Reflecting Back, Moving Forward
5 years of Bringing the Vision to Life

September 13, 2011
The Atlanta BeltLine is in the heart of the Atlanta region & utilizes historic freight rail ROW circling the City.
Location & Scale
Significant Opportunity for Significant Impact

- Connects **45 neighborhoods**
- **22% of City of Atlanta population** lives in the Atlanta BeltLine planning area
- **19% of the City’s land mass** is inside the Atlanta BeltLine planning area
- **40% increase** in Atlanta’s parkland
- **6,500 acre** TAD
Comprehensive Concept
Key Elements

Transit
22-mile loop

Parks
1300 new acres

Trails
33 miles

Economic Development
30k jobs

Affordable Housing
5,600 Units

Historic Preservation

Public Art & Urban Design

Environmental Clean-up
1100 acres
How Does The Atlanta BeltLine Happen
Public Private Partnership

- **Public side**
  - Formed by Atlanta Development Authority
  - Planning, design, implementation and engaging residents in these processes

- **Private side**
  - Awareness and education
  - Raises private funding
  - Social Impacts

- **PATH Foundation**
- **Trust for Public Land**
- **Trees Atlanta**
- **MARTA**
- **Piedmont Park Conservancy**
- **Many others**

- **City of Atlanta’s Economic Development Arm**
  - Manages affordable housing programs
  - $1.7 billion in local bond financing

- **Parks, Recreation and Cultural Affairs**
- **Planning and Community Development**
- **Public Works**
- **Watershed Management**

- **Public input**
- **Grass roots support**
- **Volunteering**
ATLANTA BELTLINE PROJECT

Plan of Work for 2006-2010 Budget

July 5th, 2006
Five Year Work Plan
Extensive Community Engagement

- **Online Outreach**
  - 10,000+ surveys completed with broad geographic participation
  - 45,000 hits to the website

- **Public Meetings and Hard Copies of Documents**
  - Community Conversations hosted by Partners; 200 comments gathered from >225 individuals and groups during community presentations and sessions

- **Events and Promotions**
  - Informational booth and dedicated events organized by partners
Five Year Work Plan
Community Engagement Led to Fundamental Principles

Principles for Five Year Work Plan

• Secure the Right-of-Way (ROW): Preserve continuity of full 22-mile BeltLine ROW

• Complete critical planning activities early: Establish framework for thoughtful build-out of projects

• Achieve tangible successes within first five years: Ensure people can enjoy the use of completed projects early on

• Strive for geographic balance: Balance projects and investments across quadrants

• Ensure financial feasibility: Ensure future TAD bond proceeds are sufficient to fund project components

• Maintain strategic reserve for unforeseen opportunities: Be ready to act quickly to make necessary investments
Priorities for Five Year Work Plan

• Growing greenspace with parks and trails:
  • Acquire Westside Reservoir Park
  • Fully Develop 2-3 Parks
  • Complete at least two sections of trails
  • Strategic reserve

• Transforming transit:
  • Secure as much ROW as possible
  • Complete foundational and environmental studies
  • Pursue federal/state funding
  • Strategic reserve

• Ensuring livable communities and attractive business climate
  • Complete basic planning studies; land use, street connectivity, greenspace
  • Invest in development incentives, affordable workforce housing, preservation (historic and environmental), public art and transportation improvement to drive economic development
Funding
Assumptions Vs. Realities

- **Unanticipated events necessitated adjustments to the plan**
  - TAD Litigation
  - The “Great Recession”
  - Collapse of the housing market

- **Unanticipated opportunities necessitated adjustments to the plan**
  - Federal Consent Decree - Historic Fourth Ward Park
  - Donor Directed Funds

79% of anticipated funding received

<table>
<thead>
<tr>
<th>Funding (millions of $)</th>
</tr>
</thead>
<tbody>
<tr>
<td>427</td>
</tr>
<tr>
<td>337</td>
</tr>
</tbody>
</table>
Funding
Assumed vs. Actual sources

**Funding Sources - Anticipated**

- TAD
- Private
- Opportunity Bonds
- Watershed Bonds
- Federal

**Funding Sources - Actual**

- TAD
- Private
- Opportunity Bonds
- Watershed Bonds
- Federal
- QOL bonds
- DPW
- Other
Five Year Work Plan Progress Update
Parks & Greenspace

Site of the future Westside Reservoir Park

99% of Goal Acquired

Land Acquired (acres)

Goal
Actual

488
481
Five Year Work Plan Progress Update
Parks & Greenspace

Historic Fourth Ward Park

60% of Goal Developed

Parkland Developed (acres)

Goal
Actual

160
96.7

0
20
40
60
80
100
120
140
160
180

160 acres of parkland developed, which is 60% of the goal of 250 acres.
Five Year Work Plan Progress Update

