



Choice Neighborhoods

e-news about transforming housing, people and neighborhoods

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ANNOUNCEMENTS

Proposed Regulations for Opportunity Zones Released

The IRS released [proposed regulations](#) and guidance for the new Opportunity Zone tax incentive. Opportunity Zones were created by the 2017 Tax Cuts and Jobs Act and intended to spur investment in distressed communities through tax benefits for investors. The proposed regulations address the type of gains that may be deferred by investors, the time by which corresponding amounts must be invested, and the manner in which investors may elect to defer specified gains.

FUNDING OPPORTUNITIES

Funding available for Behavioral Health Programming for Returning Citizens

The National Institute of Corrections is seeking applications from non-profit organizations to deliver a cognitive behavioral change program called Thinking for a Change (T4C). The program is comprised of 25 lessons and recommends one to two sessions per week for a target audience of returning citizens and at-risk individuals. Up to \$120,000 in funding is available. [Applications](#) are due December 20, 2018.

Fundraising Tip: Engaging Foundations

In a video recording from the [2018 ConnectHomeUSA Summit](#), Stephanie Powers from the Council on Foundations shares several tips about engaging local foundations, including community foundations. She advised that the first time you communicate with a funder should never be to ask for money. She also urged organizations to build a relationship first, share what you have accomplished and what you hope to achieve, and ask about the funder's strategic priorities.

EVENTS AND TOOLS

Webinar: Corps Model for Youth Workforce Development

The Division of Youth Services will host a [webinar](#) on Monday, November 19, 2018 at 2:00 – 3:30pm focused on rural work experiences for Workforce Innovation and Opportunity Act (WIOA) youth programs. Participants will learn how corps partnerships with the workforce system can create meaningful work experiences for youth. Presenters will share promising practices and about two local corps programs in rural areas.

New Local Housing Solutions Online Toolkit

The National Community of Practice on Local Housing Policy developed an [online resource](#) to help cities, towns and counties develop comprehensive and balanced local housing strategies that enhance affordability, protect low-income residents from displacement, and foster inclusive neighborhoods. The website provides step-by-step guidance for developing comprehensive local housing strategies, including guidance on analyzing local housing needs, identifying housing policy objectives, selecting and implementing housing policies, and balancing competing needs and interests.

ConnectHomeUSA Summit Recordings Now Available Online

HUD and EveryoneOn hosted a [ConnectHome USA](#) Summit for community leaders working to close the digital divide in their neighborhood. The program emphasized a three-leg approach of low-cost Internet, low-cost devices, and digital literacy training. [Watch the recorded panels](#) discuss strategies for maintaining a coalition, developing a strong relationship with the City, establishing partnerships with philanthropy and more.

Public Wi-Fi SuperCluster Blueprint

Produced by the Global City Teams Challenge, this [how-to guide](#) offers information for communities to plan for and implement neighborhood-wide public Wi-Fi, including case studies from nine communities. The guide explores several options for funding models, legal issues to watch out for, procurement guidelines, and templates for project management.

RESEARCH AND PUBLICATIONS

Community-focused Approach to Federal Policy and Investments

Jobs for the Future released a [research paper](#) with a set of findings and recommendations for amplifying and sustaining community-focused, or place-based approaches into the future. The report includes a history and current state of community-focused approaches, a summary of design principles, and profiles of four diverse communities and their promising practices.

Home Visiting Programs Successfully Address Maternal Depression

A [report](#) from the Urban Institute demonstrates the positive impact of home visiting programs that serve low-income mothers and children, in particular with regard to reducing rates of maternal depression while also connecting vulnerable families to needed community resources. The report summarizes existing research and outlines three promising approaches.

GRANTEES IN THE NEWS

Seattle: Opening of Yesler Terrace Park

An [article](#) in the Capitol Hill Seattle Blog, a neighborhood-based community news website, recognized the community's celebrated opening of Yesler Terrace Park, which opened this past August. Read more about the new park in the spotlight below.

