Housing Forward 2035: Regional Housing Strategy Adoption and County-Level Housing Targets – Part 3 *(30 mins)*



Housing Forward 2035

Connecting Housing, Jobs, and Opportunity

ARC Board Meeting
Strategy & Resolution Adoption
November 12, 2026

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.

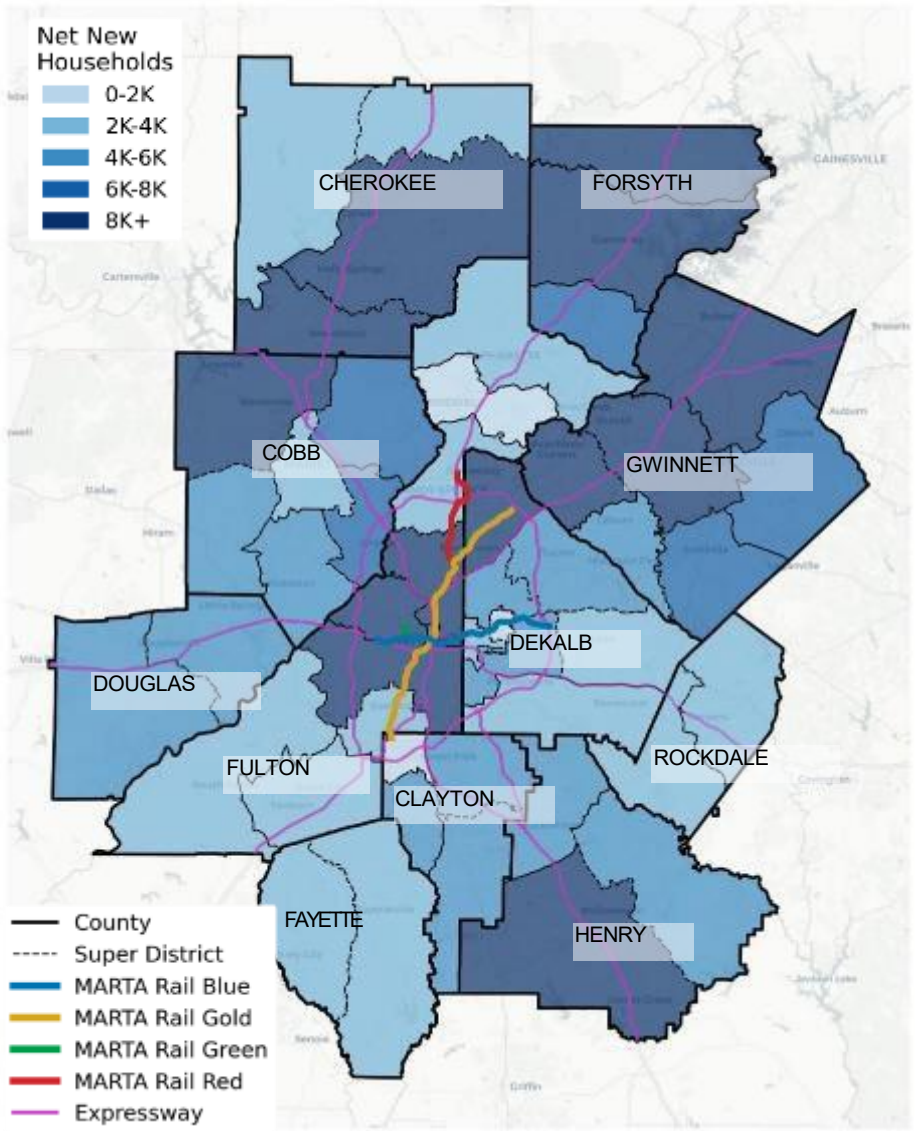


A competitive economy that is inclusive, innovative, and resilient.

