

## Reinventing Older Communities: How Does Place Matter?

Federal Reserve Bank of Philadelphia

March 26-28, 2008

Agenda as of January 4, 2008

Wednesday, March 26, 2008

**8:00 a.m. Continental Breakfast**

**9:00 a.m. Welcome:**

**Charles P. Pizzi**, President and CEO, Tasty Baking Co., and Deputy Chairman, Board of Directors, Federal Reserve Bank of Philadelphia

**Michael Nutter**, Mayor, Philadelphia

**Dede Myers**, Vice President and Community Affairs Officer, Federal Reserve Bank of Philadelphia

**9:30 a.m. A Blueprint for American Prosperity: Unleashing the Potential of U.S. Cities and Metro Areas**

**Bruce Katz**, Vice President and Director, Metropolitan Policy Program, The Brookings Institution, Washington, D.C.

Cities and metropolitan areas are the engines of national prosperity and the key to American competitiveness in the global economy. Outdated, outmoded federal policies are inhibiting the dynamic potential and growth of these places. An integrated policy agenda gives cities and metro areas the tools they need to leverage their economic strengths, build a strong and diverse middle class, and grow in environmentally sustainable ways.

**10:30 a.m. Break**

**11:00 a.m. Lessons from European Cities**

Mayors of leading cities will participate on a panel organized by the German Marshall Fund of the United States.

**12:15 p.m. Lunch**

**Speaker: Amy Gutmann, President, University of Pennsylvania**

**Reinventing Universities: Why Place and Community Matter**

Current Practice Track

Research Track

Improving Practice Track

## Reinventing Older Communities: How Does Place Matter?

### 1:30 p.m. Concurrent Workshops

#### **New Face of Industry**

The collapse of American steel and other large industries was the big story of the 1980s. Is the big story today about small specialty manufacturing and crafts operations filling those long-abandoned urban brownfields?

**John Colm**, President and Executive Director, WIRE-Net, Cleveland

**Linda Thomson**, President, Johnstown Area Regional Industries, Johnstown, PA

Moderator: **Caren Franzini**, Executive Director, New Jersey Economic Development Authority, Trenton (invited)

#### **Urban Open Spaces**

Understanding, expanding, and enriching open green spaces are a priority in cities across the country to improve the quality of life and stimulate economic development.

**Adrian Benepe**, Commissioner, New York City Department of Parks and Recreation

**Peter Harnik**, Director, Center for City Park Excellence, Trust for Public Land, Washington, D.C.

Moderator: **Joan Reilly**, Pennsylvania Horticultural Society, Philadelphia

#### **Reducing Foreclosures' Negative Effects on Neighborhoods**

As U.S. foreclosure rates surge because of consumers' struggles with high-interest loans, cities are facing the possibility that concentrated areas of home foreclosures will destabilize neighborhoods. This session will explore actions cities can take to limit negative effects on their communities.

**Colleen Hernandez**, President and Executive Director, Homeownership Preservation Foundation, Minneapolis

Second speaker: To Be Announced

Moderator: **Kausar Hamdani**, Vice President, Federal Reserve Bank of New York

#### **Schools and Neighborhoods: Research and Policy**

A wide variety of factors that affect students' educational outcomes are associated with school location, including the level of resources, the nature of peer interactions, and, according to one hypothesis, the characteristics of the surrounding neighborhood.

Untangling the roles that such factors play in students' academic achievement is a critical step in developing policies to improve America's urban schools.

**Paul Jargowsky**, Professor of Public Policy, School of Social Sciences, University of Texas at Dallas, Richardson, TX

**Brian Jacob**, Walter H. Annenberg Professor of Education Policy and Professor of Economics, Gerald R. Ford School of Public Policy, University of Michigan, Ann Arbor

Discussant: **Patrick Bayer**, Associate Professor of Economics, Department of Economics, Duke University, Durham, NC

Moderator: To Be Announced

Current Practice Track  
Research Track  
Improving Practice Track

## Reinventing Older Communities: How Does Place Matter?

### Using Data and Mapping to Identify Public and Private Investment Opportunities in Cities, Part 1

**Ira Goldstein**, Director of Policy and Information Services, The Reinvestment Fund, Philadelphia

The Reinvestment Fund (TRF) has created a proprietary method — market value analysis (MVA) — for using housing market data to guide investments and to understand where those investments can have the greatest community impact. MVA uses a variety of geographically based data and subjects them to both statistical analysis and on-the-ground validation. Part 1 will explain MVA’s objectives and underlying assumptions, the data sets used, and the origins of this tool.

