



The Location Affordability Portal: Version 2 Pre-Launch

July 16, 2014 ❖ 9:00am – 12:30pm ❖ Loudermilk Center, Atlanta, GA

9:00am

Welcome

Edward "Ed" Jennings, Jr., HUD Region IV Regional Administrator

Heather McTeer Toney, Regional Administrator, EPA Southeast Region

9:15am

Atlanta from a Regional and Historic Perspective

Dr. Catherine Ross, Georgia Institute of Technology

9:45am

Preserving an Affordable Atlanta

The Honorable Kasim Reed, Mayor of the City of Atlanta

10:00am

Location Affordability Portal Site Demonstration

Josh Geyer, HUD Office of Economic Resilience

10:30

Break

10:45am

Promoting Consumer and Community Education

Transportation costs relative to the location of a home can have a significant impact on a household's budget. We now have a tool that families and communities can use to better understand how the cost of transportation affects the cost of housing. We will explore the ways the Location Affordability Portal and other data and resources can be used to help families make more informed decisions about where to live and to understand the true cost of housing once the cost of transportation is factored into their decision making process. How can housing counselors, real estate and other housing professionals use this tool to ensure the best possible result as they assist families with the decision about where to locate. We'll also discuss how communities can use their walkability, easy access to jobs, schools, activity centers and affordable transit as an opportunity to attract residents, businesses and investment.

Panelists:

- Mtamanika Youngblood, President, Sweet Auburn Works (moderator)
- Stacey Mollison, Empire Board of Realtists, Inc.
- Ennis Antoine, Atlanta Board of Realtors
- Nathaniel Smith, Partnership for Southern Equity
- Carrie Harris, D&E Power Group

<http://locationaffordability.info/>

11:35am

Strategic Investment and Leveraging Existing Assets

As metropolitan Atlanta embarks on a \$950 million interchange expansion project, it would be wise to think about what the region will get for this investment and what alternatives might be. Fifty years of highway construction have left the region with heinous congestion, long commutes, and a pedestrian death rate 25% higher than the national average. Is a different future possible? How can we spend our scarce tax dollars on more effectively? Just as importantly, how do we target new spending so we get the most out of existing infrastructure?

Panelists:

- Douglas Hooker, Atlanta Regional Commission (moderator)
- Keith Parker, MARTA
- Odetta MacLeish-White, Enterprise Community Partners
- Lee May, Dekalb County
- Deborah Scott, Georgia STAND-UP

12:25pm

Concluding Remarks

Danielle Arigoni, Acting Deputy Director, HUD Office of Economic Resilience

For more information, please contact HUD at locationaffordability@hud.gov.

Event Co-Sponsors:

- City of Atlanta
- Atlanta Regional Commission (ARC)
- Atlanta Neighborhood Development Partnership (ANDP)
- Empire Board of Realtists, Inc.
- Enterprise Community Partners
- George State Trade Association of Neighborhood Developers (GSTAND)
- Invest Atlanta
- Metropolitan Atlanta Rapid Transit Authority (MARTA)
- Partnership for Southern Equity (PSE)



<http://locationaffordability.info/>



The Location Affordability Portal: Understanding the Impact of Location on Affordability

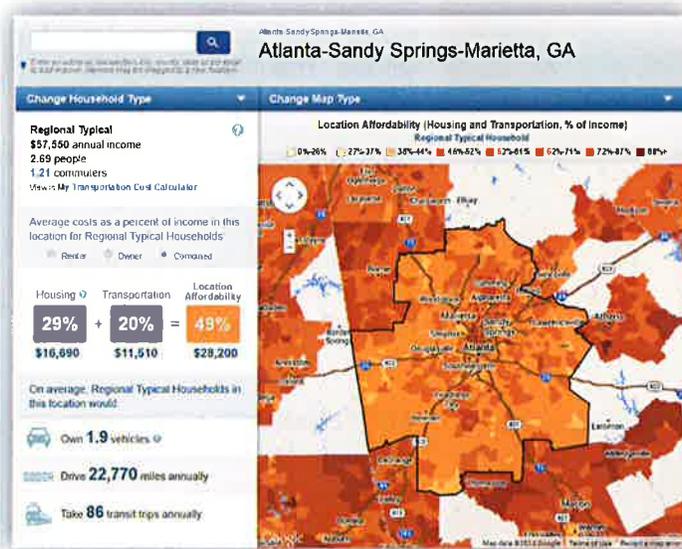
Version 2 Pre-Launch

There is more to housing affordability than your rent or mortgage. U.S. households spend nearly half of their income on combined housing and transportation costs, but to date there hasn't been an easy way for households to fully factor transportation costs into important location decisions.

To bridge this information gap, the U.S. Department of Housing and Urban Development and the U.S. Department of Transportation have partnered to develop the Location Affordability Portal, which was launched in November 2013. This is the first time that robust, standardized data on housing and transportation costs has been made available at a national scale—covering 94% of the U.S. population—to help families and policymakers make more informed decisions about where to live, work, and invest.

In August, HUD and DOT will unveil Version 2 of the Portal. Enhancements include updated data and sophisticated statistical modeling techniques that will make the tools even more effective.

