

# DAY 1 – MONDAY, MAY 12



## 9:00 a.m. — Tours

Redevelopment work in the Logan neighborhood of Philadelphia

Redevelopment work in Camden, NJ

Philadelphia's Reading Terminal Market

## 12:00 noon — Conference opening/plenary luncheon (Regency Ballroom, Second-Floor Mezzanine)

### Welcome

Theresa Singleton, Vice President and Community Affairs Officer, Federal Reserve Bank of Philadelphia

### Opening Remarks

Charles I. Plosser, President and CEO, Federal Reserve Bank of Philadelphia

**Economic Growth with Benefits for All** — National experts share key research and best practices on how to create opportunity-rich communities in which all residents participate in economic growth. As America continues its long-term demographic transformation, this plenary session provides the information and strategies every community will need to experience equitable and inclusive growth.

- Angela Glover Blackwell, Founder and CEO, PolicyLink
- Raj Chetty, William Henry Bloomberg Professor of Economics, Harvard University
- Manuel Pastor, Director of the Program for Environmental and Regional Equity, Codirector of the Center for the Study of Immigrant Integration, and Professor of Sociology and American Studies & Ethnicity, University of Southern California
- Moderator: Scot Spencer, Associate Director for Advocacy and Influence, The Annie E. Casey Foundation

## 1:45 p.m. — Break

## 2:00 p.m. — Concurrent workshops

### Tools to Achieve Greater Equity and More Inclusive Growth (Congress B/C Room)

This session will take an in-depth look at the tools and emerging practices a community may use to ensure it experiences inclusive growth to benefit all community members.

- William R. Emmons, Senior Economic Advisor, Center for Household Financial Stability, Federal Reserve Bank of St. Louis
- Victor Rubin, Vice President for Research, PolicyLink
- Nathaniel Smith, Director of Partnerships and Research for Equitable Development, Emory University; Founder and Chief Equity Officer, Partnership for Southern Equity
- Moderator: Kristopher Smith, Director of Leadership Development, The Funders' Network for Smart Growth and Livable Communities

### How Changing Demographics Will Impact America's Urban Revival (Howe Room)

America's population is more diverse, its middle class is shrinking, poverty is spreading, and industries are changing. Elizabeth Kneebone will discuss a number of key demographic changes occurring nationally and globally that impact every community. Margery Austin Turner will respond by offering guiding principles for a new generation of antipoverty strategies that reflect the evolving realities of race, ethnicity, and place, including the suburbanization of poverty, demographic change, and worsening inequality.

- Elizabeth Kneebone, Fellow, Metropolitan Policy Program, The Brookings Institution
- Margery Austin Turner, Senior Vice President for Program Planning and Management, Urban Institute
- Moderator: Eugenie Birch, Lawrence C. Nussdorf Professor of Urban Research and Education, and Chair of the Graduate Group in City Planning, Department of City & Regional Planning, University of Pennsylvania; Codirector, Penn Institute for Urban Research

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## **Oh, How the Housing Market Has Changed** (Lescaze Room)

As the housing market continues to recover, experts will share lessons learned over the past decade about housing's role in creating wealth, stabilizing neighborhoods, and attracting new residents to older communities. Panelists will also look at long-term homeowners who lost their houses to foreclosure, how they are doing, and how their future plans as renters or homeowners will impact your community.

- Raphael Bostic, Judith and John Bedrosian Chair in Governance and the Public Enterprise, Sol Price School of Public Policy, University of Southern California
- Richard P. Voith, President, Econsult Solutions, Inc.
- Moderator: Joseph Firschein, Deputy Associate Director and Community Affairs Officer, Division of Consumer and Community Affairs, Federal Reserve Board of Governors

## **On the Road to Jobs: Transportation's Role in Connecting Low- and Moderate-Income Workers to Employment** (Congress A)

This session will explore the features of an equitable, regional transportation system with the power to create opportunity and jobs for traditionally underserved populations. Panelists will also discuss how new transportation projects — large and small — are being approached differently to create jobs and training opportunities for low- and moderate-income workers.

