A Strategic, Regional Approach to Addressing Metro Atlanta’s Housing Challenges

https://metroatlhousing.org/

Thursday, December 12, 2019  9:30 a.m. – 11:45 a.m.
St. Luke’s Episcopal Church, 435 Peachtree St. NE, Atlanta, GA 30313

Marisa Ghani
Senior Planner, Atlanta Regional Commission

Doug Hooker
Executive Director, Atlanta Regional Commission

Dr. Tiffany Manuel
President & CEO, The CaseMade

Dave Stockert
Post Properties (Retired)

Bill Bolling
Founder & Moderator, Atlanta Regional Housing Forum

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Atlanta Regional Housing Forum

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WELCOME & ANNOUNCEMENTS

Bill Bolling, Forum Founder and Moderator
Food Well Alliance

KEYNOTE REMARKS

Doug Hooker,
Executive Director
Atlanta Regional Commission

DEMONSTRATION OF METRO ATLANTA HOUSING STRATEGY

Marisa Ghani
Senior Planner
Atlanta Regional Commission
https://metroatlhlhousing.org/

FIRESIDE DISCUSSION

Doug Hooker
Atlanta Regional Commission

CREATING MEANINGFUL CONVERSATIONS

Dr. Tiffany Manuel
President & CEO
TheCaseMade
10 Submarkets

Ten distinct sub-regional housing markets have been identified across the region through extensive qualitative and quantitative research.

**Submarket 1**
Higher-priced core neighborhoods

**Submarket 2**
Higher-priced near core and employment corridor neighborhoods

**Submarket 3**
Rapidly changing core neighborhoods experiencing the greatest increase in housing costs regionally

**Submarket 4**
Lower-priced core neighborhoods vulnerable to increasing housing costs

**Submarket 5**
Suburban neighborhoods along employment corridors with moderate-to-higher-priced mix of single family and multifamily housing

**Submarket 6**
Suburban neighborhoods with moderate-to-higher-priced housing

**Submarket 7**
Suburban neighborhoods with lower-to-moderate-priced housing, biggest increase in renters

**Submarket 8**
Suburban neighborhoods with lowest-priced single-family homes, mix of renters and owners

**Submarket 9**
Lower-priced rural areas

**Submarket 10**
Higher-priced rural areas

Visit MetroATLHousing.org for more information about submarkets and related housing data.

Tying it all Together

The six strategies include a range of tactics that stakeholders can consider in order to make progress on housing issues. These tactics – more than 150 in all – were compiled from housing studies that have taken place across the region.

Each housing submarket is associated with specific strategies, based on their housing characteristics.
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.

MARISA GHANI is a Senior Planner in the Community Development Group at the Atlanta Regional Commission. This division of ARC is responsible for overall development of regional land use policy. Within ARC, Marisa is mainly responsible for Regional Housing and Transit Oriented Development. Marisa also spends her time as the Program Manager for the TransFormation Alliance. The Alliance is a collaboration of organizations working to ensure that opportunities and benefits provided by investment in transit communities are made available to ALL residents. Marisa oversees the implementation and execution of The Alliance’s workplan by providing operating, project management and work plan support. Marisa has experience in an array of working environments from various Government levels to nonprofit organizations. Prior to the ARC, Marisa worked in Washington DC at Transportation for America, a non-profit committed to reforming how transportation dollars are spent at the federal, state and local level to create a safer, cleaner and smarter transportation system. Ghani received her Bachelor of Arts degree from Emory University and her Master of Planning degree from Georgia Institute of Technology.

DOUG HOOKER leads the Atlanta Regional Commission (ARC), the agency which coordinates local government policy and planning for metro Atlanta, to enhance the region’s economic competitiveness. ARC brings best practices and fosters innovation in challenges to community development, transportation and mobility, water and natural resources, arts and culture, aging and independence resources, workforce development, homeland security, and community-oriented research and analytics. In his career, he has worked for public sector and private sector organizations, among them: the City of Atlanta's Department of Public Works (serving as the Commissioner who led the agency through the 1996 Olympic Games) and the State Road & Tollway Authority, SRTA (Executive Director). Doug holds a Bachelor of Mechanical Engineering degree and a Master of Science (in Technology & Science Policy) degree from Georgia Tech, as well as a Masters of Business Administration from Emory University’s Goizueta Business School.

DR. TIFFANY MANUEL is the President and CEO of TheCaseMade, an organization dedicated to helping leaders powerfully and intentionally make the case for systems change. In this role, Dr. Manuel works with hundreds of passionate social change leaders, changemakers and innovators around the United States who are building better, stronger communities that are diverse, equitable and inclusive. Trained as a social scientist, she is committed to building the capacity of changemakers and leaders to grow their social impact. She has worked to expand opportunity for low-income workers, families and communities through 25+ years of professional and volunteer experience spanning the private and non-profit sectors, government and academia. She is the primary architect of the Opportunity360, a data platform with more than 100k+ users in the community development field. Dr. Manuel holds doctorate and master’s degrees in public policy from the University of Massachusetts Boston, a master's degree in political science from Purdue University and a bachelor's degree from the University of Chicago.

DAVE STOCKERT is the retired CEO of Post Properties, where he served for 15 years. Post merged in 2016 with Mid-America Apartment Communities (NYSE: MAA), to form the largest publicly-traded apartment company in the US, measured by apartment units owned. Prior to his career at Post, Mr. Stockert was the CFO and an EVP at publicly-traded real estate companies Weeks Corporation and Duke Realty. His career also includes experience as an investment banker and as a CPA. Mr. Stockert holds degrees from Columbia University (MBA) and the University of Colorado (BS, Accounting). Mr. Stockert is involved in a number of civic organizations and non-profits. He currently serves on the Boards of Grady Health System, the YMCA of Metro Atlanta, the Community Foundation for Greater Atlanta, Westside Future Fund, Horizons Atlanta and the Commerce Club, Atlanta.