender identity or expression, sexual orientation, race and ethnicity, ability, income or political ideology - benefit and prosper from the economic growth and activity associated with the Atlanta BeltLine.
1. How and where is the money being spent?

2. How has the BeltLine impacted neighborhoods?

3. How will the BeltLine’s equity focus benefit historically under-invested communities?
Importance of Data

Understand Trends
Enhance Decision Making
Measure Progress
WHY DATA VISUALIZATION

Graphic Representation
Interactive
Easy to Understand
Neighborhood Nexus:
• The local authority on community data at the neighborhood scale in the City of Atlanta and across the metro area
• Takes an equity-driven, data-informed approach to helping organizations and government agencies better understand the communities and people they serve so they can better align with local needs

The approach:
• Use quantitative and qualitative community, organizational and asset data to understand Atlanta’s demographic and economic landscape
• Focus on finding, understanding, and addressing our region’s greatest disparities
• Maintain transparency on what data is being used and why it has been selected
• Remember that lived experience is expertise
1. How and where is the money being spent?

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Understanding Investment

Atlanta BeltLine Investment Data Explorer
This mapping tool shows investments made through federal, state and local public grants as well as private and philanthropic funds through 2020.

Investment Overview
This map shows all BeltLine investments aggregated to the project's subarea levels. Click on any subarea to learn more about overall investments.

See Investment Details
Use the buttons below to jump to specific BeltLine investment categories and see project locations related to these investments.

- Housing
- Parcs & Trails
- Transit & Streetscapes
- Economic Development
- Arts & Culture

See all investments
Click below to see all BeltLine investment locations as well as select equity indicators.

Map Details:
- Aggregate Investments
- Total Subarea Spend
- All Spending in Subarea ($)

About the explorer
The explorer is designed to help residents and community leaders understand the nature of investments made by the Atlanta BeltLine. The map is fully interactive, and you can click on any location to learn more details about the area.

The buttons on the left of the map will take you to pages with more detailed investment information. For more about the investment explorer, click on the button below to open a quick start guide with instructions and other information about the data.

Open the Quick Start Guide

Need demographic data?
Click the button below for a quick view of the Atlanta BeltLine Demographic Data Explorer.

See demographics
How and where is the money being spent?

→ The landing page (right) answers this broadly by showing total spending in the subarea.

  1. Shows total spending in all categories in each subarea

  2. Shows the most critical outcome of the demographic analysis – Equity Priority Subareas

→ Pop-ups show how the total investment breaks down in eight different categories of spending

→ Equity Priority Subarea pop-ups explain what they are and what metrics were used in determining them.
Dive into specific investment types

→ Each section is designed to tell a piece of the story.
→ Base maps in these sections show aggregated investment in that specific area.
→ The “See all” page shows every investment and offers additional demographic data base map options.
→ The goal of parsing it out and bringing it all back together is to satisfy the needs of residents, policymakers, researchers in a way that meets their needs in the time they have available to engage with the tool.
1. How and where is the money being spent?

2. How has the BeltLine impacted neighborhoods?

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How has the BeltLine impacted neighborhoods?

→ All mapped data shows change between 2000 and 2018 in four key areas:
  1. Population
  2. Income
  3. Housing
  4. Jobs

→ Landing shows Neighborhood Statistical Areas across the City of Atlanta to situate data in its broader context.

→ BeltLine subarea community data shows how change has occurred inside the BeltLine Planning Area
Investing to move toward racial and economic equity

→ The Demographic Data Explorer showed which neighborhoods have seen the greatest change and helped in the development of Equity Priority Subareas

→ The Investment Explorer showed where the money has flowed to date and enabled analysis with equity goals

→ By understanding these two dimensions of data, the BeltLine can identify which neighborhoods will most benefit from investment and what investments will provide the greatest value.
1. How and where is the money being spent?

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Protecting Longtime Residents

The Legacy Resident Retention Program addresses housing affordability and helps residents stay in their neighborhood.

Atlanta BeltLine & Neighborhood Nexus
December 13, 2021
Helping Small Businesses Thrive

The BeltLine's Façade Improvement Program pairs artists with area storefronts.

Atlanta BeltLine, Inc. & Neighborhood Nexus
November 5, 2021
Collection

BeltLine Investments and Equity

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

Neighborhood Nexus

Get started

https://storymaps.arcgis.com/collections/d34654ef49064c80a51bd5d7212a90bf
EMPOWER workshops & participants

- EMPOWER programming brings positive outcomes in the areas of health, housing, workforce, and economic opportunity

- Free community workshops for BeltLine residents
  - Lower My Property Taxes: Filing for Homestead Exemption
  - Homestead Exemption Filing Consultations
  - Fix It! Home Repair
  - Property Tax Assessment Appeals
  - Homeowner Education

RACE & ETHNICITY
- Black or African American: 46%
- White or European American: 23%
- Hispanic or Latino: 3%
- Asian or Pacific Islander: 4%
- Other: 1%
- Prefer Not to Answer: 23%

AGES
- Over 64: 11%
- 55-64: 13%
- 45-54: 23%
- 35-44: 40%

GENDER
- Male: 29%
- Female: 65%
- Prefer not to answer: 6%
Resource for current homeowners to cover the cost of increases in property taxes through tax year 2030

Eligibility:

- Annual household income below 100% of area median income (AMI)
- Reside in a home within the program boundaries
- Existing homeowners that have lived in their home prior to March 2017

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

- 243 pre-registration forms
- 60 applications received

Average Home Value - $195,940
Average Income - $36,725
Average Years in Home - 17
Average Age - 54

beltline.org/retentionfund or call (678) 718-5466
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 in changing your perception and/or understanding of the Beltline project?

- 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