

Housing Forward 2035

Connecting Housing, Jobs, and Opportunity

ARC Board Work Session | October 2026 | One Great Region

Atlanta Regional Commission

HR&A

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.

Fourteen months of analysis and engagement since September 2025; today is the fourth Board touchpoint



MILESTONES Sept: project kickoff · Oct: ARC department interviews · Nov: PAG meeting #1 · Dec: housing survey · Jan: PAG #2, ARC Board #1, ARC departments work session · Feb–Mar: housing needs analysis briefing, ARC Board #2 · Mar: PAG #3 · Apr: Housing Summit · June: ARC department briefing · Aug: PAG #4, ARC Board #3 · Oct: ARC Board #4 (today)

Three goals, three targets: 367,000 homes by 2035; the low-income affordability gap cut in half; 10% of vacant and underused parcels activated

GOAL 1
Build strategically for intentional growth

367,000

homes by 2035

Under current trends, growth keeps sprawling outward, away from major job centers and infrastructure. "Intentional growth" means steering new homes toward jobs, transit and existing infrastructure.

GOAL 2
Close the affordability gap

50%

reduction in the affordability gap for low-income households

The gap is the shortfall of homes that households earning below $55,000 can afford. Closing half of it means a 4x production increase and 104,000 existing homes preserved.

GOAL 3
Activate vacant and underutilized properties

10%

of vacant and underutilized parcels turned into homes

Evaluate about 1,500 public and 105,000 private parcels. Underutilized: land used far below its potential, such as surface parking and empty commercial sites.

Ten regional housing actions — ARC leads three directly and convenes the partners who lead the other seven

10

regional housing actions

They carry the three goals. Each one lists its first steps and its lead.

3

actions ARC leads directly

Actions 1, 3 and 8 use ARC's own programs, data and voice.

7

actions where ARC convenes and supports the partners who lead

Actions 2, 4, 5, 6, 7, 9 and 10.

QUESTION 1 FOR YOU

Do you agree with the actions we have identified for ARC to lead?

Your August 12 comments touched 6 of the 10 actions, most often 4 and 6.

Board comments from August 12, 2026, each linked to the related action.

Board member	Comment	Related action(s)
Chair Anderson-Henry (Clayton County)	Strong interest in workforce housing for teachers and government employees, and in spurring development on derelict, privately owned parcels the county is now assessing.	**Actions 4, 6**
Justin O'Dell (District 14)	Recommended targeting redevelopment of underutilized parcels rather than vacant ones: more local will to redevelop, less impact on infrastructure.	**Action 4**
Chair Harrell (Henry County)	Highlighted a new partnership with Southern Crescent Habitat, a pending HUD homeownership application, and work with school superintendents on teacher housing.	**Actions 5, 6**
Marvin Nesbitt (District 4)	Asked what "preservation" means; raised concern about legacy homeowners displaced by rising property values and taxes; called for an anti-displacement strategy.	**Action 10**
Mayor Deutch (Dunwoody)	Asked what vacancy rate is needed to ease rents, drawing on other places' experience with low, stabilizing vacancy.	**Action 3**
Chair Cupid (Cobb County)	Flagged local ordinances (e.g., limits on unrelated occupants or vehicles) that keep residents from fully using existing housing stock.	**Action 2**

Actions 1–5: ARC leads Actions 1 and 3 and convenes partners on 2, 4 and 5.

Each action lists its first steps. Gold numbers mark the actions ARC leads directly.

1

Link ARC Transportation & Land Use Programs to Local Housing Actions

Evaluate scoring criteria in TIP, CTP, LCI and Special Studies to further prioritize transportation projects that support housing production.

2

Create Regional Housing Ready Community Certification & Toolkit

Convene working groups with partners like ACCG, GMA and homebuilders; develop a draft certification program; learn from similar initiatives in other regions.

3

Launch Regional Housing Dashboard to Track Progress

Work with the Office of Research and Innovation to confirm metrics, scope of work and cost. Engage GA Tech, the Federal Reserve and Zillow as potential partners.

