



9 a.m. – Tours (optional)

Schuylkill River Trail

Visit *USA Today's* 2016 Best Urban Trail. The Schuylkill River Trail is 60 miles of finished trail that extends across southeastern Pennsylvania. On this tour, you will explore the Schuylkill Banks, the Philadelphia segment of the trail, which connects greenways, parks, educational institutions, residential developments, and industrial sites throughout the heart of the city. *Please be advised: This is a walking tour that will cover approximately 1.5 miles of the Schuylkill River Trail. You should wear comfortable clothing and shoes.*

Philadelphia Low-Cost Strategies to Improve Quality of Life

On this tour, you will see how a range of Philadelphia institutions are working to integrate access to arts, culture, and the outdoors to improve the quality of life for residents in neighborhoods across the city. Not only have these initiatives enriched neighborhoods, but they have been implemented with minimal cost. You will learn more about these actionable strategies and how to use them in your community.

Mt. Airy Neighborhood Tour

Join us for a tour of one of the first intentionally integrated neighborhoods in the United States. Hear how Mt. Airy, a thriving Philadelphia neighborhood, proactively welcomed African American residents and worked to create a community that remains diverse and inclusive.

12:00 noon – Conference opening and plenary lunch

Building an Inclusive, Transformative Economy

In this session, thought leader Xavier de Souza Briggs will reflect on how foundations are redefining their funding approaches to address the underlying systems that can both create and sustain inequity across the United States. He will then join other leading experts who will challenge us to think critically about creating places of opportunity and to reflect on the education, job training, and innovation needed to prepare our communities for a new economy.

- Xavier de Souza Briggs, Vice President, Economic Opportunity and Markets, Ford Foundation
- Lance Freeman, Professor of Urban Planning, Graduate School of Architecture, Planning and Preservation, Columbia University
- Harry J. Holzer, Professor of Public Policy, McCourt School of Public Policy, Georgetown University; Senior Research Fellow and Institute Fellow, American Institutes for Research; Senior Affiliate, Urban Institute; and Nonresident Senior Fellow, Brookings Institution
- Andrés Rodríguez-Pose, Professor of Economic Geography, London School of Economics and Political Science, University of London
- Susan Wachter, Albert Sussman Professor of Real Estate and Professor of Finance, Wharton School; Professor of City and Regional Planning, Penn Design; and Codirector, Penn Institute for Urban Research, University of Pennsylvania

2:00 p.m. – Concurrent workshops

Where Should We Build Affordable Housing?

The recent U.S. Department of Housing and Urban Development's Final Rule on Affirmatively Furthering Fair Housing seems to have everyone asking where affordable housing should be built to achieve the highest impact. While the regulation encourages new affordable housing construction in higher-income communities to overcome the detrimental effects of segregation, studies have also found that affordable housing plays an important role in revitalizing low-income neighborhoods. Furthermore, it is more cost effective to build in

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permanent affordability when a neighborhood is at the early stages of revitalization. Come participate in a provocative discussion about where limited affordable housing dollars should be invested.

- Denise Fairchild, President and Chief Executive Officer, Emerald Cities Collaborative
- Mercedes Marquez, Strategic Implementation Consultant, Marquez Community Strategy
- Celia Smoot, Director of Housing, Local Initiatives Support Corporation
- *Moderator:* Harold Simon, Executive Director, National Housing Institute/Shelterforce

Addressing Extreme Poverty: Approaches That Work

Cities and nonprofits are adopting innovative new programs to help households move out of deep poverty. In this workshop, we explore several key approaches to providing very low-income residents with the critical tools necessary for economic mobility and an improved quality of life.