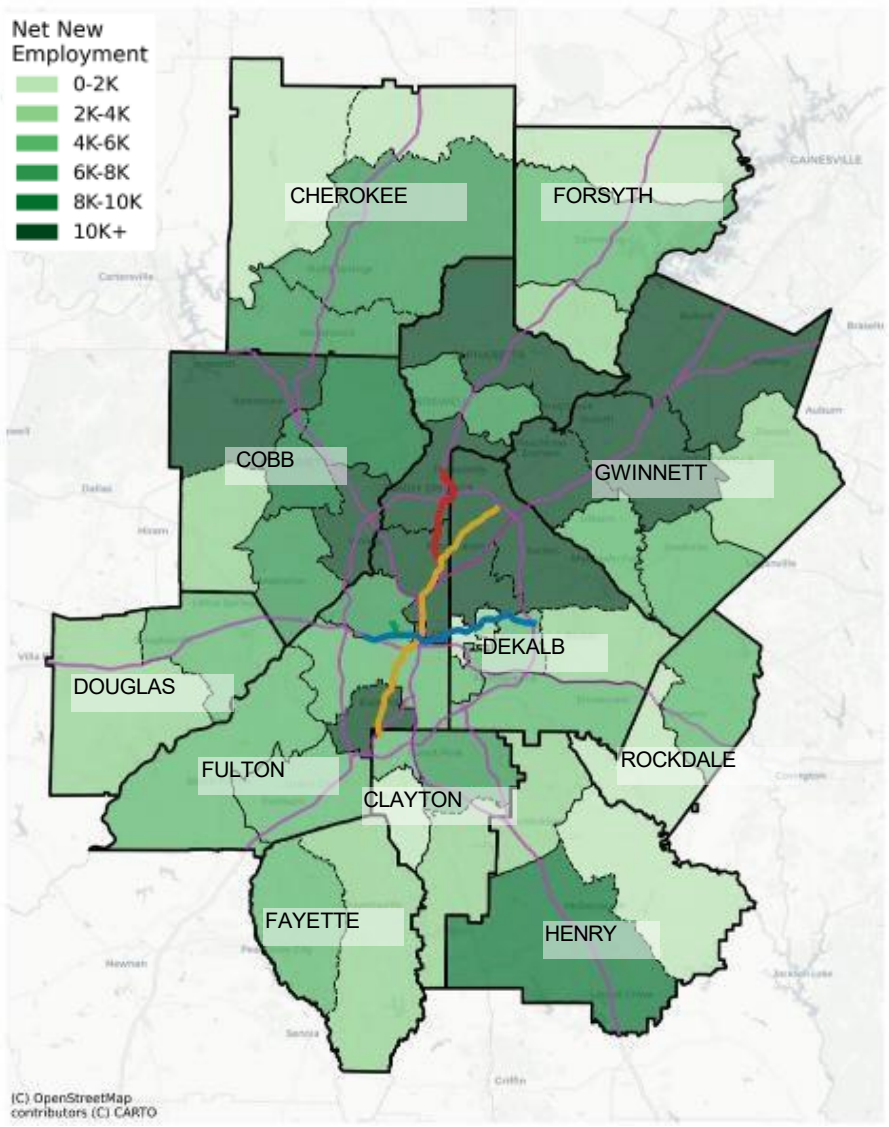
Recap: August, October Board Presentations
Regional Housing Strategy

Growth Under Current Forecasts:

Household Change 2020-2035



Employment Change 2020-2035



Policy Priorities

1. **Align Housing with Job Growth**
   What if new households could afford to live within a 30-min commute of new jobs?

2. **Lower Housing + Transportation Costs**
   What would the region look like if new households lived within a ½-mile of transit?

3. **Increase Equitable Access to Opportunity**
   What if net new low-income households could find housing in high-opportunity tracts?

4. **Promote Climate Resilience**
   What would the region look like in 2035 if growth was limited in areas with high climate risk?

2027 Targets: support GDOT's statewide targets and adopt ARC's new targets

GDOT: five-year rolling averages, FHWA-reported results through 2023. ARC: annual, MPO boundary only, aspirational and non-binding.

