



Fulton County Board of Commissioners
Agenda Item Summary

20-0768

BOC Meeting Date
10/21/20

Requesting Agency
Commissioners **(Morris)**

Commission Districts Affected
All Districts

Requested Action *(Identify appropriate Action or Motion, purpose, cost, timeframe, etc.)*

DISCUSSION

Requirement for Board Action *(Cite specific Board policy, statute or code requirement)*

Is this Item related to a Strategic Priority Area? *(If yes, note strategic priority area below)*

Is this a purchasing item?

No

Summary & Background

(First sentence includes Agency recommendation. Provide an executive summary of the action that gives an overview of the relevant details for the item.)

Discussion: Atlanta BeltLine, Inc. October 14, 2020 CEO Report. **(Morris)**

Contract & Compliance Information

(Provide Contractor and Subcontractor details.)

Agency Director Approval		County Manager's Approval
Typed Name and Title	Phone	
Signature	Date	

Revised 03/12/09 (Previous versions are obsolete)

Agency Director Approval		County Manager's Approval
Typed Name and Title	Phone	
Signature	Date	

Revised 03/12/09 (Previous versions are obsolete)

Solicitation Information	NON-MFBE	MBE	FBE	TOTAL
No. Bid Notices Sent:				
No. Bids Received:				
Total Contract Value	.			
Total M/FBE Values	.			
Total Prime Value	.			
Fiscal Impact / Funding Source	(Include projected cost, approved budget amount and account number, source of funds, and any future funding requirements.)			
.				
Exhibits Attached	(Provide copies of originals, number exhibits consecutively, and label all exhibits in the upper right corner.)			
Source of Additional Information	(Type Name, Title, Agency and Phone)			

Agency Director Approval		County Manager's Approval
Typed Name and Title	Phone	
Signature	Date	

Revised 03/12/09 (Previous versions are obsolete)

Procurement**Contract Attached:**

.

Previous Contracts:

.

Solicitation Number:

.

Submitting Agency:

.

Staff Contact:

.

Contact Phone:

.

Description:.**FINANCIAL SUMMARY****Total Contract Value:**

Original Approved Amount: .

Previous Adjustments: .

This Request: .

TOTAL: .

MBE/FBE Participation:

Amount: . %: .

Amount: . %: .

Amount: . %: .

Amount: . %: .

Grant Information Summary:

Amount Requested: .

☐

Cash

Match Required: .

☐

In-Kind

Start Date: .

☐

Approval to Award

End Date: .

☐

Apply & Accept

Match Account \$: .

Funding Line 1:

.

Funding Line 2:

.

Funding Line 3:

.

Funding Line 4:

.

KEY CONTRACT TERMS**Start Date:**

.

End Date:

.

Cost Adjustment:

.

Renewal/Extension Terms:

.

ROUTING & APPROVALS

(Do not edit below this line)

.	Originating Department:	.	Date: .
.	County Attorney:	.	Date: .
.	Purchasing/Contract Compliance:	.	Date: .
.	Finance/Budget Analyst/Grants Admin:	.	Date: .
.	Grants Management:	.	Date: .
.	County Manager:	.	Date: .



SPECIAL
PRESENTATION TO
ATLANTA
BELTLINE, INC.
BOARD OF
DIRECTORS

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OCTOBER 14, 2020



20-0768



EQUITABLE DEVELOPMENT POLICY

20-0768

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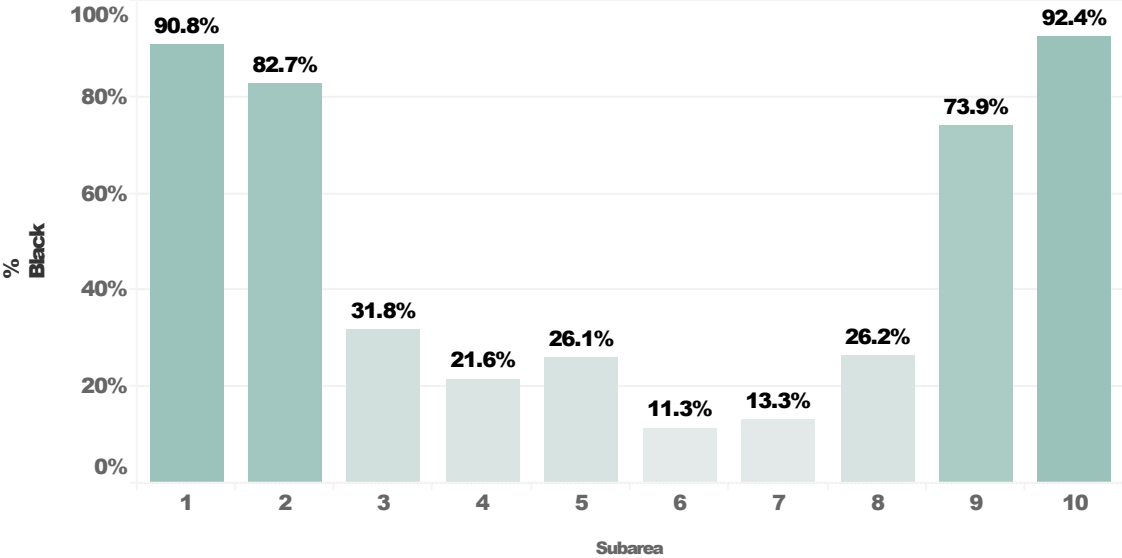
FUNDING OUTLOOK

IMPLICATIONS
AND NEXT STEPS

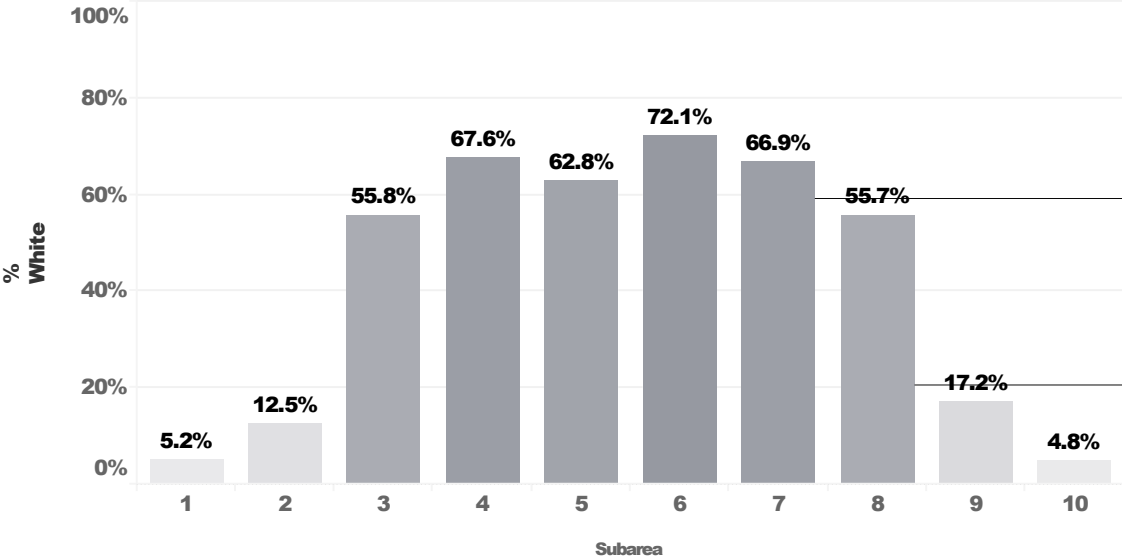
- ABI, TADAC and the community worked together to develop and refine ABI's Equitable Development Policy. It was adopted by the ABI Board of Directors in 2013.
- Key areas of implementation include:
 - Developing and planning core BeltLine amenities in a way that creates a more livable and more geographically balanced Atlanta
 - Recruiting economic development that creates business & job opportunities
 - Minimize displacement in a way that stabilizes neighborhoods
 - Incorporate and maximize community voice in project implementation
 - Preserve historical and cultural character of neighborhoods
 - Leverage neighborhood assets to encourage community connectivity and sustainability



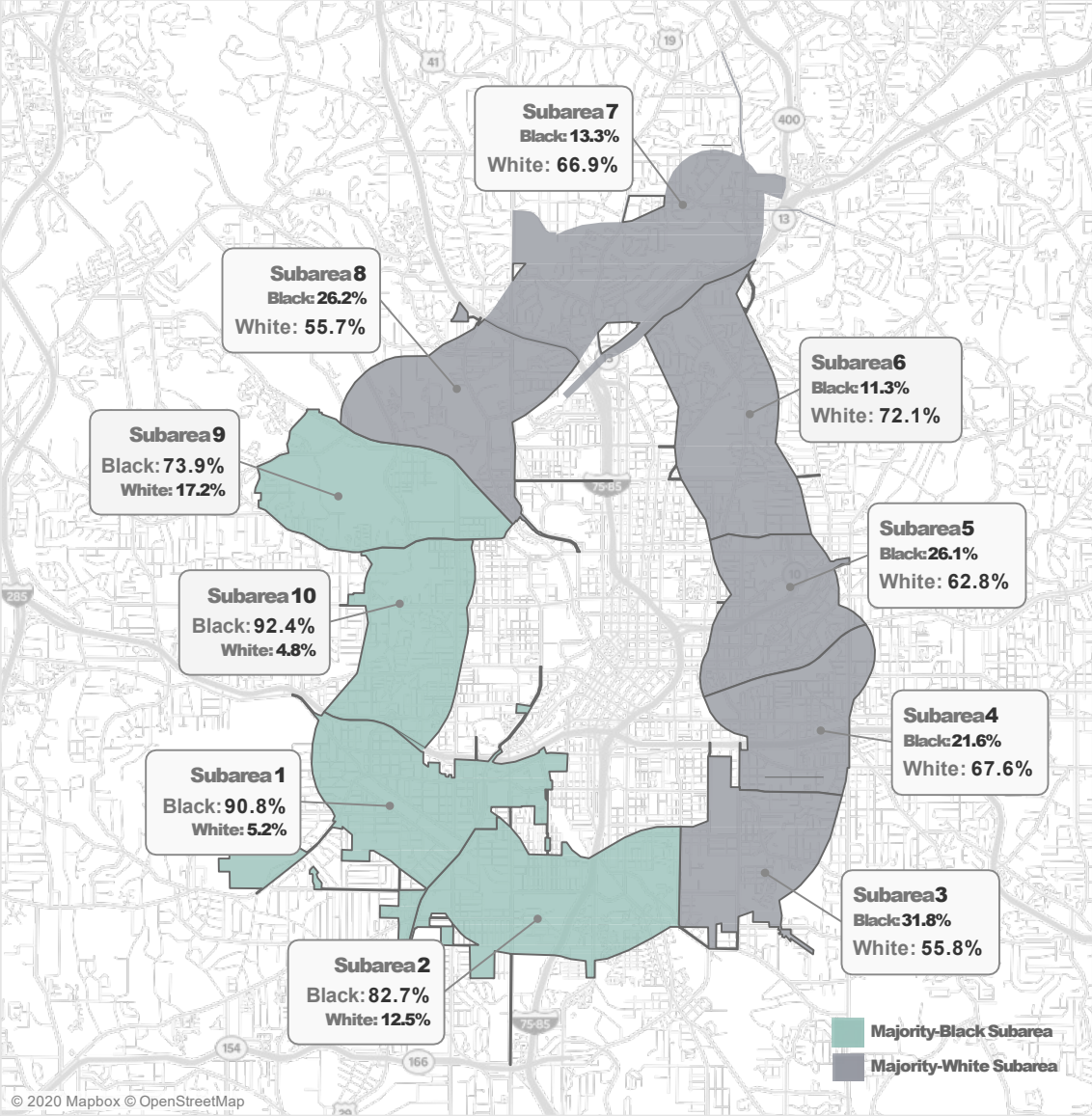
Black or African-American Residents by Subarea, 2018



