Market Research & Site Analysis
# Table of Contents

1. **Introduction**

2. **Case Studies**
   - Cincinnati West End Housing Study
   - City of Atlanta Opportunity Zone Community Stabilization Analysis

3. **Background**

4. **City of Atlanta Police Reform Community Engagement**
Introduction

- APD-U established in 1990
- Minority-owned firm with offices in Atlanta, GA and Jacksonville, FL
- Over 30 years of national expertise on neighborhood planning, housing development, affordability policies, and equitable community development
- Proven track record of success in management of acquisition, housing strategies, neighborhood redevelopment projects with a focus on sustainable place-based redevelopment
- Perspective of a developer and knowledge of community-based organizations
- Community capacity building training and expertise
- Displacement risk mitigation expertise
APD-U’s Lines of Service

Analysis & Strategy
- Neighborhood Plan
- Data Analytics

Pre-Development & Implementation
- Community Engagement
- Program Management

Data Analytics

Community Engagement

Program Management

Participant Summary (through 10-12-2020)
- Pre-Registration Forms Received: 198
- Ineligible: (3) for income too high, (1) for income too low
- Applications Received: 76
- Applicable: (0) pending pending

Average Home Value: $171,715
- Average Income: $37,56
- Average Years in Home: 17
- Average Age: 54

Program Management

Analysis & Strategy

Neighborhood Plan

Data Analytics

Community Engagement

Program Management
CASE STUDY TOPICS

- Cincinnati West End Housing Study
- City of Atlanta Opportunity Zone Displacement Analysis
- City of Atlanta Police Reform Engagement

2019 2020 2021
The West End Housing Study was a data driven housing analysis with a foundation of urban planning principles. This project was used to guide price appropriate housing development that minimizes displacement in consideration of preservation of the history and culture of the West End.
Decision Making Matrix is a tool that evaluates and prioritizes a list of options.
Urban Framework Analysis

Connectivity + Cohesiveness = Preservation + Risk of Displacement
The goal of the Opportunity Zone Community Stabilization Analysis was to conduct a high-level displacement exposure analysis for homeowners, renters, and businesses that are located inside Atlanta’s Opportunity Zones (26).
Risk of Displacement Analysis

### Income Groups
- $5,000 or less
- $5,000 - $9,999
- $10,000 – $19,999
- $20,000 - $24,999
- $25,000 - $34,999
- $35,000 - $49,999
- $50,000 - $74,999

### Income Limit Groups
- 0% to 30% AMI
- 30% to 50% AMI
- 50% to 80% AMI
- 80% to 100% AMI
- 100% AMI and above

R-Script

```r
# Sample R code

variables <- c("variable1", "variable2", "variable3", "variable4", "variable5")

# Data manipulation code

...
Suitability Analysis
Residential Displacement Map

Instructions
The following is an interactive map that captures how many homeowners and renters are within each Opportunity Zone and their displacement risk level. Click any Opportunity Zone to call up the pop up box that gives specific information about each area. Click the search icon at the top left and type in any address to find out displacement risk information within an Opportunity Zone.
City-wide engagement effort to educate, examine, and re-access policing practices and impacts in the City of Atlanta.

Gather data and input from APD, residents, business leaders, and stakeholders using various innovative and transparent tools and methods.

Facilitate community engagement processes that are flexible to accommodate changing conditions due to COVID-19 realities.

Impactful Programs

1. Crime Data Analysis
   - Facts

2. Stakeholder Engagement Analysis
   - Perception

3. Participation Generation
   - Community
Crime Analysis (Facts)

1. First step in all our work is understanding the facts
   - Demographic data
   - Atlanta Police Department crime data

2. What story does the data tell?
   - Where does crime happen most often?
   - What could be the cause for the crime?
   - Who is affected?
Key Crime Analysis Findings

• Crime is not as widespread as most community members believe.

• Violent crimes occur predominantly in the southwest portion of Atlanta and concentrated in the Lindbergh area to the north.

• Property crimes occur most often in northeast Atlanta.

• Most use-of-force incidents occur in neighborhoods with concentrations of minority residents.

• Having context around the areas helps produce concrete assumptions for factors that could have contributed to the crime occurring.
Stakeholder Engagement Analysis (Perception)

- **Current/Past Officers**
  - Interviews with officers to understand their views on current and proposed policies

- **Atlanta Community**
  - Survey to understand perceptions of police and crime in Atlanta

- **Town hall Meeting**
  - Meeting to understand perceptions from an underrepresented audience

- **Focus Groups**
  - Meetings to review the effects of proposed policy changes on specific groups

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CoA Citywide Police Reform and Public Safety Survey
Stakeholder Engagement Analysis Findings

**Officers**
- Officers are split with their opinions of the proposed de-escalation policy.

**Atlanta Community**
- Atlanta community is generally in favor of police.
- APD is mildly addressing their needs

**Town Hall (Businesses)**
- Over policing hurts their business.
- Police are not active enough. Customers do not feel safe.

**Focus Groups**
- New policies will help deescalate situations where force is not necessary.

**CoA Citywide Police Reform and Public Safety Survey (Synopsis)**
- 3,948 responses
- 60% live and work in Atlanta
- Police are overall somewhat favorable
- Community would like to see more funding allocated towards mental health and homelessness programs
Participation Generation (Community)

Public Announcements

- City of Atlanta Press Release
- APD (Police) Repost
- Influential social media pages
- Project partners

PROACTIVE OUTREACH

- Leverage technology
- Get on the ground
- MAIL SERVICE IS NOT DEAD!!

Continued Engagement

- Resources/Project updates
- 3,919 total visitors
- Average 11 visitors per day
FOR MORE OF APD-U PROJECTS/CASE STUDIES

APD Urban Planning + Management

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