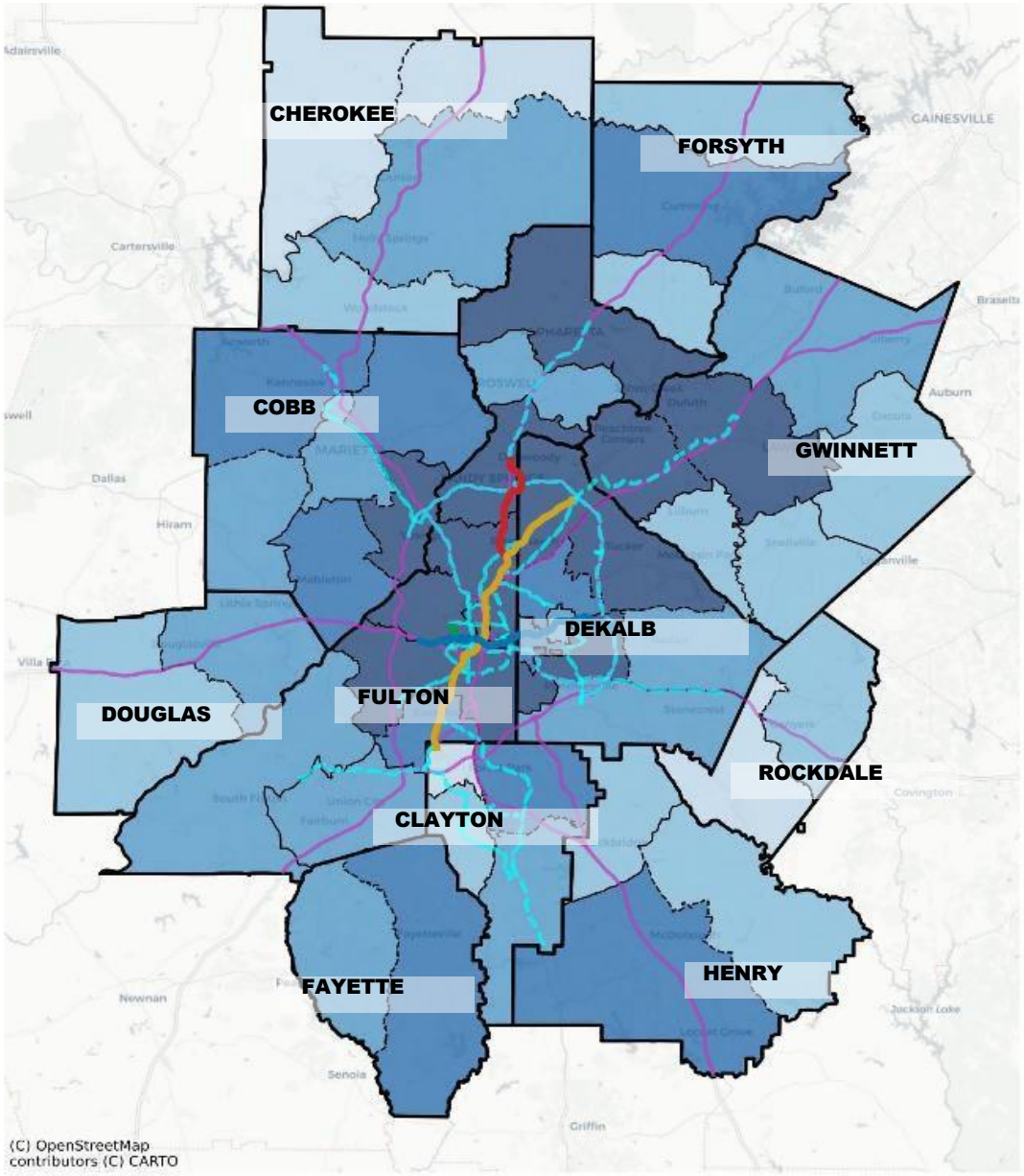
* 2025 observed values are preliminary (GDOT, Oct 2026). 2021 serious-injury targets predate GDOT's recalibration of the serious-injury definition. Acronyms and county list in the notes; sources on the last slide.

