



# Choice Neighborhoods: Celebrating Six Years of Revitalizing Communities

November 2-3, 2017  
Crystal City Marriott Hotel - Potomac Ballroom

## DAY 1: THURSDAY, NOVEMBER 2, 2017

8:00 a.m. - 9:00 a.m.	Registration
9:00 a.m. - 10:00 a.m.	<p>Welcome and Opening (Potomac Ballroom)  <i>Dominique Blom, General Deputy Assistant Secretary for Public and Indian Housing, HUD</i>  <i>Mindy Turbov, Director of Choice Neighborhoods, HUD</i></p>
10:00 a.m. - 10:15 a.m.	Break
10:15 a.m. - 11:45 a.m.	Tales of Transformation (a.k.a. How Things Really Get Done) (Potomac Ballroom)
11:45 a.m. - 1:15 p.m.	<p>Lunch</p> <p><i>**After purchasing their lunches, residents are welcome to bring them to the Roosevelt Room for a special resident networking session starting at 12:15 p.m. **</i></p>
1:15 p.m. - 2:30 p.m.	<p>Spotlight Sessions</p> <p>Choice Neighborhoods Implementation grantees, HUD staff, and community development experts will discuss innovations and promising practices that can help grantees implement transformation plans.</p> <ul style="list-style-type: none"> <li>❖ Policing in Neighborhood Revitalization: How to Strengthen Relationships and Problem-Solve with Police (Potomac Ballroom - Salons D and E)</li> <li>❖ Connecting to Employment: Empowering Residents and Creating Pathways to Self-Sufficiency (Potomac Ballroom - Salon F)</li> </ul>
2:30 p.m. - 2:45 p.m.	Break
2:45 p.m. - 4:15 p.m.	<p>Spotlight Sessions</p> <p>Choice Neighborhoods Implementation grantees, HUD staff, and community development experts will discuss innovations and promising practices that can help grantees implement transformation plans.</p> <ul style="list-style-type: none"> <li>❖ Ready for Kindergarten: What It Takes to Ensure Success from the Start (Potomac Ballroom - Salons D and E)</li> <li>❖ Formulating Effective Critical Community Improvements (CCI) Plans (Potomac Ballroom - Salon F)</li> </ul>
4:15 p.m. - 6:30 p.m.	Peer Networking (Optional)



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## DAY 2: FRIDAY, NOVEMBER 3, 2017

8:00 a.m. - 9:00 a.m.	Registration
9:00 a.m. - 9:30 a.m.	Welcome to Day 2: A Conversation with the HUD Choice Neighborhoods Team (Potomac Ballroom)
9:30 a.m. - 10:15 a.m.	Peer Networking Exercise (Potomac Ballroom)
10:15 a.m. - 10:30 a.m.	Break
10:30 a.m. - 11:45 a.m.	The Power of Placemaking (Potomac Ballroom)
11:45 a.m. - 1:15 p.m.	Lunch
1:15 p.m. - 2:30 p.m.	<p>Spotlight Sessions</p> <p>Choice Neighborhoods Implementation grantees, HUD staff, and community development experts will discuss innovations and promising practices that can help grantees implement transformation plans.</p> <ul style="list-style-type: none"> <li>❖ Developing Housing Within a Neighborhood Context (Potomac Ballroom - Salons D and E)</li> <li>❖ Relocated Case Management: How to Continue Case Management and Service Delivery After Relocation (Potomac Ballroom - Salon F)</li> </ul>
2:30 p.m. - 2:45 p.m.	Break
2:45 p.m. - 3:30 p.m.	Taking Action: Formulating Your Next Steps (Potomac Ballroom)



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## SESSION DESCRIPTIONS - DAY 1: THURSDAY, NOVEMBER 2, 2017

### Tales of Transformation (a.k.a. How Things Really Get Done)

Potomac Ballroom

Day 1 - 10:15 a.m. - 11:45 a.m.