**2:45 p.m. Break**

**3:15 p.m. Concurrent Workshops**

#### Anchor Institutions

Urban anchor institutions are expanding their role as key partners in community revitalization by creating “quality education” programs in older communities and using the institutions’ facilities both as meeting places and as providers of skilled employees.

**Xiangming Chen**, Dean and Director, Center for Urban and Global Studies, Trinity College, Hartford, CT

**Darrel W. Staat**, President, Central Virginia Community College, Lynchburg, VA

Moderator: **Jane Humphreys**, Community Affairs Representative, Buffalo Branch, Federal Reserve Bank of New York

#### Highway Teardowns

Cities across the country have demolished freeways and replaced them with parks or boulevards in order to reconnect downtowns with their rivers, transform derelict residential and industrial areas into desirable neighborhoods, and create riverfront parks. This workshop will highlight selected cities’ efforts to remove or bury a freeway in order to make a location more attractive and competitive.

**Gil Kelley**, Director of Planning, Portland, OR

**Peter Steinbrueck**, Chair, Urban Development and Planning Committee, Seattle City Council, Seattle

Moderator: **Harris Steinberg**, Penn Praxis, University of Pennsylvania, Philadelphia

#### Engaging Communities of Color in the Reinventing Process

This workshop will cover successful engagement techniques to bring communities of color to the table to work in concert with the city as a whole to make policy choices. Participants will learn how to motivate residents to become involved in policy discussions and to ensure that city priorities and policies are informed by residents’ input.

**Martha McCoy**, Executive Director, Everyday Democracy/Study Circles Resource Center, Pomfret, CT

Current Practice Track  
Research Track  
Improving Practice Track

## Reinventing Older Communities: How Does Place Matter?

**Alicia J. Barnett**, Resident Engagement and Leadership Coach, Making Connections  
Indianapolis, Indianapolis

Moderator: **Patricia Coulter**, Executive Director, Philadelphia Urban League

### **Social Interactions, Employment, and Crime**

The social networks in which an individual participates affect both the opportunities available to that individual and the choices he or she makes. The types of information that social networks provide to their members differ by neighborhood. Such differences may contribute to patterns of labor market success and, conversely, criminal activity that are observed across neighborhoods.

**Steven Durlauf**, Kenneth J. Arrow Professor of Economics, University of Wisconsin-Madison, Madison, WI

**Robert Sampson**, Henry Ford II Professor of the Social Sciences, Department of Sociology, Harvard University, Cambridge, MA

Discussant: **Michael Stoll**, Professor of Public Policy and Urban Planning, School of Public Affairs, and Associate Director, Center for the Study of Urban Poverty, UCLA, Los Angeles

Moderator: To Be Announced

### **Using Data and Mapping to Identify Public and Private Investment Opportunities in Cities, Part 2**

**Ira Goldstein**, Director of Policy and Information Services, The Reinvestment Fund, Philadelphia

Part two of this two-part workshop will describe the analytic strategy employed in The Reinvestment Fund's market value analysis (MVA). It will also explain how policymakers can use MVA to design a strategic framework for community investment. The speaker will offer examples of the MVA's utility from cities around the mid-Atlantic region.

**4:30 p.m.**      **Break**

**5:00 p.m.**      **Reception**

**7:00 p.m.**      **Adjourn**

Current Practice Track  
Research Track  
Improving Practice Track

## Reinventing Older Communities: How Does Place Matter?

Thursday, March 27, 2008

**7:30 a.m. Continental Breakfast**

**8:30 a.m. The Role of Philanthropy: Changing Neighborhoods, Changing Markets**

**Feather O. Houstoun**, President, William Penn Foundation, Philadelphia

**David T. Abbott**, Executive Director, The George Gund Foundation, Cleveland

**Richard Baron**, CEO, McCormack Baron Salazar, St. Louis

Moderator: **Jeremy Nowak**, President, The Reinvestment Fund, Philadelphia

There has been a growing movement toward market-based redevelopment strategies, driven in part by philanthropy. This panel will highlight the different assumptions and approaches taken by two regional place-based foundations and a developer/philanthropist to revitalize post-industrial cities. The discussion will focus on the role of philanthropy in several promising strategies aimed at restoring prosperity in weak markets.