GDOT statewide, 5-year averages		2021	2022	2023	2024	2025	2026	2027 (prelim.)
Fatalities People fatally injured in crashes statewide	Target	1,715	1,671	1,680	1,680	1,600	1,574	1,415.2
	Observed	–	1,652.2	1,673.4	–	–	–	–
Serious injuries Suspected serious injuries (KABCO level A)	Target	6,407	8,443	8,966	8,966	7,109	8,103	7,789.6
	Observed	–	7,731.0	8,086.6	–	–	–	–
Fatality rate Fatalities per 100 million VMT	Target	1.230	1.210	1.360	1.360	1.250	1.245	1.152
	Observed	–	1.316	1.363	–	–	–	–
Serious injury rate Serious injuries per 100 million VMT	Target	4.422	4.610	7.679	7.679	5.711	6.408	6.321
	Observed	–	6.168	6.543	–	–	–	–
Non-motorized K + A Pedestrians and bicyclists fatally injured or seriously injured	Target	686.5	793	802	802	797	1,312	1,020.4
	Observed	–	768.6	817.2	–	–	–	–

ARC MPO Planning Area (Annual)		2021	2022	2023	2024	2025	2026	2027 proposed
Fatalities People fatally injured in crashes in the MPO area	Target	**574**	**598**	**595**	**662**	**662**	**629**	**508**
	Observed	803	765	676	657	563*	–	–
Serious injuries Suspected serious injuries (KABCO level A)	Target	**2,616**	**2,949**	**2,719**	**3,707**	**3,707**	**3,522**	**3,358**
	Observed	4,499	4,213	4,084	3,976	3,721*	–	–
Fatality rate Fatalities per 100 million VMT	Target	**0.942**	**0.987**	**0.998**	**1.141**	**1.141**	**1.084**	**0.793**
	Observed	1.419	1.324	1.147	1.087	0.900*	–	–
Serious injury rate Serious injuries per 100 million VMT	Target	**4.277**	**4.866**	**4.557**	**6.373**	**6.373**	**6.054**	**5.244**
	Observed	7.952	7.294	6.929	6.581	5.945*	–	–
Non-motorized K + A Pedestrians and bicyclists fatally injured or seriously injured	Target	**379**	**387**	**393**	**444**	**444**	**422**	**550**
	Observed	597	595	601	611	609*	–	–

* **How the 2027 targets were set: rebenchmarked to 2025 preliminary observed data, with the 5% adjustment applied to the current target and the new proposed target.** By 2026 the target (629 deaths) sat above actual results (563), so the 2027 targets restart from 2025 observed: 5% off for 2026, 5% off again for 2027

Alternative Growth Scenario



Recap: Regional Housing Strategy Goals

Goal 1

Build Strategically for Intentional Growth

Target: 367,000 homes by 2035

Goal 2

Close the Affordability Gap

Target: 50% reduction for low-income households

Goal 3

Activate Vacant & Underutilized Properties

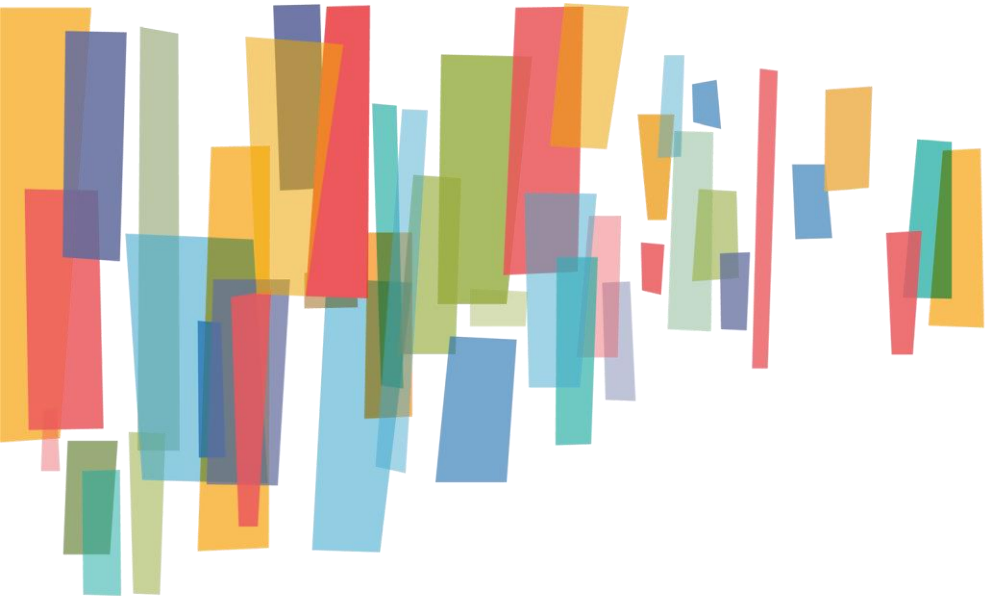
Target: Build on 10% of the region's vacant and underutilized parcels.