- Facilitator: Reese Fayde, Principal, Reese Fayde & Associates
- Christopher Shea, Project Director, City of Pittsburgh
- Jessica Smith Perry, Assistant Director - Housing, Urban Redevelopment Authority of Pittsburgh
- Rachael Steward, Deputy Director - Center for Community Engagement, Seattle University
- Stephanie Van Dyke, Director of Development, Seattle Housing Authority

Each Choice Neighborhood has unique stories of hard-won successes. In this panel, representatives from two Choice Neighborhoods will share reflections on how they are using specific tactics and strategies to achieve key outcomes. Representatives from Pittsburgh's Choice Neighborhood will describe how their team is successfully revitalizing their community by working with longtime neighborhood residents, improving existing properties, and strategically locating new developments to spark further growth. Representatives from Seattle's Choice Neighborhood will provide an in-depth look at how their team has worked to bolster student proficiency and graduation rates by strengthening collaboration among education partners. Through this panel, grantees will gain insights into how they can intentionally and effectively work with their partners to achieve their vision for neighborhood revitalization.

### *Spotlight Sessions - Day 1 from 1:15 p.m. - 2:30 p.m.*

#### **Option 1 - Policing in Neighborhood Revitalization: How to Strengthen Relationships and Problem-Solve with Police**

Potomac Ballroom - Salons D and E

Day 1 - 1:15 p.m. - 2:30 p.m.

- Jason Cooper, Program Director, LISC Community Safety Initiative
- Commander Paul Pazen, Denver Police Department

Both Choice Neighborhoods communities and police are committed to improving public safety, yet they often have different ways of viewing safety challenges. These differences can affect policing priorities and how resources are allocated. This session will explore how Choice Neighborhoods can strengthen their relationship with police by understanding their perspective, and partner with police in problem-solving. Participants will hear from a metropolitan-area Police Commander and a public safety expert who has worked extensively with the U.S. Department of Justice's Innovations in Community Based Crime Reduction (formerly the Byrne Criminal Justice Innovation) grantees, as well as engage in a hands-on exercise. These insights will help participants understand how to build a meaningful relationship with police to address crime and the fear of crime that is often a barrier to neighborhood revitalization.

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## **Option 2 - Connecting to Employment: Empowering Residents and Creating Pathways to Self-Sufficiency**

Potomac Ballroom - Salon F

Day 1 - 1:15 p.m. - 2:30 p.m.

- Facilitator: Lucretia Murphy, Project Director, Jobs for the Future
- Caitlin Smith, Director of Housing Redevelopment and Mobility Mentoring, EMPATH
- Clarence Lowe, CEO & Founding Partner, Starforce
- Donovan Duncan, Senior Vice President, Urban Strategies

How can residents who have been disconnected from stable employment successfully reconnect? Hear from a representative from Jobs for the Future and several Choice Neighborhoods partners about innovative approaches they are using to help create pathways to long-term jobs. These comprehensive approaches include tools to address individual life circumstances, emotional barriers, or past experiences that complicate people's ability to find and keep stable employment, in addition to more traditional workforce readiness tools. The strategies also include strong links to employers and specific job opportunities.

## **Spotlight Sessions - Day 1 from 2:45 p.m. - 4:15 p.m.**

### **Option 1 - Ready for Kindergarten: What It Takes to Ensure Success from the Start**

Potomac Ballroom - Salons D and E

Day 1 - 2:45 p.m. - 4:15 p.m.

- Facilitator: Jane Hodgdon, Lead for Place-Based Initiatives, U.S. Department of Education
- Tonja Rucker, Program Director - Early Childhood Success, National League of Cities
- Katie Whitehouse, Principal Associate - Early Childhood Success, National League of Cities
- Judy Ratlief, Director of Operations, San Antonio Eastside Promise Neighborhood

Young children's early experiences and environment have a profound impact on later life outcomes. This panel will focus on what works, including quality early education and family supports, and how Choice Neighborhoods grantees and their partners can play a critical role in fostering a comprehensive approach to school readiness. As part of this conversation, presenters from the National League of Cities will highlight their recently released *Early Learning Community Action Guide*, which outlines practical steps communities can take to create a "school-ready" neighborhood. Together, participants will use this tool and a facilitated exercise to explore components of an early learning system and how their Choice Neighborhood can improve access to high-quality services.



