Let’s Talk
Atlanta City Council Update
APD Zone 5 Update
Much has changed since 2016:

<table>
<thead>
<tr>
<th>30+</th>
<th>14K</th>
<th>5K</th>
<th>50</th>
</tr>
</thead>
<tbody>
<tr>
<td>New office + residential projects have been delivered in a 1.2 sq mi area</td>
<td>New jobs announced via expansion or relocation</td>
<td>New residential units delivered in Midtown</td>
<td>Average # of new residents moving into Midtown each week</td>
</tr>
</tbody>
</table>

2019 MIDTOWN COMMUNITY SURVEY

#MidtownATL
Midtown Boundary

In the first survey question, all respondents were asked to base their answers on their experience within the 1.2 sq mi Midtown Improvement District boundary.

38% More Respondents vs. 2016

<table>
<thead>
<tr>
<th>Year</th>
<th>n</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>1,958</td>
<td>(+79%)</td>
</tr>
<tr>
<td>2016</td>
<td>3,514</td>
<td>(+38%)</td>
</tr>
<tr>
<td>2019</td>
<td>4,834</td>
<td></td>
</tr>
</tbody>
</table>

2019 MIDTOWN COMMUNITY SURVEY
Distribution of Respondent Groups

Half of respondents have lived or worked in Midtown five years or fewer

2019
- Live: 23% (n=1,132)
- Work: 44% (n=2,119)
- Live/Work: 24% (n=1,153)
- Visit: 9% (n=430)

2016
- Live: 27% (n=1,157)
- Work: 49% (n=2,119)
- Live/Work: 17% (n=430)
- Visit: 7% (n=100)

2013
- Live: 27% (n=1,157)
- Work: 39% (n=2,119)
- Live/Work: 25% (n=430)
- Visit: 7% (n=100)

25% of Respondents Age 18-29 (+7% vs. 2016)

How old are you?
- 18-29 yrs: 25%
- 20-29 yrs: 19%
- 40-49 yrs: 19%
- 50-59 yrs: 11%
- 60+ yrs: 11%

Residential Status
- 2019: Own 62%, Rent 38%
- 2016: Own 68%, Rent 32%
How People Describe Midtown in 2019:

- **Great place to work**: 93%
- **Great place to live**: 96%
- **Family-friendly**: 64%
- **Pet-friendly**: 79%

How People Describe Midtown:

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>2019</th>
<th>2016</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Great place to work</td>
<td>93%</td>
<td>99%</td>
<td>94%</td>
</tr>
<tr>
<td>Family-friendly</td>
<td>64%</td>
<td>55%</td>
<td>58%</td>
</tr>
<tr>
<td>Great place to live</td>
<td>96%</td>
<td>98%</td>
<td>85%</td>
</tr>
<tr>
<td>Pet-friendly</td>
<td>79%</td>
<td>73%</td>
<td>68%</td>
</tr>
</tbody>
</table>

How likely are you to use each of the following characteristics to describe Midtown?

- **Definitely/Probably Would**
- **Definitely/Probably Would Not**

n=4,825

#MidtownATL
Survey Topics:

- Transportation
- Parks + Open Space
- Retail
- Public Safety
- Public Realm
- Sense of Community
- Midtown Alliance
- Pgms
How People Describe Midtown in 2019: Mobility

93% Walkable
81% Easy to Get Around
53% Bikeable

How People Describe Midtown: Mobility

How likely are you to use each of the following characteristics to describe Midtown?

- **WALKABLE**
  - Definitely/Probably Would: 93%
  - Definitely/Probably Would Not: 7%

- **BIKEABLE**
  - Definitely/Probably Would: 53%
  - Definitely/Probably Would Not: 47%

- **EASY TO GET AROUND**
  - Definitely/Probably Would: 81%
  - Definitely/Probably Would Not: 19%

n=4,825

2019 MIDTOWN COMMUNITY SURVEY
Transportation Investment Priorities Show Cont’d
Strong Support for Alternatives to Cars

How much of a priority should each of the following modes be in future projects?