- Allison Brooks, Director, Bay Area Joint Policy Committee
- Joan Byron, Director of Policy, Pratt Center for Community Development
- Melinda Pollack, Vice President for Transit-Oriented Development, Enterprise Community Partners, Inc.
- Moderator: Amy Kenyon, Program Officer, Metropolitan Opportunity Unit, Ford Foundation

**3:30 p.m. — Break**

**3:45 p.m. — Plenary session** (Regency Ballroom, Second-Floor Mezzanine)

### **Introduction**

Loretta J. Mester, Executive Vice President, Federal Reserve Bank of Philadelphia, and incoming President and CEO, Federal Reserve Bank of Cleveland

### **Entrepreneurs Reinventing Cities**

This session explores strategies for fostering the collaboration and shared vision that is needed between the private and public sectors to bring about real change in older industrial communities. Using examples from cities where business leaders are the driving force behind the revitalization of the downtown area or a transitioning neighborhood, leaders will share their efforts to yield a return on investment while implementing a community vision.

- Valerie Bockstette, Managing Director, FSG
- Jeffrey Brown, Founder, President, and CEO, Brown's Super Stores, Inc.
- Paul McKee, Jr., Chairman, McEagle Properties, LLC
- Moderator: The Honorable Edward G. Rendell, Former Governor of Pennsylvania

**5:00 p.m. — Welcome reception at the Loews Philadelphia Hotel**



## 7:45 a.m. — Breakfast roundtables (Regency Ballroom, Second-Floor Mezzanine)

**Vacant Property Reclamation and Reuse: The Latest Research and Practice** — This session will explore emerging research on vacant property policy and strategies being implemented in several Rustbelt cities. Participants will also have an opportunity to share the challenges they are facing in their own communities and discuss ways to cultivate cross-sector collaboration on policy reform and neighborhood revitalization.

**New Initiatives for a Shared Prosperity in Philadelphia** — New initiatives for shared prosperity in Philadelphia include the newly established Land Bank, the recently announced Promise Zone, and the early stage proposal for affordable housing. Come discuss the innovative ideas behind the plans and the challenges and opportunities going forward with the leaders of these initiatives. What can we learn from similar efforts to boost revitalization in cities across the nation as we work toward inclusive and equitable growth and (re)development in Philadelphia?

**Cultivating Diversity and Inclusion in Postindustrial Regions** — Developing inclusive decision-making processes, cultivating leadership that is truly representative of the community, and giving voice to new or traditionally marginalized populations are critical to all communities, particularly those in postindustrial areas that continue to redefine themselves. Drawing on data that highlights the economic importance of diversity and inclusion, participants will have the opportunity to share their experiences and discuss effective and inclusive strategies to move forward.

## 8:30 a.m. — Concurrent workshops

### **Local Governments Do More with Less** (Howe Room)

This session will explore innovative strategies that allow local government to address fiscal challenges while meeting the needs of residents, businesses, and other constituents. The panelists will focus on successful interventions that jurisdictions can take to create new growth while avoiding significant cuts to services.

- David R. Eichenthal, Director, Management and Budget Consulting, Public Financial Management, Inc.
- Andy Kopplin, First Deputy Mayor and Chief Administrative Officer, City of New Orleans
- Keith Wardrip, Community Development Research Manager, Federal Reserve Bank of Philadelphia
- Moderator: Susan Longworth, Senior Business Economist, Federal Reserve Bank of Chicago

### **The Future of CDCs: Three Compelling Visions** (Congress B/C Room)

Three community development experts will debate the future role of community development corporations (CDCs), providing a variety of views for what makes a CDC successful in 2014 and beyond. This session will explore how CDCs will need to adapt over the next 30 years to address changing market conditions.

- Joe Kriesberg, President and CEO, Massachusetts Association of Community Development Corporations
- Bernie Mazzyck, President and CEO, South Carolina Association of Community Development Corporations; Board Chair, National Alliance of Community Economic Development Associations
- Patrick Morrissy, Founder and Executive Director, HANDS, Inc.
- Moderator: Harold Simon, Executive Director, National Housing Institute

### **Innovations to Promote Financial Inclusion** (Lescaze Room)

This forward-looking session explores emerging tools and approaches to expand access to capital and bring high-quality financial services and products to people of all income levels. Speakers will consider market-driven approaches to cultivate greater financial inclusion on the national and global fronts.

- Jonathan Mintz, Founding President and CEO, Cities for Financial Empowerment (CFE) Fund
- Ramy Serageldin, Chief Operating Officer, Moven
- Marty Smith, Senior Community Development Economic Advisor, Federal Reserve Bank of Philadelphia
- Moderator: Patricia Hasson, President, Clarifi

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### **Artists as Agents of Neighborhood Change** (Congress A Room)

The role that artists play in catalyzing neighborhood change is firmly embedded in the popular imagination. This session will provide insights into the ways artists can act as problem-solvers or agents of neighborhood change and help provide a better quality of life for existing residents.

