

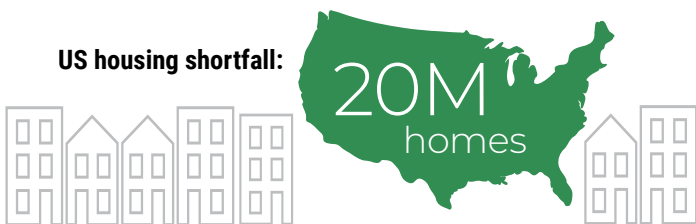
UNLOCKING HOUSING SUPPLY IN THE U.S.
WITH STRIKE FORCE TEAMS

COORDINATING CITY AGENCIES TO ADVANCE HOUSING INITIATIVES AND CLEAR STALLED HOUSING PROJECTS



PROBLEM

The United States faces a housing shortfall of up to 20 million homes. However, most local governments are not organized to activate housing production. Housing projects routinely stall as they move across permitting, planning, inspection and other city agencies—with no one responsible for resolving issues that fall between them. Strike forces solve this problem.



SOLUTION

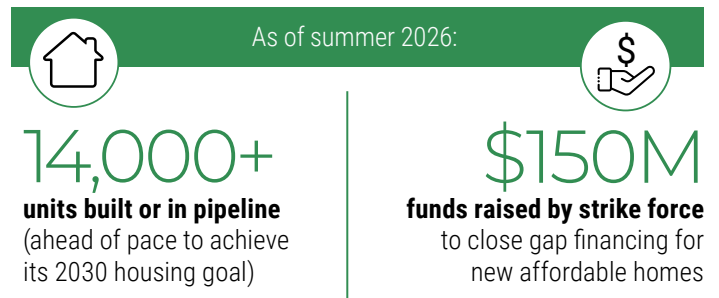
Andre Dickens ran for Mayor of Atlanta on a promise to build 20,000 affordable homes by 2030. Upon taking office, his team found the city would fall far short. Numerous public agencies held diffuse responsibilities for housing-related activities. Over a dozen agencies held public land without processes to develop it. In 2022, the Mayor convened a new strike force to address these issues.

- Atlanta's strike force organized a group of agency leaders – including from housing-tangential departments (like transportation and public schools) – into a dedicated team led by a Mayor-appointed Chief Housing Officer to tackle housing issues.

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- The strike force identified approximately 2,000 underdeveloped acres of city-owned land. Staff sorted these sites by development readiness and strategic potential, then set up developer requests for proposals to build on these lots, a function staff continue to do on an ongoing basis.
- The strike force meets quarterly to address and resolve major barriers to new housing. Biweekly, members meet to resolve issues with specific developments.

IMPACT



CHALLENGES THIS IDEA CAN HELP YOU NAVIGATE

- Housing funding, permitting, and site readiness processes scattered across agencies
- Significant amounts of underdeveloped public land
- Housing targets without clear strategies to advance them
- Balancing new housing with infrastructure needs

ADOPT THIS IDEA: 3 KEY STEPS



Set a housing production goal

1

Set clear, measurable goals that give strike force members a shared definition of success.



Establish the strike force

2

Create a formal cross-department team that includes at least one member of city agencies focused on housing, planning, law, finance/budget, economic development, and infrastructure, and appoint a senior advisor directly accountable to the Mayor.



Build meetings around actions

3

Establish a regular meeting cadence where agency leaders are held responsible for ensuring progress. These meetings should be action-forcing events, not report-outs.



Track housing production

4

Ensure the strike force has access to regularly updated, uniform data on the city's housing development pipeline and available resources so it can make informed, timely decisions.

