

Regional Housing Strategy Update

ARC Board Meeting

January 14, 2026



Vision

ONE **great** REGION

Mission

Foster thriving communities for all within the Atlanta region through collaborative, data-informed planning and investments.

Values

Excellence | Integrity | Equity

Goals



Healthy, safe, livable communities in the Atlanta Metro area.



Strategic investments in people, infrastructure, mobility, and preserving natural resources.



Regional services delivered with **operational excellence** and **efficiency**.



Diverse stakeholders engage and take a regional approach to solve local issues.



A competitive economy that is inclusive, innovative, and resilient.

Agenda

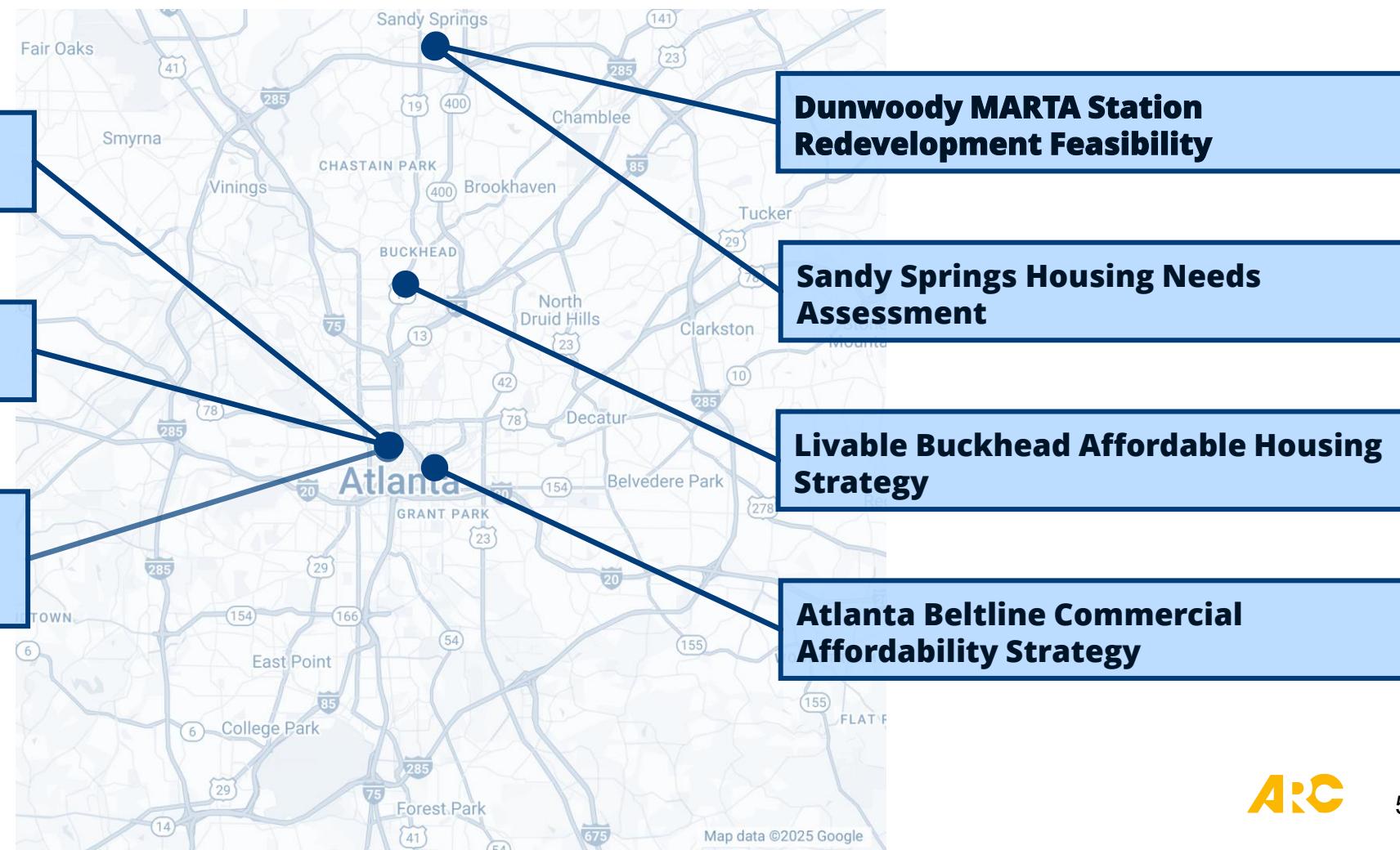
- Introduction
- Project Overview
- Select Learnings from Work To Date
 - Opportunities Identified from Internal Department Interviews
 - Key Takeaways from the Project Advisory Group
 - Highlights from External Tools Survey
- What's Next
- Discussion