White Residents by Subarea, 2018

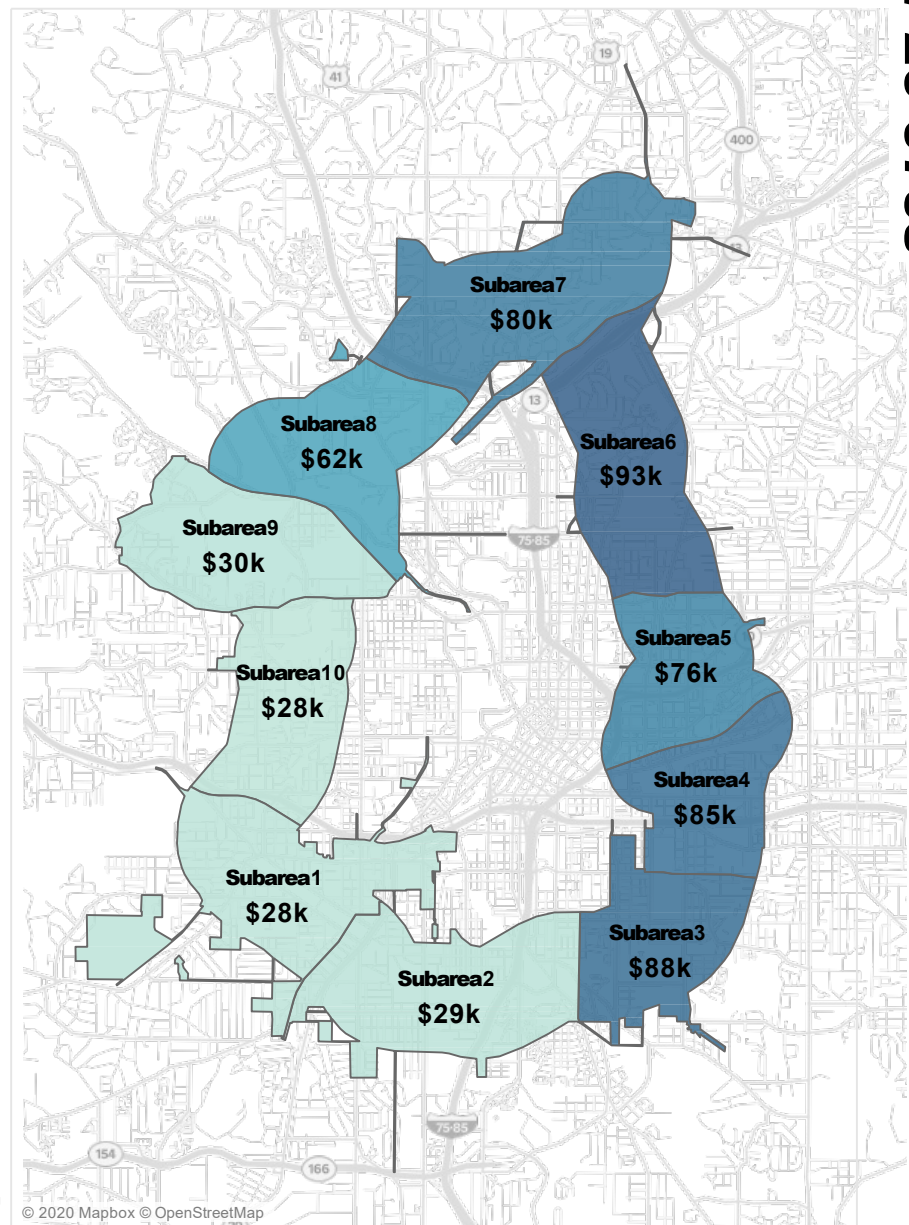
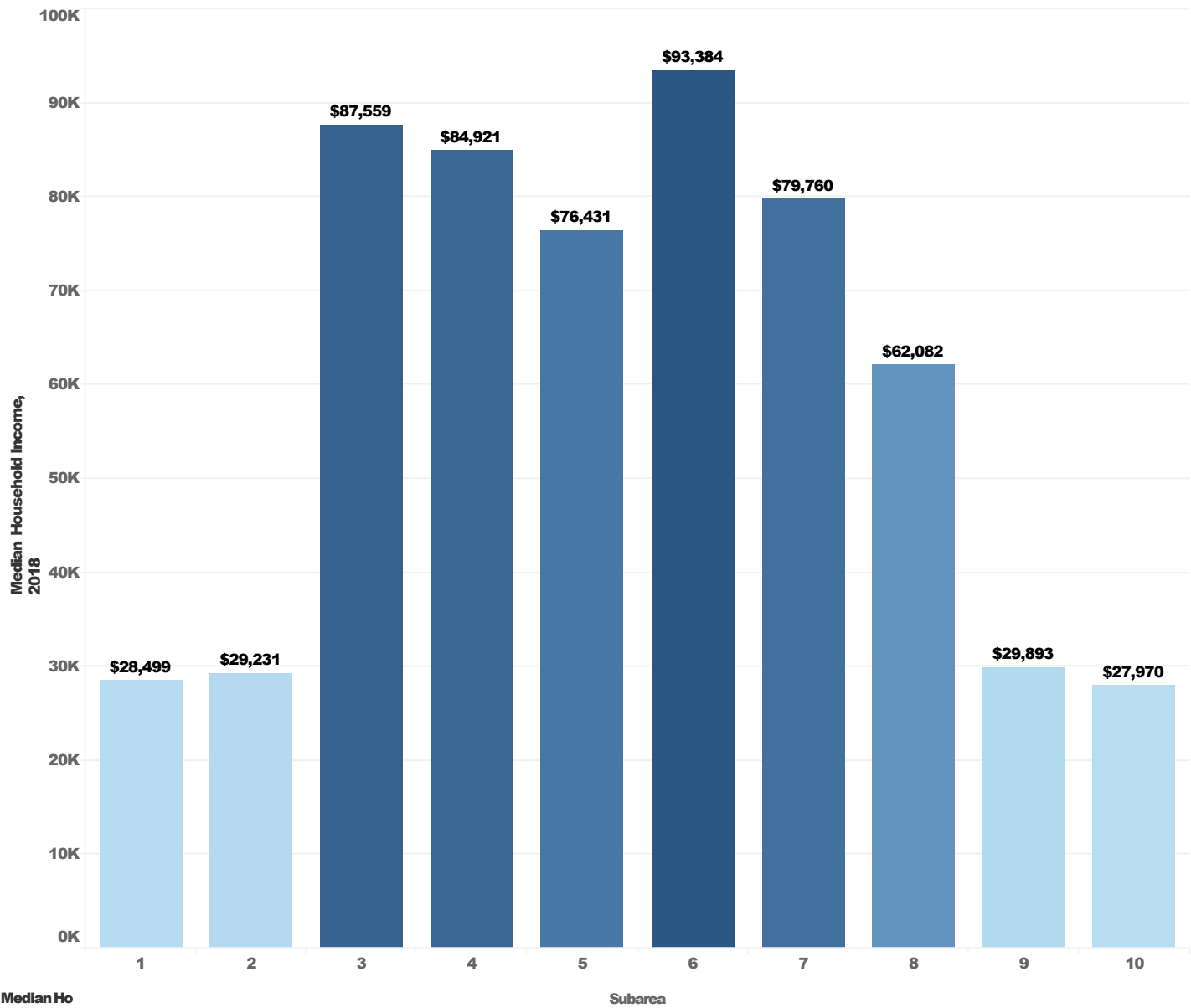


Subareas by Race, 2018





Median Household Income by Subarea, 2018





EQUITY VISION STATEMENT

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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.

INTERNAL OPERATIONS: WORKFORCE EQUITY

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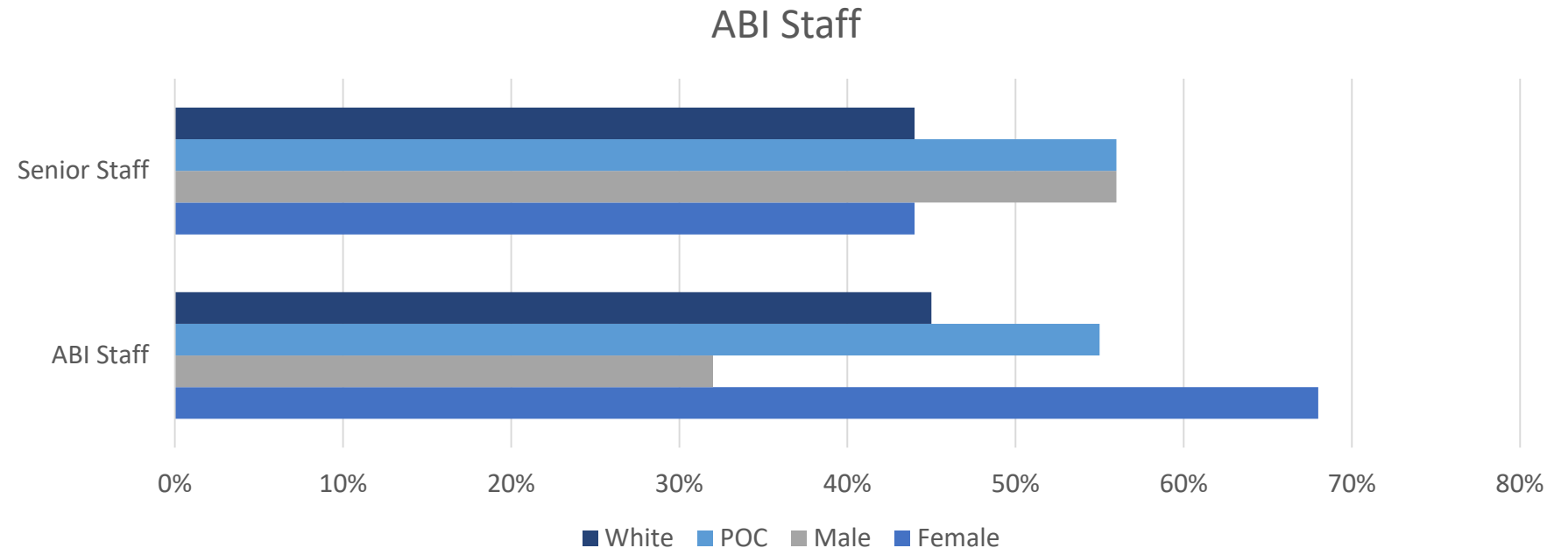
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- Included racial equity as a core competency in all job descriptions
- Addressed the racial pay gap
- Implemented equitable recruitment and hiring practices.





INTERNAL OPERATIONS: PROCUREMENT

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- Provide open and easy access to transparent and inclusive ABI competitive procurement opportunities
 - Vendor Registry
 - Memberships in DBE-supportive organizations
 - Participation in conferences and forums highlighting ABI opportunities
- DBE goals currently in line with the City's 30% DBE goal; consistent efforts to meet and/or exceed the goal
 - Reviewing Disparity Study options with City and IA Procurement and Legal teams
- Risk Management approach: align requirements with risk relative specific contract / scope of work
 - Contracting and payments, insurance requirements/standards



JOB CREATION FOR BELTLINE RESIDENTS

20-0768

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- **Est. 18,700 PERMANENT JOBS** through end of 2017 (source: On the Map – U.S. Census Data) toward a goal of 30,000 permanent jobs by the year 2030
 - This represents 62% of the jobs goal
- **Est. 43,560 ONE-YEAR CONSTRUCTION JOBS** through the end of 2019, toward a goal of 48,000 one-year construction jobs by the year 2030. This number is supported by the private construction investment increase and uses a multiplier of 7 construction jobs per \$1M in construction expenditures.
- Workforce Partnerships that connect businesses, training partners, and residents to create employment pipelines for BeltLine residents to attain jobs on the BeltLine.
- Technology to facilitate BeltLine residents' ability to find and apply for jobs.



SUPPORT FOR BELTLINE BUSINESSES

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- Secured a grant for \$33,000 from the Annie E Casey Foundation to work with businesses from Murphy Avenue to University Avenue to explore the creation of a business organization
 - The organization would provide a unified business voice and support for existing and legacy businesses in the area ahead of major private developments coming to the area
- Hosts a roundtable of the 15 existing business associations and community improvement districts (CIDs) quarterly to provide collaboration and info sharing opportunities



SUPPORT FOR BELTLINE BUSINESSES

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- \$40,000 in façade grant dollars were awarded to two small businesses (one woman-owned and the other minority/woman-owned) in 2019.
 - The grant funding went directly to the artist partners selected to design and implement the improvements of the business storefronts. Because of this model, the \$40,000 also went to support two small artist businesses (one woman-owned and the other minority/woman-owned).
 - The program supported a contract with a woman-owned structural engineering firm for project support throughout the implementation.
- The 2020-2021 Program will award nearly \$150,000 in grants to small businesses to redesign their storefronts. The scoring criteria for the program targets businesses located in our most distressed commercial districts.



SUPPORT FOR BELTLINE BUSINESSES

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- Partnered with AWBI to provide \$275,000 in COVID-relief grants to small minority-owned businesses along BeltLine with budget sizes ranging from \$100,000 to \$1.5M. Grantees also received technical assistance from the Village Micro Fund.
- Innovative community engagement strategy for development of Murphy Crossing. It is expected that a significant focus of redeveloped site will be job creation and economic development.



STABILIZING COMMUNITIES: PROPERTY ACQUISITION

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- **Property Acquisition.** Heavy emphasis on property acquisition as a means of spurring additional housing affordability opportunities for families:
 - **Geographic Preferences.** Goal is to purchase properties in different geographies along the BeltLine and encourage affordability around all Subareas of the BeltLine.
 - **Increase in ABI Property Holdings.** As a result of this strategy, by Q1 2021, current developable real estate owned by ABI expected to increase by 60% to ±32 acres (i.e., Adding Avon Avenue ±9.26 acres and Garson ±2.66 acres to the Murphy Crossing ±20 acres)
 - **Impact.** Pure housing site – 75 – 100+ units/acre (e.g., Madison Reynoldstown, The Milton). On a larger mixed-use site – 175 – 200 units/acre (e.g., East Medinah Village).



STABILIZING COMMUNITIES: PROPERTY ACQUISITION

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- Longer Term and Deeper Affordability. Positions ABI to insist on longer term affordability and deeper affordability through more robust income averaging (i.e., combination of income levels which combines averages to 60% AMI).
- Mixed-Income Mixed-Use. Allows ABI greater say in the ultimate site plan emphasizing housing, jobs and economic development.
- Commercial Affordability. Allows ABI to encourage below market commercial affordability in projects where there is an office or commercial component.



STABILIZING COMMUNITIES: FINANCING STRATEGIES

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- **Pre-Development Loan Strategy.** Creating a \$750,000 predevelopment loan fund to help spur production of TAD projects led by non-profit, minority and smaller developers who may lack capital resources to conduct necessary due diligence to secure construction and permanent financing.
- **Subsidy Leveraging.** Continue traditional subsidy for affordable units and look toward leveraging investments to participate in the investor/ownership structure of selected projects.
- **Explore Additional Income Streams.** Allows ABI to explore additional ways to create supplementary income streams using its real estate as its contribution to a project.



STABILIZING COMMUNITIES: PARTNERSHIP & COORDINATION

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- Public Agency Coordination. More coordination with other housing agencies particularly IA and AH in transformative projects (i.e., Madison Reynoldstown).
- HAAP Meetings. Continue executive level meetings with City's Chief Housing Officer to ensure progress on Housing Affordability Action Plan goals and initiatives.
- HouseATL Participation. Continue robust participation in HouseATL, particularly its Prioritizing Communities Committee which seeks to devise strategies and coordinate resources to address Atlanta's most vulnerable populations.



