

Agenda

Wednesday, March 26, 2008

8:00 a.m. Continental Breakfast

9:00 a.m. Welcome

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

Michael A. 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 Outdated, outmoded federal policies are inhibiting the dynamic potential and growth of these places.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. Building a Sense of Place in Older Industrial Cities: Lessons from Europe

Europe, to Americans, often conjures up romantic visions of quaint village streets, markets, and cafes, but, in fact, European cities share the same urban challenges that many American cities are facing: transforming their economies for the 21st century global marketplace, incorporating diversity, revitalizing neighborhoods, combating pollution and congestion, and developing jobs, schools, and a quality of life that will attract and retain residents. European mayors and regional leaders will share their differing approaches to developing a sense of place while strengthening their cities' economic competitiveness.

Valentino Castellani, Professor Emeritus of Electrical Communications, Turin Polytechnic; President, Organizing Committee, 2006 Turin Olympic Winter Games, and former mayor of Turin, Italy

Moderator: **Andrew D. Altman**, Deputy Mayor for Planning and Economic Development and Director of Commerce, City of Philadelphia

12:15 p.m. Lunch

Speaker: Amy Gutmann, President, University of Pennsylvania

Reinventing Universities: Why Place and Community Matter

1:45 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 R. Thomson, President, Johnstown Area Regional Industries, Johnstown, PA

Moderator: **Caren Franzini**, CEO, New Jersey Economic Development Authority, Trenton

Chart Your Track:



Current Practice Track



Research Track



Improving Practice Track

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.

Jack T. Linn, Assistant Commissioner and Senior Counselor, New York City Parks and Recreation

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

Moderator: Joan M. 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

George McCarthy, Senior Program Officer, Ford Foundation, New York City

Moderator: Kausar Hamdani, Vice President of Community Affairs, 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 A. Jargowsky, Professor of Public Policy, University of Texas at Dallas, Richardson, TX

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

Discussant and Moderator: Betsey Stevenson, Assistant Professor of Business and Public Policy, University of Pennsylvania, Philadelphia

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

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.

Ira J. Goldstein, Director of Policy and Information Services, The Reinvestment Fund, Inc., Philadelphia

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 Analyst, Federal Reserve Bank of New York, Buffalo Branch

Chart Your Track: ■ Current Practice Track ■ Research Track ■ Improving Practice Track

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.

Peter (Gil) Kelley, Director of Planning, Portland, OR

Peter Steinbrueck, Principal, Steinbrueck Urban Strategies, LLC, Seattle, WA

Moderator: **Harris M. Steinberg**, Penn Praxis, University of Pennsylvania School of Design, 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

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

Moderator: **Patricia A. Coulter**, President and CEO, Urban League of Philadelphia

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.

Robert J. Sampson, Henry Ford II Professor of the Social Sciences and Department Chair, Harvard University Department of Sociology, Cambridge, MA

Michael A. Stoll, Professor and Chair of Public Policy, UCLA, Los Angeles

Discussants: **Denise DiPasquale**, President and Founder, City Research, Boston

Douglas J. Wiebe, Assistant Professor of Epidemiology, University of Pennsylvania, Philadelphia

Moderator: **Susan Wachter**, Professor of Real Estate and Finance, The Wharton School, University of Pennsylvania, Philadelphia

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

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.

Ira J. Goldstein, Director, Policy and Information Services, The Reinvestment Fund, Inc., Philadelphia

5:00 p.m. - 7:00 p.m. Reception

Chart Your Track:



Current Practice Track



Research Track



Improving Practice Track



Agenda

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 D. Baron, Chairman and CEO, McCormack Baron Salazar, Inc., St. Louis
Moderator: Jeremy Nowak, President and CEO, The Reinvestment Fund, Inc., 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 Markets Tax Credits

Created at the end of 2000, the new markets tax credit 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, Lending and Investments, JNA Capital, Inc., Philadelphia
Catherine E. Dolan, Director of Sales, Community Development Finance, Wachovia Corporation, Charlotte, NC
Moderator: Donald R. Hinkle-Brown, President, Lending and Community Investments, 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.

Dwayne Samuel Marsh, Associate Director, PolicyLink, Oakland, CA
Brad Lander, Director, Pratt Center for Community Development, Brooklyn, NY
Moderator: Alan Mallach, Senior Fellow, National Housing Institute, Montclair, 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 business plan for decades, supermarkets and big box stores are locating in cities and realizing significant profits.

