

DeKalb County, GA Lecture + Scope

For this project, Urban3 will be providing an analysis of county revenue impacts from focus areas in DeKalb County, accompanied by examples of case studies across the country, and presented in a lecture format. Land use economics is an effective tool to understand how a community can proactively and sustainably grow without growing broke. However, few communities consider the important role of land economics in planning, zoning, and placemaking decisions. The goal of Urban3's lectures is to change the way people think about the cost of development and the value of the land.

Joe Minicozzi, AICP, is Urban3's principal and an innovative urban economist and planner. He leads the presentations and guides participants to gain a better understanding of the connection between economic productivity and community vitality through land use.

Over the course of a lecture, Joe recounts his experience working with the government, real estate developers, and urban designers across the world to reveal the economic dynamics that shape a place. His compelling and often humorous stories challenge conventional thinking and entrenched biases about development. His lectures allow participants with little to no knowledge about urban planning to understand the complexities of land use and economics.

After an Urban3 lecture, audiences will leave with a deeper understanding of how land use and tax policy affect the built environment and the fiscal implications of those decisions.

Joe Minicozzi is a highly sought-after speaker worldwide. Recognized as one of the "Most Influential Urbanists" by Planetizen in 2017, his extensive speaking tours are interdisciplinary and address all levels of community and economic development. The lessons Joe shares come from places large and small and examine developments from a single parcel to as large as a region-wide analysis. Joe's approach levels the playing field for audiences of all levels of expertise. Citizens, leaders, and community volunteers alike will enjoy his funny and engaging storytelling style as they learn how tax systems across the country are driving communities broke by design.

THE PEOPLE OF URBAN3

Joseph Minicozzi, AICP, Principal



Mr. Minicozzi will lead the team for this project and present the final results in a public setting if desired. Under Joe's leadership, Urban3's work in pioneering geospatial representations of economic productivity has prompted a paradigm shift in understanding the economic potency of urbanism and the value of well-designed cities. Through Joe's direction, our analysts create visualizations to provide communities with the resources to make informed decisions about future development and its financial impacts.



Phillip Walters, AICP, Project Manager

Mr. Walters is a senior analyst at Urban3. He brings together the perspectives of economics, data analysis, and good planning to find usable insight. With 8 years of public sector experience and strong analysis skills, he endeavors to help the public understand the underpinnings of how land use decisions will change their future. Phillip will manage the day-to-day project flow, including scheduling all client calls, meetings and milestones with the analysts.

Adam Carr, AICP, Project Facilitator



Mr. Carr has experience at the local government level and recognizes social, economic, and environmental issues that places face. His spatial data analysis and planning expertise provides a strong foundation for considering solutions to planning and development challenges. His approach is to help communities reach their goals by understanding what makes them special and by evaluating opportunities to grow equitably and sustainably.

Scope of Work

For this project, Urban3 will analyze different land use types within selected focus areas in DeKalb County, as chosen by the client and Mr. Minicozzi. The analyst will gather property tax data from the county assessor and other county departments to estimate the value per acre of each type. Analysts will also examine the sources and uses for county finances and catalog the mechanisms that fund local services, infrastructure, and capital projects. These analyses will inform an evaluation of the fiscal impacts on the county for various development alternatives on a site. These examples will be shared as results in slide format, including accompanying graphics at the virtual lecture presentation.

Deliverables:

- Analysis of properties with varying building typologies for a site-level value per acre analysis within the focus areas
- Explain how development patterns affect civic finances
- Comparison of economic productivity of varying property and land use types from focus areas
- Visualization of civic revenue and expenditures for DeKalb County
- Virtual Public Education Sessions, including presentations of the graphics and PowerPoint to audiences determined by the county
- PDF of visuals shared in the presentation for the community, which will serve as the final report

BUDGET

Task	Position		Total
Data Collection & Existing Conditions	Analyst		\$680
	Principal		\$748
Virtual Site Visit	Analyst		\$340
Model Analytics	Analyst		\$680
Economic Analysis & Graphic Creation	Analyst		\$1,360
	Lead Analyst		\$816
Storyboarding	Analyst		\$340
	Lead Analyst		\$408
	Principal		\$748
Presentation Preparation	Analyst		\$1,360
	Graphics Specialist		\$1,080
	Principal		\$748
Virtual Final Presentation	Principal		\$1,496
Final Deliverables	Analyst		\$170
Project Management	Project Manager/Planner		\$860
Administration	Administrative		\$328
		TOTAL	\$12,162

TIMELINE

WEEK 1: Data Collection & Existing Conditions, Virtual Site Visit

WEEK 2: Model Analytics

WEEK 3: Economic Analysis & Graphic Creation, Storyboarding

WEEK 4: Presentation Preparation, Virtual Final Presentations, Final Report

2024 HOURLY RATES

Staff	Hourly	Daily
Administrative	\$82	\$656
Analyst	\$170	\$1,360
Graphics Specialist	\$180	\$1,440
Lead Analyst	\$204	\$1,632
Principal	\$374	\$2,992
Project Manager/Planner	\$215	\$1,720