- Jasmin Aber, Cofounder and Executive Director, Creative Exchange Lab, The Center for Architecture & Design St. Louis
- Rick Lowe, Founder, Project Row Houses
- Sarah Williams, Assistant Professor of Urban Planning and Director of the Civic Data Design Lab, School of Architecture and Planning, Massachusetts Institute of Technology
- Moderator: Kyan Bishop, Director of Community and Economic Development, Federal Reserve Bank of Atlanta

### **10:00 a.m. – Break**

### **10:15 a.m. – Concurrent workshops**

#### **Measuring the Impact of CDCs** (Congress B/C Room)

Community organizations work in neighborhoods to revitalize homes, support businesses, and develop infrastructure, and work on everything from helping residents connect to jobs to greening vacant lots. Measuring the collective impact of this work has long been an elusive goal of stakeholders to help determine the most effective strategies and productive investments. Panelists will engage in a conversation about community development impact measurement and will share tools that can be used to measure impact and use evaluation to better guide programs and communicate results.

- Denise McGregor Armbrister, Senior Vice President and Executive Director, Wells Fargo Regional Foundation
- Margaret Grieve, Vice President, Success Measures, NeighborWorks America
- Rick Sauer, Executive Director, Philadelphia Association of Community Development Corporations
- Moderator: Brad Whitehead, President, Fund for Our Economic Future

#### **New Partners, New Roles** (Lescaze Room)

Since the nation has emerged from the Great Recession, traditional community development roles have shifted and new partners have emerged. This session will explore how the roles of foundations, anchor institutions, nonprofits, and other key stakeholders have evolved, as well as the emergence of new partnership opportunities.

- Sam Bressi, President and CEO, Lancaster County Community Foundation
- Georgia Petropoulos, Executive Director, Oakland Business Improvement District
- Salem Reiner, Associate Director of Economic Development in the Office of the President, Johns Hopkins University
- Moderator: Joseph Ott, Senior Policy Analyst, Federal Reserve Bank of Cleveland

#### **Neighborhoods by the Numbers: Data-Driven Tools for Neighborhood Revitalization** (Howe Room)

This session will highlight opportunities to use data and market-based strategies to make effective economic development decisions at the neighborhood level to strengthen neighborhoods and expand opportunities for residents.

- Michael Braverman, Deputy Commissioner for Housing, City of Baltimore
- Paul Brophy, Principal, Brophy & Reilly LLC
- Ira Goldstein, President, Policy Solutions, The Reinvestment Fund
- Moderator: Karen Leone de Nie, Assistant Vice President, Community and Economic Development, Federal Reserve Bank of Atlanta

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### **Green to Grow: Sustainable Practices to Benefit Low-Income Communities** (Congress A Room)

Among the key topics of this session are ways to bring sustainable practices to low-income communities both on the outside in the form of green spaces and on the inside via practices such as greater energy efficiency and recycling. It will also consider how healthy community design practices can increase the sustainability of cities, towns, and regions.

- Adrian Benepe, Senior Vice President and Director of City Park Development, The Trust for Public Land
- Richard Kreutzer, M.D., Chief, Division of Environmental & Occupational Disease Control, California Department of Public Health
- Sandy Salzman, Executive Director, New Kensington Community Development Corporation
- Moderator: Daniel Davis, Senior Manager, Community Development, Federal Reserve Bank of St. Louis

### **12:00 noon – Plenary luncheon** (Regency Ballroom, Second-Floor Mezzanine)

**A Sit-Down with School Superintendents** — A strong educational system is a prerequisite for creating opportunity-rich communities. In this plenary session, school superintendents from several Rustbelt cities will explore opportunities for city revitalization efforts and educational reform to be supportive of one another. They will also speak candidly about the challenges they face and discuss how providing a quality education to every student benefits our communities and the broader economy.

- Romules Durant, CEO and Superintendent, Toledo Public Schools
- William Hite, Superintendent, The School District of Philadelphia
- Gregory Thornton, Superintendent, Milwaukee Public Schools and incoming CEO, Baltimore City Public Schools
- Jack Martin, Emergency Manager, Detroit Public Schools
- Moderator: Kevin McCorry, Education Reporter, WHYY, Inc.