- Tiffany Anderson, Superintendent, Jennings School District, Jennings, Missouri (moving to Topeka Public Schools, Topeka, Kansas, in September)
- Kirsten Lodal, Co-founder and Chief Executive Officer, LIFT
- Matthew Steinberg, Assistant Professor, Graduate School of Education, University of Pennsylvania
- *Moderator:* Eva Gladstein, Deputy Managing Director, Health and Human Services, City of Philadelphia

Connecting Communities to Capital Through Collaboration

In this session, we explore how to create successful collaborations and movements for change that bring together public and private sector stakeholders for the benefit of the community. One of these movements involves pay for success financing, a new form of funding that advances program delivery, improves accountability, and increases rigor in performance measurement. Another involves capital absorption, which strengthens community investment systems and capacity. A third highlights the Working Cities Challenge, a cross-sector collaboration underway in New England that provides capital and strengthens partnerships to improve local economics.

- Tamar Kotelchuck, Director, Working Cities Challenge, Federal Reserve Bank of Boston
- Jeff Shumway, Vice President, Advisory Services, Social Finance
- David Wood, Director, Initiative for Responsible Investment, Hauser Center for Nonprofit Organizations, John F. Kennedy School of Government, Harvard University
- *Moderator:* John Bendel, Director, Community Investment, FHLBank Pittsburgh

Opportunity Occupations: Training People Today for Tomorrow's Jobs

A transformative economy provides job opportunities and career pathways for all residents. This session explores “opportunity occupations” – those occupations that are accessible to someone without a bachelor’s degree and that pay at least the national annual median wage. After hearing the latest Federal Reserve research on this topic, experts will highlight successful training programs that match employees to top opportunity occupations. They will also reflect on strategies that communities can pursue to create viable pathways to obtain these sought-after positions.

- Jeff Rafn, President, Northeast Wisconsin Technical College
- Elyse Rosenblum, Principal, Grads of Life
- Keith Wardrip, Community Development Research Manager, Federal Reserve Bank of Philadelphia
- *Moderator:* William Cordery, Program Officer, Strong Local Economies, Surdna Foundation

3:30 p.m. — Break



3:45 p.m. — Plenary session

Anchor Institutions: Expanding Boundaries and Extending Growth

Join esteemed leaders as they reflect on the role their institutions play in transforming regional economies. They will highlight how they are embracing new partnerships and broadening their traditional focuses of interest to foster positive change in the neighborhoods and communities that surround them.

- Kathryn Edin, Bloomberg Distinguished Professor, Department of Sociology, Zanvyl Krieger School of Arts and Sciences, and Department of Population, Family, and Reproductive Health, Bloomberg School of Public Health, Johns Hopkins University
- John A. Fry, President, Drexel University
- Tyler Norris, Vice President, Total Health Partnerships, Kaiser Permanente

5:15 p.m. — Welcome reception at the Hilton Philadelphia at Penn's Landing



8:30 a.m. — Concurrent Workshops

At the Intersection of Education and Employment

Workforce and educational leaders are recognizing that stronger connections must be forged between high school and postsecondary education or employment, especially for “opportunity youth” — those who are neither employed nor in school. Learn about successful and innovative models from a community college, a charter school, and a career and technical education center. A representative from a leading foundation in workforce initiatives will share insights about what is needed to make these models work.

- Kojo Quartey, President, Monroe County Community College
- Thomas J. Rushton IV, Executive Director, Lehigh Career & Technical Institute
- Simran Sidhu, Executive Director, YouthBuild Philadelphia Charter School
- *Moderator:* Michelle Henry, Vice President, Global Philanthropy, JP Morgan Chase & Co.

New Funding Sources for Community and Economic Development

From changes at the U.S. Securities and Exchange Commission that allow small businesses to solicit funding in new ways to new Employee Retirement Income Security Act (ERISA) regulations that allow retirement funds to invest for environmental and social impact, there are new sources of money out there that your locality can tap. This session discusses impact investing and new potential resources for community and economic development.