Recap: 10 Actions

Gold numbers mark the actions ARC leads directly.

1	Link ARC Transportation & Land Use Programs to Local Housing Actions
2	Create Regional Housing Ready Community Certification & Toolkit
3	Launch Regional Housing Dashboard to Track Progress
4	Activate Underutilized Sites & Advance Transit-Oriented Development
5	Build on Momentum to Further Expand Funding for Production and Preservation
6	Engage Employers & Workers on Housing
7	Build a Regional Approach to Homelessness Prevention & Response
8	Develop a Regional Housing Communication Strategy
9	Identify, Convene & Educate on High-Impact State Policy Changes
10	Evaluate Ways to Increase Preservation & Stabilization Efforts

ARC leads directly ARC convenes and supports the partners who lead



Strategic Housing Targets

Creating a path to achieving goals and tracking progress

How We Set The County Targets

The region needs 367,000 homes by 2035. These four steps decide which county they go in.

1



Start with ARC's forecast

On current trends, 80% of new households would commute 30+ minutes

2



Avoid floodplains and protected land

No new homes in flood-prone areas, parks or preserves

3



Move homes toward priorities

Closer to jobs, transit and high-opportunity neighborhoods

4



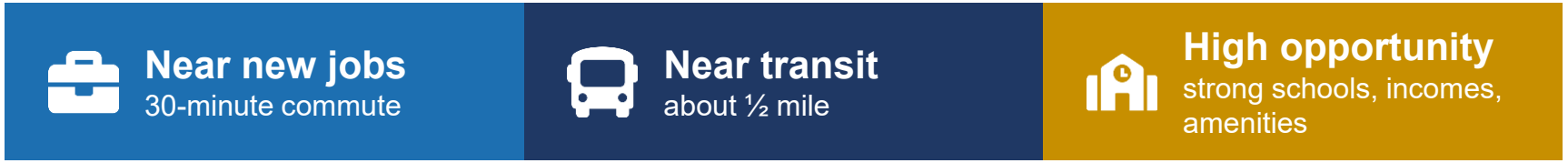
Add up by county

Neighborhood-level results add up to each county's total

Source: HR&A Advisors analysis of ARC Series 17 Forecasts; Housing Forward 2035, Appendix B.