Trails

Northside Trail

83% of Goal for Permanent Trails; 200% with Temporary Goals

- Actual: 11.9 miles
- Goal: 5.9 miles

* includes 7 miles of interim hiking trails
### Five Year Work Plan Progress Update

#### Transit

<table>
<thead>
<tr>
<th>Goal</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acquire Right of Way for Transit and Trails</td>
<td>Completed – exceeded goal by 24%</td>
</tr>
<tr>
<td>Complete EIS, Preliminary Engineering</td>
<td>Draft EIS complete</td>
</tr>
<tr>
<td>Determine transit and trail alignment, particularly in NW</td>
<td>In progress</td>
</tr>
<tr>
<td>Determine governance and operating model for transit</td>
<td>Complete – pending City Council approval</td>
</tr>
</tbody>
</table>

#### 124% of Goal Secured

- **Goal**: 7.5 miles
- **Actual**: 9.2 miles

**ROW Secured (miles)**
## Five Year Work Plan Progress Update

### Affordable Housing

<table>
<thead>
<tr>
<th>Goal</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establish Affordable Housing Advisory Board</td>
<td>Completed July 2007</td>
</tr>
<tr>
<td>Establish Affordable Housing Policies</td>
<td>Completed September 2008</td>
</tr>
<tr>
<td>Launch Affordable Housing Trust Fund</td>
<td>Completed October 2008</td>
</tr>
<tr>
<td>Create Community Land Trust* (not in 5 year work plan)</td>
<td>Atlanta Land Trust Collaborative Launched 2010</td>
</tr>
</tbody>
</table>

---

**Graph: 15% of Projected Net Bond Proceeds**

- Bond proceeds: $280 million
- Trust Fund: $42 million

**Graph: 15% of Actual Net Bond Proceeds**

- Bond proceeds: $78 million
- Trust Fund: $8.9 million

[$ in millions]
Five Year Work Plan Progress Update
Master Planning

90% of Goal Completed*

Completed Master Plans

*8 of 10 adopted by City Council
Five Year Work Plan Progress Update
Art on the Atlanta BeltLine

• Launched *Art on the Atlanta BeltLine* – largest temporary public art exhibit in Atlanta’s history
• Installed permanent pieces of art in three parks
• Invested more than $1.3 million in public art
## Community Engagement

<table>
<thead>
<tr>
<th>Goal</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establish Tax Allocation District Advisory Committee</td>
<td>First meeting: December 2006</td>
</tr>
<tr>
<td>Community Rep on ABI Board</td>
<td>Completed Fall 2006</td>
</tr>
<tr>
<td>Hire Community Engagement Advocate</td>
<td>Completed April 2007</td>
</tr>
<tr>
<td>Formal Community Reporting – Quarterly Briefing</td>
<td>First Quarterly Briefing: February 2007</td>
</tr>
<tr>
<td>Establish Affordable Housing Advisory Board</td>
<td>First meeting: July 2007</td>
</tr>
<tr>
<td>Citizen Engagement Framework</td>
<td>Completed February 2008; added Study Groups, Citywide Conversations, Open Houses</td>
</tr>
</tbody>
</table>
Five Year Work Plan Progress Update
Community Engagement

• 10,000+ tour participants
• 4,000+ Participants in Planning Process
• 1,800+ Volunteers
• 12,000+ e-news subscribers
• 7,500+ Facebook friends
• 3,600+ Twitter followers
Tremendous private support includes lead gifts from some of Atlanta’s largest corporations:

- Capital Campaign launched in 2007
- More than 100 donors
- $37.3 million of $60 million goal raised to date
Five Year Work Plan Progress Update
Atlanta BeltLine Partnership Programs

**Building Awareness and Education**
- Tour program launched in 2007
- Speakers Bureau launched in 2008
- Festival program launched in 2008
- Ambassador program launched in 2010

**Creating Ownership by Engaging Partners and Residents**
- Atlanta BeltLine Earth Day Clean-up launched in 2007
- Atlanta BeltLine Bike Tour launched in 2008
- Atlanta BeltLine Night at the Braves launched in 2009
- Adopt-the-Atlanta BeltLine launched in 2010
- Atlanta BeltLine Running Series launched in 2011
- 1,800+ people have signed up to volunteer
Five Year Work Plan Progress Update
Atlanta BeltLine Partnership Programs

Addressing Social Impacts
• Mitigating displacement (Atlanta Land Trust Collaborative)
• Employment initiative
• Health impacts
An effort of more than 30 public, private, non-profit and community organizations led by the Atlanta BeltLine Partnership.

Maintaining permanent affordability in neighborhoods at risk of gentrification or displacement along the Atlanta BeltLine route and elsewhere in the city.
Reflecting Back, Moving Forward
5 years of Bringing the Vision to Life

September 13, 2011