**9:35 a.m. Concurrent Workshops**

### **New Market Tax Credits**

Created at the end of 2000, the new market tax credits program is the largest federal subsidy for economic development in low-income communities in 30 years. Its goal is to use government subsidies to attract private capital. How has this program served to revitalize older communities, and how can it be better used?

**Pamela M. Woodell**, Senior Vice President, Sovereign Bank, Reading, PA

**Wanda Clark**, Senior Vice President, Wachovia Bank, Dallas

Moderator: **Don Hinkle-Brown**, Executive Vice President, The Reinvestment Fund, Philadelphia

### **Urban Inclusionary Zoning**

Cities across the country are implementing inclusionary zoning to ensure that people of all incomes can afford a home. This session's speakers will discuss when inclusionary zoning is appropriate and which models are effective.

**Radhika Fox**, Associate Director, Policy Link, Oakland, CA

**Brad Lander**, Director, Pratt Center for Community Development, Brooklyn, NY

Moderator: **Alan Mallach**, Research Director, National Housing Institute, Roosevelt, NJ

### **Return of the Urban Supermarket**

Both the lack of supermarkets in urban settings and the location and design of "big box" stores are being debated in older communities. After pursuing a suburban-dominant

Current Practice Track  
Research Track  
Improving Practice Track

## **Reinventing Older Communities: How Does Place Matter?**

business plan for decades, supermarkets and big box stores are locating in cities and realizing significant profits.

**Jeffrey Brown**, President, ShopRite, Belmar, NJ

**Rich Varda**, Senior Vice President, Target Corporation, Minneapolis

Moderator: To Be Announced

### **Health and Residential Location**

Exposure to pollution, access to health care, and stress in day-to-day life are all affected by the neighborhood in which one lives and each may have consequences for an individual's long-term health. The relationship between neighborhood and health and the underlying factors in the relationship are explored.

**Janet Currie**, Professor, Economics Department, Columbia University, New York

**Rucker Johnson**, Assistant Professor, Goldman School of Public Policy, University of California at Berkeley, Berkeley, CA

Discussant: **Virginia W. Chang**, Assistant Professor of Medicine and Assistant Professor of Sociology, University of Pennsylvania, Philadelphia

Moderator: To Be Announced

### **How to Attract Private-Sector Development Needed to Revitalize Stagnant Markets, Part 1**

**Karen L. Black**, Principal, May 8 Consulting, Inc., Media, PA

Part one of this two-part session will give local government and nonprofit leaders tools to attract significant private investment to their communities. The session will discuss a variety of strategies outlined in a handbook for mayors and other local government leaders from Pennsylvania that shares approaches Pennsylvania's older communities have used to successfully attract their first major development projects in decades. The author of this handbook will be the speaker.

**10:50 a.m. Break**

**11:10 a.m. Concurrent Workshops**

### **Attracting High-Impact Development to Smaller Cities and Towns**

Mid-size and smaller cities are successfully attracting the first high-impact development to their cities in decades. This session will focus on the experience of small-city mayors who have brought high-impact development to their struggling downtowns.

**Thomas M. Leighton**, Mayor, Wilkes-Barre, PA

Moderator: To Be Announced

### **Financing Core Infrastructure**

To remain competitive, older cities require a major investment in their aging infrastructure systems. Without the tax base to finance the work, cities are looking at new funding sources — ranging from leasing toll roads to creating tax increment financing — to creatively finance needed upgrades to essential systems.

Current Practice Track

Research Track

Improving Practice Track

## **Reinventing Older Communities: How Does Place Matter?**

**Greg Carey**, Managing Director, Goldman Sachs and Company, New York  
**Karl F. Seidman**, Senior Lecturer, MIT Department of Urban Studies and Planning, Cambridge, MA  
Moderator: **Jennifer Vey**, Fellow, Metropolitan Policy Program, The Brookings Institution, Washington, D.C.

### **Developing Tomorrow's Workforce**

Providing a local labor pool with the skills and training to enter or re-enter the workforce is key to the health of communities and their ability to attract new employers. In this workshop, participants will learn about best practices in workforce development.

**Jerry Rubin**, President and CEO, Jewish Vocational Service, Boston

**Janice Fine**, Assistant Professor, Rutgers University, New Brunswick, NJ.

Moderator: **Ernie Jones**, President and CEO, Philadelphia Workforce Development Corporation

### **Dealing with Uneven Geographies of Opportunity, Strategy 1: Neighborhood Revitalization**

Opportunities are not distributed equally across places. This workshop will explore lessons learned for place-based investments that attempt to alleviate the uneven geography of opportunity by targeting resources to neighborhoods where opportunities are limited. It will also examine changing trends in low-income central city neighborhoods.