- Antony Bugg-Levine, Chief Executive Officer, Nonprofit Finance Fund
- Ryan Feit, Chief Executive Officer and Cofounder, SeedInvest
- Alya Kayal, Director, Policy and Programs, US SIF: Forum for Sustainable and Responsible Investment
- *Moderator:* Noelle Baldini, Community Engagement Associate, Federal Reserve Bank of Philadelphia

Equitable Development: Addressing Gentrification and Displacement

When does neighborhood revitalization become gentrification? What actions can ensure that existing residents are able to stay and benefit from new amenities in changing neighborhoods? This session focuses on tangible actions a locality can take to prevent displacement of existing residents and promote equitable development when new investment comes to its neighborhoods.

- Eileen Divringi, Community Development Research Analyst, Federal Reserve Bank of Philadelphia
- Melinda Pollack, Vice President, Transit-Oriented Development, Enterprise Community Partners
- Malcolm Yeung, Deputy Director, Chinatown Community Development Center, San Francisco
- *Moderator:* Mary M. Lee, Deputy Director, PolicyLink

10:00 a.m. — Break

8:30 a.m. – 11:30 a.m. — Deep Dive Learning Labs

(Offered offsite in lieu of concurrent sessions at same time)

A Seat at the Table: Best Practices for Resident Engagement

The goal of community development is to improve conditions in all neighborhoods and for all people, but the strategies are not always inclusive of the needs and voices of all residents. Participate in this interactive learning lab hosted at Drexel University’s Dornsife Center for Neighborhood Partnerships, where experts will guide you in exercises and activities that foster greater resident engagement and the exchange of ideas at the grassroots level. This session is organized in partnership with the Local Initiatives Support Corporation (LISC).

What Are the ABCs of CRA?

This learning lab will provide a comprehensive look at the responsibilities of financial institutions under the Community Reinvestment Act (CRA) and will offer insights into fostering new collaborations with financial institutions in your community. Join us for this deep dive into recent CRA updates and the role of the regulation in today’s environment. This session, which will be held at the Federal Reserve Bank of Philadelphia, is organized in partnership with the Federal Deposit Insurance Corporation and the Office of the Comptroller of the Currency.



10:15 a.m. – Concurrent Workshops

Building a Modern, Inclusive Economic Development Plan

Today, the definition of success for an economic development program has changed dramatically from encouraging existing businesses to relocate and create jobs downtown to expanding homegrown businesses and preparing residents for available jobs through better links between economic development and workforce development. This session will look at programs designed to achieve an inclusive economic development plan in your community.

- Paul Brophy, Principal, Brophy & Reilly, LLC
- Pete Carlson, President, Regional Growth Strategies
- Brian Surratt, Director, Office of Economic Development, City of Seattle
- *Moderator:* Daniel Davis, Senior Manager, Community Development, Federal Reserve Bank of St. Louis

Rebuilding Household Balance Sheets and Improving Financial Capability

Leaders from across the country present the latest research and trends in family wealth and provide concrete recommendations for how to improve family household financial security as well as best practices on how to build low-income household wealth.

- J. Michael Collins, Faculty Director, Center for Financial Security, and Associate Professor, La Follette School of Public Affairs, and Associate Professor, School of Human Ecology, University of Wisconsin–Madison
- Mae Watson Grote, Founder and Executive Director, The Financial Clinic
- Jose Quinonez, Chief Executive Officer, Mission Asset Fund
- *Moderator:* Ray Boshara, Director, Center for Household Financial Stability and Assistant Vice President, Federal Reserve Bank of St. Louis

From Pop-Ups to Permanent: Creative Reuse of Vacant Land in Lower-Income Neighborhoods

Communities waiting for their vacant land supply to match market demand are developing exciting new temporary uses for vacant land that are enlivening neighborhoods, attracting new residents, and creating startup locations for brick-and-mortar businesses. This session explores how cities are reactivating idle resources as well as creating new temporary neighborhood amenities.