STABILIZING COMMUNITIES: ANTI-DISPLACEMENT

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- Home Empowerment Workshops. Support for Home Empowerment Workshops coordinated by Atlanta BeltLine Partnership and other partners.
- Resident Retention Tax Fund. Standing up a Resident Retention Tax Fund Demonstration for the BeltLine's most vulnerable subareas (i.e., Subareas 1, 2, 9 and 10).
- COVID-19 Emergency Rental Assistance Program. Partner with the City of Atlanta, United Way of Greater Atlanta, and the Atlanta Volunteer Lawyers Foundation (AVLF) to provide rental, utility, and/or security deposit assistance to Atlantans. Overall, the program will provide housing support for more than 6,700 Atlantans.



MAXIMIZING COMMUNITY PARTICIPATION

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- Due to COVID 19, ABI has evolved into a virtual meeting format. In order to ensure that we are reaching a majority of residents, including those that may be digitally challenged, all Zoom calls also allow residents to join by phone and, if not Zoom proficient, we also stream our meetings on Facebook Live.
- Increased our postal mailings to alert the community about meetings occurring in their area and increased the use of ROW signs at key intersections to promote BeltLine meetings.
- Surveyed residents to determine how they want to be engaged and stay informed of BeltLine projects and meetings.



MAXIMIZING COMMUNITY PARTICIPATION

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- Launched a Stakeholder Advisory Group to assist ABL in the development of an RFP for Murphy Crossing that will meet prior to three community-wide meetings to assist us in the preparation and vetting of information.
- Engaged consultant to broaden outreach and encourage participation of artists of color in Art on the Atlanta Beltline.



FUNDING OUTLOOK: CURRENT CAPITAL CAMPAIGN

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CAMPAIGN SUMMARY

\$150+ million goal based on 2019/2020
Feasibility Study and continued donor input

- Empower Fund (legacy homeowners, renters, small businesses)
- Remaining mainline trail corridor
- Parks (Westside Park, Enota Park)

IMMEDIATE PRIORITIES

- Empower Fund
- Westside BeltLine Connector
- Cultivating parks and trails donors for post-COVID requests in 2021

CAMPAIGN FUNDRAISING UPDATE

\$32.5M

Raised to Date

\$4M

Pending Requests



IMPLICATIONS AND NEXT STEPS

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- Key questions, actions and next steps
 - Where can the board have the greatest impact?
 - Is there an opportunity to modify TAD legislation?



ADDENDUM

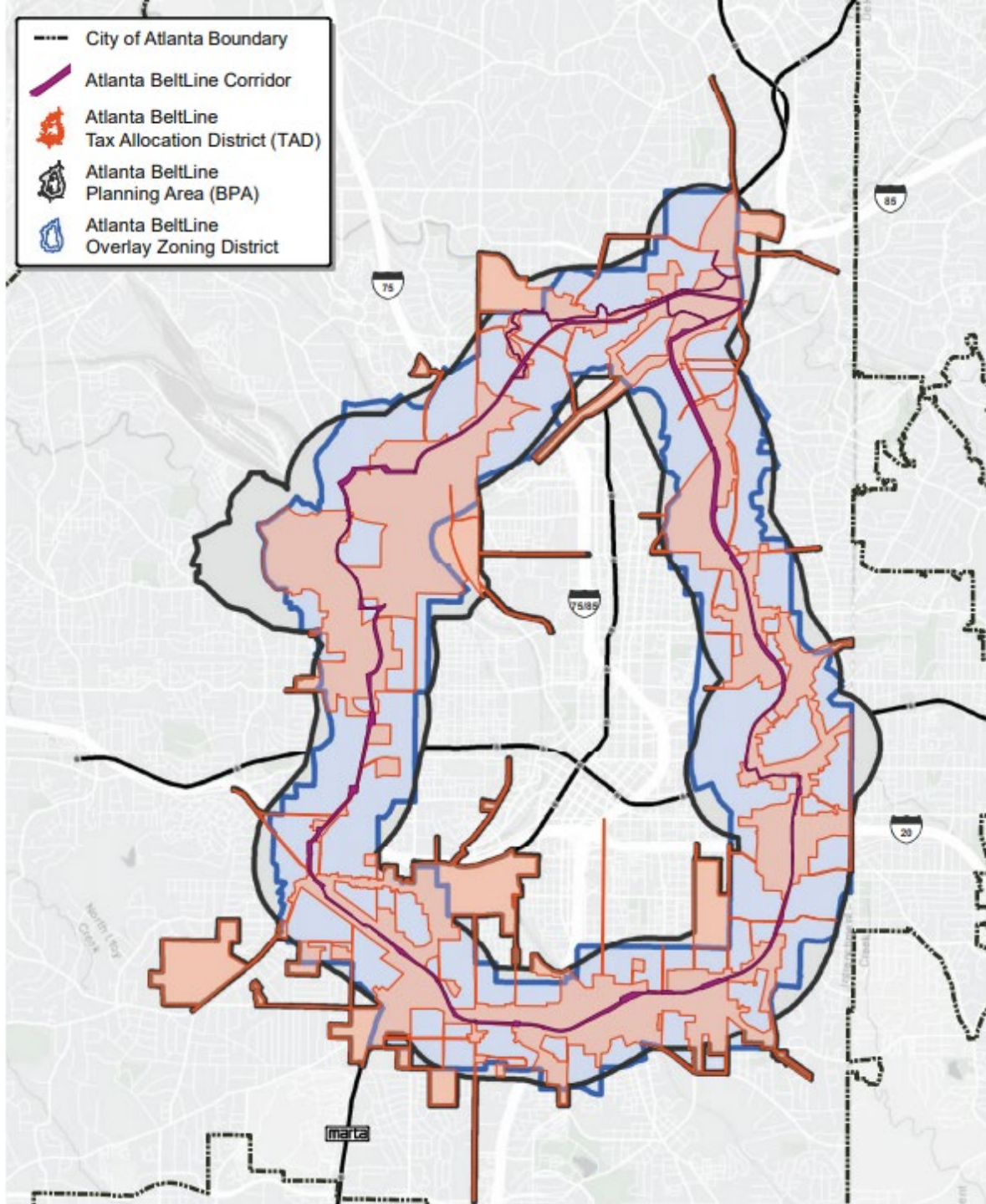
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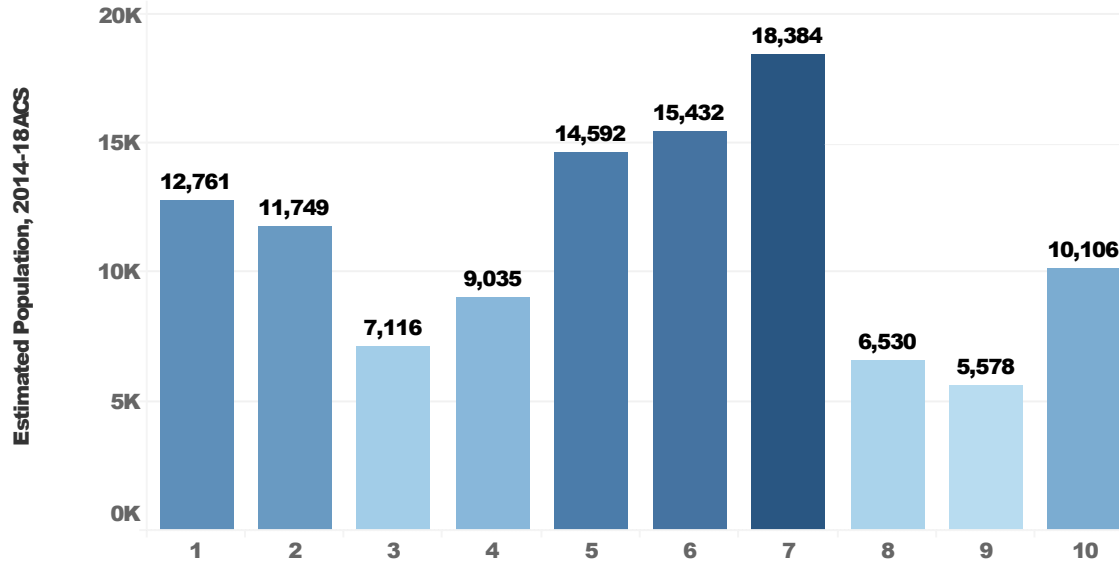
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ADDENDUM

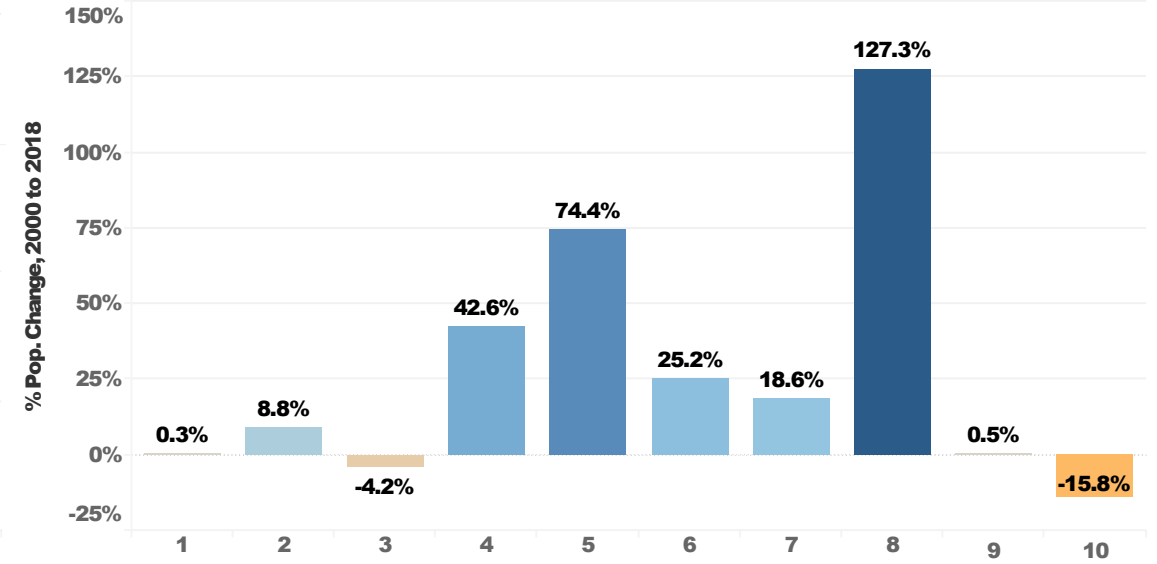
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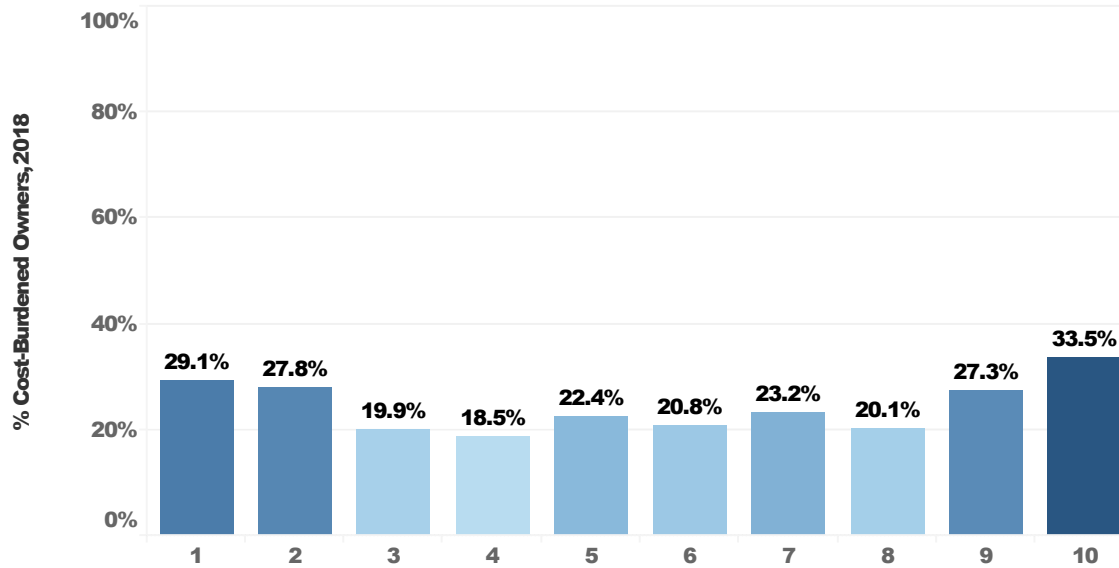
Population by Subarea, 2018



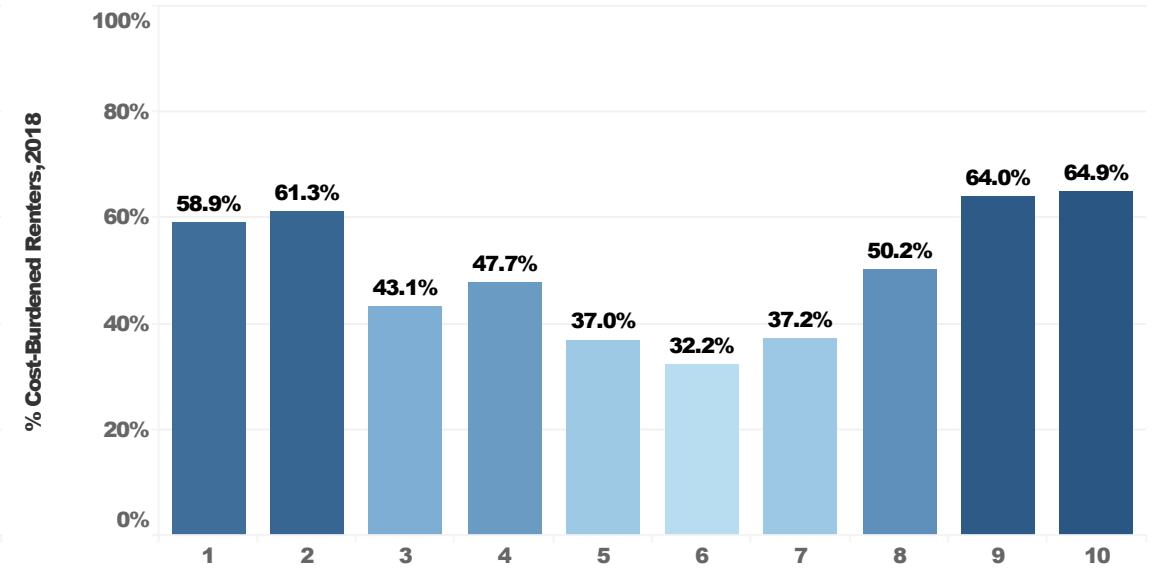
Percent Population Change by Subarea, 2000-18