**Ingrid Gould Ellen**, Associate Professor of Public Policy and Urban Planning, New York University, New York

**Mark Joseph**, Assistant Professor, Mandel School of Applied Social Sciences, Case Western Reserve University, Cleveland

Discussant: **Jill Khadduri**, Principal Associate, Housing and Community Revitalization & Social and Economic Policy, Abt Associates Inc., Cambridge, MA

Moderator: To Be Announced

### **How to Attract Private-Sector Development Needed to Revitalize Stagnant Markets, Part 2**

**Karen L. Black**, Principal, May 8 Consulting, Inc., Media, PA

Part two of this two-part session, building on the overview presented in Part 1, will focus on specific strategies and the financing, regulatory changes, and other steps necessary to make an older community attractive to private developers and employers.

**12:45 p.m. Lunch**

Current Practice Track  
Research Track  
Improving Practice Track

## Reinventing Older Communities: How Does Place Matter?

### 2:00 p.m. Concurrent Workshops

#### Commercial Corridors

Cities across the country are working to restore commercial corridors into thriving business districts serving the surrounding neighborhoods. This session's speakers will discuss tools designed to stimulate the rebirth of vibrant, walkable neighborhood commercial centers.

**William G. Taft**, Executive Director, Local Initiatives Support Corporation Indianapolis

**Richard P. Voith**, Senior Vice President, Econsult Corporation, Philadelphia

Moderator: **Mark Edwards**, Program Director, Local Initiatives Support Corporation, Philadelphia

#### Re-Entry of Ex-Offenders

Cities around the country are establishing programs to help ex-offenders successfully re-enter communities following incarceration. These cities are implementing job training, mentoring, and counseling programs that reduce recidivism and the harmful effects of crime on communities while increasing the economic viability of the workforce.

**Ellen Brown**, Chief Operating Officer, New Jersey Institute for Social Justice, Newark, NJ

**Julio Medina**, Founder, Exodus Transitional Community, New York City

Moderator: **Renata Cobbs Fletcher**, Public-Private Ventures, Philadelphia

#### Greening Cities and Towns

Environmentally friendly, sustainable approaches for development are going mainstream. Companies are offering "green commercial initiatives" and are "building green." Chicago's chief of environmental affairs and a representative of the U.S. Green Building Council will examine why going green makes neighborhoods and cities more competitive.

**Sadhu Johnston**, Chief Environmental Officer, City of Chicago

**Sandy Wiggins**, Principal, Consilience, Philadelphia

Moderator: **Julia Seward**, Director of State Policy, Local Initiatives Support Corporation, Washington, D.C.

#### Dealing with Uneven Geographies of Opportunity, Strategy 2: Programs That Move People Out of Concentrated Poverty

Place-based investment is one strategy for improving the options of households in areas where opportunities are limited. Another is to assist such households to move to places where opportunities are better. HUD's Moving to Opportunity program, the subject of this session, provides a test of the outcomes that this strategy might achieve.

**Xavier Briggs**, Associate Professor of Sociology and Urban Planning, Department of Urban Studies and Planning, MIT, Cambridge, MA

**Susan Clampet-Lundquist**, Assistant Professor of Sociology, Saint Joseph's University, Philadelphia

**Jens Ludwig**, Professor of Social Service Administration, Law, and Public Policy, University of Chicago, Chicago

Current Practice Track

Research Track

Improving Practice Track

## Reinventing Older Communities: How Does Place Matter?

Discussant: **George Galster**, Clarence Hilberry Professor of Urban Affairs, Department of Geography and Urban Planning, Wayne State University, Detroit

Moderator: Susan Popkin, Principal Research Associate, Urban Institute, Washington, D.C.

### **Managing Markets for Sustainable Neighborhood Change, Part 1**

**Alan Mallach**, Research Director, National Housing Institute, Roosevelt, NJ

This two-part workshop will explore the role of the real estate market in neighborhood change and the tools that community development corporations, local governments, and planners can use to build stronger markets in their communities while preserving affordability in rising markets. Part 1 will focus on building stronger markets in weak market areas.

**3:15 p.m. Break**

**3:35 p.m. Concurrent Workshops**

### **Neighborhood-Based Planning**

Planning at the neighborhood level puts residents in the driver's seat and can be a potent force for identifying a neighborhood's real needs, problems, and solutions. Speakers at this session will discuss community-based planning as an impetus for residential and commercial development, open space protection, public safety, school development, and infrastructure improvements.

