

# Workforce Housing Good Landlord Program

Affordable Housing Week  
October 28 – 30, 2024



## Agenda

- Welcome H.O.M.E. / Introductions
- Lessons learned from Workforce Housing program thus far
- Good Landlord Program Overview
- Q & A



## Lessons Learned over the Course of the Workforce Housing program launch in 2016/2017

1. Property management teams are sometimes unsure who to contact with questions
2. Missing Workforce Housing addendums
3. Inconsistency in marketing workforce units
4. High vacancy rates in set-aside units
6. The application process varies for each property and can be cumbersome for applicants.
7. The City needs to engage more often with Property Management teams for training purposes.





# What is the Good Landlord Program?

- An opportunity to educate the public as well as property management teams regarding program utilization.
- A platform for the City to guide property management teams toward maintaining successful Workforce Housing program.





## What is the Good Landlord Program? Cont.

- It is *not* a response to “bad” landlords; it is:
- clear directives on affordable housing best practices.
- Improves communication between the City and property management teams
- provides up-to-date tools and guidelines for administering affordable housing programs.







Good morning/afternoon,  
You are receiving this email because your property is one of the "Workforce Housing" properties with the City of Atlanta.

To provide direct and up-to-date information to participating properties the City will now send out a quarterly newsletter with important program guidelines, resources, and updates. Please take a moment to notate the direct contact for the Workforce Housing Program: [Lina Martinez](mailto:Lina.Martinez@AtlantaGa.Gov), [L.Martinez@AtlantaGa.Gov](mailto:L.Martinez@AtlantaGa.Gov)



**SAVE THE DATE:** OCTOBER 28-30<sup>th</sup> is Affordable Housing Week at City Hall!!

You are cordially invited to attend Mayor Dickens' speech on Wednesday, October 30<sup>th</sup> scheduled from 11:00 AM to 11:45 AM in the atrium. If you, or any other property representatives, would like to attend please RSVP to Lina Martinez.

Consider attending for the duration of Affordable Housing Week to network with other affordable housing professionals and to learn about all things affordable housing related.

If your property would like to have a table set up in the atrium of City Hall to advertise your [units](#), please notify Lina Martinez. This will be a great opportunity to reach potential tenants and City of Atlanta employees.

Learn more about  
**WORKFORCE HOUSING COMPLIANCE**

## How Does the Good Landlord Program Work?

- Each property is automatically included
- Quarterly Newsletter
- Trainings around best practices
- Annual audits



## Features of the Good Landlord program

- Provides an opportunity to establish contact with City liaison
- Helps property managers and City staff understand specific challenges
- Clarifies procedural missteps and gives an opportunity to correct





# Why Do We Need a Good Landlord Program?



Workforce Housing applicants are verified for participation based on their income. Incomes may not exceed a specified maximum.



Workforce Housing tenants must be re-certified each year



City of Atlanta aims to provide as much support as possible to the properties.



Developers agree to participate, but property management teams are often not informed of the requirements.



The City strives to support properties to fully lease all Workforce Housing units

# Tools for Property Managers

Newly updated Compliance Guide contains:

- Clarification on verification process for applicants
- Explanation of recertification process
- Examples of income calculations for affordable housing.

Specific City liaisons to walk through any questions or concerns.

Newly updated Affordable Housing Guide contains:

- Resources for those who are seeking housing in Atlanta but may or may not qualify for a Workforce Housing unit.



Department of  
**CITY PLANNING**

Inclusionary Zoning (IZ) and Public Subsidy Ordinance (PSO)

Compliance Guide

October 2024

**ATL**  
Moving Atlanta Forward





# What is the Workforce Housing program?

- The City of Atlanta mandates developers to participate in the Workforce Housing program based on:
  1. Geography (Inclusionary Zoning) launched in 2017
  2. Funding source (Public Subsidies Ordinance) launched in 2016



# Workforce Housing in Atlanta

As of October 2024, 158 projects have successfully launched since the first ordinance took effect in 2016.

- 81 projects are currently leasing, and
- 78 are in development or under construction.
- 3,441 units have been created or preserved





## Best Practices

- Set-aside applicants undergo the same application process and sign the same lease as market rate tenants.
- The Workforce addendum is provided by the City and required for all participating units.
- Utilize the Compliance Guide provided by the City to verify income and program eligibility.
- Do not ask a set-aside tenant to move out due to exceeding income threshold- select the next available vacant unit to fulfill the set-aside requirement.
- Accept Housing Choice Vouchers (HCVs)
- Hire property management companies who are familiar with affordable housing processes!



## Recommendations to Strengthen the Workforce Housing program by the City of Atlanta:

- Launch a Good Landlord program
- Expand Inclusionary Zoning Program Citywide and/or to areas of the city targeted for public investment or prioritized planning.
- Expand the for-sale and 30% AMI options to all overlays and to PSO.
- Include compliance violation mechanisms for non-compliant properties.
- Create public-facing dashboard of Workforce Properties and related information/resources.
- Create a standard procedure for regular communication with Property Management regarding Workforce Program compliance, best practices, resources, and training.
- Create a procedure for the City to market properties with vacant set-aside units.
- Review the application requirements for consistency and consider ways to standardize the application process for all program developments.



## Questions?

### **Lina Martinez | Department of City Planning ( Office of Housing and Community Development)**

Project Manager | Workforce Housing

[LiMartinez@atlantaga.gov](mailto:LiMartinez@atlantaga.gov)

470-259-8182

### **Inyo Cue | Department of City Planning ( Office of Housing and Community Development)**

Project Manager | Affordable Housing

[lcue@atlantaga.gov](mailto:lcue@atlantaga.gov)

470-814-8675

### **McKinley Jeter | Department of City Planning ( Office of Housing and Community Development)**

Project Manager | Workforce Housing Compliance

[mjeter@atlantaga.gov](mailto:mjeter@atlantaga.gov)



## Source Links

[Public Subsidies Ordinance](#)

[Inclusionary Zoning BeltLine Ordinance](#)

[Inclusionary Zoning Westside Ordinance](#) [Inclusionary Zoning Westside Park Ordinance](#) [PSO LURA](#)

[IZ LURA BeltLine](#) [IZ LURA Westside](#)

[IZ LURA Westside Park](#)

Compliance Guide

Workforce Lease Addendum

End of presentation