SPOTLIGHT: Creating Community Space in Seattle

The Seattle Housing Authority was awarded a total of \$30 million in Choice Neighborhoods Implementation Grants (in both FY2010/11 and FY2012) for the redevelopment of the Yesler Terrace housing development and the surrounding neighborhood. Through neighborhood engagement, the Choice Neighborhoods team identified that one of the community's goals was to develop a new neighborhood park. Now at the heart of the community, Yesler Terrace Park provides social gathering spaces, offers recreational areas for children and youth, and functions

like a backyard for the 1,139 newly constructed housing units and more than 300 units planned or under construction that are located directly across the street from the park.

The distressed Yesler Terrace housing was constructed in the 1940s as low-rise rowhouses with small yards. In preparation for developing the new housing, residents raised concerns about losing their yards and garden space. In response, the Seattle Housing Authority incorporated outdoor space throughout the revitalized housing site, including the main park as well as three pocket parks, an acre of community garden space and shared courtyards with play equipment, all connected by neighborhood pathways.



Figure 1: (Left) Original Yesler Terrace row houses with backyards, (Right) Newly built Raven Terrace housing, located across the street from northwest corner of the park.

According to Jared Jonson from the Seattle Housing Authority, “what really defines the Yesler redevelopment is partnerships.” Seattle Housing Authority donated the land for the park to the City of Seattle. The new park was funded partly through donations from the Seattle Parks Foundation, RAVE Foundation, Wyncote Foundation Northwest, Pendleton and Elisabeth Carey Miller Charitable Foundation, The Community Parks Fund, Washington State Recreation and Conservation Office, and the Office of Arts and Culture.

The park’s [design](#) had to fit within the City’s [design guidelines](#) and respond to the needs and interests of a diverse group of constituents, including Yesler families, newer residents, and future residents of the mixed-income housing. Proactive and ongoing community engagement efforts ensured that Yesler residents’ voices were included in the designs for the park. Residents proposed including barbeque grills and plenty of seating areas for family cook-outs, birthday parties and everyday socializing. The diverse population living in Yesler, comprised largely of immigrant families from around the world, also prioritized space to play soccer.



Figure 2: (Left) Stefan Frei, a player from the Seattle Sounders FC and artist, participated in the GOALS for Art program at the Yesler Community Center. (Right) The creativity, inspiration and ideas from GOALS for Art informed the design of the goals on the RAVE Field.

The Rave Foundation, which is the charitable entity for the Seattle Sounders FC Soccer Team, contributed funding for the redevelopment of the park's soccer space and now supports on-going soccer skills camps for over 200 Yesler children and other neighborhood kids. The soccer area, while not a full-sized soccer field, provides enough space for smaller games, practices and drills. The area is not allowed to be reserved so it's always available to neighborhood youth. [This video](#) features some of the children who enjoy this program.

The community recently celebrated the long-awaited opening of the park in August 2018. The completed two-acre park features a community center, basketball court, soccer field, playground equipment, spraypark, exercise equipment, culturally inclusive art, community mural, barbeque grills and a sprawling green lawn, all with beautiful views of Elliott Bay, Mount Rainier and the Seattle skyline. The park also features accessible pathways that connect different parts of the neighborhood with adjacent communities. More than just a neighborhood amenity, the park has provided a gathering space for residents new and old to come together, interact and socialize, exercise or relax, and bond with their children and with their neighbors.



Figure 3: Playground equipment is an excellent way to create a public commons where families of different backgrounds and diverse incomes come together around a unifying concern – their children.

Yesler residents have taken pride in the park and feel ownership. One 90-year-old man, a local resident of Yesler, regularly visits the park to sweep the sidewalk. When asked why, the gentleman responded that he needed his exercise, and that he wanted to keep the park looking nice. This small action speaks loudly to all who witness it – this park belongs to everyone and the community shares in taking care of this special place.

“Opening the new Yesler Terrace Park represents a major milestone in the redevelopment of Yesler into a model mixed-income community with a significant increase in affordable and other housing for Seattle,” said Andrew Lofton, Executive Director of the Seattle Housing Authority. “The park will inspire and enable healthy living and will provide an important civic gathering place for residents, neighbors from the surrounding areas and visitors from within and outside of Seattle to connect with each other. It is truly a jewel for the city.”

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