- **WALKING**
  - 2019: 96% High/Very High, 4% Low/Not a Priority
  - 2016: 94% High/Very High, 6% Low/Not a Priority
  - 2013: 93% High/Very High, 7% Low/Not a Priority

- **TRANSIT**
  - 2019: 90% High/Very High, 10% Low/Not a Priority
  - 2016: 94% High/Very High, 6% Low/Not a Priority
  - 2013: 74% High/Very High, 26% Low/Not a Priority

- **CYCLING**
  - 2019: 79% High/Very High, 21% Low/Not a Priority
  - 2016: 77% High/Very High, 23% Low/Not a Priority
  - 2013: 75% High/Very High, 25% Low/Not a Priority

Transportation Investment Priorities (Cont’d): e-Scooters Slightly Outranked Cars

How much of a priority should each of the following modes be in future projects?

- **DOCKLESS SCOOTERS**
  - 2019: 42% High/Very High, 58% Low/Not a Priority
  - 2016: NA
  - 2013: NA

- **CARS**
  - 2019: 39% High/Very High, 61% Low/Not a Priority
  - 2016: 50% High/Very High, 50% Low/Not a Priority
  - 2013: 48% High/Very High, 52% Low/Not a Priority

#MidtownATL

n=4,807

2019 MIDTOWN COMMUNITY SURVEY
How People Feel About the Function/Goals of Midtown Streets

94% agree that “As Midtown’s population continues to grow, the district is no longer just a place to drive through quickly.”

Investment Priorities

1. Pedestrians
2. Buses
3. Bicycles
4. Taxis
5. Cars

n=4,510

87% of People Support Ped + Bike Changes

“The function and feel of the 10th Street Bridge should be improved to more effectively serve people walking, bicycling and riding e-scooters as well as motorists.”

Investment Priorities

1. Pedestrians
2. Buses
3. Bicycles
4. Taxis
5. Cars

n=4,510
Spring and West Peachtree Streets: 90% of People Support Ped + Bike Changes

“The function and feel of Spring and West Peachtree Streets should be improved to more effectively serve people walking, bicycling and riding e-scooters as well as motorists.”

<table>
<thead>
<tr>
<th>Investment Priorities</th>
<th>Strongly Agree</th>
<th>Somewhat Agree</th>
<th>Somewhat Disagree</th>
<th>Strongly Disagree</th>
<th>Not Sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>72%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>18%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>4%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>2%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

n=4,510

2019 MIDTOWN COMMUNITY SURVEY
New Question: Car Ownership Trends

“Thinking about the past few years, which best describes your household’s car ownership experience?”

Reduced # Cars Owned:
- Live AND Work in Midtown: 23%
- Live in Midtown: 17%
- Work in Midtown: 9%

Increased # Cars Owned:
- Live AND Work in Midtown: 4%
- Live in Midtown: 3%
- Work in Midtown: 10%

#MidtownATL
Parks + Open Space:
95% of People Want More Smaller Parks

“How desirable would it be for Midtown to add more permanent smaller parks/plazas (separate from Piedmont Park)?”

<table>
<thead>
<tr>
<th>Extremely Desirable</th>
<th>Somewhat Desirable</th>
<th>Not At All Desirable</th>
</tr>
</thead>
<tbody>
<tr>
<td>59%</td>
<td>36%</td>
<td>5%</td>
</tr>
</tbody>
</table>

n=4,795

2019 MIDTOWN COMMUNITY SURVEY
Parks + Open Space: Desired Activities

“If these new smaller parks and plazas were created, what activities would you like to do or experience? Choose your top three.

- Dog park
- Buy food/drink
- Live music/arts
- Games
- Places to sit
- Playground
- Multi-use lawn
- Water feature
- Public art
- Other

2019 MIDTOWN COMMUNITY SURVEY

n=4,716
#MidtownATL
How People Describe Midtown in 2019: Shopping/Dining/Entertainment Topics

89% Lots of Dining Options

41% Lots of Shopping Options

93% Lots of Arts + Cultural Attractions

65% Nighttime Hotspot

How People Describe Midtown: Shopping/Dining Topics

How likely are you to use each of the following characteristics to describe Midtown?

