CITY OF ATLANTA
DEPARTMENT OF PLANNING AND COMMUNITY DEVELOPMENT
STRATEGIC COMMUNITY INVESTMENT REPORT (PARCEL STUDY)
FREQUENTLY ASKED QUESTIONS

1. What is the Strategic Community Investment Report (SCI Report) and how will the City use it?

The SCI Report is a comprehensive assessment of the residential parcels in the City of Atlanta. The study provides baseline information on each of the City's neighborhoods with a focus on the conditions of the residential housing stock. The study also provides information on a limited set of neighborhood indicators that measure how well a particular neighborhood fairs compared to citywide averages. Moreover, the SCI Report identifies which neighborhoods are at a "tipping point" where a targeted amount of resources would go a long way in furthering community development.

The study was completed in two phases. The first phase of the study defined and identified the conditions of City of Atlanta neighborhoods. The second phase serves as a tool to assist the City of Atlanta, along with public and private partners, in making strategic investments to create new opportunities for affordable housing and sustainable economic opportunities within targeted communities.

2. Who conducted the survey on behalf of the City of Atlanta?

APD Solutions, LLC (APDS) is the consultant who conducted the parcel study for the Department of Planning and Community Development.

3. What was the study's timeframe?

Phase I began in December of 2011and ended in mid August 2012. Phase II of the study, which includes an analysis of the data collected and written recommendations for strategic investment based on that data, began in July of 2012 and was completed in August 2013. The final report was released to the public in November 2013.

4. What is a parcel?

A parcel of land represents the actual boundaries of real property. The parcel is the unit used by the county to establish ownership and to assess and collect taxes.

5. How many neighborhoods does the City of Atlanta have?

The City of Atlanta has 242 officially recognized neighborhoods and 16 neighborhood areas that are not officially named by the City.

6. Why are some neighborhoods not included in the Neighborhood Investment Typology?

Some neighborhood areas were either too small or not officially recognized by the City of Atlanta. Overall, 238 neighborhoods are included in the Neighborhood Investment Typology.

7. How many parcels are there in the City of Atlanta?

There are an estimated 160,207 total parcels in the City of Atlanta and roughly 90% or 143,888 are designated as residential.

8. How much did The SCI Report parcel study cost?

The total cost of the survey is $300,000. The City collaborated with Enterprise Community Partners, a national community development intermediary, and the Fulton County/Atlanta Land Bank Authority to fund the project.

9. What data was collected in the SCI Report parcel study?

The parcel study includes information on the condition of each residential parcel in the City on a rating scale such as, Good, Fair, Poor, and Not Visible. Property conditions were captured by a "windshield survey" where surveyors took pictures of each property and recorded their assessment from the street. The study also includes census data, foreclosure data, crime, and proximity to parks and recreation. Data was also collected from the American Community Survey, private vendors, and City resources (i.e. building permits, location of parks and recreation centers).

10. How can my neighborhood use the data in the study?

Each community stakeholder, based on their needs, will use the SCI Report differently to address opportunities they find most important. The information provided will allow neighborhoods to use this data to determine priorities, identify their community assets and devise an action plan.

11. How was the neighborhood rankings established?

APD Solutions developed a list of twenty-five (25) factors chosen from focus groups that consisted of over 100 people. The categories represent general measures of neighborhood health and each neighborhood was ranked and scored by each of the indicators below:

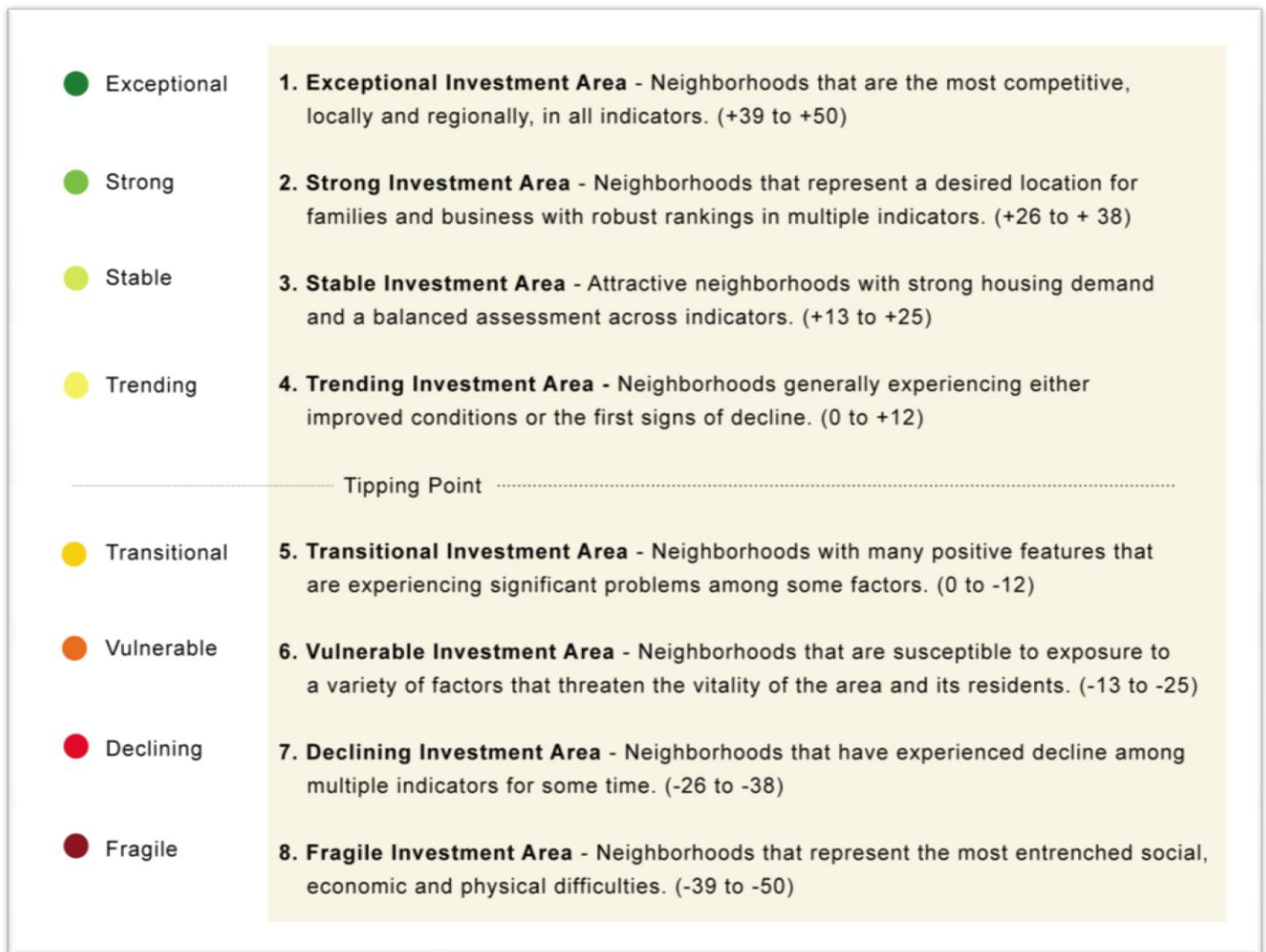| A) QUALITY OF LIFE	B) CONDITION	C) AMENITIES	D) RETURN ON INVESTMENT	E) DEMOGRAPHICS & DIVERSITY
Crime Incidences	Curb Appeal	# of Commercial Businesses	Property Appreciation & Depreciation	Population Growth
Average Commute	Age of Housing Stock	Quality of Public Education	Public Subsidies	Owner Occupancy
Housing Expenses	Vacancy	Transportation Options	Permit Issuance	Presence of Diversity
Community Commerce	Code Issues	Access to Green Space	Level of Distressed Assets	Educational Attainment
Community Identity	Blight	Presence of Sidewalks	Average RE Transaction Value	Income

The factors are based on data captured through several sources, including but not limited to: the United States Census Bureau, Nielsen Claritas, Atlanta Police Department, and the windshield survey conducted by the consultant.

