

Reinventing Older Communities How Does Place Matter?



March 26 - 28, 2008
Marriott Philadelphia Downtown Hotel
Philadelphia, PA

Sponsored by the FEDERAL RESERVE BANK OF PHILADELPHIA

Welcome

We are very pleased to invite you to the Federal Reserve Bank of Philadelphia's third biennial conference on reinventing older communities. The Reinventing conference has become a major meeting ground for policymakers, community developers, lenders, funders, planners, and government representatives who want to learn from leading practitioners and researchers around the country. This year, we are holding the conference in a larger venue, the Marriott Philadelphia Downtown Hotel, since we could not accommodate everyone who wanted to attend our 2006 conference.

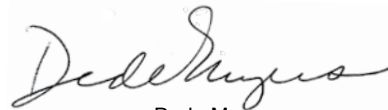
Reinventing 2008 has a number of exciting new dimensions:

- Noted researchers will present six academic research sessions on how place matters for older communities. We will discuss the latest research on the impact of place on education, crime, health, opportunities for neighborhood revitalization, and other critical urban issues. The sessions have been designed by the University of Pennsylvania's Institute for Urban Research, which will publish a book based on the presentations.
- A panel of European mayors will explain how they have reinvigorated their cities, and a panel of American mayors will give their perspectives on reinventing cities.
- "Improving practice" sessions will teach us how to analyze neighborhood change, use data and geographic information system (GIS) mapping to define opportunities, and attract private-market development to revitalize stagnant markets.
- Sandra Braunstein, director, Division of Consumer and Community Affairs, Board of Governors of the Federal Reserve System, will speak about the Federal Reserve's response to problems in the subprime mortgage market.

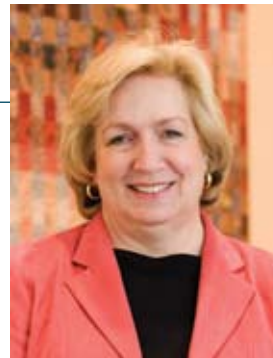
In short, this conference offers you a golden opportunity to network with many other people working to reinvent and recreate cities and older communities. Come join us!



Charles Plosser
President and CEO



Dede Myers
Vice President and Community Affairs Officer



Agenda

Wednesday, March 26, 2008

8:00 a.m. Continental Breakfast

9:00 a.m. Welcome
Michael Nutter, Mayor of Philadelphia
Charles P. Pizzi, President and CEO, Tasty Baking Co., and Deputy Chairman, Board of Directors, Federal Reserve Bank of 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

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?

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.

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.

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.

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.

2:45 p.m. Break

Chart Your Track:

 Current Practice Track

 Research Track

 Improving Practice Track

Agenda

Wednesday, March 26, 2008 (continued)

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 providers of skilled employees.

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.

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.

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.

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.

4:30 p.m. Break

5:00 p.m. Reception

7:00 p.m. Adjourn



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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 Abbott, Chief Executive Officer,
The George Gund Foundation, Cleveland
Michael O'Neill, Chief Executive Officer,
Preferred Real Estate Investments, Philadelphia

Moderator:

Jeremy Nowak, President and
Chief Executive Officer,
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.

9:15 a.m. Break

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?

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.

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.

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.

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.

10:50 a.m. Break

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Thursday, March 27, 2008 (continued)

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.

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.

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.

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.

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.

12:45 p.m. Lunch

2:00 p.m. Concurrent Workshops

Commercial Corridors

Cities across the country are working to turn 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.

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.

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.

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.


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.

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Thursday, March 27, 2008 (continued)

3:15 p.m. Break

3:35 p.m. Concurrent Workshops

Neighborhood-Based Planning in Smaller Cities

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-driven planning as an impetus for residential and commercial development, open space protection, public safety, school development, and infrastructure improvements.

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.

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-sector developers who have invested millions in redeveloping brownfields in urban communities will talk about their selection criteria, their experiences in older cities, and the ingredients for a successful public-private partnership.

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.

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.



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 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 will include Michael Nutter, mayor of Philadelphia, and other mayors from large and small U.S. cities.

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.



For agenda updates, see
[www.philadelphiafed.org/ccf/
conferences.html](http://www.philadelphiafed.org/ccf/conferences.html).

Presenters*

David Abbott
The George Gund
Foundation

Alicia Barnett
Study Circles Resource
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Patrick Bayer
Duke University

Adrian Benepe
New York City Parks

Karen L. Black
May 8 Consulting, Inc.

Sandra Braunstein
Federal Reserve System

Xavier Briggs
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Ellen Brown
New Jersey Institute for
Social Justice

Jeffrey Brown
ShopRite

Kim Burnett
Surdna Foundation

Luis Caban
Southside Institutions
Neighborhood Alliance

Greg Carey
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Company

Virginia W. Chang
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Susan Clampet-Lundquist
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Wanda Clark
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John Colm
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Janet Currie
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Robert DeFina
Villanova University

Steven Durlauf
University of Wisconsin

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Local Initiatives Support
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Karl Eisaman
Mayor of Greensburg, PA

Ingrid Gould Ellen
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**Fernando Vendramel
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University of Pennsylvania

Janice Fine
Rutgers University

Radhika Fox
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Kate Foster
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Peter Harnik
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Colleen Hernandez
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Foundation

Don Hinkle-Brown
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William Penn Foundation

Brian Jacob
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Paul Jargowsky
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Rucker Johnson
University of California

Sadhu Johnston
City of Chicago Office of the
Mayor

Mark Joseph
Case Western Reserve
University

Bruce Katz
The Brookings Institution

Gil Kelley
City of Portland, OR

Jill Khadduri
Abt Associates Inc.