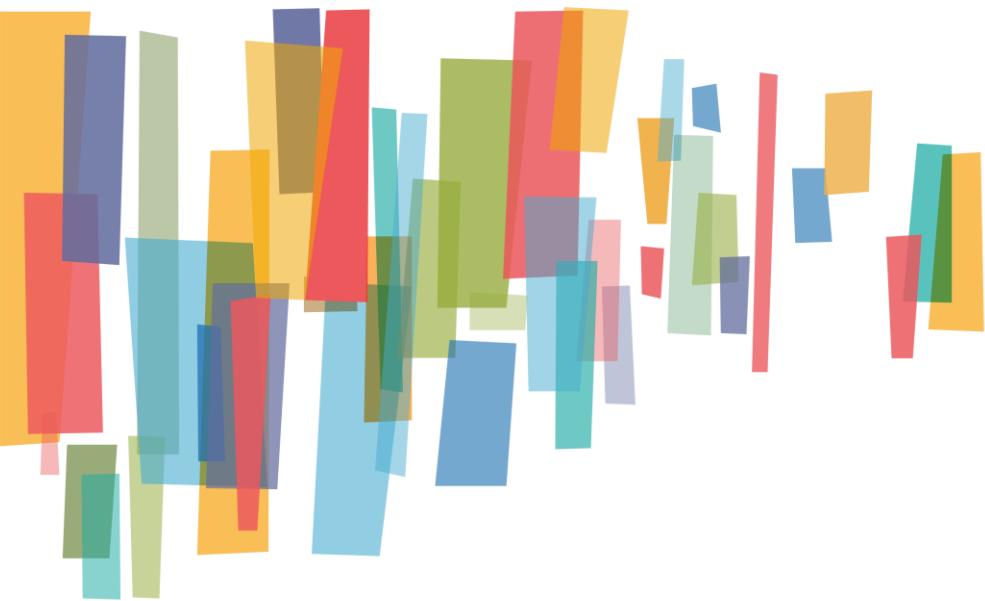
How Board guidance has shaped strategy development

- ✓ **Use Technology & AI Tools:** Synthesize local plans and priorities.
- ✓ **Accelerate the Timeline:** Deliver actionable outputs before 2026.
- ✓ **Leverage Existing Plans:** Build on local and regional work.
- ✓ **Focus on Implementation:** Identify sites, developers, and financing.
- ✓ **Provide “Snackable” Products:** Enable early Board input.
- ✓ **Integrate Regionally:** Align housing, jobs, and transportation.
- ✓ **Set Clear Targets:** Quantify need and drive accountability.

HR&A: LOCAL EXPERIENCE

We have worked extensively in the Atlanta metro region to analyze existing conditions, create feasible strategies grounded in local realities, and support implementation.





Project Overview

REGIONAL HOUSING STRATEGY PURPOSE

ARC is uniquely positioned to lead a unified regional approach by leveraging its expertise in regional planning, data tools and facilitating collaboration.



REGIONAL ALIGNMENT

Coordinated approach across places and actors and what types of housing production should be prioritized.



RESULTS FOCUSED

Build shared accountability for making progress toward goals.



REFINE THE TOOLKIT

Through the strategy development process, identify the support, tools and action needed to advance progress and implementation.

DESIRED OUTCOMES

The ARC Regional Housing Strategy (RHS) will establish a shared vision, define actionable steps, and strengthen regional capacity to meet housing goals.