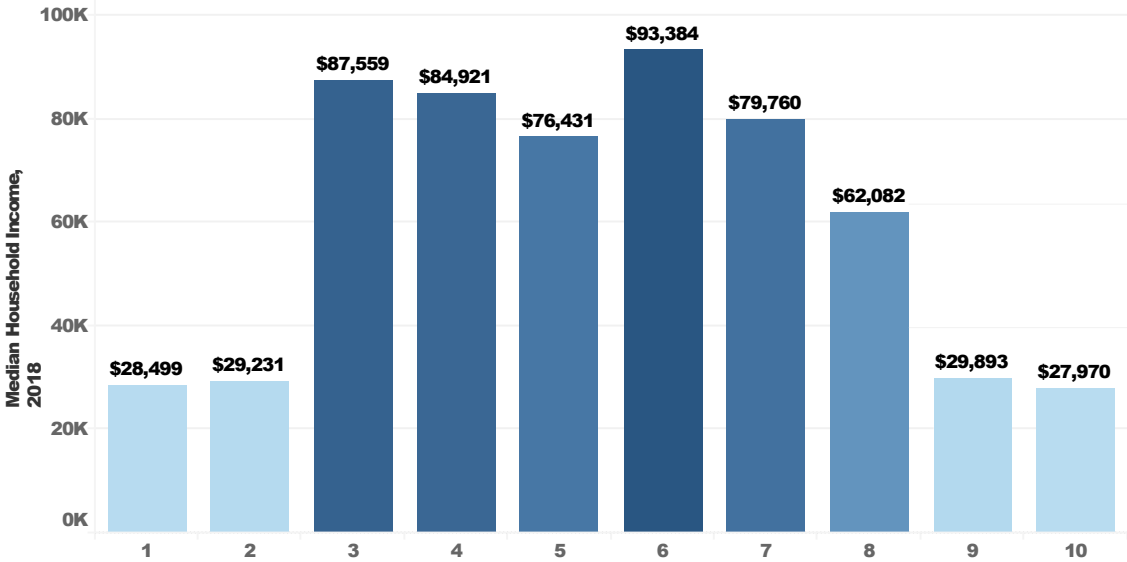
Cost-Burdened Owners (>30% of Income) by Subarea, 2018



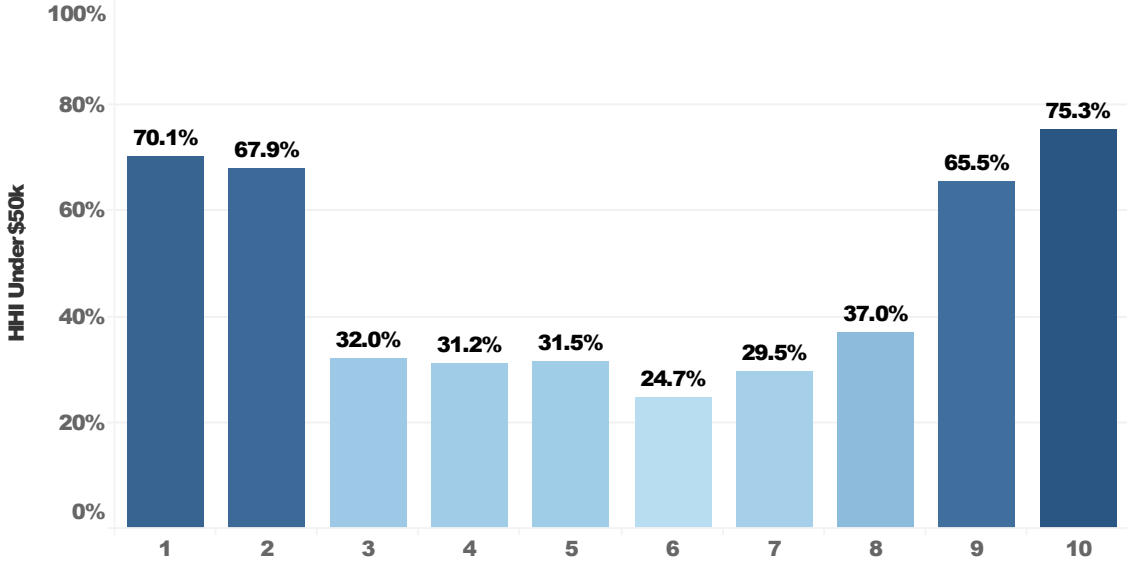
Cost-Burdened Renters (>30% of Income) by Subarea, 2018



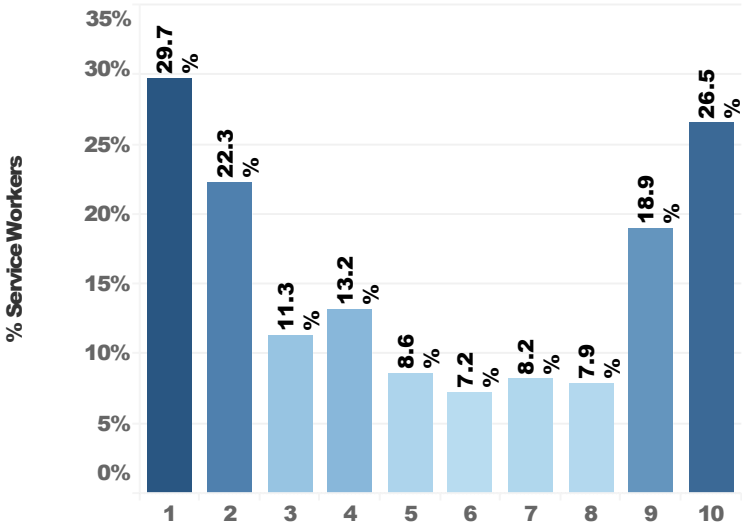
Median Household Income by Subarea,2018



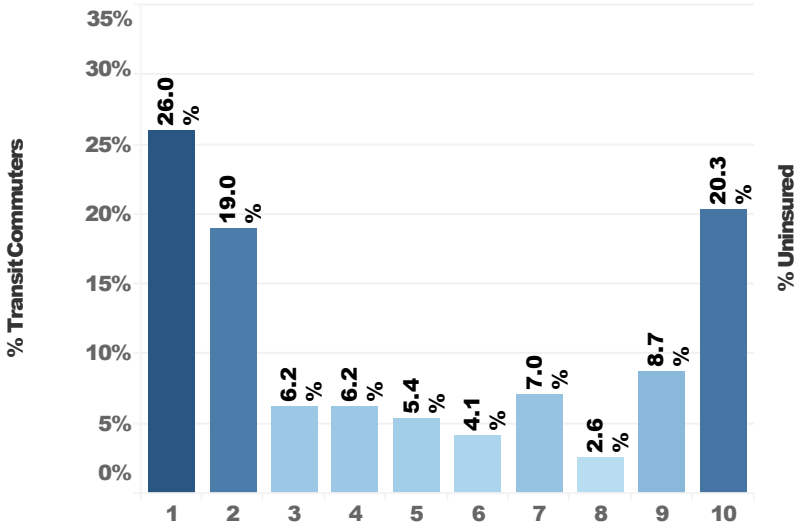
Portion of Households with Income Under \$50k by Subarea, 2018



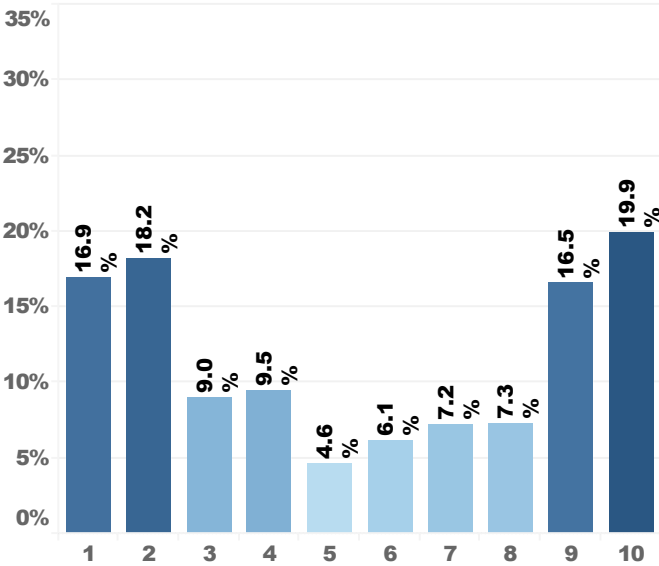
Portion of Workers in Service Occupations by Subarea, 2018



Portion of Workers Commuting by Public Transit by Subarea, 2018

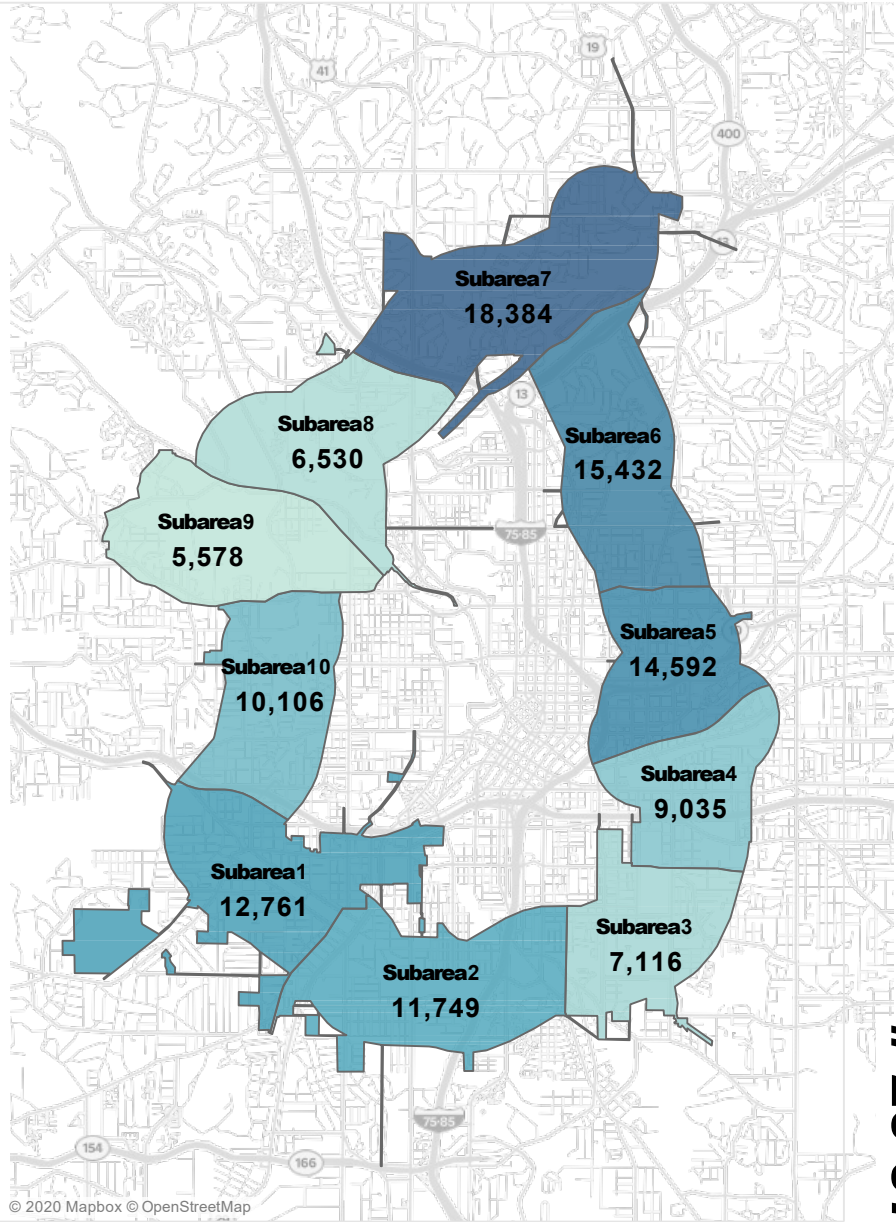
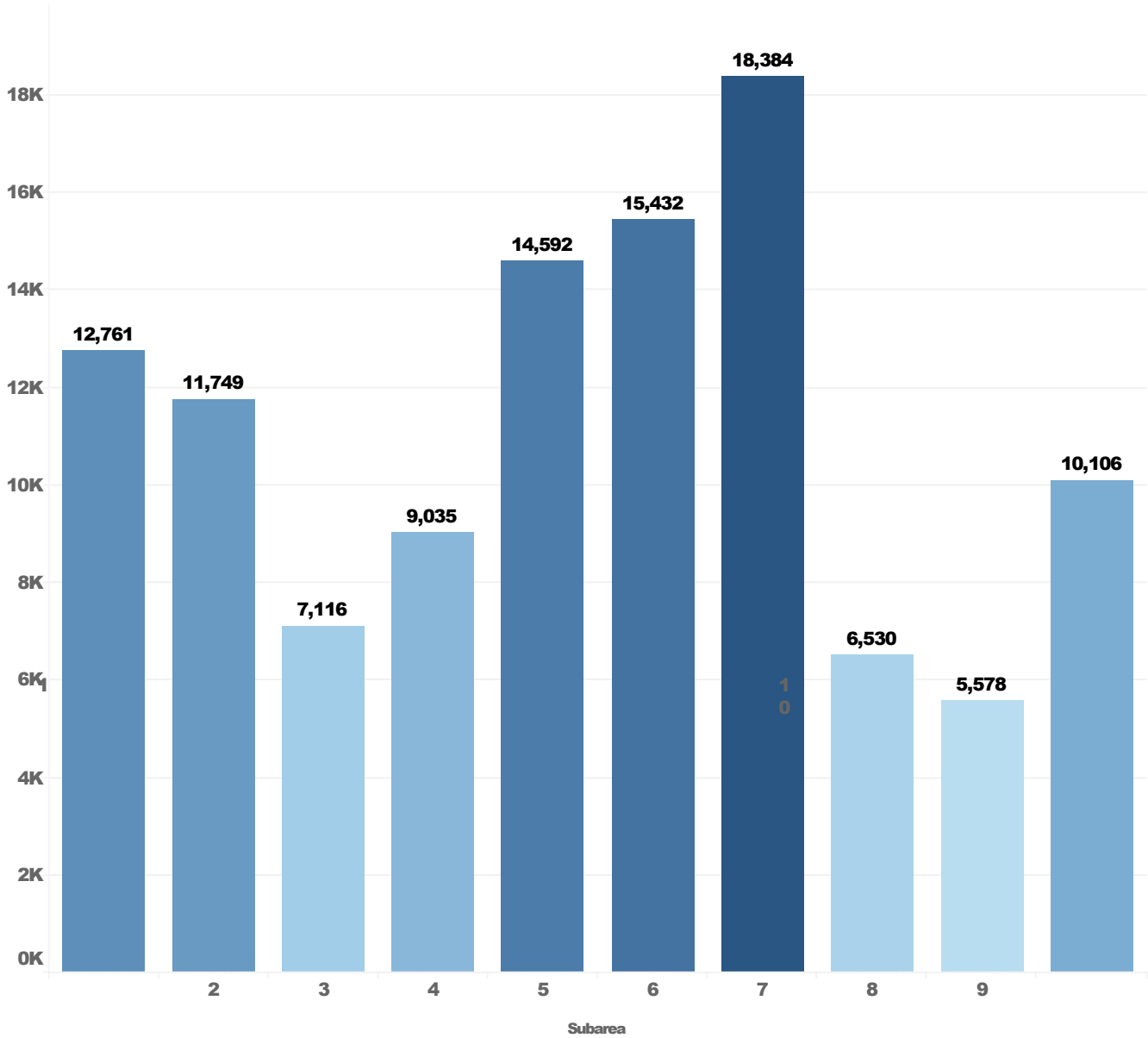