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>2019</th>
<th>2016</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lots of Dining Options</td>
<td>89%</td>
<td>91%</td>
<td>83%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>9%</td>
<td>17%</td>
</tr>
<tr>
<td>Lots of Shopping Options</td>
<td>41%</td>
<td>43%</td>
<td>38%</td>
</tr>
<tr>
<td></td>
<td>59%</td>
<td>57%</td>
<td>62%</td>
</tr>
</tbody>
</table>

Definitely/Probably Would
Definitely/Probably Would Not

n=4,825

2019 MIDTOWN COMMUNITY SURVEY
How People Describe Midtown: Arts/Entertainment Topics

How likely are you to use each of the following characteristics to describe Midtown?

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>2019</th>
<th>2016</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOTS OF ARTS + CULTURE</td>
<td>93%</td>
<td>91%</td>
<td>86%</td>
</tr>
<tr>
<td>NIGHTTIME HOTSPOT</td>
<td>65%</td>
<td>69%</td>
<td>80%</td>
</tr>
</tbody>
</table>

Definitely/Probably Would
Definitely/Probably Would Not
n=4,825

What Midtowners Want: Types of Retail Options Desired

What types of retail would you like to see in Midtown? Please select your top three options.

<table>
<thead>
<tr>
<th>Type</th>
<th>2016</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurant</td>
<td>73%</td>
<td>68%</td>
</tr>
<tr>
<td>Entertainment</td>
<td>56%</td>
<td>53%</td>
</tr>
<tr>
<td>Grocery</td>
<td>73%</td>
<td>53%</td>
</tr>
<tr>
<td>Goods</td>
<td>54%</td>
<td>51%</td>
</tr>
<tr>
<td>Apparel</td>
<td>60%</td>
<td>49%</td>
</tr>
<tr>
<td>Services</td>
<td>42%</td>
<td>35%</td>
</tr>
<tr>
<td>Appliances/Electronics</td>
<td>16%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Suggested frequently in “Other” open-ended responses:
- Bakeries
- Ice Cream Shops
- Drug Stores
- Bars

n=3,129 n=4,750
Visitors Come to Midtown Mainly for the Food and the Arts.

Top reasons visitors say they come to Midtown:

- **83%** Restaurants
- **73%** Arts/Cultural Venues
- **45%** Visit Friends + Family
- **35%** Nightlife
- **29%** Non-Work Appointments

*2019 MIDTOWN COMMUNITY SURVEY*
How People Describe Midtown in 2019: Public Safety Topics

- **80%** Well-Lit
- **60%** Safe from Crime

How Respondents Describe Midtown: Public Safety Topics

- **SAFE FROM CRIME**
  - **2019**: 60% Definitely/Probably Would, 40% Definitely/Probably Would Not
  - **2016**: 50% Definitely/Probably Would, 50% Definitely/Probably Would Not
  - **2013**: 43% Definitely/Probably Would, 57% Definitely/Probably Would Not

- **WELL-LIT**
  - **2019**: 80% Definitely/Probably Would, 20% Definitely/Probably Would Not
  - **2016**: 77% Definitely/Probably Would, 23% Definitely/Probably Would Not
  - **2013**: 72% Definitely/Probably Would, 28% Definitely/Probably Would Not

n=4,825

#MidtownATL
How Different Respondent Groups Feel About Safety in Midtown:

How likely are you to use each of the following characteristics to describe Midtown?