**Michael L. Powell**, Director of Planning and Policy, New Jersey Community Development Corporation, Paterson, NJ

**Ray Ocasio**, Executive Director, La Casa de Don Pedro, Inc., Newark, NJ

Moderator: **John Bendel**, Director of Community Reinvestment, Federal Home Loan Bank of Pittsburgh

### **Right-Sizing Cities**

Many cities across the country were designed for twice their current population and are finding it difficult to maintain their original master plans and service delivery systems. Some cities are right-sizing their governments, their services, and their infrastructures for the smaller populations they serve.

**Jay Williams**, Mayor, Youngstown, OH

**Kathryn A. Foster**, Director, Regional Institute, University of Buffalo, Buffalo, NY

Moderator: **Kim Burnett**, Executive Director, Surdna Foundation, New York

### **Private-Sector Developers**

Interviews with private developers reveal a significant degree of consensus regarding what developers look for when selecting development sites in older cities. Two private market developers who have invested millions in redeveloping brownfields in urban communities talk about their selection criteria, their experiences in older cities, and the ingredients for a successful public-private partnership.

Current Practice Track  
Research Track  
Improving Practice Track

## Reinventing Older Communities: How Does Place Matter?

**Richard Baron**, CEO, McCormack Baron Salazar, St. Louis

**Bill Struever**, Chief Executive Officer and President, Struever Brothers Eccles and Rouse, Baltimore

Moderator: To Be Announced

### Patterns of Segregation

Residential segregation has limited minorities' access in many spheres, such as the labor market, education, and other public goods and services. This session will discuss the extent to which patterns of residential segregation by race and ethnicity are likely to persist in coming years and how recent immigration is affecting these patterns.

**Fernando Vendramel Ferreira**, Assistant Professor, Real Estate Department, The Wharton School, University of Pennsylvania, Philadelphia

**Alexandre Mas**, Assistant Professor, Haas School of Business, University of California at Berkeley, Berkeley, CA

Discussant: **Robert DeFina**, Professor of Economics, Sociology Department, Villanova University, Villanova, PA

Moderator: To Be Announced

### Managing Markets for Sustainable Neighborhood Change, Part 2

**Alan Mallach**, Research Director, National Housing Institute, Roosevelt, NJ

This two-part workshop will explore the role of the real estate market in neighborhood change and the tools that community development corporations, local governments, and planners can use to build stronger real estate markets in their communities while preserving affordability in rising markets. This second part will focus on strategies to preserve affordability and minimize involuntary displacement in areas where markets are rising.

Current Practice Track  
Research Track  
Improving Practice Track

## Reinventing Older Communities: How Does Place Matter?

Friday, March 28, 2008

- 7:30 a.m. Continental Breakfast**
- 8:30 a.m. The Federal Reserve System's Response to Subprime Mortgage Challenges**  
**Sandra Braunstein**, Director, Division of Consumer and Community Affairs, Board of Governors of the Federal Reserve System
- 9:30 a.m. Break**
- 9:45 a.m. Morning with the Mayors**  
Participants include **Dannel P. Malloy**, Mayor, Stamford, CT  
**Jay Williams**, Mayor of Youngstown, OH  
Moderator: **Michael Nutter**, Mayor, Philadelphia
- 12:00 noon Closing Remarks**  
**Dede Myers**, Vice President and Community Affairs Officer, Federal Reserve Bank of Philadelphia
- 12:30 p.m. Optional Tours – Sign Up in Advance**

### **Franklin Square**

Franklin Square is a good case study of how a public-private partnership can develop public space. The square was resuscitated with the support of the Commonwealth of Pennsylvania, a foundation, and private funders. A nonprofit operates and manages the square. This tour will offer an opportunity to talk to nonprofit and foundation leaders who led this effort.

### **Southwark**

A 525-unit mixed-income development replaced deteriorated public housing in one of Philadelphia's oldest communities. Construction was financed by low-income housing tax credits and HUD modernization funds. This tour will offer an opportunity to speak with project organizers about the results of this major development.

### **University of Pennsylvania**

The university has stimulated commercial and residential development, helped develop a new public elementary school, and has acquired a large tract of land for major development. This tour will offer an opportunity to talk to university leaders and visit the surrounding community.

Current Practice Track  
Research Track  
Improving Practice Track