No Health Insurance by Subarea,2018

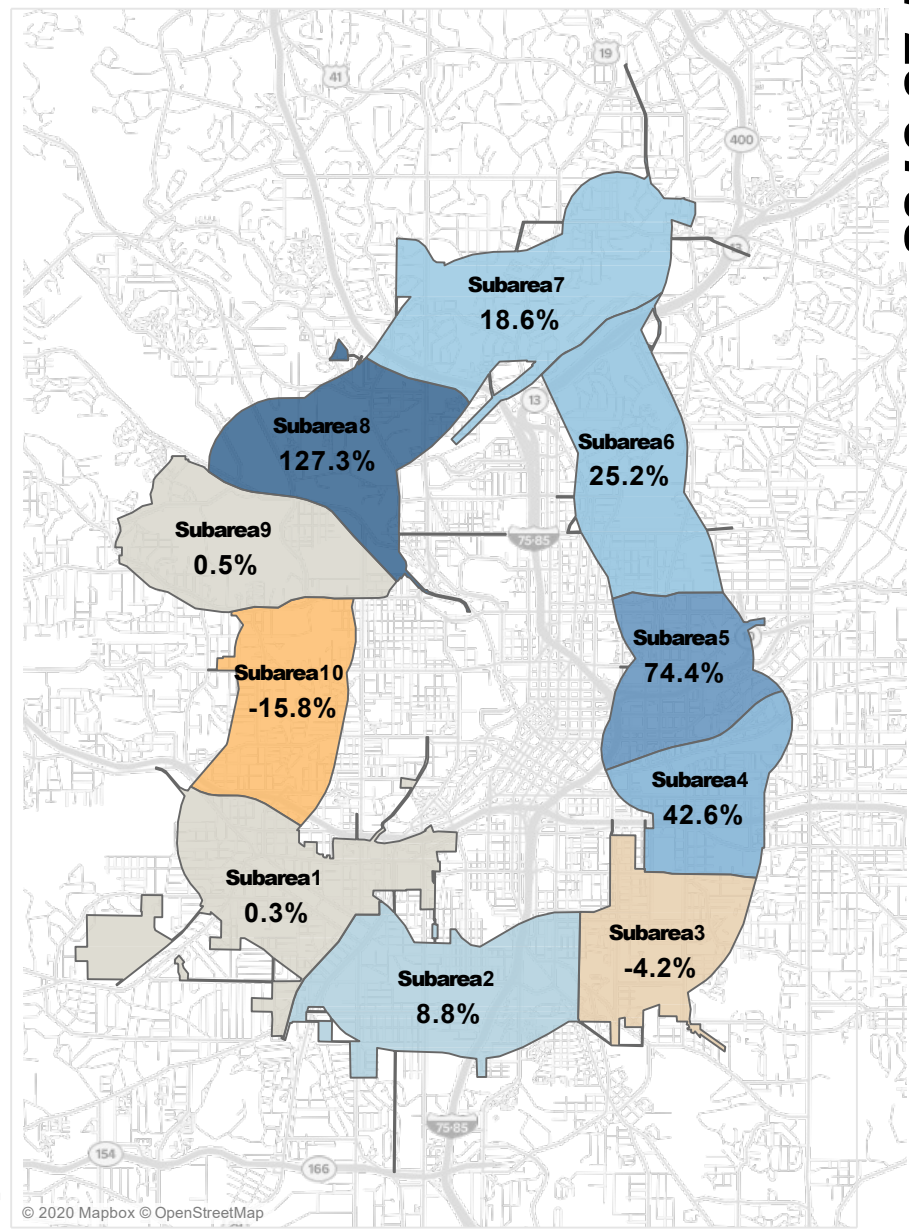
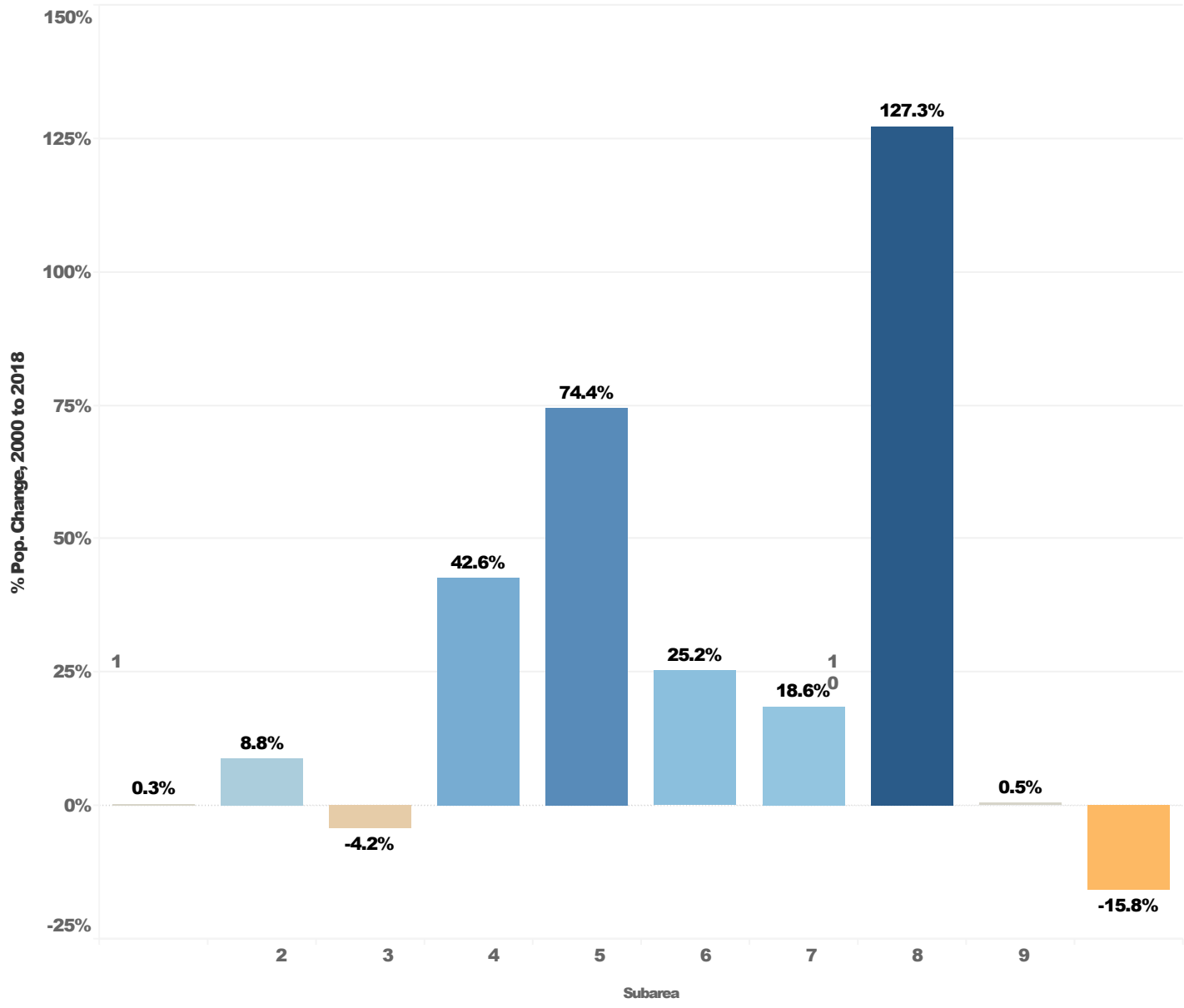