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>2019</th>
<th>2016</th>
<th>% Change '16 vs '19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live</td>
<td>57%</td>
<td>44%</td>
<td>+30%</td>
</tr>
<tr>
<td>Work</td>
<td>61%</td>
<td>53%</td>
<td>+15%</td>
</tr>
<tr>
<td>Live + Work</td>
<td>61%</td>
<td>44%</td>
<td>+38%</td>
</tr>
<tr>
<td>Visit</td>
<td>65%</td>
<td>67%</td>
<td>-3%</td>
</tr>
</tbody>
</table>

DEFINITELY OR PROBABLY WOULD DESCRIBE MIDTOWN AS “SAFE FROM CRIME”

Familiarity w/ Midtown Blue Supplemental Services:

How familiar are you with the following Midtown Blue initiatives?

- Conducts regular patrols on foot, Segway, bicycle and in vehicles:
  - 7% Ex Familiar
  - 21% Very Familiar
  - 40% Somewhat Familiar
  - 32% Not at All Familiar

- Acts as first responders in emergency situations:
  - 4% Ex Familiar
  - 13% Very Familiar
  - 30% Somewhat Familiar
  - 53% Not at All Familiar

- Monitors high-def video camera network that covers public ROW:
  - 5% Ex Familiar
  - 13% Very Familiar
  - 25% Somewhat Familiar
  - 56% Not at All Familiar

- Makes routine visits to ground-floor biz and residential property mgrs:
  - 3% Ex Familiar
  - 9% Very Familiar
  - 24% Somewhat Familiar
  - 63% Not at All Familiar

- Performs early-AM wellness checks and wakes up homeless in public ROW:
  - 3% Ex Familiar
  - 6% Very Familiar
  - 18% Somewhat Familiar
  - 72% Not at All Familiar

- Addresses quality of life issues in Midtown:
  - 3% Ex Familiar
  - 10% Very Familiar
  - 30% Somewhat Familiar
  - 56% Not at All Familiar

#MidtownATL
How People Describe Midtown in 2019: Clean + Green

89% Clean + Attractive
54% Environmentally Sustainable
How People Describe Midtown: Clean + Green

How likely are you to use each of the following characteristics to describe Midtown?

- **CLEAN + ATTRACTIVE**
  - 2019: 89% Definitely/Probably Would, 11% Definitely/Probably Would Not
  - 2016: 91% Definitely/Probably Would, 9% Definitely/Probably Would Not
  - 2013: 84% Definitely/Probably Would, 16% Definitely/Probably Would Not

- **ENVIRONMENTALLY SUSTAINABLE**
  - 2019: 54% Definitely/Probably Would, 46% Definitely/Probably Would Not
  - 2016: 61% Definitely/Probably Would, 39% Definitely/Probably Would Not
  - 2013: 49% Definitely/Probably Would, 51% Definitely/Probably Would Not

n=4,825

#MidtownATL
Residents Consistently Feel a Community Vibe

How much of a sense of community or personal attachment do you feel toward Midtown?

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2016</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live + Live AND Work in Midtown</td>
<td>79%</td>
<td>82%</td>
<td>79%</td>
</tr>
<tr>
<td>Work in Midtown</td>
<td>53%</td>
<td>57%</td>
<td>NA</td>
</tr>
</tbody>
</table>

n=2,199

2019 MIDTOWN COMMUNITY SURVEY
People Are Familiar w/ Our Work

How familiar are you with Midtown Alliance's work?

<table>
<thead>
<tr>
<th>Year</th>
<th>Very familiar</th>
<th>Somewhat familiar</th>
<th>Not at all familiar</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>37%</td>
<td>54%</td>
<td>9%</td>
</tr>
<tr>
<td>2016</td>
<td>30%</td>
<td>54%</td>
<td>16%</td>
</tr>
<tr>
<td>2013</td>
<td>28%</td>
<td>59%</td>
<td>13%</td>
</tr>
</tbody>
</table>