- Eric Ho, Founder, Made in the Lower East Side (miLES), and Co-founder and Director, Architecture Commons
- Terry Schwarz, Director, Cleveland Urban Design Collaborative, Kent State University
- Emily Trenholm, Executive Director, Community Development Council of Greater Memphis
- *Moderator:* Jeff Barg, Associate Director, Planning and External Policy Relations, Pennsylvania Horticultural Society

12:00 Noon – Plenary luncheon

Leading Inclusive Growth: A Meeting with Champion Mayors
A joint session organized with the Organisation for Economic
Co-operation and Development (OECD)



What is the role of local leadership in the promotion of inclusive growth? How can city mayors tackle inequalities and promote greater equity? At the opening of this session, Gabriela Ramos, OECD special counsellor to the secretary-general, chief of staff, and sherpa to the G20, will highlight the critical role that leadership plays in addressing inequality in cities around the world. Ramos will offer an overview of the OECD–Ford Foundation Inclusive Growth in Cities Campaign and explore tools and policy levers needed to advance the dialogue. Mayors from the U.S. and abroad will then discuss key challenges facing their communities and reflect on how to position a local economy for success in the increasingly global marketplace. They will also

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highlight innovative approaches they are employing to ensure that economic growth is equitable and that all residents benefit from the changes underway.

2:30 p.m. — Concurrent workshops

Where Health and Community Development Meet

Community health and community development professionals are creating deliberate and strategic alliances to improve the health of communities and residents. This workshop will explore key programs that improve health, reduce health-care costs, and enhance neighborhood conditions and quality of life.

- Dr. Andrew F. Beck, Attending Physician, Division of Hospital Medicine, Cincinnati Children’s Hospital
- Colby Dailey, Managing Director, Build Healthy Places Network
- Dr. Stacy Tessler Lindau, Associate Professor of Obstetrics/Gynecology and Medicine-Geriatrics, University of Chicago Medicine
- *Moderator:* Sandra Tormoen, Assistant Vice President and Community Affairs Officer, Federal Reserve Bank of Richmond

The Changing World of Small Business Finance

Cities are actively working with small businesses to help them expand and create new jobs. Nonbank alternative lenders are making loans, and new Internet marketplaces are appearing. This workshop looks at exciting new opportunities to inject capital into small businesses and explains the potential dangers as well.

- Jared Hecht, Cofounder and Chief Executive Officer, Fundera
- Ted Zoller, T.W. Lewis Clinical Associate Professor of Strategy and Entrepreneurship, and Director, Center for Entrepreneurial Studies, University of North Carolina Kenan-Flagler Business School
- *Moderator:* Claire Kramer Mills, Assistant Vice President and Community Affairs Officer, Federal Reserve Bank of New York

Early Childhood Programs with High Returns on Investment

Leaders in the field discuss the strengths and weaknesses of different early childhood programs that provide resources and support for children from birth to elementary school. This session will explore how these programs can “pay for themselves” by offering end results such as reduction in crime, improved school performance, and better economic opportunities for participating children. Panelists also will discuss strategies for supporting quality across a variety of early childhood programs and approaches on how to finance them.

- Gerald (Jerry) Cutts, President and Chief Executive Officer, First Children’s Finance
- Laura Johns, Managing Partner, Propulsion Squared
- Philip A. Peterson, Deputy Director, ReadyNation
- *Moderator:* Rob Grunewald, Economist, Federal Reserve Bank of Minneapolis

Innovation Districts: The New Geography of Innovation

Cambridge, MA, Philadelphia, PA, St. Louis, MO, and Chattanooga, TN, are attempting to create a magical mix of academic, private sector, nonprofit, and government talent to breed cross-sector activity and to foster greater innovation and entrepreneurship. This session asks what is an innovation district and can it truly create more economic growth without major tax incentives or costly capital investments?

- Ken Hays, President and Chief Executive Officer, The Enterprise Center
- Dougan Sherwood, Cofounder and Managing Director, Cambridge Innovation Center St. Louis
- Harris M. Steinberg, Executive Director, Lindy Institute for Urban Innovation, Drexel University
- *Moderator:* Jessica Ice, Market Analyst, JumpStart Inc.