Set a vision for housing in the region and **jurisdictional goals** for net new housing



Outline the steps needed to get there and **responsible parties**



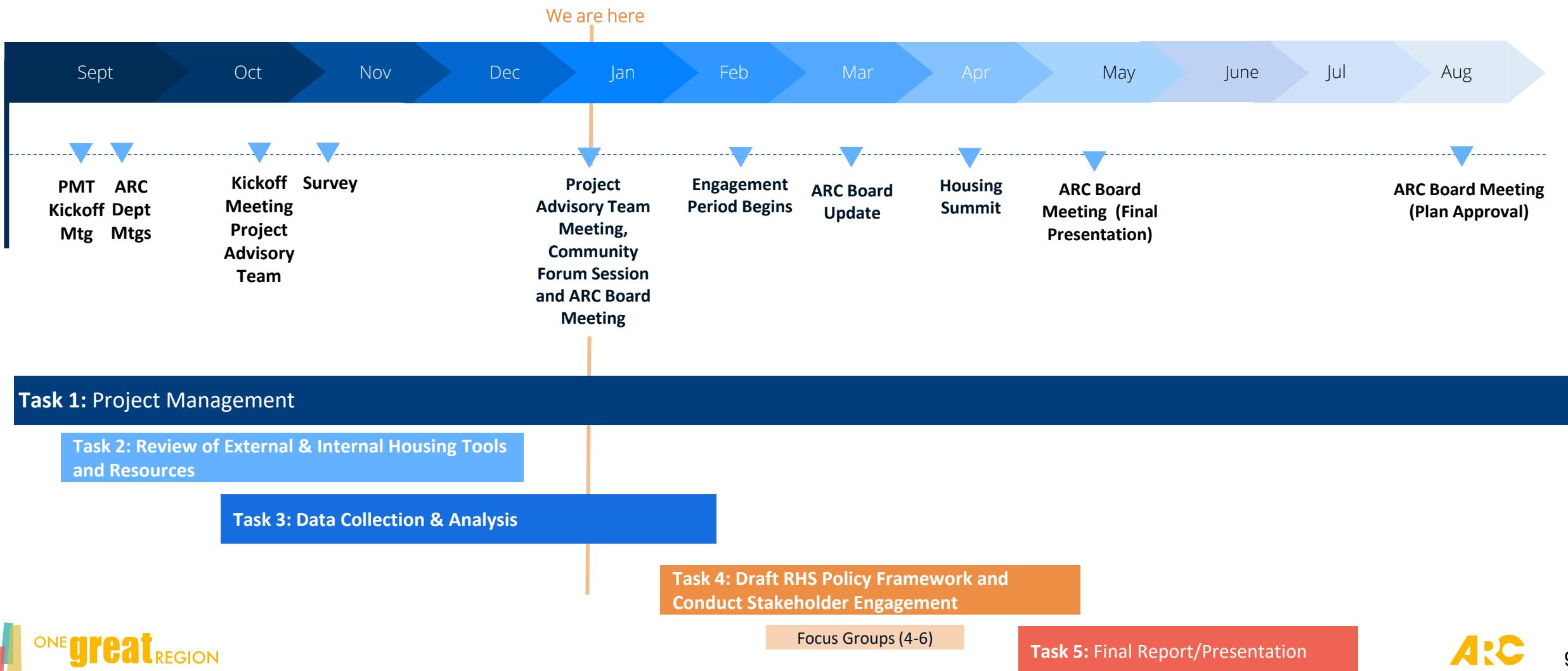
Develop new regional tools and establish a system to **track progress and results**



Enhance **ARC's role** in supporting regional progress toward housing goals

TIMELINE

The RHS will culminate from various tasks across a 10-month work plan, with a targeted completion date set of June 2026.



STAKEHOLDER ENGAGEMENT

Key touchpoints with external stakeholders will inform analyses of tools and the development of the Regional Housing Strategy.

PROJECT ADVISORY GROUP

- **Role:** High-level guidance, identify focus group members, build awareness
- **Participants:** Board members, experts, regional contributors

SURVEY

- **Objective:** Gain insights about tools in use and support needed from key constituencies in region's housing ecosystems; inform focus groups
- **Participants:** Local gov't, developers, owners, funders

FOCUS GROUPS

- **Objective:** Explore solutions/action to barriers and opportunities identified analysis, PAG and survey.
- **Participants:** Gov't/quasi-public, service providers, developers, funders, neighborhood actors

HOUSING SUMMIT

- **Objective:** Refine recommendations, align local efforts, and advance community-centered outcomes
- **Participants:** Targeted housing practitioners and key allies

FUTURE HOUSING NEEDS | RESEARCH QUESTIONS

HR&A will conduct analysis to identify what types of homes are needed and where to accommodate future growth aligned with ARC's policy objectives.



1. Location:
Where should growth occur based on ARC's policy goals?

Where is growth projected to occur and where should it occur based on ARC's goals?



2. Income & Tenure:
What will future households be able to afford?

What types of homes by tenure and price point be needed to meet net new future demand?