n=4,131

2019 MIDTOWN COMMUNITY SURVEY
Communications Channel Growth
2016-2019:

<table>
<thead>
<tr>
<th>Channel</th>
<th>Growth Percentage</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>e-mail list</td>
<td>+103%</td>
<td>(9,900)</td>
</tr>
<tr>
<td>follower growth</td>
<td>+45%</td>
<td>(16,000)</td>
</tr>
<tr>
<td>follower growth</td>
<td>+168%</td>
<td>(222,000)</td>
</tr>
<tr>
<td>follower growth</td>
<td>+272%</td>
<td>(14,000)</td>
</tr>
<tr>
<td>News Center qtrly</td>
<td>+80%</td>
<td>(18,000)</td>
</tr>
<tr>
<td>page view growth</td>
<td>+79%</td>
<td>(1,200)</td>
</tr>
<tr>
<td>Smartphone app</td>
<td>+25%</td>
<td>(400)</td>
</tr>
<tr>
<td>Street banner</td>
<td>+63%</td>
<td>(1,300)</td>
</tr>
<tr>
<td>Annual Meeting attendee</td>
<td></td>
<td></td>
</tr>
<tr>
<td>growth</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

How would you rate each of the following projects and programs implemented by Midtown Alliance?

### Enhancing Midtown’s transportation network:

<table>
<thead>
<tr>
<th>Year</th>
<th>Excellent/Very Good</th>
<th>Fair</th>
<th>Poor</th>
<th>Not Familiar</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>48%</td>
<td>27%</td>
<td>11%</td>
<td>14%</td>
</tr>
<tr>
<td>2016</td>
<td>50%</td>
<td>24%</td>
<td>11%</td>
<td>15%</td>
</tr>
<tr>
<td>2013</td>
<td>35%</td>
<td>25%</td>
<td>10%</td>
<td>30%</td>
</tr>
</tbody>
</table>

2019 MIDTOWN COMMUNITY SURVEY
How would you rate each of the following projects and programs implemented by Midtown Alliance?

Providing supplemental public safety services

<table>
<thead>
<tr>
<th>Year</th>
<th>Excellent/Very Good</th>
<th>Fair</th>
<th>Poor</th>
<th>Not Familiar</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>60%</td>
<td>18%</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>62%</td>
<td>21%</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td>57%</td>
<td>17%</td>
<td>23%</td>
<td></td>
</tr>
</tbody>
</table>

How would you rate each of the following projects and programs implemented by Midtown Alliance?

Maintaining trees and landscaping

<table>
<thead>
<tr>
<th>Year</th>
<th>Excellent/Very Good</th>
<th>Fair</th>
<th>Poor</th>
<th>Not Familiar</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>80%</td>
<td>10%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>76%</td>
<td>13%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td>66%</td>
<td>14%</td>
<td>17%</td>
<td></td>
</tr>
</tbody>
</table>
How would you rate each of the following projects and programs implemented by Midtown Alliance?

**Keeping Midtown clean and attractive**

- 2019: 82% Excellent/Very Good, 10% Fair, 6% Poor, 2% Not Familiar
- 2016: 79% Excellent/Very Good, 12% Fair, 7% Poor, 2% Not Familiar
- 2013: 66% Excellent/Very Good, 16% Fair, 14% Poor, 2% Not Familiar

**Building streetscapes, sidewalks, parks and plazas**

- 2019: 72% Excellent/Very Good, 17% Fair, 8% Poor, 3% Not Familiar
- 2016: 71% Excellent/Very Good, 17% Fair, 8% Poor, 3% Not Familiar
- 2013: 66% Excellent/Very Good, 14% Fair, 17% Poor, 3% Not Familiar
How would you rate each of the following projects and programs implemented by Midtown Alliance?

**Advocating for quality design in proposed buildings**

<table>
<thead>
<tr>
<th>Year</th>
<th>Excellent/Very Good</th>
<th>Fair</th>
<th>Poor</th>
<th>Not Familiar</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>63%</td>
<td>12%</td>
<td>21%</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>58%</td>
<td>17%</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td>48%</td>
<td>14%</td>
<td>34%</td>
<td></td>
</tr>
</tbody>
</table>

*Figures represent "Work in Midtown" respondent group only*

**Assisting workplaces w/ encouraging transit use, bicycling + ridesharing among employees**

<table>
<thead>
<tr>
<th>Year</th>
<th>Excellent/Very Good</th>
<th>Fair</th>
<th>Poor</th>
<th>Not Familiar</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>65%</td>
<td>14%</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>NA</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td>NA</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Figures represent "Work in Midtown" respondent group only*
How would you rate each of the following projects and programs implemented by Midtown Alliance?