**8:30 a.m. — Plenary breakfast****From Policy to Practice: Eight Stories of Transformation**

Discussing policy options and strategies to help transform communities is one thing; putting them into practice is another. In this plenary session Powered by PechaKucha, in which 20 slides are shown for 20 seconds each, you'll learn about key efforts underway in eight communities across the country. These programs, collaborations, and initiatives are transforming neighborhoods, encouraging business growth and entrepreneurship, and expanding the health and vitality of communities.

**10:15 a.m. — Concurrent workshops****Inclusive Housing Policy and the Transformative Economy**

Join leading experts to explore how housing policies related to new construction, rehabilitation, preservation, and financing can contribute to positive change in local communities. Speakers will reflect on what has worked in the past and will share inclusive policies that can contribute to a transformative economy going forward.

- Sean Closkey, President, Development Partners by Reinvestment Fund
- Dan Immergluck, Professor, School of City and Regional Planning, Georgia Institute of Technology
- Carolina Reid, Assistant Professor, City & Regional Planning, College of Environmental Design, University of California, Berkeley
- *Moderator:* Scot Spencer, Associate Director, Advocacy and Influence, Annie E. Casey Foundation

Immigrant Integration as an Economic Development Strategy

The successful integration of immigrants contributes to the economic vitality of our communities and provides the cultural, social, and religious diversity that creates great places to live and work. Nonprofits and local governments are developing local policies that integrate newcomers into housing, education, and job training while embracing diversity.

- Jose Gonzalez, Cofounder of Conexión Américas, and Instructor of Entrepreneurship and Management, Belmont University
- Eva Hassett, Executive Director, International Institute of Buffalo
- David Dyssegaard Kallick, Senior Fellow, Fiscal Policy Institute
- *Moderator:* Peter Gonzales, President and Chief Executive Officer, Welcoming Center for New Pennsylvanians

Economic Revitalization and Philanthropic Investment in Small and Mid-Size Cities

Small and mid-size cities have unique assets and challenges. Many of those with a heavy industrial heritage have been decimated by decades of economic decline, depopulation, and physical distress. Further, new research on philanthropic flows for community and economic development suggests that small and mid-size cities are further handicapped by limited subsidy dollars (on a per capita basis), as compared with large metro areas. But some of these cities have reinvented themselves and created new, valuable, competitive advantages for local residents and businesses. Small and mid-size cities that have found pathways to revitalization are the focus of this session. Join us as we explore arcs of rejuvenation in these cities, as well as the various forces affecting philanthropic investments for economic revitalization.

- David Brown, President and Chief Executive Officer, Greater Omaha Chamber
- Will Lambe, Senior Community and Economic Development Advisor, Federal Reserve Bank of Atlanta
- Karl Stauber, President and Chief Executive Officer, Danville Regional Foundation
- *Moderator:* Alicia E. M. Kitsuse, Program Officer, Charles Stewart Mott Foundation

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12:00 Noon – Closing plenary luncheon

Presidents' Perspectives: The Fed's Role in Transforming Our Communities

Join esteemed Federal Reserve presidents Patrick T. Harker, Dennis P. Lockhart, and Loretta J. Mester for a critical conversation about the Fed's role in transforming our economies. After keynote remarks from Philadelphia Fed President Harker, all leaders will engage in an interactive dialogue. They will reflect on the key economic challenges facing communities and on how economic research can be an effective tool in bringing about economic transformation. They will also recommend new strategies and partnerships for moving forward.

- Patrick T. Harker, President and Chief Executive Officer, Federal Reserve Bank of Philadelphia
- Dennis P. Lockhart, President and Chief Executive Officer, Federal Reserve Bank of Atlanta
- Loretta J. Mester, President and Chief Executive Officer, Federal Reserve Bank of Cleveland