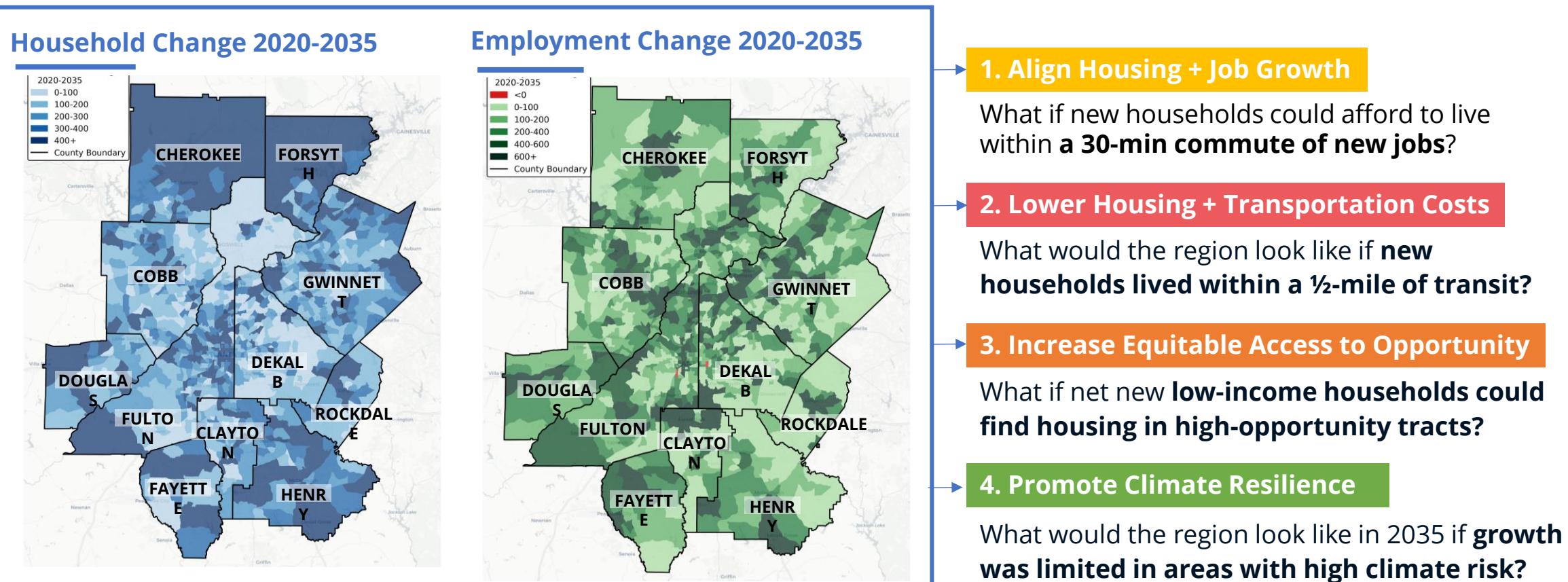


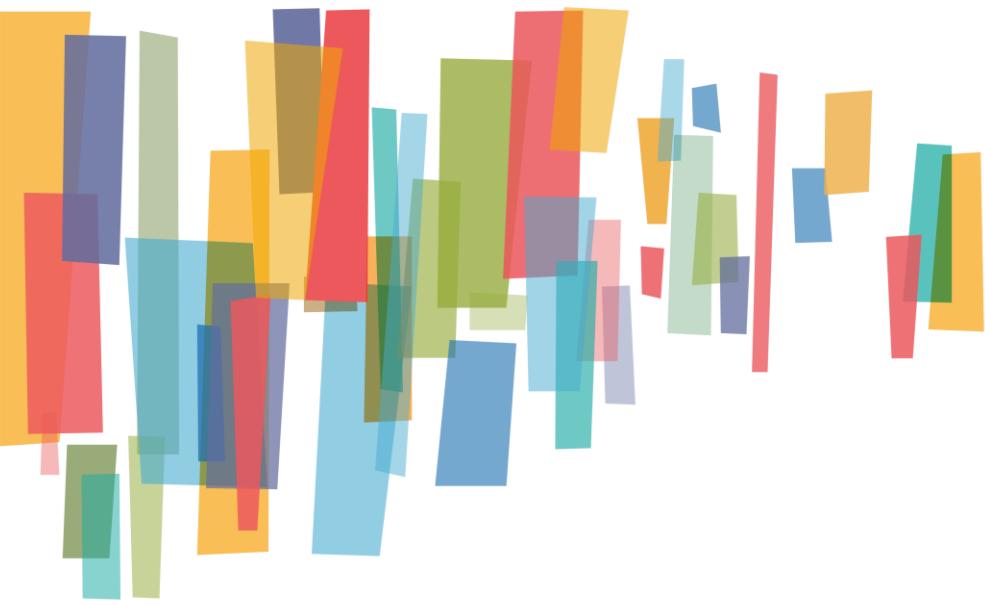
3. Vacant & Underutilized Land:
How can assets be leveraged to meet future needs?