Adding public art + organizing special activities like performances in the public right of way

<table>
<thead>
<tr>
<th>Year</th>
<th>Excellent/Very Good</th>
<th>Fair</th>
<th>Poor</th>
<th>Not Familiar</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>63%</td>
<td>14%</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>NA</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td>NA</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

How would you rate each of the following projects and programs implemented by Midtown Alliance?

Communicating about news + events happening in Midtown

<table>
<thead>
<tr>
<th>Year</th>
<th>Excellent/Very Good</th>
<th>Fair</th>
<th>Poor</th>
<th>Not Familiar</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>65%</td>
<td>18%</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>NA</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td>NA</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
How would you rate each of the following projects and programs implemented by Midtown Alliance?

Marketing Midtown as a vibrant destination

- **2019**: 80% Excellent/Very Good, 9% Fair, 9% Poor
- **2016**: NA
- **2013**: NA

Delivering quality in-person events featuring topics of interest to the Midtown community

- **2019**: 52% Excellent/Very Good, 15% Fair, 29% Not Familiar
- **2016**: NA
- **2013**: NA
Strong Interest in Receiving More Communications for Significant News, Capital Projects

Would you like to receive occasional e-mails and/or text message updates from Midtown Alliance?

1,642 Unique survey respondents opted in
9:54

Average Time to Complete Survey

THANK YOU
Outreach to Homeless

Let’s Talk

Creating a ClearPath for Atlanta’s Homeless

Cathryn Marchman, LCSW, Esq.
Executive Director
June 20, 2019
What Is A Continuum Of Care?

A CoC is designed to promote communitywide commitment to the goal of ending homelessness.

Atlanta’s CoC was established in 2013, authorized by Atlanta City Council, and consists of 3 entities:

- **Governing Council**
  - 19 members

- **CoC Membership**
  - 100+ organizations including 17 HUD funded

- **Partners for HOME, Inc.**
  - Independent 501c Agency

HUD mandates appointment of a lead agency to coordinate and strategically address all homeless activities. PFH also serves as the administrator for the HomeFirst Initiative – $50MM public private partnership.
Previous Ecosystem
the way a homeless person accessed services previously:

Funding Was Equally Inefficient
the way a homeless person accessed services previously:
Evolution to a Coordinated System

Prior: Diverse group of independent providers using lots of methods to achieve various goals

Vision: A collective network of providers aligning coordinated efforts and resources to maximize impact

Using Housing First as our foundation

Source: How’s Nashville, Housing to End Homelessness, http://howsnashville.org/2016/05/31/housing-first/
Our Vision For How Atlanta Ends Homelessness

People experiencing, or at-risk of, homelessness will first receive emergency assistance through:
- Outreach
- Overnight Shelter

Next they will be:
- Assessed
- Assigned
- Navigated

Using a coordinated and standard process to one of four interventions that will end their homelessness:
- Diversion
- Income & Employment
- Rapid Rehousing
- Permanent Supportive Housing

Annual Point in Time Count

Atlanta’s unsheltered count has been reduced by over 67%
Total count has decreased by more than 40%

MCS2

PartnersForHome.org
MCS2 I would make a point to note that since you formed as an ATL CoC and started providing that strategic coordination and oversight, you have seen the most dramatic reductions.

Mandy Chapman Semple, 6/20/2019
Housing Placements: 2018 and 2019

**2018:**
- 691 placements
- PSH: 208
  - Average 12/month
- RRH: 483
  - Average 40/month
  - 68 days from referral to move in

**2019 (Jan-May):**
- 232 placements
- PSH: 69
  - Average 12.8/month
- RRH: 163
  - Average 33/month
  - 69 days from referral to move in

Next steps:
- Use of real time data to project necessary housing scale to meet goals (take down calculators).
- Evaluation of data quality issues to ensure accurate reporting.
- Regular monitoring to identify and address issues related to retention and returns.