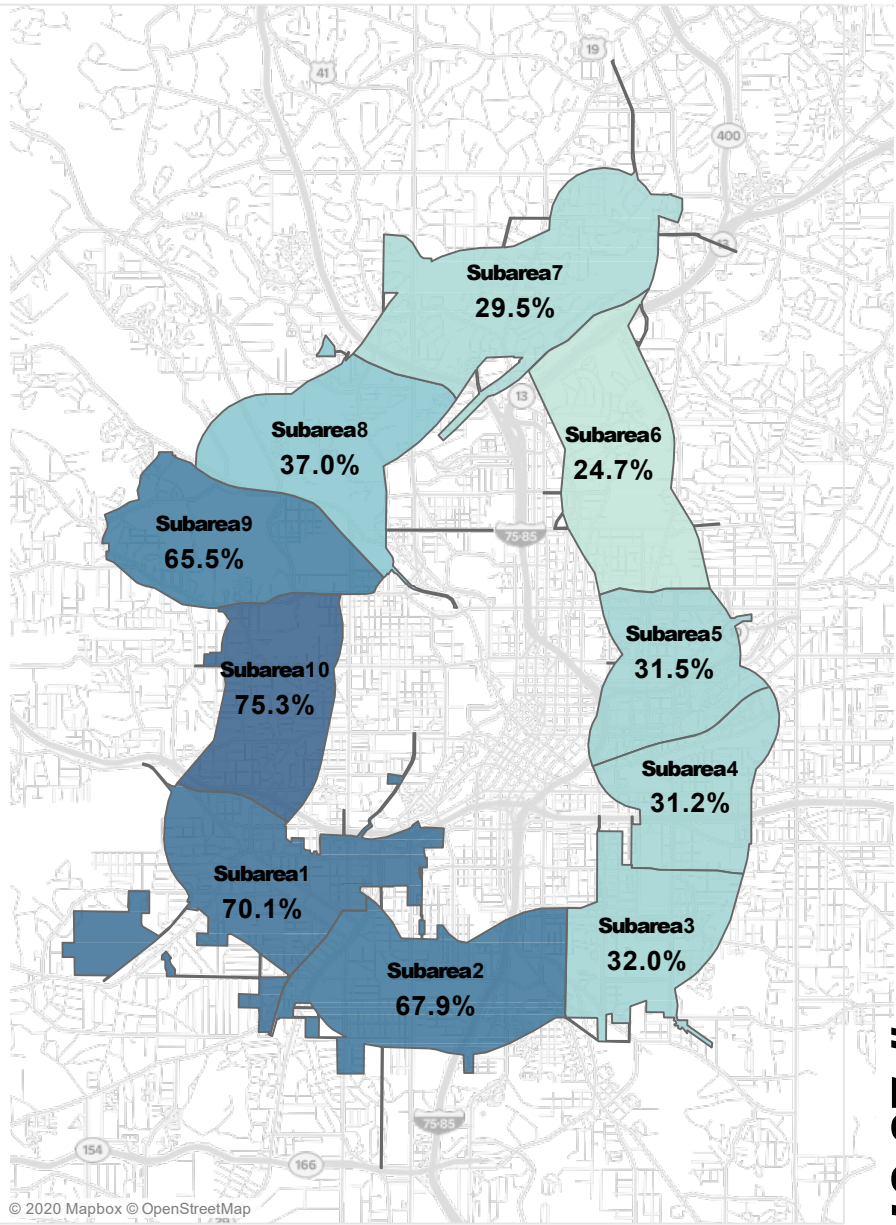
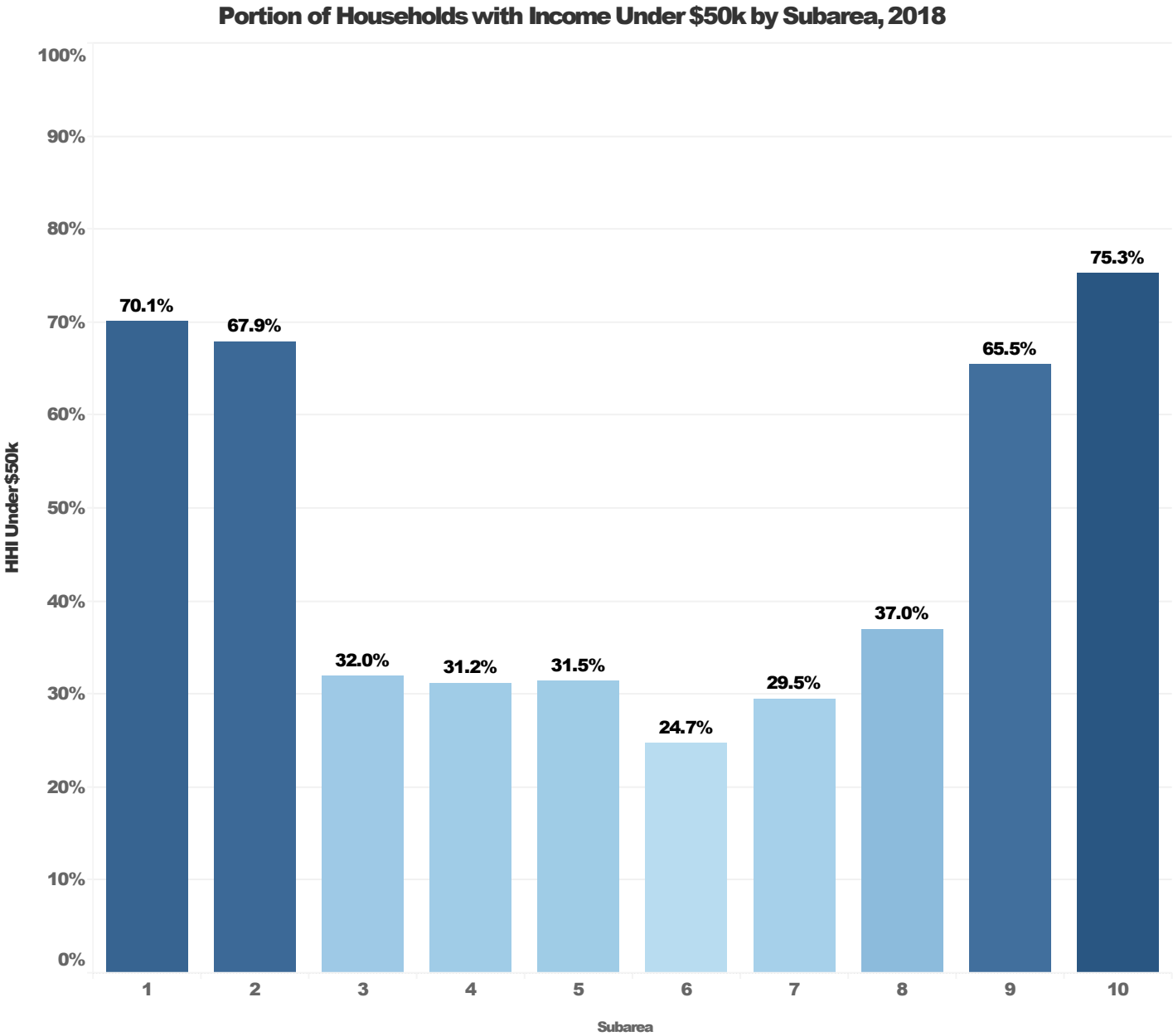
Estimated Population, 2014-18ACS

Population by Subarea,2018

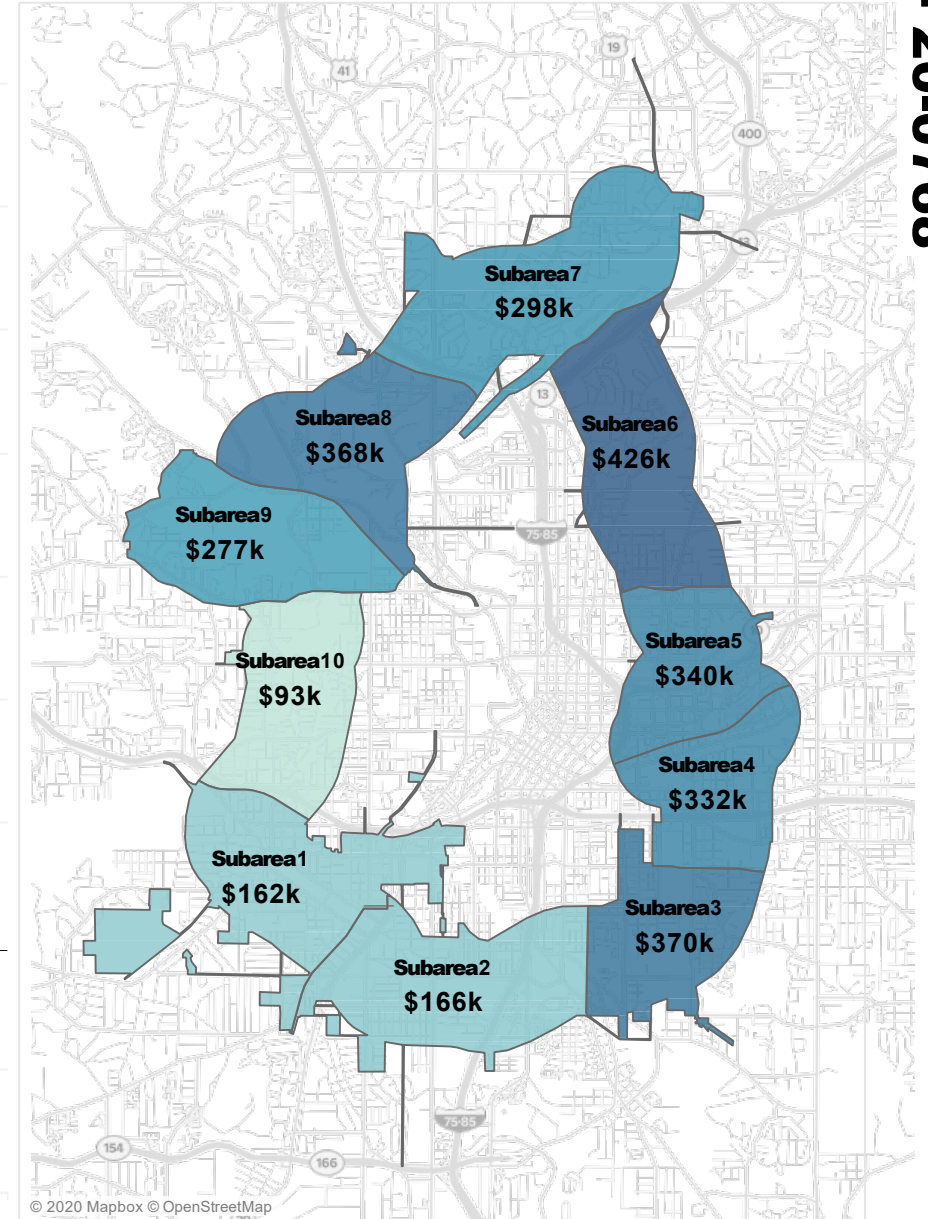
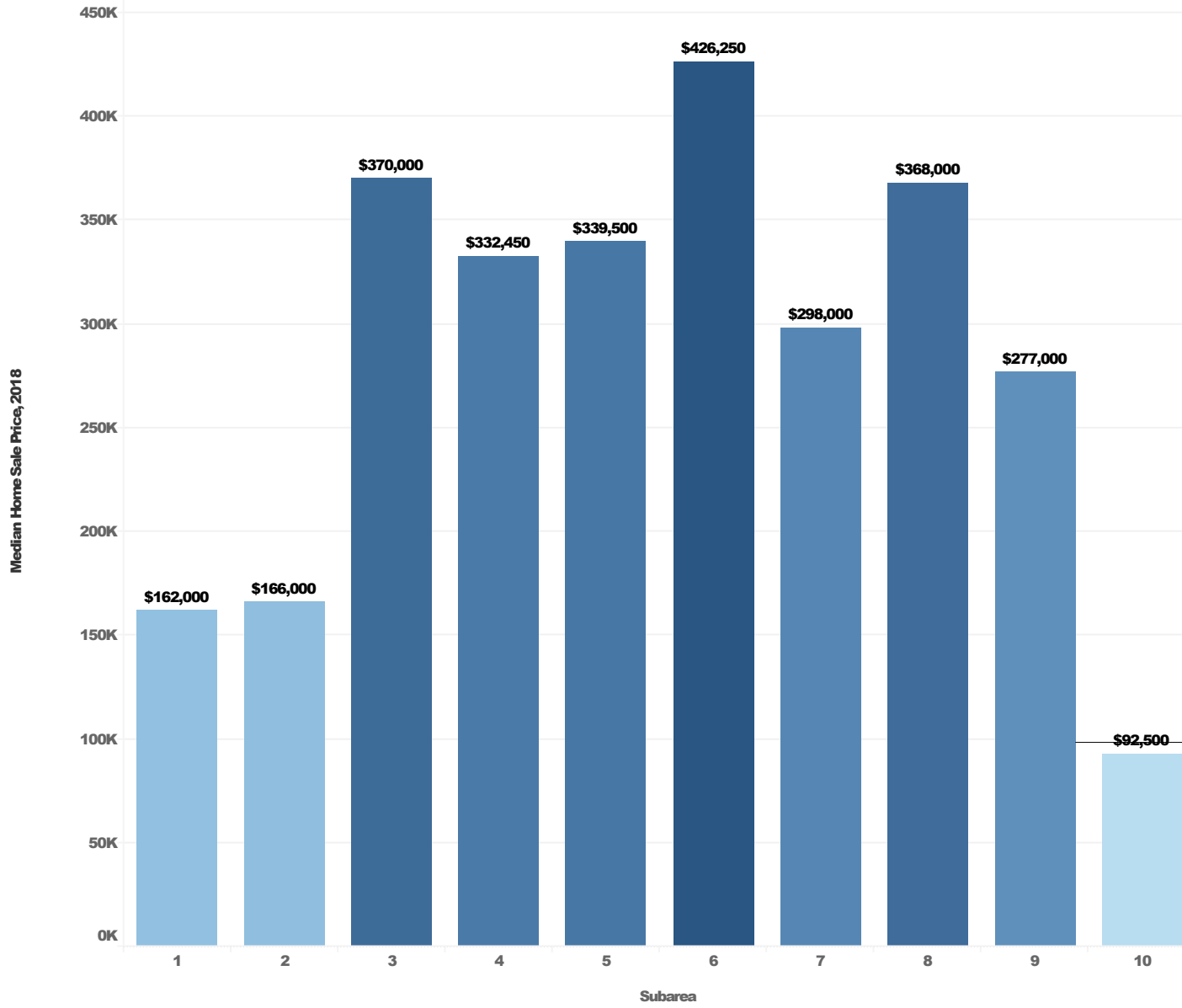