Where are the key opportunities to leverage underutilized parcels to support these housing goals?

FUTURE HOUSING NEEDS | POLICY OBJECTIVES

The following four policy objectives will guide HR&A's evaluation of where future growth should occur.





Select Learnings from Work To Date

OPPORTUNITIES IDENTIFIED FROM INTERNAL DEPARTMENT INTERVIEWS

HR&A interviewed six ARC departments to understand each department's current priorities and goals, and how these goals could be aligned with the RHS.

Existing Levers to Advance Housing Goals



Funding



Convening Power



Data & Policy Resources



Plans & Technical Assistance

Internal Opportunities

- Create **stronger ties between funding and housing** (i.e. housing criteria for Transportation Improvement Program)
- **Leverage broad array of stakeholders** (e.g., CIDs, employers, workforce boards) to connect housing to economic development
- **Align regional plans** around key themes such as transit-oriented development and denser, walkable communities

KEY TAKEAWAYS FROM PROJECT ADVISORY GROUP

HR&A has engaged the Project Advisory Group (PAG) to provide high-level guidance and support in building awareness and buy-in about the RHS among key constituencies.

Described the regional housing ecosystem as...

segmented
inconsistent challenged
optimistic collaborative
under-resourced shortage
cost-burdened

Takeaways from Project Advisory Group

- Support for **setting goals** for housing production and preservation
- Private sector actors, especially **employers**, are core constituencies to engage in the regional housing conversation
- Buy-in for a **regional funding approach**
- Creative thinking needed to innovate within the **constraints of pre-emptive state legislation**

HIGHLIGHTS FROM EXTERNAL TOOLS SURVEY

HR&A deployed a survey to understand housing challenges and available tools used in the Metro Atlanta Region to address housing production, preservation and stability.

Top Barriers

To Production & Preservation

High development, construction and/or operating costs

Limited availability of public subsidies or gap financing

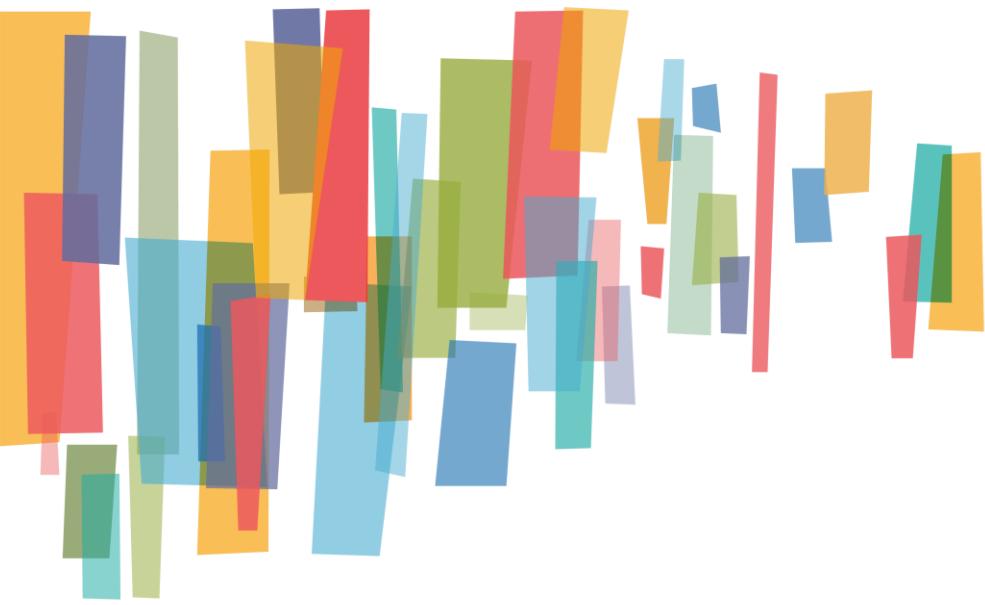
To Housing Stability

Housing costs outpace local wage growth

Limited supply of affordable rental and ownership housing

Opportunities for ARC

- **Zoning & Land Use Best Practices** to support greater housing typology diversity
- **Messaging and Communication Tactics** to dispel myths about growth and affordable housing
- **Data Tracking of Housing Production and Preservation** metrics to standardize local processes
- **Regional Collaboration and Peer-Learning** focused on smaller communities



