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Peachtree Creek Greenway Initiative
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Proposal

Economic Impact Analysis of the Peachtree Creek Greenway Initiative

Dear Josh:

On behalf of KB Advisory Group, I am delighted to present a proposed scope of work and fee for conducting an Economic Impact Analysis in support of the Peachtree Creek Greenway Initiative.

As we understand the situation, the Peachtree Creek Greenway Initiative, located in the cities of Brookhaven and Chamblee in DeKalb County, Georgia, aims to build out a fully ADA-compliant trail along the Peachtree Creek, accompanied by tributary trails, parks, and trail access points. Currently, the trail stretches 1.3 miles from North Druid Hills Road to Briarwood Road in Brookhaven. Upon completion the greenway will weave along Peachtree Creek through the cities of Doraville, Chamblee, Brookhaven and Atlanta, connecting to the larger regional trail network including Path 400, the Atlanta BeltLine, and soon the Silver Comet Trail.

The goal of this proposed Economic Impact Analysis is to measure the economic impacts of the Peachtree Creek Greenway Initiative on DeKalb County, each DeKalb city that it runs through, the Atlanta region, and the state of Georgia. The analysis will provide insights into short and long-term economic growth and fiscal benefits for local governments.

Scope of Work

Task 1: Scoping, Coordination Meeting, Initial Research

- Conduct a scoping phase to understand the nature and scope of planned facilities and investments.
- Review work plan and discuss project specifics with the leadership team of the Peachtree Creek Greenway Initiative.
- Begin data collection for the economic modeling.

KB will begin some of the data collection discussed in Task 2 to understand the potential scope and cost of the survey research needed for the economic modeling.

Task 2: Local Economic/Demographics Summary

To highlight the current conditions near the project site, we will provide an overview of key demographics (both residents and workforce) and economic trends within the local area and surroundings to be impacted by the Greenway Project. This element of the work will likely be

useful in providing input for generating support for the Peachtree Greenway Project and in future grant applications.

The research and analysis for this task will highlight:

- The Study area will comprise an area of ½ mile on each side of the trail, DeKalb County and Metro Atlanta. This will provide the most flexible framework for considering the demographic impacts relevant to specific future funding sources.
- Area resident demographics (in 2024 and 2029 Forecast)
 - Population/household trends and characteristics
 - Income and educational attainment
- Employment trends by major industry
 - Mix of businesses and employment levels by industry sector in the local economy
- Labor force/workforce characteristics
 - Key demographic characteristics of the workforce
 - Estimates of daytime population
- Local residential market trends
 - Pipeline of planned and proposed projects
- Psychographic information to determine propensity for trail-based activity and spending.

Task 3: Economic and Fiscal Impact Analysis

We will analyze two measures of economic impact resulting from the Peachtree Creek Greenway development:

- **General economic benefit** – the economic growth that occurs in the local economy from the project.
- **Local public revenues** – the taxes and other public revenues generated by the greenway operation that goes to local governments, including public schools.

These measures of economic impact will be evaluated in terms of four areas:

- **Economic impacts due to construction** – the economic effects resulting directly from the construction and development of the project.
- **Economic impacts due to operations** – those economic effects resulting from the ongoing operations of the greenway.
- **Economic impacts due to visitors**—those economic effects resulting from visitors, including those to the greenway, based on attendance/usage projections.

Using the most updated greenway plans as the starting point, we will describe the economic impact of the project in terms of the following measures:



1. Economic Impact from Construction

- Value of direct construction spending, including materials purchased locally
- Construction employment and payroll —direct jobs within the community
- Indirect construction employment—material suppliers, induced jobs from other spending
- Indirect spending by construction workers at/near the work site.

2. Public Revenues from Construction

- Sales taxes on construction materials purchased locally.

3. Economic Impact from Spending

- Spending by visitors to the greenway, as well as other spending associated with the greenway.

4. Public Revenues from Operations

- Real property taxes at the City, County, and School level and their growth over time
- Any applicable sales or other taxes (i.e., hotel/motel taxes) impacted by the project
- Other local revenues, as determined.

Task 4: Estimating the Indirect Economic Impacts: In addition to estimating the direct economic impacts associated with the Peachtree Creek Greenway, we will evaluate the indirect or multiplier effects on the broader economy of direct spending.

- Indirect economic impacts will be measured using a regional forecasting model (RIMS II) to develop current economic multipliers for the Peachtree Creek Greenway. The most appropriate area or areas to report impacts would depend on the study audiences. Impacts could be quantified for DeKalb County, the metro Atlanta region, and the state of Georgia. These models are widely recognized and well established, providing valid estimates of the indirect aspects of economic impact. The model will provide:
 - Estimates of the indirect revenues anticipated from the direct spending in the Peachtree Creek Greenway area,
 - Demonstrate the multiplier effects that direct spending by businesses, visitors, and residents has on the Atlanta regional and Georgia economies,
 - Including measures of additional employment, additional goods and services purchased, and other measures of indirect economic impacts.

Deliverables

We will deliver a final report detailing the research, analysis, and findings of the work described above. This will include a summary designed for public distribution to be read and easily understood by the general public and state and local policymakers, accompanied by a presentation of the study's key findings for use in a public outreach campaign. Our final report will assist the overall planning and funding effort and serve as a stand-alone document.



Timing

We will complete the scope of work outlined above within **eight (8) working weeks**, providing input and some initial findings within four weeks. Assuming a late February 2024 start date, we anticipate completion by the end of April 2024.

Fee

The fee for the work outlined above will be **\$24,750**.

We require a **retainer of \$5,500**, paid before project initiation and applied to the final invoice. We will invoice you monthly for the work completed during the prior 30 days. Our invoices are due upon receipt.

If this scope and fee are acceptable to you, please sign and return a copy of this engagement letter, along with the retainer payment, to us as authorization to proceed. We look forward to working with you on this assignment. Please let me know if you have any questions.

Very truly yours,

A handwritten signature in dark ink, appearing to read 'Geoff Koski'.

Geoff Koski
President



725 Peachtree Street
Suite 200
Atlanta, GA 30306

Accepted by: _____

Title: _____

Date: ____/____/____



Terms and Conditions Governing this Research and Report

Accuracy of Report: Every reasonable effort will be made to ensure that the data developed in this assignment reflect the most accurate and timely information possible and is believed to be reliable. This consulting assignment will be based on estimates, assumptions, and other information developed by KB Advisory Group (“KB”) from its independent research efforts, general industry knowledge, and consultations with the client for this assignment and its representatives. No responsibility is assumed for inaccuracies in reporting by the client, its agents or representatives or any other data source used in preparing or presenting this study. The research and reports are based on information that is current as of the date of the report. KB assumes no responsibility to update the information after the date of the report. The research may contain prospective financial information, estimates, or opinions that represent our view of reasonable expectations at a particular point in time, but such information, estimates, or opinions are not offered as predictions or assurances that a particular outcome will occur. Actual results achieved during the period covered by our prospective analysis may vary from those described in our research and report, and variations may be material. Therefore, no warranty or representation is made by KB that any of the projected values or results contained in the work product from this assignment will actually be achieved.

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Dispute Resolution: If a dispute arises out of or related to this agreement or the breach thereof, the parties will attempt to settle the matter through amicable discussion. If no agreement can be reached, the parties agree to use mediation before resorting to a judicial forum. The cost of the third-party mediator will be shared equally by the parties.

Limitation of Liability: The client agrees that due to any mediation or legal action resulting from this assignment, KB’s maximum liability is limited to the fees it receives for the assignment.

Governing Law: The agreement shall be governed by the laws of the State of Georgia.