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## ***Option 2 - Formulating Effective Critical Community Improvements (CCI) Plans***

**Potomac Ballroom - Salon F**

**Day 1 - 2:45 p.m. - 4:15 p.m.**

- Mindy Turbov, Choice Neighborhoods Director, HUD
- Luci Blackburn, Choice Neighborhoods Deputy Director, HUD
- Tami Strauss, Director of Community Development Planning, Norwalk Redevelopment Authority
- Tom Ivers, Choice Neighborhoods Director, Norwalk Housing Authority

Critical Community Improvements (CCI) can help accelerate neighborhood revitalization and address community priorities. This session will shed light on what makes an effective CCI plan and how HUD reviews grantees' proposals. Representatives from Norwalk's Choice Neighborhood will discuss how their team developed their CCI plan, why they chose certain CCI activities, and lessons they have learned as they have moved forward with implementation. Participants will critique a fictional CCI plan and talk with HUD staff about its strengths and weaknesses. While all grantees are invited to participate, this session will be especially helpful to those whose CCI plans have not yet been approved by HUD.



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## SESSION DESCRIPTIONS - DAY 2: FRIDAY, NOVEMBER 3, 2017

### The Power of Placemaking

Potomac Ballroom

Day 2 - 10:30 a.m. - 11:45 a.m.

- Facilitator: Reese Fayde, Principal, Reese Fayde & Associates
- Dan Amsden, Director of Sacramento Operations, MIG, Inc.
- Celia Yniguez, Program Manager, Sacramento Housing and Redevelopment Agency
- Rachel Hazlewood, Senior Economic Development Project Manager, City of Sacramento

The Sacramento Choice Neighborhood, with technical assistance from the architecture and planning firm MIG, recently developed a placemaking strategy for the largely industrial and physically disconnected River District-Railyards neighborhood. The goal of the placemaking strategy is to build a positive neighborhood identity, sense of place, and linkages to existing amenities. Participants will learn about the principles of placemaking and the stakeholder engagement and asset mapping that Sacramento used to create a placemaking strategy for the neighborhood. The speakers will also share how they coordinated projects already underway and how they translated placemaking ideas into a set of Critical Community Improvements.

### ***Spotlight Sessions - Day 2 from 1:15 p.m. - 2:30 p.m.***

#### ***Option 1 - Developing Housing Within a Neighborhood Context***

Potomac Ballroom - Salons D and E

Day 2 - 1:15 p.m. - 2:30 p.m.

- Facilitator: Reese Fayde, Principal, Reese Fayde & Associates
- Mindy Turbov, Choice Neighborhoods Director, HUD
- April Kennedy, CNI Program Administrator, Housing Authority of New Orleans
- Chris Clement, Vice President - Development Management, HRI Properties
- Julie DeGraaf Velazquez, Managing Director - Development, McCormack Baron Salazar

Each new housing development is impacted by its neighborhood's current conditions and has the potential to spark change in those conditions. During this session, representatives from the New Orleans Choice Neighborhood will describe how their team has succeeded in designing and developing mixed-income housing in the Iberville/Tremé community that respects the neighborhood's history and location while also supporting its increasing popularity. The panelists will discuss more ways that high-quality housing can facilitate broader revitalization in distressed neighborhoods. Participants will also have an opportunity to reflect on the neighborhoods in which they are working and tactics they can use to help ensure their new housing developments positively impact the surrounding area.



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## **Option 2 - Relocated Case Management: How to Continue Case Management and Service Delivery After Relocation**

Potomac Ballroom - Salon F

Day 2 - 1:15 p.m. - 2:30 p.m.

- Facilitator: Pamela Lawrence, Neighborhood & Community Investment Specialist, HUD
- Brechie Turner, Resident Leader, Louisville Choice Neighborhood
- Kristie Stutler, Regional Director, Urban Strategies
- Eva Mosby, Director, Urban Strategies - Memphis HOPE
- Jacqueline Hines, Resident Ambassador, South City Memphis

Once residents relocate, your case management and service delivery model must transition from working with residents who live in one development to engaging residents who live all over the city. During this session, two Choice Neighborhoods partners will discuss what to do before and after relocation to continue to reach residents and provide high-quality services. Representatives from Louisville will share how they used a continuous quality improvement process to quickly engage more than 80 percent of residents in case management before relocation. Representatives from Memphis will discuss how they created zones, employed resident ambassadors, and worked with partners to reorient case management and services after residents had relocated. Participants will also engage in a continuous quality improvement exercise to examine case management in the context of relocation.

## **Taking Action: Formulating Your Next Steps**

Potomac Ballroom

Day 2 - 2:45 p.m. - 3:30 p.m.

- Facilitator: Reese Fayde, Principal, Reese Fayde & Associates

In this session, participants will have an opportunity to work in their local teams to reflect on what they learned over the past two days and to formulate action steps based on their takeaways from the conference.