What's Next

FOCUS GROUPS

Virtual focus groups are designed to explore actions to address key housing opportunities and challenges across the region and ultimately, inform RHS recommendations.

Funding Across the Region	Innovative Strategies for Land & Housing	Setting and Tracking Local Housing Goals	Connecting Housing to Jobs, Transit & Amenities	Strategies for Housing Stability & Homelessness Prevention
<p>Objective: Explore feasibility and implementation partners for regional funding mechanism to support housing goals</p> <p>Participants: CDFIs, foundations, public finance agencies, banks, impact investors, housing authorities.</p>	<p>Objective: Identify strategies to activate vacant and underutilized land for affordable housing</p> <p>Participants: Developers, CLTs, land banks, local governments, public landholders (e.g., school districts).</p>	<p>Objective: Define approaches for setting, aligning and tracking housing goals at the local and regional level,</p> <p>Participants: Local governments, housing authorities, research institutions, policy organizations.</p>	<p>Objective: Identify strategies to strengthen housing-jobs connections and reduce combined housing and transportation costs</p> <p>Participants: Transit agencies, economic development staff, workforce agencies, CIDs, developers.</p>	<p>Objective: Discuss strategies and key partners to strengthen housing stability and prevent homelessness and displacement</p> <p>Participants: Service providers, community-based organizations, advocacy groups, housing authorities.</p>

HOUSING SUMMIT

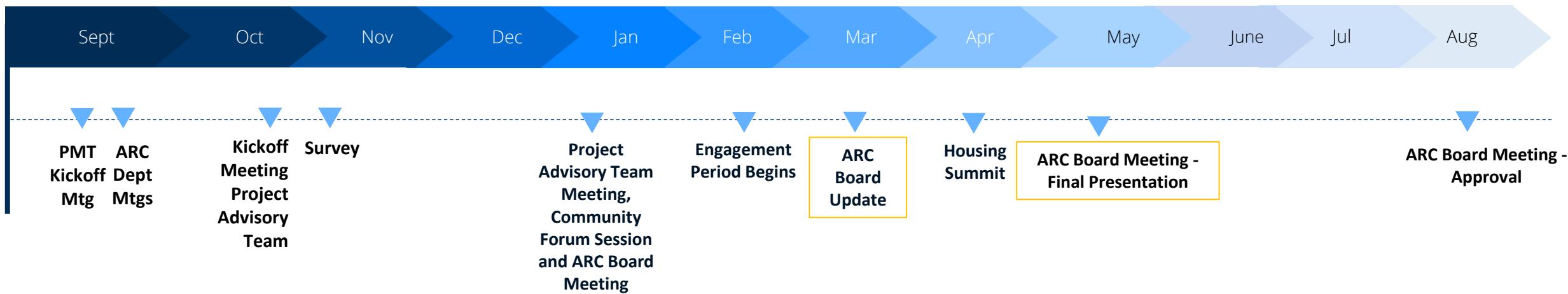
The Summit will build trust across sectors to support a lasting, equity-focused coalition, and facilitate alignment on solutions to shared regional housing challenges.

Housing Summit Overview

- **Date:** April 30th, 2026
- **Time:** 9am-1pm
- **Location:** Gas South Arena
- **Description:** The Housing Summit serves as the capstone to a series of targeted focus groups that engaged stakeholders across the housing ecosystem to identify challenges and solutions. This working Summit will **bring together participants from across the region to refine the final housing strategy and provide input on priorities, roles, and next steps to move from plan to action.**

LOOK AHEAD

HR&A will engage the board twice more in the RHS process; in March, we will provide an interim update with our findings and in May, we will present our final RHS recommendations.



DISCUSSION QUESTIONS

- How do you anticipate the outcomes of this work supporting your local efforts? What would be most useful to you?
- How could this plan build on existing success or help remove barriers that are slowing progress?