4

Activate Underutilized Sites & Advance Transit-Oriented Development

Use local housing studies to prioritize sites; align transportation funds with ARC's Transportation Department; work with MARTA, URAs and development authorities.

5

Build on Momentum to Further Expand Funding for Production and Preservation

Engage major employers; convene funders like ANDP, CFGA, Invest Atlanta and the Chamber to discuss scaling and advocacy.

Actions 6–10: ARC leads Action 8 and convenes partners on 6, 7, 9 and 10.

Each action lists its first steps. Gold numbers mark the actions ARC leads directly.

6

Engage Employers & Workers on Housing

Partner with the Metro Atlanta Chamber and CIDs to engage major employers; engage universities like Emory, GA Tech and GSU.

7

Build a Regional Approach to Homelessness Prevention & Response

Convene Continuum of Care (CoC) leads and partners to develop a Regional Needs and Opportunity Assessment.

8

Develop a Regional Housing Communication Strategy

Convene elected officials, local governments, the development community and partners to address opposition to housing; strengthen ARC's educational offerings.

9

Identify, Convene & Educate on High-Impact State Policy Changes

Collaborate with GMA, ACCG, DCA and advocacy organizations like HouseATL to identify policy areas for action in the FY 2027 session.

10

Evaluate Ways to Increase Preservation & Stabilization Efforts

Collate existing efforts; organize ANDP, Enterprise and community land trusts to identify new approaches for NOAH preservation.

Every one of the ten actions starts in years 1–2, with sub-actions sequenced into years 3–4

Regional housing action	Years 1–2	Years 3–4
1. Link ARC transportation and land-use programs to housing	1.1	1.2
2. Create a Housing Ready certification and toolkit	2.1	2.2, 2.3
3. Launch a regional housing dashboard	3.1, 3.2	3.3
4. Activate underutilized sites; advance transit-oriented development	4.1, 4.4	4.2, 4.3
5. Build on momentum to expand funding	5.1	5.2
6. Engage employers and workers on housing	6.1	6.2
7. Build a regional approach to homelessness	7.1	7.2
8. Develop a regional housing communication strategy	8.1	8.2
9. Identify, convene and educate on state policy changes	9.1	9.2
10. Evaluate ways to increase preservation and stabilization	10.1, 10.2, 10.6	10.3, 10.4, 10.5

READING THE TABLE

Each numbered entry (1.1, 2.3 …) is a sub-action described in the draft strategy's detailed action plan. Every one of the ten actions starts in years 1–2.

WHAT IT MEANS FOR YOU

Years 1–2 will need local partners at the table on certification, site activation and state policy — which is why we ask today where elected leaders need to lead.

We need your answers to two questions about who leads the 10 actions.

THE ASK · QUESTION 1

Do you agree with the actions we have identified for ARC to lead?

THE ASK · QUESTION 2

Where do you see elected leaders needing to lead among these 10 actions?

Your answers shape who leads each action as the strategy moves to implementation.

Next: implementation work now, a charrette on October 22, targets on November 12 and adoption in January 2027

IMPLEMENTATION	**Underway now** Identify the support, tools and action needed to advance implementation, both externally and internally.
HOUSING CHARRETTE	**October 22, 2026** The first implementation charrette — a working session where partners draft implementation steps together — for the Regional Housing Strategy, held at ARC.
TARGETS	**November 12, 2026** The housing targets are presented to the Board at the joint Board and TAQC meeting.
ADOPTION	**January 2027** The full Housing Strategy goes before the ARC Board for adoption.



CLOSING

Three things to remember: the targets, the split, and your role.

1 · The region has targets

367,000 homes by 2035, the affordability gap cut in half, and 10% of vacant and underutilized parcels activated.

2 · ARC leads where it holds the tool

ARC leads Actions 1, 3 and 8 and convenes the partners who lead the other seven.

3 · Your leadership decides where homes get built

Local zoning, land and funding turn regional targets into homes.

Questions?

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