Where We Placed New Homes

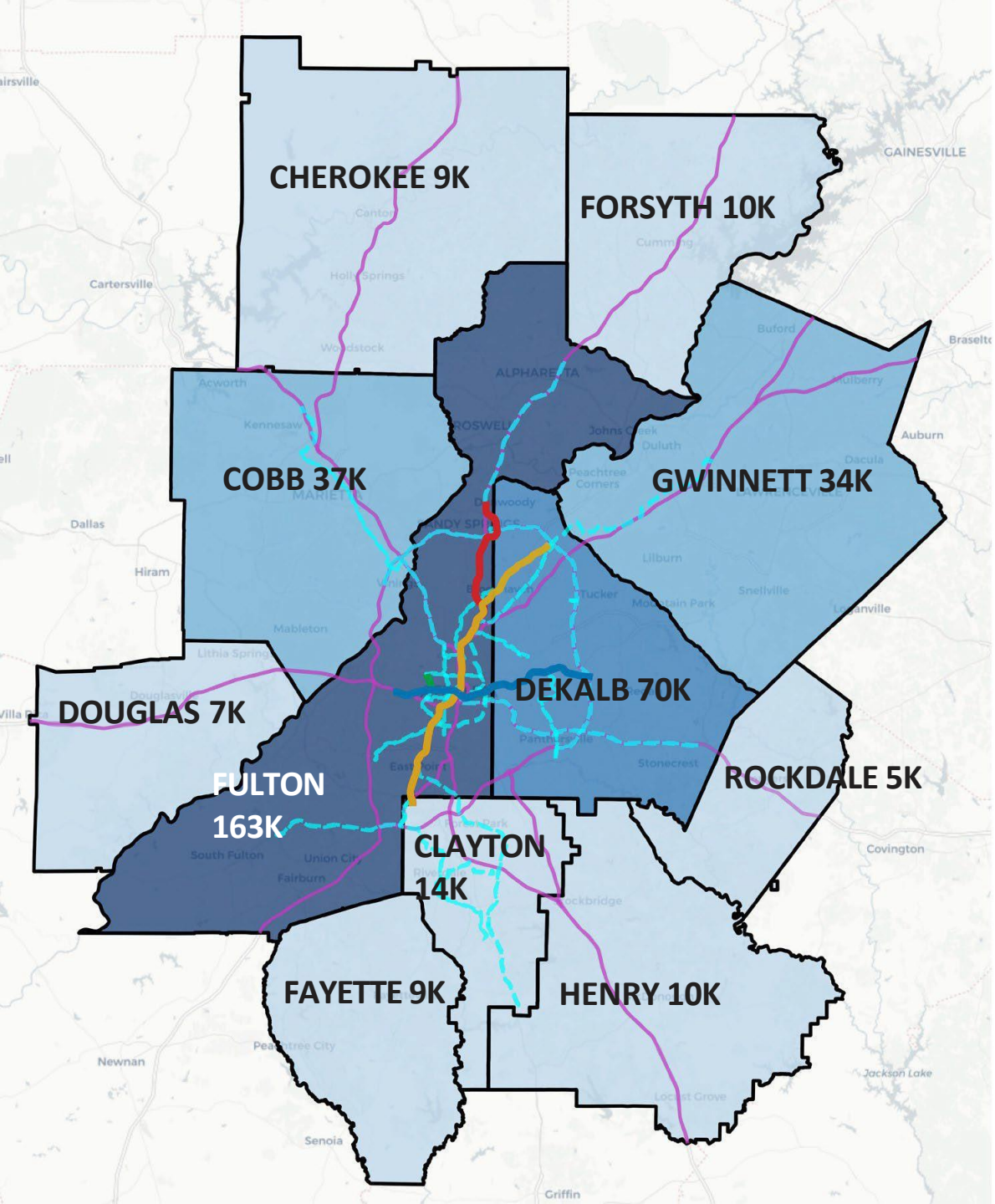
Location of new homes priced for less than 80% AMI



Location of new homes for more than 80% AMI



Transit includes existing and planned MARTA rail and high-frequency bus. Area median income (AMI), metro Atlanta, 2025: $106,000 for a family of four. Source: HR&A Advisors; Housing Forward 2035, Appendix B.