Percent Population Change by Subarea, 2000-18

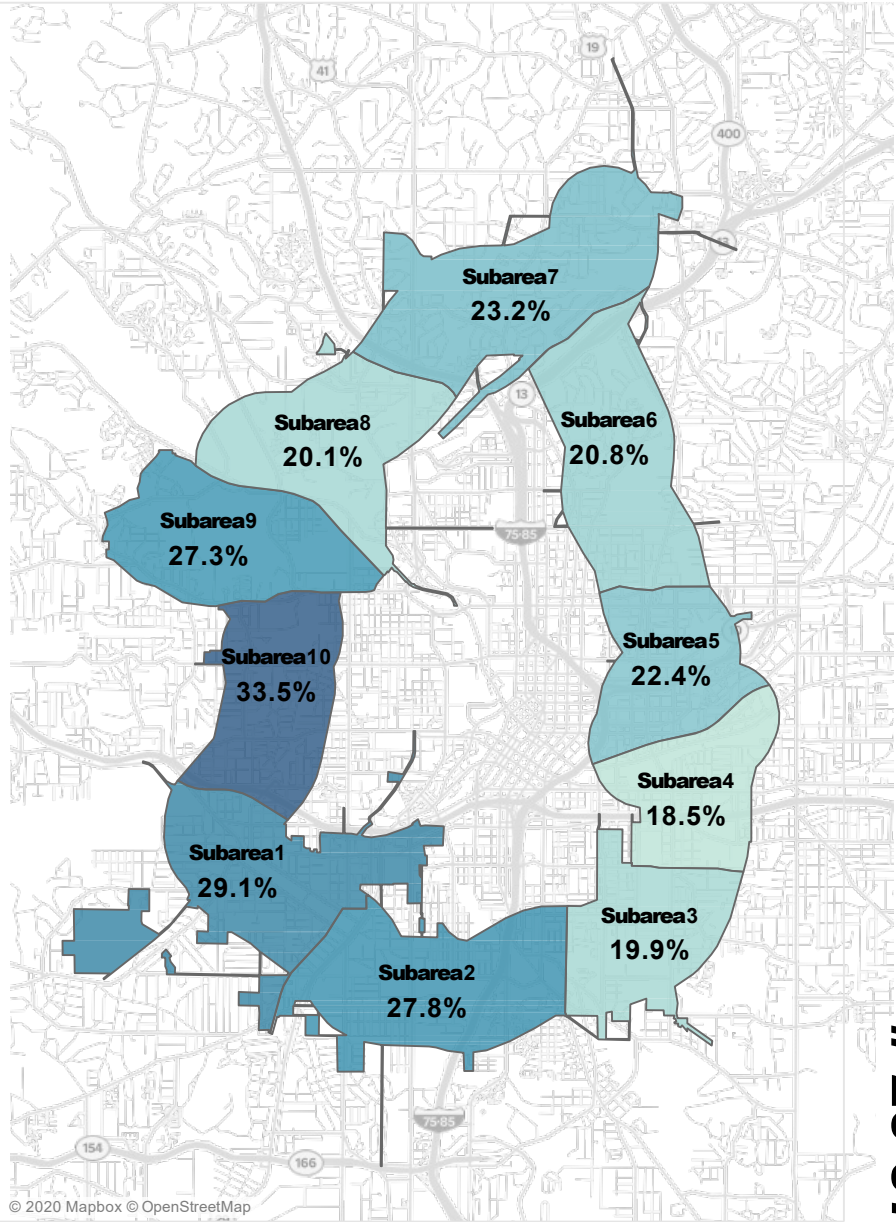
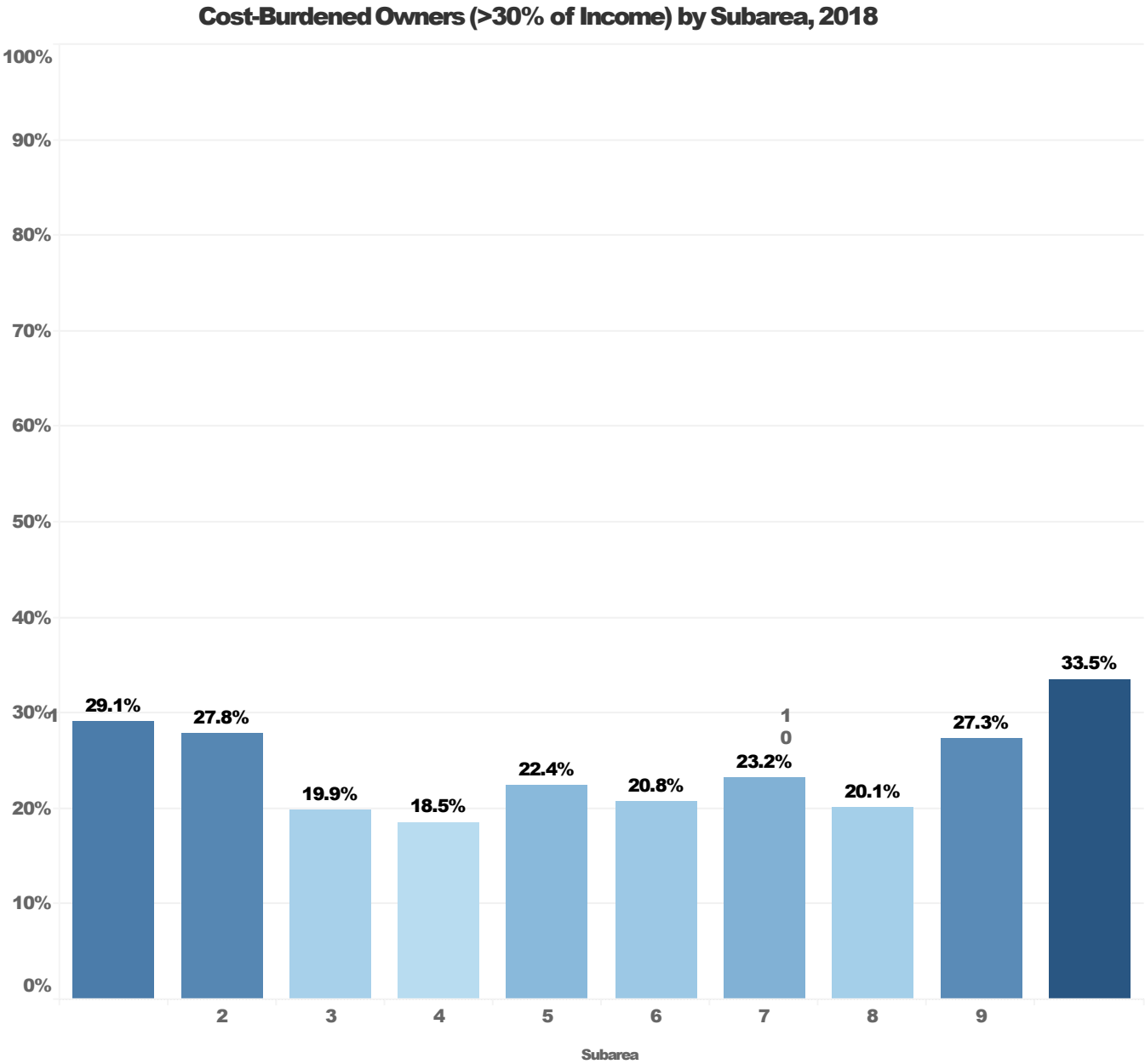




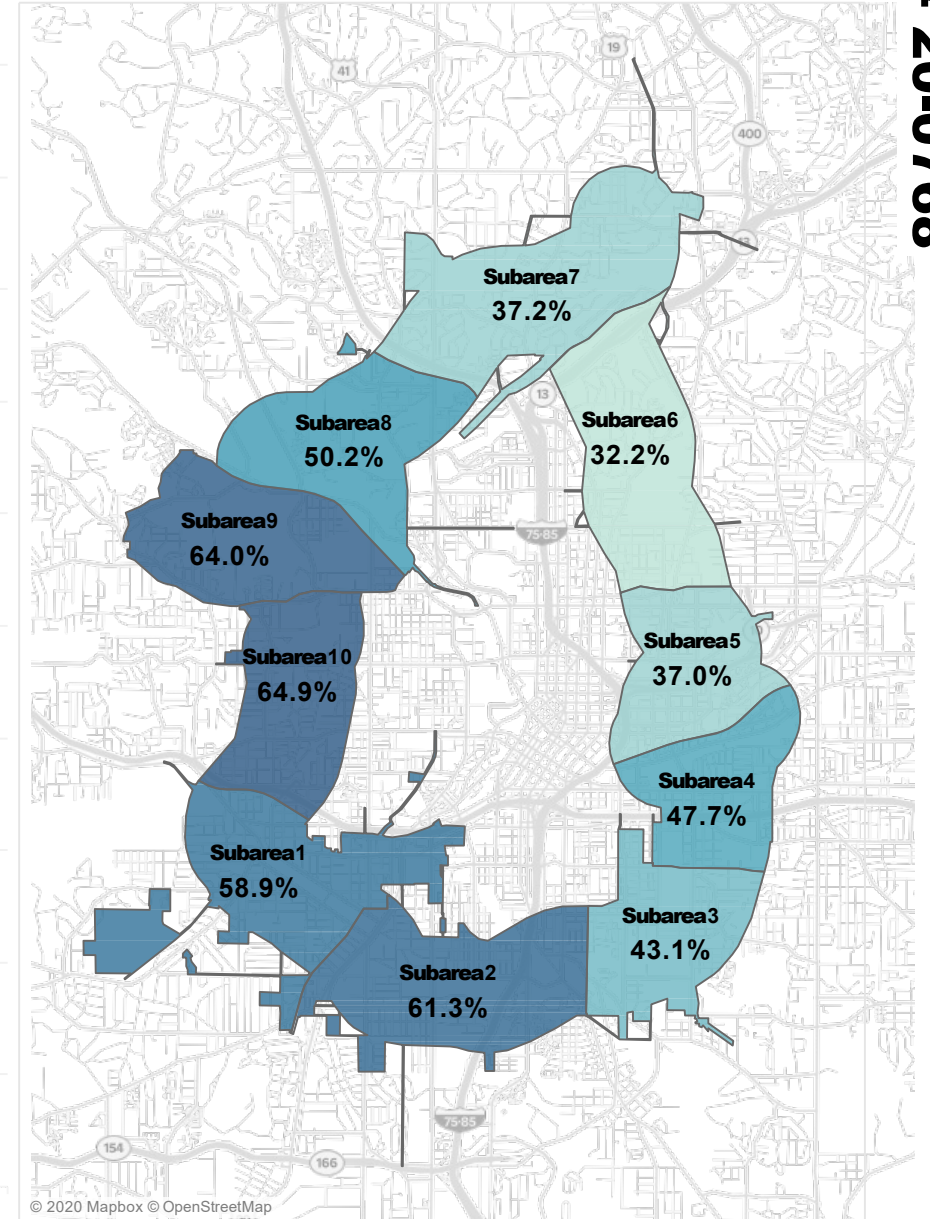
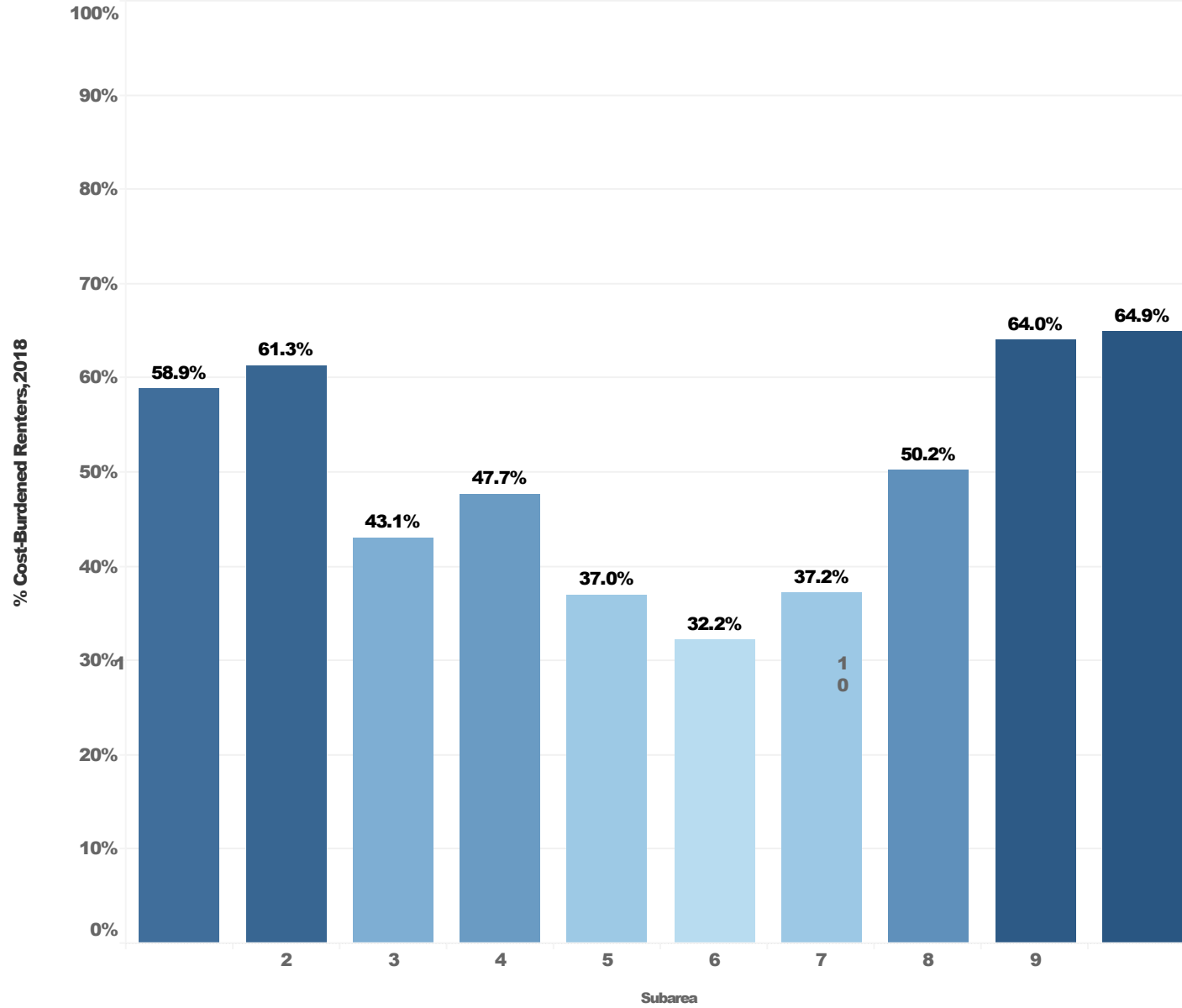
Median Home Sale Price by Subarea, 2018