### **Keynote Address**

M. Night Shyamalan, celebrated director, screenwriter, filmmaker, and author of *I Got Schooled*

### **2:15 p.m. – Break**

### **2:30 p.m. – Concurrent workshops**

#### **Measuring the Impact of Revitalization** (Howe Room)

Do large-scale public and private investments in the built environment benefit disadvantaged communities? Do we know? Urban redevelopment efforts do not always include a plan to maximize the benefits for low- and moderate-income households and communities, and any explicit attempts to assess their impacts are even less likely. In this session, presenters will advance a definition of “equitable revitalization,” discuss measurement strategies and difficulties, and highlight recent efforts to understand and quantify the effects of redevelopment efforts on low- and moderate-income populations.

- Sophie Dagenais, Director, Baltimore Civic Site, The Annie E. Casey Foundation
- Scott Hebert, Principal Associate, Community Science
- Kurt Metzger, Director Emeritus, Data Driven Detroit
- Moderator: Victor Rubin, Vice President for Research, PolicyLink

#### **Connecting Hard-to-Serve Populations with Jobs** (Congress B/C Room)

This session explores workforce development programs that have successfully connected hard-to-serve individuals with good jobs to create broader participation in the nation’s economic growth. These panelists will discuss effective models for workforce development that offer youth, ex-offenders, and other hard-to-serve individuals the skills they need to obtain quality jobs.

- Marilyn Brown, Franklin County Commissioner and Chair, Franklin County Reentry Coalition
- Maria Kim, Chief Operating Officer, The Cara Program
- Nicole Smith, Research Professor and Senior Economist, Georgetown University Center on Education and the Workforce
- Moderator: Paul Kaboth, Vice President and Community Development Officer, Federal Reserve Bank of Cleveland

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### **Exporting Cities in the Global Economy** (Lescaze Room)

We have passed the halfway point to reaching the federal government's 2010 goal of doubling American exports by 2015. States, cities, and regions are working to expand their goods and services sold overseas. This session will examine key steps toward becoming a global competitor, including through the use of localized export plans.

- Pennie Bingham, Senior Vice President for Business Advancement, Charleston Metro Chamber of Commerce; Executive Director, World Trade Center Charleston
- Robert Simpson, President and CEO, CenterState Corporation for Economic Opportunity
- Moderator: Prabal Chakrabarti, Vice President, Regional and Community Outreach, Federal Reserve Bank of Boston

### **Being Resilient When Disaster Strikes** (Congress A Room)

Major tornadoes, superstorms, and severe flooding can devastate any community, but these events hit low-income communities the hardest. This panel focuses on smart planning and sustainable practices that all communities can implement to ensure they can be resilient and prepared for whatever comes next.

- Neill Coleman, Vice President, Global Communications, The Rockefeller Foundation
- Jeremy Newberg, Founder and CEO, Capital Access, Inc.
- Tracey Ross, Senior Policy Analyst, Poverty to Prosperity Program, Center for American Progress
- Moderator: Karen Black, Principal, May 8 Consulting

### **4:00 p.m. — Break**

### **4:15 p.m. — Plenary session** (Regency Ballroom, Second-Floor Mezzanine)

#### **Introduction**

Anna Alvarez Boyd, Senior Associate Director, Division of Consumer and Community Affairs, Board of Governors of the Federal Reserve System

**Innovations in Funding and Financing** — Philanthropy is changing. Government funding is limited. Financial institutions have experienced dramatic shifts. Social impact investing, crowdsourcing, and infrastructure trusts are just three examples of new and innovative funding models that are being used to revitalize older communities at a time when traditional funding options can be difficult to come by. Learn from the experts about how to use these tools and methods, collaborate with new stakeholders, and leverage needed resources.

- Stephen Beitler, CEO, Chicago Infrastructure Trust
- Mark Pinsky, President and CEO, Opportunity Finance Network
- Liezl Van Riper, Director of Development, East Coast, Kiva
- Moderator: Kausar Hamdani, Senior Vice President and Community Affairs Officer, Federal Reserve Bank of New York

### **5:30 p.m. — Rocky Run Fitness Activity**



## 8:30 a.m. — Plenary breakfast (Regency Ballroom, Second-Floor Mezzanine)

### Welcome

Milissa M. Tadeo, Senior Vice President of Corporate Affairs, Federal Reserve Bank of Philadelphia

**Looking into the Crystal Ball: What Will the Future Bring?** — Some of the nation's leading thinkers will share their predictions about the changes America will see in its economy, housing markets, job markets, financing, and population over the next 30 years, and how these changes will impact older communities.