Paul Brauer, Director of Human Resources, Community Affairs, and Store Operations, Brown's Super Stores, Inc., Bellmawr, NJ
Rich Varda, Senior Vice President, Target Corporation, Minneapolis
Moderator: Louis S. Schiezzari, Senior Vice President, PNC Bank, N.A., Philadelphia

Chart Your Track:



Current Practice Track



Research Track



Improving Practice Track

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 and Chair, Department of Economics, Columbia University, New York City
Rucker C. Johnson, Assistant Professor, Goldman School of Public Policy, University of California, Berkeley
Discussants: **Virginia W. Chang**, Assistant Professor of Medicine and Sociology, University of Pennsylvania, Philadelphia
Charles Branas, Associate Professor of Epidemiology, University of Pennsylvania, Philadelphia
Moderator: **Afaf I. Meleis**, Dean, School of Nursing, University of Pennsylvania, Philadelphia

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

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.

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

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
John S. Brenner, Mayor, York, PA
Moderator: **Karen Miller**, Executive Director, Pennsylvania Outreach Project, Berks County Community Foundation, Reading, PA

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.

Marvin Markus, Managing Director, Goldman, Sachs & Co., New York, NY
Karl F. Seidman, Senior Lecturer, Department of Urban Studies and Planning, MIT, Cambridge, MA
Moderator: **Jennifer S. 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: **Ernest E. Jones**, President and CEO, Philadelphia Workforce Development Corporation

Chart Your Track: ■ Current Practice Track ■ Research Track ■ Improving Practice Track

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 G. Ellen, Associate Professor, Wagner School, New York University, New York City

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

Discussants: **Jill Khadduri**, Principal Associate, Abt Associates, Inc., Cambridge, MA

Janet Rothenberg Pack, Professor of Business and Public Policy, The Wharton School, University of Pennsylvania, Philadelphia

Moderator: **Eugenie Birch**, Lawrence C. Nussdorf Chair of Urban Research and Education, University of Pennsylvania, Philadelphia

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

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.

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

12:30 p.m. Lunch

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**, Executive 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.

Cornell William Brooks, Executive Director, New Jersey Institute for Social Justice, Newark, NJ

Julio Medina, Executive Director, Exodus Transitional Community, New York City

Moderator: **Renata Cobbs Fletcher**, Vice President of Public Policy and Community Partnerships, Public/Private Ventures, Philadelphia

Chart Your Track: ■ Current Practice Track ■ Research Track ■ Improving Practice Track

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 Afochs Johnston, Chief Environmental Officer, City of Chicago, Office of the Mayor

Sandy Wiggins, Principal, Consilience, LLC, Philadelphia

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

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 the coming years and how recent immigration is affecting these patterns.

Fernando Ferreira, Assistant Professor, The Wharton School, University of Pennsylvania

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

Discussants: **Robert H. DeFina**, Professor, Sociology Department, Villanova University, Villanova, PA

Stephen L. Ross, Professor of Economics, University of Connecticut, Storrs, CT

Moderator: **Camille Zubrinsky Charles**, Associate Professor of Sociology, and Faculty Associate Director, Center for Africana Studies, University of Pennsylvania, Philadelphia

Managing Markets for Sustainable Neighborhood Change, Part 1

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.

Alan Mallach, Senior Fellow, National Housing Institute, Montclair, NJ

Moderator: **Rick Sauer**, Executive Director, Philadelphia Association of Community Development Corporations

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

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

Moderator: **David W. Buches**, Community Investment Manager, Federal Home Loan Bank of Pittsburgh, Dover, DE.

Chart Your Track: ■ Current Practice Track ■ Research Track ■ Improving Practice Track

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, Program Officer in Community Revitalization, Surdna Foundation, New York City

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.

Richard D. Baron, Chairman and CEO, McCormack Baron Salazar, Inc., St. Louis

Speaker: John A. Westrum, CEO, Westrum Development Company, Fort Washington, PA

Moderator: Barry Seymour, Executive Director, Delaware Valley Regional Planning Commission

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 help such households 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 de Souza Briggs, Associate Professor of Sociology and Urban Planning, MIT, Cambridge, MA

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

Lisa Gennetian, Senior Research Director, Policy Evaluation Project, The Brookings Institution, Washington, D.C.

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

Moderator: Todd Richardson, Director, Program Evaluation Division, U.S. Department of Housing and Urban Development, Washington, D.C.

Managing Markets for Sustainable Neighborhood Change, Part 2

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.

Alan Mallach, Research Director, National Housing Institute, Montclair, NJ

Moderator: Rick Sauer, Executive Director, Philadelphia Association of Community Development Corporations

Chart Your Track:



Current Practice Track



Research Track



Improving Practice Track



Agenda

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 F. Braunstein, Director, Division of Consumer and Community Affairs, Federal Reserve Board of Governors

9:30 a.m. Break

9:45 a.m. Morning with the Mayors

Participants include:

Dannel P. Malloy, Mayor, Stamford, CT

Jay Williams, Mayor, Youngstown, OH

Christopher Warren, Chief of Regional Development, City of Cleveland, OH.

Moderator: **Michael A. 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.

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 visit the surrounding community.