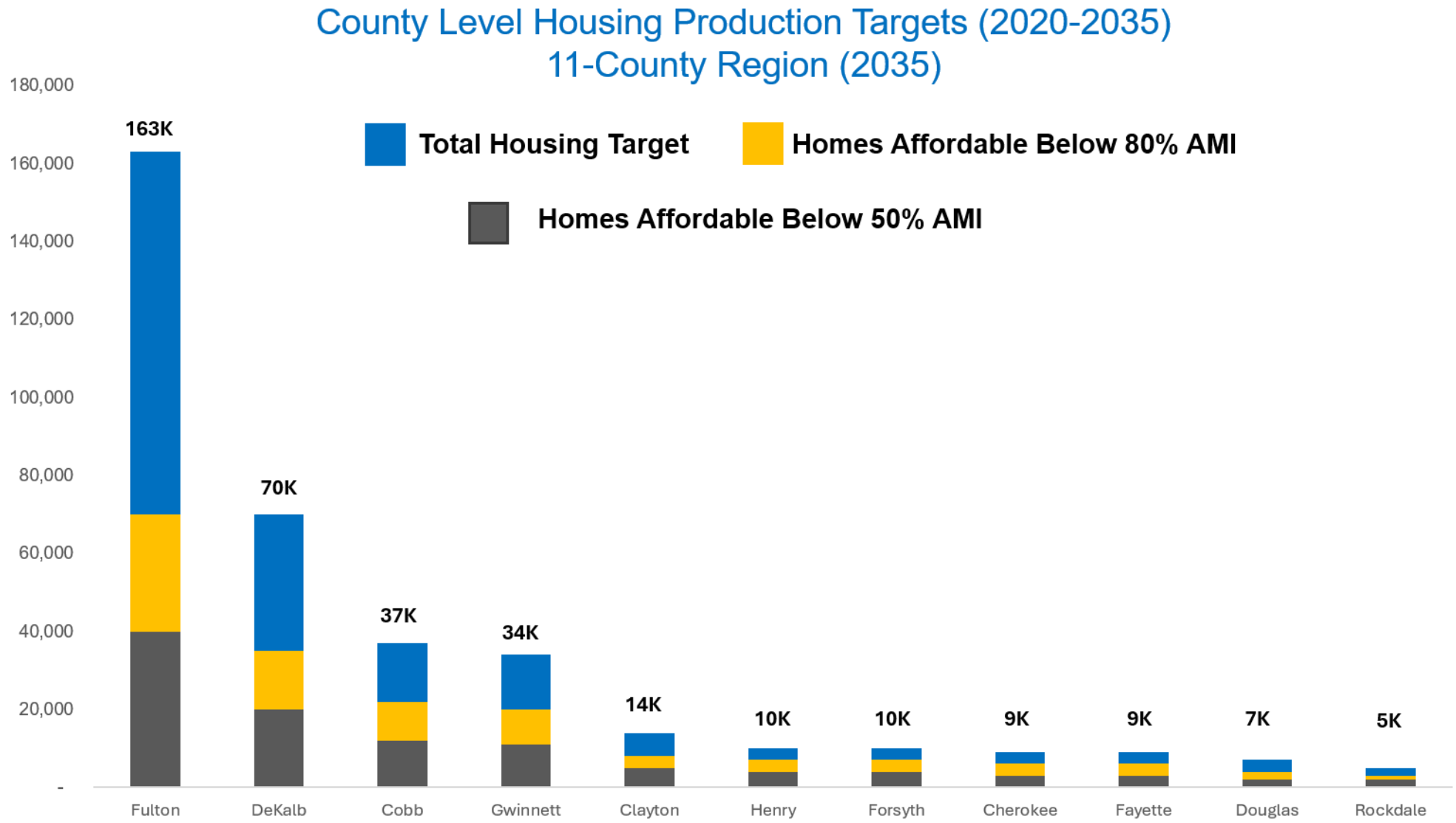
County Level Production Targets

County
MARTA Rail Blue
MARTA Rail Gold
MARTA Rail Green
MARTA Rail Red
Expressway
Planned Premium Transit

