

Forward Equitable Development Conference:

Building Stronger Neighborhoods Now and For the Future

Wednesday, June 28, 2017

Philadelphia Health Management Corporation Conference Center

1500 Market Street, 2nd Floor Conference Center

8:30 - 9:00 a.m.

Registration, Breakfast and Networking

9:00 - 9:45 a.m.

PACDC Membership Meeting & Briefing on Rebuild Philadelphia Initiative

(Presenters: David Gould, Deputy Director, Community Engagement and Communications; Kira Strong, Deputy Director, Design and Construction; Nicole Westerman, Executive Director)

9:45 - 10:30 a.m.

Opening Keynote: Dr. Mindy Fullilove

"Fullilove has spent the past 30 years investigating how broken connections between various parts of cities harm public health and, more recently, exploring ways to reconnect them" -The New York Times

10:30 - 11:30 a.m.

Post-Keynote Panel Discussion

Gentrification: How the Research Meets the Streets

As Philadelphia's building boom continues, gentrification is still on a lot of minds. Is gentrification really happening, or are fears overblown? On this panel, researchers will present their findings while practitioners will speak from their on the ground perspective. **Panelists:** Eileen Divrigni, Federal Reserve Bank of Philadelphia; Emily Dowdall, Reinvestment Fund; Elhadje Ndiaye, City of Philadelphia Division of Housing and Community Development; and Sarah Yeung, Philadelphia Chinatown Development Corporation. **Moderator:** Beth McConnell, Philadelphia Association of Community Development Corporations

Temple University, Center City Campus

1515 Market Street, 3rd Floor

11:30 - 12:30 p.m.

Lunch at the Community Development Market Place

12:30 - 2:00 p.m.

Round I: Concurrent Workshops and Roundtables

Snack Break in Community Development Market Place

2:15 - 3:30 p.m.

Round II: Concurrent Workshops and Roundtables

Snack Break in Community Development Market Place

3:45 - 5:00 p.m.

Round III: Concurrent Workshops and Roundtables

5:00 p.m.

Networking and Relaxation at Dilworth Park Beer Garden - City Hall

Brownfields + Subsidence + Sea Level Rise + Love = Eastwick

Panelists: Ashley Di Caro, Interface Studio; Mindy Fullilove, University of Orange; Molly Kaufman, University of Orange; Aubrey Murdock, University of Orange

Eastwick is a neighborhood in Southeast Philadelphia challenged by brownfields, subsidence and sea level rise, but dearly loved by its residents. The neighborhood is in the process of examining the ways in which the reuse of key parcels can kick start solutions to this array of problems. Planners, designers, and a team of ecologists, business development experts and community engagement strategists are working with residents on the ground in leading the effort. This workshop will present the challenges facing the neighborhood and invite participants to discuss the ways in which the neighborhoods they come from are dealing with one or more of these issues.

Community Control: Sustaining Affordability through Community Land Trusts

Panelists: Christi Clark, Women's Community Revitalization Project; John Davis, Burlington Associates; Nora Lichtash, Women's Community Revitalization Project

In this interactive workshop, participants will learn the civil rights origins of Community Land Trusts and identify local applications of the land trust model to preserve affordability as neighborhoods across the city face change and the threat of gentrification and displacement.

Integrated Health and Wellness Services at the Neighborhood Level

Panelists: Angie Alomor-Gilbert, Public Health Management Corporation; Dinetta Armstrong, Public Health Management Corporation

This session will outline the Public Health Management Corporation's programs, provide examples of populations served and define how integrated health services benefit both families and communities. These services include behavioral health as well as primary care. They focus on keeping families together, making families healthy and productive in their own communities. The focus is to make necessary services available, accessible and affordable to all people. PHMC also is working to integrate services to make receiving treatment convenient and comprehensive, to promote wellness through a proactive approach, and reduce the incidences of physical or behavioral crisis.

JumpStart Your Neighborhood: How to Grow Developers Locally

Panelists: Casey O'Donnell, Impact Services Corporation; Ken Weinstein, Philly Office Retail; Carolyn Placke, Philadelphia LISC

The JumpStart model started in Germantown as a way to reduce blight and keep wealth local, and is now expanding to other neighborhoods as a successful model of community development through mentoring, connecting, and funding local aspiring developers. Learn about this innovative social enterprise and its potential impact on neighborhoods.

Using Data to Promote Equitable Development: A Guided Exercise

Panelists: Emily Dowdall, Reinvestment Fund; Angel Rodriguez, Asociación Puertorriqueños en Marcha; Ken Steif, Urban Spatial

Datasets related to housing, health, and other topics can create a more detailed and accurate picture of neighborhood-level conditions than Census estimates, and thus represent a unique resource for targeting equitable development policies. Presenters will walk participants through an insider's tour of data analysis at the neighborhood level.

What Does Fair Housing Have to Do with Equitable Development and My Community?

Panelists: Kyle Flood, Philadelphia Housing Authority; Will Gonzalez, Ceiba; Paul Chrystie, Division of Housing and Community Development; Rasheedah Phillips, Community Legal Services; Dan Urevick-Ackelsberg, Public Interest Law Center; Sarah Yeung, Philadelphia Chinatown Development Corporation

Where you live matters. The City of Philadelphia's 2016 Assessment of Fair Housing process collected strategies and goals across neighborhoods to create a living, relevant plan to create a city of opportunity. Attendees will learn from community organizers and representatives from the Division of Housing and Community Development and the Philadelphia Housing Authority how the plan tackles barriers to opportunities for housing, transportation, education, and health. Come away with the answer to the question, "What can fair housing do for my community?"