Next, each neighborhood was given a positive or negative score deriving from each of the 25 factors, ranging from -5 to +5 with 0 representing the City-Wide Average. These factors were then weighted based on the findings of a survey given to several stakeholders, including real estate professionals, builders, property owners, homeowners, and civil servants.

12. What is Neighborhood Typology?

The neighborhood investment typology represents the ranking results each neighborhood received as an area for investment. The typology consists of eight categories (*see below*). Please note, the rankings do not indicate how "good" a neighborhood is overall, but how prime it is for investment.

Neighborhood Typology

- ● Exceptional
- ● Strong
- ● Stable
- ● Trending

- 1. **Exceptional Investment Area** - Neighborhoods that are the most competitive, locally and regionally, in all indicators. (+39 to +50)

- 2. **Strong Investment Area** - Neighborhoods that represent a desired location for families and business with robust rankings in multiple indicators. (+26 to + 38)

- 3. **Stable Investment Area** - Attractive neighborhoods with strong housing demand and a balanced assessment across indicators. (+13 to +25)

- 4. **Trending Investment Area** - Neighborhoods generally experiencing either improved conditions or the first signs of decline. (0 to +12)

---------- Tipping Point ----------

- ● Transitional
- ● Vulnerable
- ● Declining
- ● Fragile

- 5. **Transitional Investment Area** - Neighborhoods with many positive features that are experiencing significant problems among some factors. (0 to -12)

- 6. **Vulnerable Investment Area** - Neighborhoods that are susceptible to exposure to a variety of factors that threaten the vitality of the area and its residents. (-13 to -25)

- 7. **Declining Investment Area** - Neighborhoods that have experienced decline among multiple indicators for some time. (-26 to -38)

- 8. **Fragile Investment Area** - Neighborhoods that represent the most entrenched social, economic and physical difficulties. (-39 to -50)

13. What is a "tipping point" neighborhood?

A "tipping point" neighborhood is one that ranks in the middle of the Neighborhood Typology and includes neighborhoods that are Trending Investment Areas and Transitional Investment Areas. These areas are important because they represent neighborhoods that potentially stand to gain the most immediate benefit from strategic investment.

14. How can I improve my neighborhood ranking?

The rankings represent the findings of the study based on a specific set of measurements at a specific point in time. Each of these measures can be improved with coordinated community development efforts. The rankings allow each neighborhood to understand what some of their issues may be and better target their efforts.

15. Why did the City choose to categorize neighborhoods?

Other cities such as, Baltimore, Boston and Charlotte have used similar data collection processes and rankings. The goal of ranking neighborhoods was to determine common indicators of a healthy neighborhood and then to see where each neighborhood fell in relation to that benchmark.

16. What does the City plan to do about Vulnerable, Declining, and Fragile neighborhoods? How can the City attract investment to these areas?

The City will begin to develop "place-based" strategies to address opportunities in all neighborhoods.

17. Will the survey data be made available to the public?

All of the information is accessible to the public and can be found online. To review a copy, visit the City's website at www.atlantaga.gov under the Office of Housing section. Additionally, information on the condition of individual parcels including maps of each neighborhood will be accessible though the City's existing geographic information system (GIS) website at http://gis.atlantaga.gov .

18. How current is the data and what are the City's next steps?

The windshield survey collected housing conditions and was conducted by APD Solutions, LLC from December of 2011 to August of 2012.

To make sure the study will continue to be useful in the future and to provide greater use and accessibility to the public, the City has partnered with Neighborhood Nexus, a collaborative of the Atlanta Regional Commission, the Community Foundation of Greater Atlanta, Emory University and Georgia State University. Utilizing Neighborhood Nexus will permit the data to be combined with over 400 additional community development indicators allowing the City and its stakeholders to have a more comprehensive view of its neighborhoods. The platform allows a user to compare different indicators to assess the correlation they may have to one another thus enhancing stakeholder planning and decision making. For more information on Neighborhood Nexus, visit their website at http://www.neighborhoodnexus.org/ .

19. How often will a study like this be performed?

The frequency of conducting another SCI Report has not been determined. However, through the City's partnership with Neighborhood Nexus, citizens and City officials will be able to track the progress of neighborhoods and changes to indicators over time.