Brad Lander
Pratt Institute

Tom Leighton
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Jens Ludwig
Georgetown Public Policy
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Alan Mallach
National Housing Institute

Alexandre Mas
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Martha McCoy
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Julio Medina
Exodus Transitional
Community

Jeremy Nowak
The Reinvestment Fund

Michael Nutter
Mayor of Philadelphia

Ray Ocasio
La Casa de Don Pedro

Michael O'Neill
Preferred Real Estate
Investments

Susan Popkin
Urban Institute

Michael Powell
New Jersey Community
Development Corporation

Jerry Rubin
Jewish Vocational Service

Robert Sampson
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Karl Seidman
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Darrel Staat
Central Virginia Community
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Harris Steinberg
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Peter Steinbrueck
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Michael A. Stoll
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Bill Struever
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William Taft
Local Initiatives Support
Corporation

Linda Thomson
Johnstown Area Regional
Industries

Rich Varda
Target Store Design

Richard Voith
Econsult

Sandy Wiggins
Consilience

Pam Woodell
Sovereign Bank

* Partial list

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Conference Registration

Register for Reinventing Older Communities: How Does Place Matter?
at www.philadelphiafed.org/cca/conferences.html.
Registration and payment are online only.

REGISTRATION FEES

Early Bird (on or before February 15, 2008)	\$395
Regular (on or before March 14, 2008)	\$450

The registration fee includes all conference materials, continental breakfast Wednesday through Friday, luncheons on Wednesday and Thursday, and a reception on Wednesday evening.

TOURS

Three optional narrated tours will be offered on Friday, March 28, starting at approximately 12:30 p.m. to about 2:30 p.m. The fee for each tour is \$30.

You can choose:

- Franklin Square
- Southwark
- University of Pennsylvania

Questions? Please contact Jeri Cohen-Bauman of the Community Affairs Department at (215) 574-6458 or jeri.cohen-bauman@phil.frb.org.

CANCELLATION POLICY

Refunds, less a \$50 administrative fee, will be issued upon written request, if received on or before March 14, 2008. Please note: The Federal Reserve Bank of Philadelphia will not issue refunds on cancellation requests received after March 14, 2008.

HOTEL RESERVATIONS

If you require overnight accommodations, a block of rooms has been reserved at the Marriott Philadelphia Downtown Hotel at the special rate of \$229 plus tax for single occupancy. Reservations must be confirmed with the hotel **by March 1, 2008**, to ensure this rate. Since space is limited, we recommend that you complete your conference registration and room reservation early and at the same time. Registrants should make reservations by contacting the hotel directly. You must indicate that you are attending the Reinventing Older Communities conference to receive the special rate.

Marriott Philadelphia Downtown Hotel

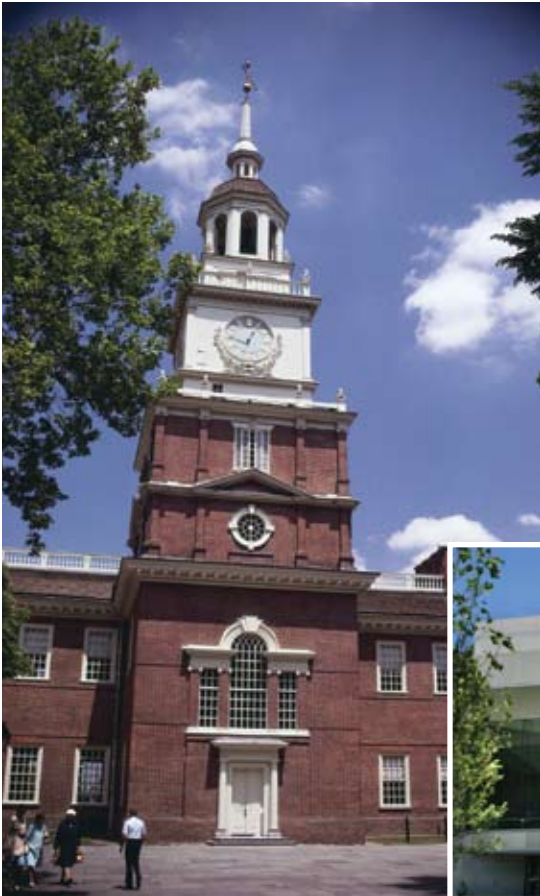
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Website: PhiladelphiaMarriott.com

CERTIFICATION MAINTENANCE CREDITS FOR PLANNERS

The Pennsylvania Planning Association (PPA), a chapter of the American Planning Association, is an approved provider of certification maintenance credits. As a conference sponsor, PPA has applied for certification maintenance credits for certified planners for this conference. If the application is approved, a participant may obtain up to 15.5 certification maintenance credits by attending this conference. Final approval of sessions and credits available will be included in the final program materials.



While you are here... Independence Hall. The National Constitution Center. The Liberty Bell. Philadelphia, as the nation's birthplace, offers a wealth of historic sites to visit. But the city also boasts a world-class orchestra, an array of arts and cultural events, a vibrant theater community, a variety of fine restaurants, and more. You can check out what's happening at gophila.com.



Photo by R. Kennedy for GPTMC

The rendering on the front cover is adapted from a report entitled *Development Strategy for the 60th Street Commercial Corridor* that was prepared by Urban Partners in Philadelphia for The Partnership CDC.

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