The Danger of the Opt Out: Preserving Affordable Rental Housing

Panelists: Rachel Garland, Community Legal Services; Rasheedah Phillips, Community Legal Services

Presentation and discussion of the risk of losing thousands of subsidized housing units in Philadelphia over the next 20 years, the racial impact of this loss, and potential strategies to preserve and stabilize affordable housing. Presenters will explicitly address racial inequity in decisions made around preservation of affordable housing, and present and discuss creative strategies for addressing preservation of affordable housing in both disinvested neighborhoods and neighborhoods experiencing gentrification.

Neighborhood Business Districts and Equitable Development

Panelists: Alex Balloon, Tacony CDC; Stephanie Michel, North 5th Street Revitalization Project

This session will apply principles of equitable development to efforts to revitalize neighborhood business districts, exploring the range of efforts being undertaken along diverse commercial corridors to support small business development, attract new businesses, and expand customers.

Sowing Community Ownership through Grassroots Planning

Panelists: Helen Brown, Project HOME; Woo Kim, WRT Design; Ed McColly, Project HOME; Janet Stearns, Project HOME

In one of the poorest zip codes in Philadelphia, a small group of residents and stakeholders are working hard to seed neighborhood transformation by cultivating words into action, promises into projects and, most importantly, decades of pessimism into hope and activism.

Stories of Community: An Arts-Based Approach to Neighborhood Planning

Panelist: Lisa Jo Epstein, Just Act

The complex work of neighborhood revitalization needs all hands on deck to address and advance lasting neighborhood change—residents, community developers, educators, small and large businesses and artists. This workshop will explore innovative ways neighborhood organizations are powering up local engagement and activism into meaningful action in collaboration with artists. Leading this interactive session will be Lisa Jo Epstein, Ph.D., founder of JustAct, an art and social change organization.

We Get the Job Done: Workforce Development for Equitable Communities

Panelists: Sheila Ireland, West Philadelphia Skills Initiative; Lisa Varon, PowerCorps PHL

Real equity begins on payday. Learn how local groups are building skills and opportunities to address improving that payday for low-income Philadelphians through workforce development.

Community Care and Community Development: A Conversation on the Intersections of Community Wellness, Social Work and Community Development

Panelists: Wanda Mial, Mialstones Consulting; Caitlin O'Brien, Scattergood Foundation; Zoe Van Orsdol, Impact Services Corporation

This roundtable will feature staff from CDCs, social work agencies and Trauma informed care professionals exploring the historical, clinical and on-the-ground experiences of efforts to holistically address individual and community needs and the challenges and opportunities of undertaking this work as a community development strategy.

Exploring Restorative Justice Practices in Developing Equitable Communities

Panelists: Drick Boyd, Eastern University; Kendra Brooks, Eastern University

This session will engage community developers in rethinking engagement and planning practices through a restorative framework for building equitable development. Restorative practices allow all stakeholders the opportunity to be heard, thus strengthening communication towards building stronger and more cohesive communities. Participants will learn techniques and insights on how to break-down mistrust and fear while building environments of supportive listening and mutual goal setting within the context of building more inclusive and adaptable communities.

Making the Deal Work: Gap Financing for Affordable Housing Development

Panelists: Dave Buches, Federal Home Loan Bank of Pittsburgh; Bryce Maretzki, Pennsylvania Housing Finance Agency; Stephanie Wall, People's Emergency Center CDC

Explore state and local sources of gap (or soft) financing from the Federal Home Loan Bank's Affordable Housing Program, Pennsylvania Housing Finance Agency, and City of Philadelphia for affordable housing development, and how decision makers and community developers implement these resources on the ground, using the People's Emergency Center CDC's 4050 Apartments as a case study.

Social Impact and Public-Sector Partnerships: A Local Example

Panelists: Greg Heller, Philadelphia Redevelopment Authority; James Wright, People's Emergency Center CDC

This session will explore the role the public sector can play in incentivizing developers, who are building on publicly-owned land, to design projects that have a positive impact on the communities where they are located. The panel will also include the perspective of a community developer engaged in these issues on the ground locally.

Strengthening America's Middle Neighborhood

Panelists: Joe McNeely, McNeely Legal Services; Councilwoman Cherelle Parker, Philadelphia City Council

Between the strong and rebounding neighborhoods and the distressed neighborhoods in America's cities are Middle Neighborhoods, communities that house modest-income Americans, often a more diverse population than the city at large, and lots of "naturally occurring affordable housing" that could go either way, into growth or decline. This category of neighborhoods has received virtually no strategic attention in decades. To build and sustain the middle class, these middle neighborhoods need focused interventions and investment in order to thrive. Join the discussion and learn strategies to address the situations that middle neighborhoods face.

The Fund for Quality: Developing and Sustaining High Quality Early Childhood Education Centers

Panelists: LaToshia Sanders, Public Health Management Corporation; Ashley Motta, Reinvestment Fund

High quality early education is a crucial factor to ensuring that young people can grow to successful adults. Community organizations and neighborhood action groups are increasingly faced with the lack of available quality education choices in their local communities. This workshop will explore the Fund for Quality, a vibrant funding and technical assistance program that seeks to advance the depth and breadth of quality and impact for early learning centers throughout the city.