Location Affordability in the Atlanta Metropolitan Region



The Location Affordability Portal's tools are especially relevant in a region like Atlanta, where traffic congestion and long commutes threaten the region's competitiveness and quality of life. Although the Atlanta metro region has experienced rapid growth over the past forty years, much of the expansion has been concentrated on the periphery of the region. In fact, the population of Atlanta declined substantially from the 1970 throughout the 1990s, a trend that only changed starting in 2000 with the resurgence of demand for urban living nationwide. Currently, the population of the Atlanta MSA is approximately 5.5 million, of which approximately 450,000 reside within the city of Atlanta.

The legacy of sprawling growth and the multitude of decentralized local and county governments have left the Atlanta region with an underdeveloped transit system and major traffic congestion issues. The gridlock caused by only two inches of snow this winter underscores the vulnerability of the current transportation network. Although local and regional government and business leaders have sought solutions to the issue, garnering public support has proved complicated; a broad-based effort in 2012 to fund \$7.2 billion in transportation improvements with a 1% sales tax was ultimately defeated by voter referendum. Although many residents may be trapped in long commutes, there is limited understanding of the actual costs of transportation beyond lost time and increased frustration. The tools available on the Location Affordability Portal can help residents and policy-makers better understand the implications of sprawling growth and a transportation network focused overwhelming on cars on real households' cost of living.

Exploring Neighborhoods in the Atlanta Metropolitan Region

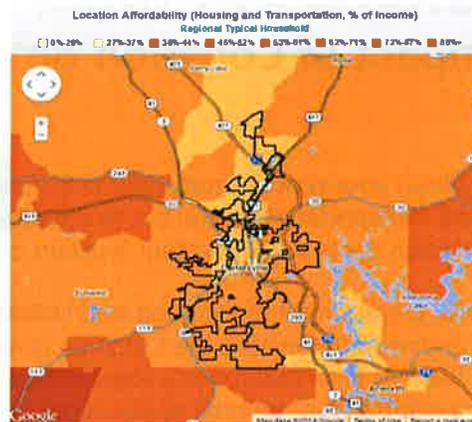


On average, Regional Typical Households in this location would:

Own **1.9** vehicles

Drive **25,552** miles annually

Take **30** transit trips annually



CARTERSVILLE. Located on the northwestern fringe of the region, Cartersville the fast-growing seat of Bartow County, where numerous subdivisions and cul-de-sacs have sprung up in recent years. But while housing costs in the area are relatively low, estimated at about \$14,000 annually, transportation costs can be nearly as high. A typical regional household may spend only 24% of their income on housing, but they are

spending an additional 21% on transportation. These high costs are driven by long commutes, neighborhood design, and lack of transportation options. Most households are wholly dependent on cars for their daily travel needs; the typical household drives approximately 25,500 miles a year.

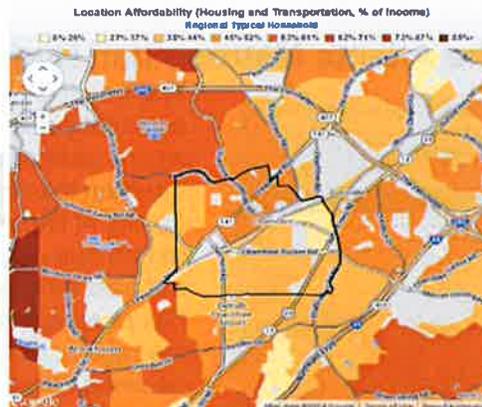


On average, Regional Typical Households in this location would:

Own **1.7** vehicles

Drive **17,414** miles annually

Take **240** transit trips annually



CHAMBLEE. Chamblee is located just inside the I-285 Loop in close proximity to Sandy Springs and other regional centers and has its own MARTA station. The city has slightly higher estimated housing costs than Cartersville, but lower estimated transportation costs, which helps better balance household expenditures. Residents of Chamblee have access to transit, which allows them to own fewer cars and

reduce the amount they drive on an annual basis.

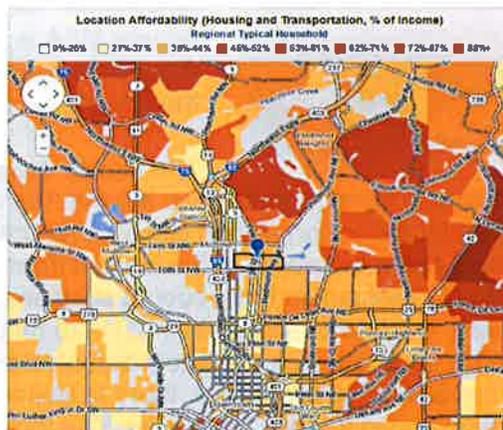


On average, Regional Typical Households in this location would:

Own **1.3** vehicles

Drive **11,265** miles annually

Take **454** transit trips annually



MIDTOWN ATLANTA. Midtown is a densely developed, mixed-use neighborhood. Although estimated housing costs are higher here than for Cartersville or Chamblee, transportation options and access to easy access to amenities reduce car ownership and driving rates, resulting in low transportation costs (approximately \$7,500/year). So although a typical household here may spend \$1500 to \$2300 more on

housing than households in areas such as Cartersville or Chamblee, this is more than offset by substantially lower transportation costs, for a net benefit of up to nearly \$4600 annually.