---

**Investment Strategy: Supports Goals of ClearPath Strategic Plan**

Achieved by the new system design and collective impact model

<table>
<thead>
<tr>
<th>Goal: Rare, brief and nonrecurring</th>
<th>Approach</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>End Veteran Homelessness</td>
<td>Refine coordination and targeting</td>
<td>2017</td>
</tr>
<tr>
<td>End Chronic Homelessness</td>
<td>Add 1000 (550 new units) permanent supportive housing units and bridge to Medicaid service funding</td>
<td>2019</td>
</tr>
<tr>
<td>End Youth Homelessness</td>
<td>Spectrum of youth-focused interventions (Rapid Rehousing, Independent Living Program, Host Homes)</td>
<td>2020</td>
</tr>
<tr>
<td>End Family Homelessness</td>
<td>Scale 300 Rapid rehousing interventions, employment and access to affordable units and employment. Pilot diversion and bridging affordability</td>
<td>2020</td>
</tr>
</tbody>
</table>

Leverage, align and strategically allocate resources

Emphasis on maximizing sustainability, e.g., mainstream funding via TANF, Medicaid, LIHTC, Ongoing
MCS3 Note your progress in getting the data from the state-managed system to report on this progress...it is important to convey the remaining obstacles and your efforts to overcome as well as your commitment to data driven investment and accountability. Preparing to use takedown calculators etc. to determine if system efficiencies or expansion or both is what is needed to meet goals...

Mandy Chapman Semple, 6/20/2019
## Guiding principles

| 1. Disrupt and Refine the System | • Implement Coordinated Entry  
| | • Fill gaps  
| | • Address racial disparities  
| 2. Create Right Sized System Solutions by Populations | • Expand PSH for chronically homeless  
| | • Scale RRH for singles and families  
| | • Retool TH for youth, addiction and domestic violence  
| | • Preserve and scale affordable housing  
| 3. Realign and Leverage Resources | • Align with public funding sources  
| | • Redistribute resources for permanent housing solutions  
| | • Create a collective impact model of funding  
| 4. Create a performance driven system | • Use Evidence-based practices for decision making  
| | • Adopt Housing First philosophy across system  
| | • Monitor HMIS practices and data quality  
| | • Establish a system performance baseline and use data to project goals and timelines

---

### Coordinated Entry System Map

- **Coordinated Entry Point**
  - Referral to 24/7 shelter options
  - Multiple ways to access
  - Geographically accessible
  - Well-advertised
  - Real-time info about resources
  - Connected to all provider/services
  - Address immediate basic needs and create housing plan

- **Supportive Services Mainstream Services**

- **Immediate Shelter**

- **Comprehensive Assessment Documentation/Placement Housing Plan Case Management**

- **Most Appropriate Housing Solution**

- **System Navigation and Peer Support**
Guiding Principle 2
Create the Right-Sized Solutions

Modify and tailor housing entry and investments by population

Using Housing First as our foundation:

- **Expand Supportive Housing**
  and refine integrated service delivery model utilizing Medicaid expansion for chronically homeless

- **Rapid Rehousing To Scale**
  for non-chronic singles and families. Sustain with TANF, ESG, CoC

- **Retool Transitional Housing**
  for youth, domestic abuse, and substance abuse populations

- **Affordable Housing Preservation**
  and development aligned/supported with policy

Strengthen our Crisis Response System

Crisis response system:

- **Expand dedicated street outreach (April 2019):**
  - 5 person dedicated street outreach team with licensed clinician
  - Improved coordination through weekly system navigation meetings

- **Increase low barrier shelter capacity (Winter 2017 and Spring 2018):**
  - +100 bed LBS for men—the Evolution Center
  - +35 bed LBS for women and families—Donna Center
Chronically homeless
Permanent Supportive Housing

PSH = evidence based housing intervention that combines non-time-limited housing assistance with intensive wrap around supportive services.