TOTAL HOMES
0-30K
30-60K
60-90K
90K+

2020 – 2035 Production Time Frame

County Level Production Targets by AMI 2020-2035



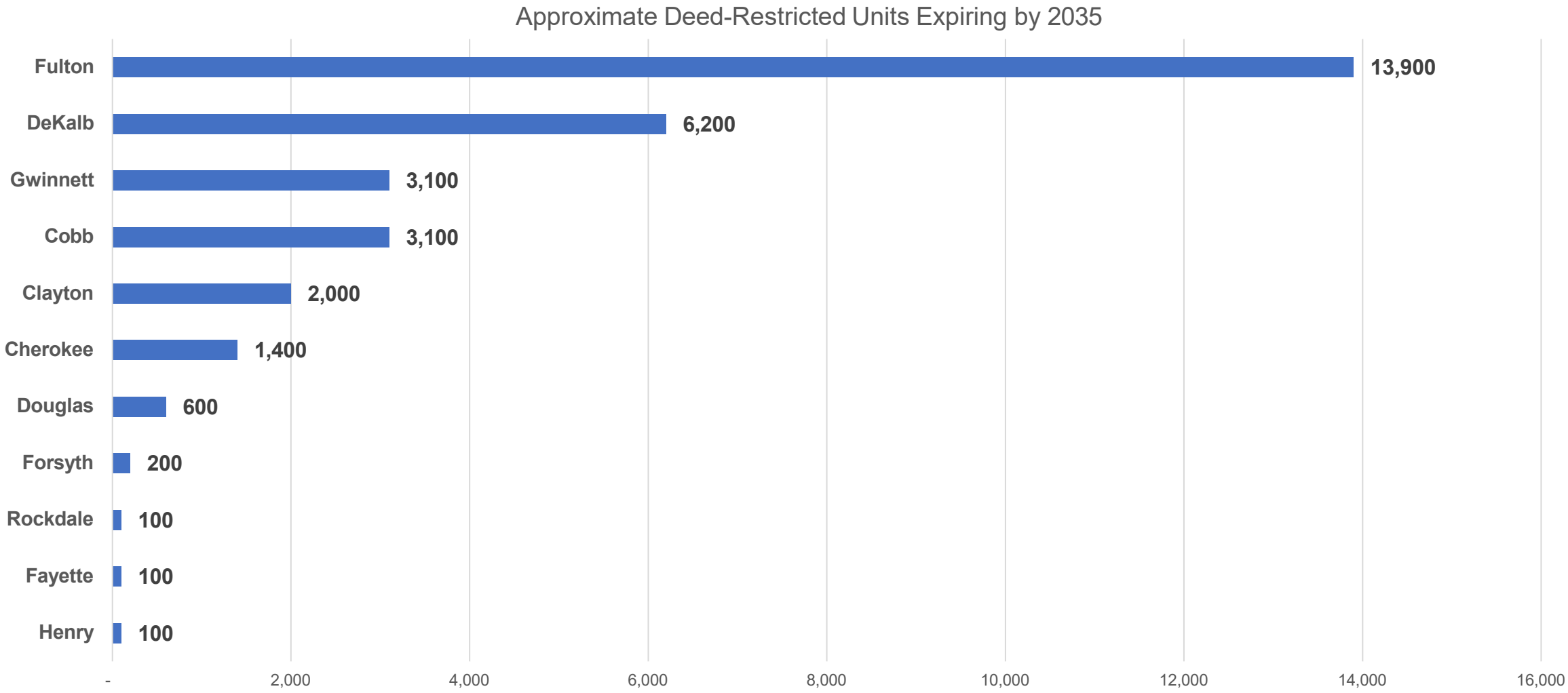
2020 – 2035 Production Time Frame

Numeric Targets by AMI

	Housing Production Target 2035 (incl. 5% Vacancy) (Rounded) *Growth Allocation Based on ARC Policy Goals*	< 80A AMI Target	**Percent < 80% AMI**	< 50% AMI Target	**Percent < 50% AMI**
11-County Region	**367,000**	187,000	**51%**	106,000	**29%**
Fulton	**163,000**	70,000	**43%**	40,000	**25%**
DeKalb	**70,000**	35,000	**50%**	20,000	**29%**
Cobb	**37,000**	22,000	**60%**	12,000	**32%**
Gwinnett	**34,000**	20,000	**57%**	11,000	**32%**
Clayton	**14,000**	8,000	**57%**	5,000	**36%**
Henry	**10,000**	7,000	**65%**	4,000	**40%**
Forsyth	**10,000**	7,000	**69%**	4,000	**40%**
Cherokee	**9,000**	6,000	**67%**	3,000	**33%**
Fayette	**9,000**	6,000	**68%**	3,000	**33%**
Douglas	**7,000**	4,000	**64%**	2,000	**29%**
Rockdale	**5,000**	3,000	**64%**	2,000	**40%**

County Level Preservation Targets

11-County Preservation Target by 2035: 30,800



Source: National Housing Preservation Database (NHPD)



First Implementation Session

October 22, 2026 · [9am – 12pm] at ARC

73
attendees (68 partners, 5 ARC staff)

50+
organizations represented

10
action tables with 2027 milestones

Who was in the room

Counties and cities (DeKalb, Cherokee, Gwinnett, Henry, Decatur, Marietta), GDOT, and housing authorities; developers and builders; funders, CDFIs, and philanthropy; nonprofit and homelessness service providers; employers, chambers, and CIDs; data and research partners

Now through Q1 2027

Confirm leads and working structures; owners named for 7 of 10 actions

By end of 2027

Each action delivers on its milestones, targets set for Q2-Q4 2027

Board Discussion

How can ARC best support local governments in advancing these targets and tracking progress toward our regional housing goals?



Questions?

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