- Jeremy Nowak, President, J Nowak and Associates, LLC
- Susan Wachter, Albert Sussman Professor of Real Estate, Professor of Finance, The Wharton School, University of Pennsylvania; Professor of City and Regional Planning, Penn Design, University of Pennsylvania; Codirector, Penn Institute for Urban Research
- Mark Zandi, Chief Economist, Moody's Analytics
- Moderator: Todd Greene, Vice President and Community Affairs Officer, Federal Reserve Bank of Atlanta

## 10:00 a.m. — Break

## 10:15 a.m. — Concurrent workshops

### **New Lending Opportunities in the Changed Mortgage Market** (Lescaze Room)

Extensive regulatory changes in the mortgage market in recent years have required lenders to develop new and innovative lending strategies. This session will discuss changes in the regulatory environment and their impact, as well as provide a window to see what future changes can be expected.

- Kenneth Benton, Senior Specialist, Consumer Regulations, Federal Reserve Bank of Philadelphia
- Eric Schuppenhauer, Senior Vice President of Mortgage Banking, JPMorgan Chase
- Roberto Quercia, Director, UNC Center for Community Capital; Professor and Chair, Department of City and Regional Planning, University of North Carolina at Chapel Hill
- Moderator: David Buches, Community Investment Manager, Federal Home Loan Bank of Pittsburgh

### **Building Community Capacity from the Inside Out** (Congress B/C Room)

Smaller cities, towns, and neighborhoods often wrestle with significant problems and limited resources. This session will examine working models for increasing capacity through collaborative shared agendas and a more effective use of capital.

- Monique Baptiste-Good, Project Director, Newark's Strong Healthy Communities Initiative
- Robin Hacke, Advisor to the CEO and Former Director of Capital Formation, Living Cities
- Tamar Kotelchuck, Director of the Working Cities Initiative, Federal Reserve Bank of Boston
- Moderator: John Moon, District Manager, Community Development, Federal Reserve Bank of San Francisco

### **Economic Development Tools That Work** (Howe Room)

Communities seek to attract new investments and jobs, but what economic development tools are actually effective at achieving those goals? In an increasingly knowledge-based economy, how do clusters of the highly educated affect the productivity of high- and low-skilled workers? This session will explore the new economy and economic development approaches that offer results.

- Timothy Bartik, Senior Economist, Upjohn Institute
- Rebecca Diamond, Assistant Professor of Economics, Stanford Graduate School of Business
- Robert Zahradnik, Director, State Policy, The Pew Charitable Trusts
- Moderator: Daniel Fitzpatrick, Chairman of the Board, Greater Philadelphia Chamber of Commerce; President and CEO, Citizens Bank of PA/NJ/DE

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### **What Do Students Need to Succeed?** (Congress A Room)

How can we ensure that students, particularly those from low- and moderate-income households, have the support they need to experience positive educational outcomes? This session will consider the latest research on strategies, programs, and support systems that promote educational success and highlight programs on the ground that are improving educational outcomes for low- and moderate-income youth.

- Marcus Allen, CEO, Big Brothers Big Sisters Southeastern Pennsylvania
- The Honorable Jimmie Edwards, Judge, 22nd Judicial Circuit (St. Louis City)
- Paul Jargowsky, Professor of Public Policy and Director, Center for Urban Research and Urban Education, Rutgers University–Camden
- Moderator: Donna Cooper, Executive Director, Public Citizens for Children and Youth

### **11:45 a.m. – Break**

### **12:00 noon – Closing plenary luncheon** (Regency Ballroom, Second-Floor Mezzanine)

#### **Welcome**

Paul Kaboth, Vice President and Community Development Officer, Federal Reserve Bank of Cleveland

#### **Keynote Address**

Leigh Gallagher, Assistant Managing Editor, *Fortune*, and author of *The End of the Suburbs: Where the American Dream Is Moving*

#### **Closing Remarks**

Theresa Singleton

### **2:00 p.m. – Tour of Philadelphia’s Reading Terminal Market**