



Housing Strategy Update



ONE **great** REGION

Housing Forward 2035

Connecting Housing, Jobs, and Opportunity

ARC Board Work Session | October 2026 | One Great Region

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)

Recap: Regional Housing Strategy Goals

Presented at the August 12, 2026 Board Meeting

Goal 1

Build Strategically for Intentional Growth

Target: 367,000 homes by 2035

Where homes are built matters: under current trends, growth is forecasted to continue sprawling outward, further away from major job centers and infrastructure, increasing commutes.

Goal 2

Close the Affordability Gap

Target: 50% reduction for low-income households

4x production increase and 104k homes preserved below \$55k household income.

Goal 3

Activate Vacant & Underutilized Properties

Target: Create new homes on 10% of the region's vacant and underutilized parcels.

Develop process to evaluate and activate 10% of the approximately 1,500 public and 105,000 private parcels for housing redevelopment potential.



Regional Housing Strategy – 10 Housing Actions

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

BOARD COMMENTS: AUGUST 12, 2026

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.	<i>Actions 4, 6</i>
Justin O’Dell (District 14) – recommended the strategy target redevelopment of underutilized parcels rather than vacant ones, noting there is more local will to redevelop them and less impact on infrastructure.	<i>Action 4</i>
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.	<i>Actions 5, 6</i>
Marvin Nesbitt (District 4) – asked for clarity on what “preservation” means and raised concern about legacy homeowners displaced by rising property values and taxes; called for an anti-displacement strategy.	<i>Action 10</i>
Mayor Deutch (Dunwoody) – asked what vacancy rate is needed to ease rents, drawing on other location’s experience with low, stabilizing vacancy.	<i>Action 3</i>
Chair Cupid (Cobb County) – flagged local ordinances (e.g., limits on unrelated occupants or vehicles) that keep residents from fully using existing housing stock.	<i>Action 2</i>

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.

Implementation Timeline

Actions 1–10

Short Term (1-2 Years); Medium Term (3-4 Years)

Regional Housing Action	Short Term Years 1–2	Medium Term Years 3–4
1. Link ARC Transportation & Land Use Programs to Housing Actions	1.1	1.2
2. Create a Regional Housing Ready Certification & Toolkit	2.1	2.2, 2.3
3. Develop a Regional Housing Dashboard to Track Progress	3.1, 3.2	3.3
4. Activate Underutilized Sites & Advance Transit-Oriented Development	4.1, 4.4	4.2, 4.3
5. Enhance Regional Utilization of Housing Funds	5.1	5.2
6. Engage Employers on Housing	6.1	6.2
7. Build a Regional Approach to Homelessness Prevention & Response	7.1	7.2
8. Deploy a Regional Housing Communication Strategy	8.1	8.2
9. Identify, Convene & Educate on High-Impact State Policy Changes	9.1	9.2
10. Evaluate Ways to Increase Preservation & Stabilization Efforts	10.1, 10.2, 10.6	10.3, 10.4, 10.5

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.



ONE **great** REGION

Questions?

Samyukth Shenbaga, sshenbaga@atlantaregional.org

Kristin Allin, kallin@atlantaregional.org