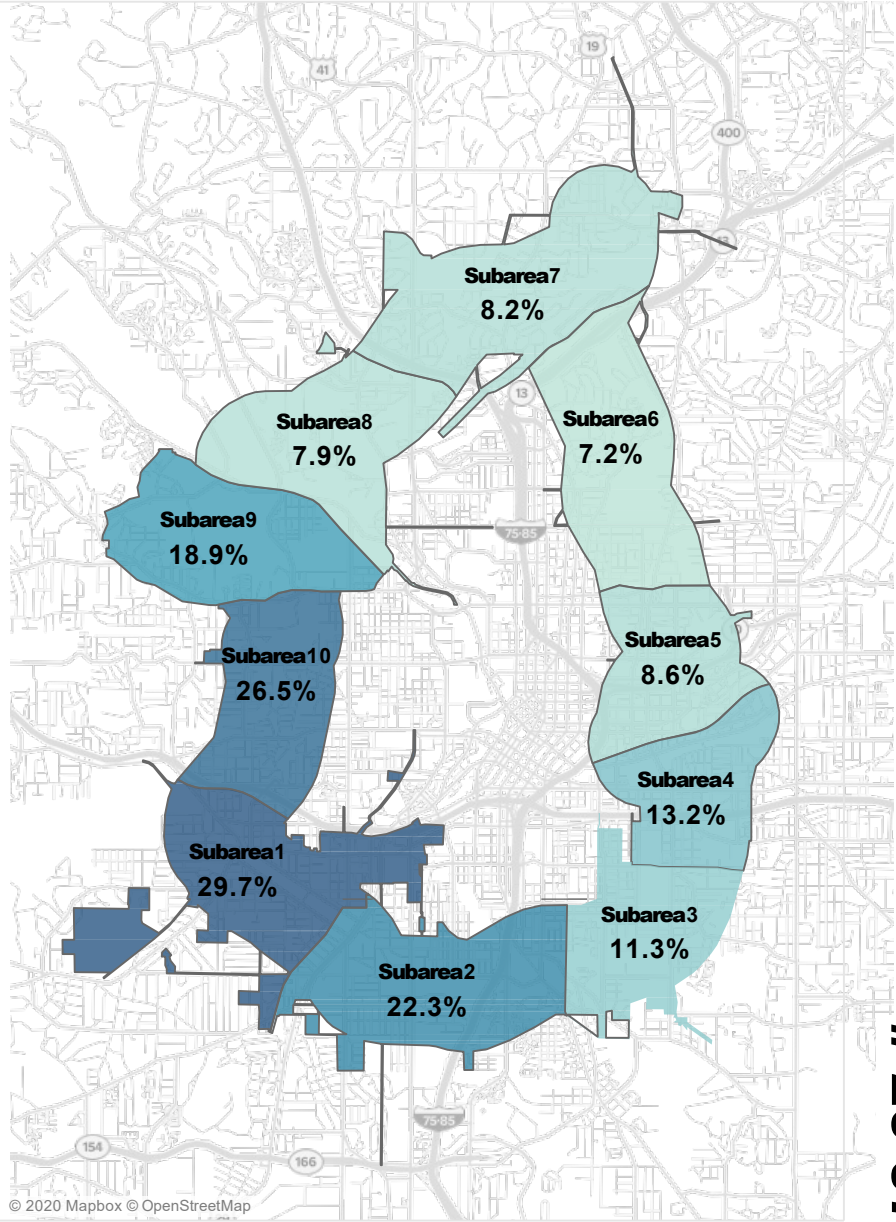
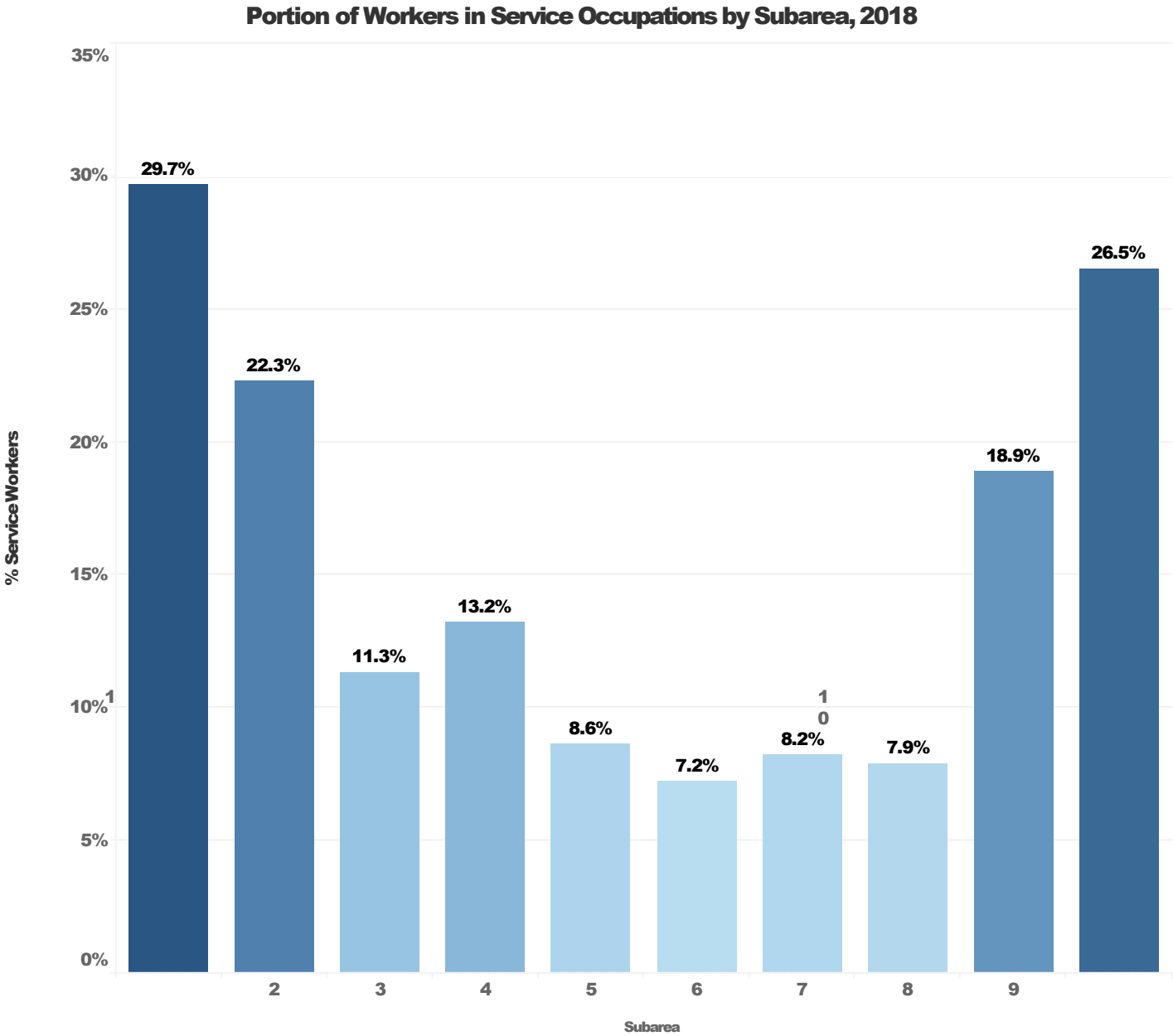


% Cost-Burdened Owners, 2018

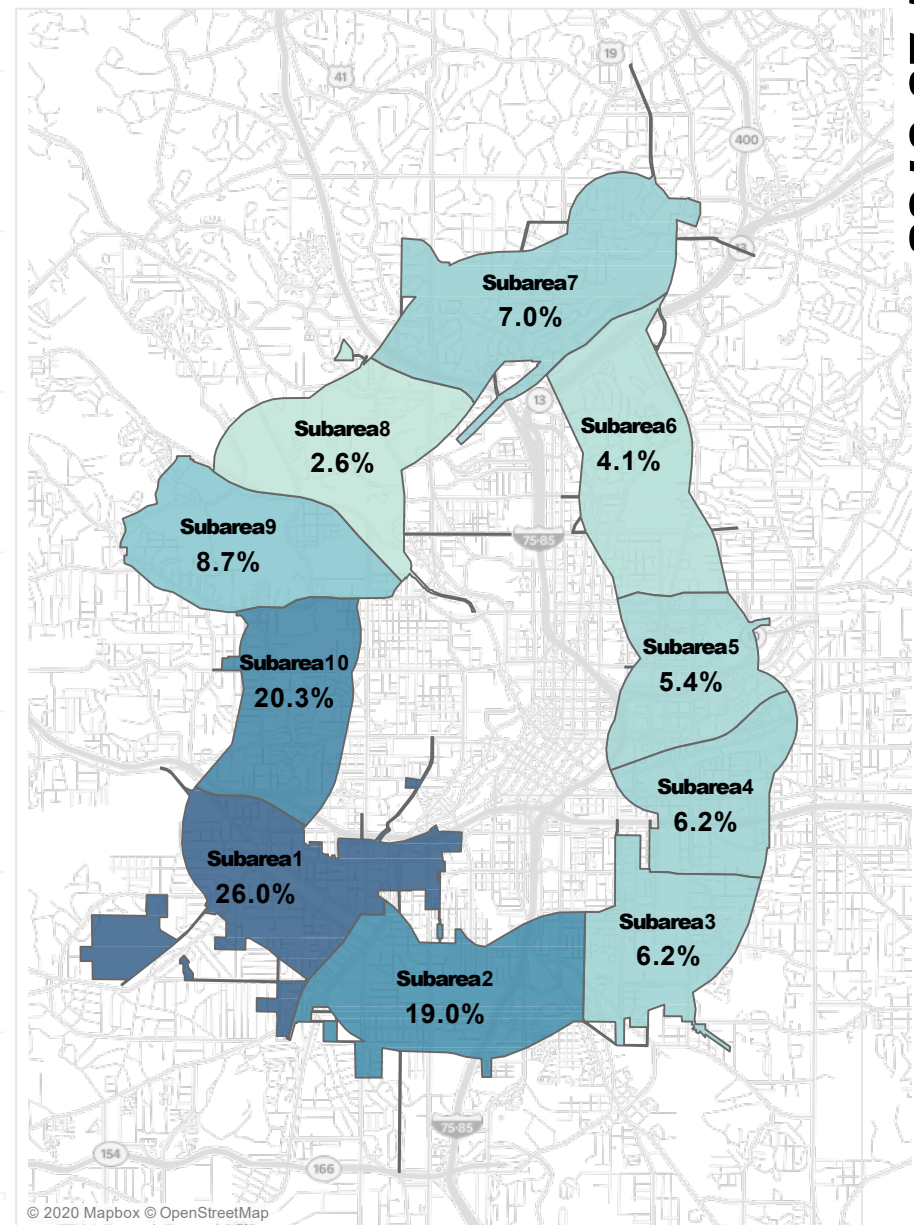
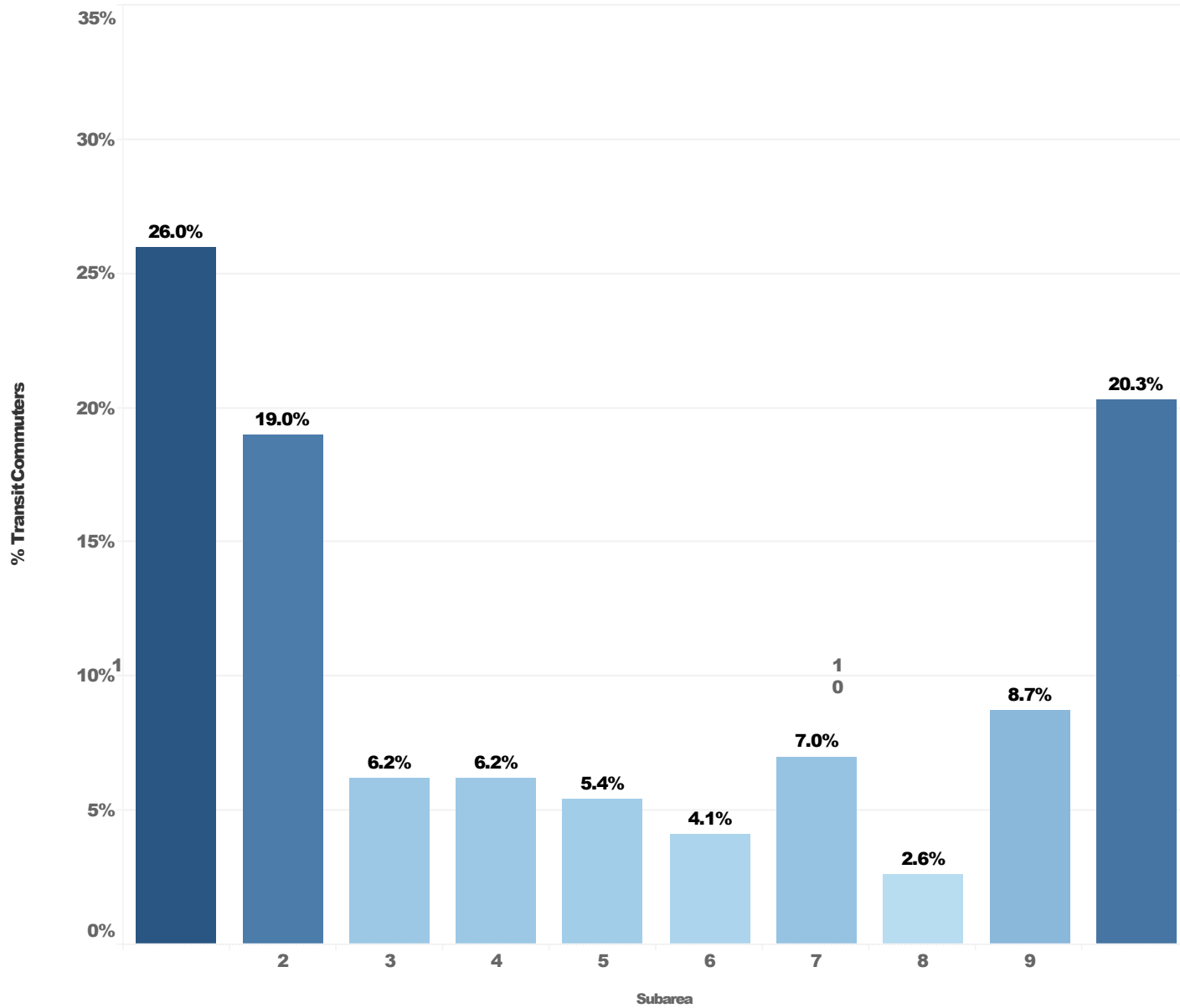


Cost-Burdened Renters (>30% of Income) by Subarea, 2018





Portion of Workers Commuting by Public Transit by Subarea, 2018



No Health Insurance by Subarea,2018