IDEAL FOR CHRONICALLY HOMELESS

PSH yields results

Permanent housing subsidy + services
Most cost effective intervention for most costly consumers

82% reduction in public costs

$7100 - $38,046 Cost savings realized per person per year

Source: Flaming, 2009; Culhane, 2002; Larimer, 2009; Sadowski, 2009
HomeFirst PSH Pipeline Program

- Notice of Funding Availability (NOFA): Permanent Supportive Housing Pipeline Program: https://partnersforhome.org/pshpipeline/
- First ever opportunity to secure three types of funds in one braided application:
  - Capital (up to $40k/unit) via HomeFirst bond funds
  - Operating Subsidy via project based rental assistance through Atlanta Housing
  - Supportive Services via commitment from Fulton County

<table>
<thead>
<tr>
<th>Project Type</th>
<th>Location</th>
<th>Total Units</th>
<th>Total PSH</th>
<th>PFH Capital Requested</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td>New Construction</td>
<td>Old Fourth Ward</td>
<td>117</td>
<td>23</td>
<td>$920,000</td>
<td>Submitted April 2019/Projected Spring 2020</td>
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<tr>
<td>Preservation/Rehab</td>
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<td>70</td>
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<td>9</td>
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<tr>
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<td>558</td>
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<td>New Construction</td>
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<td>Rehab</td>
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<td>New Construction</td>
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<tr>
<td></td>
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<td>200</td>
<td>40</td>
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<td>Application Anticipated</td>
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<tr>
<td>New Construction</td>
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<td>Application Anticipated</td>
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<tr>
<td></td>
<td></td>
<td>970</td>
<td>398</td>
<td>$15,920,000</td>
<td></td>
</tr>
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</table>
Affordable Housing vs. Homeless Housing

The rub:
• Stigma
• Stereotypes
• $$
• NIMBYism

Supportive housing must be prioritized in policy, e.g. inclusionary zoning, set-asides, preferences.

Intown Collaborative Ministries

Join me in the journey!
Homeless Outreach Program

Engage- Building a relationship
• Outreach teams get to know individuals and families experiencing homelessness at our office, by referral, or in the streets.

Enroll- Sign client to our program
• Case-worker assess our clients’ needs and barriers to housing.

Navigate- Walk through the process with your client
• Case-worker begins to assist with obtaining identification documents, benefits, medical care, mental health services, rehabilitation.

House- Move our client into their home
• When housing becomes available, our client has a choice if the housing solution fits their situation.

System Navigation

A key role in the system-wide assessment of homeless person to connect them to the appropriate housing unit. The system Navigator will accompany clients from housing queue and collaborate with other system partners to house client.

Essential Duties:
• Complete in-depth assessments with clients to ensure proper supportive services are provided throughout housing navigation enrollment.

• Assist individuals that are homeless in gathering all documents necessary for housing placement, by providing intensive System Navigation and accompaniment to obtain housing documentation.

• Accompany clients to all housing appointments and serve as clients’ primary advocate during leasing process advocate for Housing First practice.
Referral Sent via Mercy Care

- Daisy Turner was referred to me by one of our partner agencies Mercy Care.
- Mercy Care Street Medicine Team.
- Thank you for all that you do!

Location: MIDTOWN

Josh and I work the Midtown area; and Ms. Turner lives on the corner of Peachtree St. at the bus stop.
Engage and Enrolled

Engaging, showing Ms. Daisy that I am here and willing. Sometimes all a person need is a helping hand. Someone willing to go through the process with them!

Navigate

Today, Daisy and I go and obtain her Security and GA ID.
Today, Ms. Turner moves into her own Apartment.

Thank you!

CONTACT:
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Executive Director

CFMarchman@AtlantaGa.Gov
404-694-2262
Partnersforhome.org
Let’s Talk
MIDTOWN

#MidtownATL  
Facebook  Twitter  Instagram