



PRE-CONFERENCE WORKSHOP
Monday, April 15, 8:30 AM - 11:30 AM

Claim the Torch: Community Organizations Advancing Racial Equality *Facilitator: PolicyLink*

Engage in a pre-conference workshop facilitated with PolicyLink and featuring community-based organizations that have found ways of disrupting mainstream standards of practices in order to advance racial equality. The interactive workshop will offer participants a chance to explore concrete steps that their own organizations can take. There is no additional cost for this workshop.

DRAFT SESSION DESCRIPTIONS — PEOPLE & PLACES 2019
Monday, April 15 at 11:30 AM – Wednesday, April 17 at 2:00 PM

CONFERENCE THEMES:

- Equitable Development
- Vehicles for Investment
- Capacity Building
- Community Economies

EQUITABLE DEVELOPMENT

Playbook for Healthcare and Community Development Partnerships
Organizer: Build Healthy Places Network

In the United States, we spend nearly \$3.5 trillion on medical care each year, with more than 80 percent spent on treating chronic disease — most of which is avoidable and concentrated among those living in low-income communities; those communities often are where community development is already working. What if we changed the paradigm from treating the health consequences of poverty to addressing the poverty and neighborhood conditions themselves?

This interactive session will showcase the Build Healthy Places Network’s new resource, “Healthcare Playbook for Community Developers” and focus on opportunities for healthcare to partner with

community developers. Hear from a community development organization and a healthcare organization on how partnerships across sectors have helped increase their impact working in low-income communities. Through small group discussions participants will brainstorm on developing healthcare partnerships where they work.

Development without Displacement: Resident-Led Strategies to Resist Gentrification

Organizer: National Coalition for Asian Pacific American Community Development's (National CAPACD)

Gentrification is becoming evident in more housing markets all over the country, where increased real estate prices have led to displacement of long-term neighborhood residents and small businesses from communities that they have called home for decades. At the same time, community-based organizations from low-income communities are resisting gentrification through grassroots organizing, policy, and planning strategies. Join panelists from across the country to discuss how displacement has impacted local communities of color; strategies for engaging local residents who are directly impacted by gentrification; and community driven policy and planning solutions to address displacement.

Homeownership Strategies in Blighted Communities

Organizer: Local Initiatives Support Corporation (LISC)

Blighted neighborhoods are often trapped in a cycle where low property values prevent the construction and renovation of homes. Declining homeownership rates, property abandonment, the erosion of family assets, and concentrated poverty are too often the results. We'll examine two programs that have broken that cycle by making it for low- and moderate-income people to buy and rehabilitate single-family homes – the New York State Housing Stabilization Fund and the Targeted Neighborhood Rehab & Mortgage Loan Fund in Kansas City, Missouri. We'll also discuss the Neighborhood Homes Investment Act, a proposed tax credit that would facilitate loan and investment capital to rehabilitate distressed single-family for-sale homes in communities characterized by blight and disinvestment.

Middle Neighborhoods: An Ounce of Prevention

Organizer: National Alliance of Community Economic Development Associations (NACEDA)

Extremely depressed neighborhoods get a lot of attention, as do places that are gentrifying quickly and displacing residents. But what if your community is neither hot nor cold? What if you fear it may become so? This session will explore strategies for community organizations representing places somewhere in the middle, including support for current homeowners and comprehensive neighborhood place-keeping. It will draw on the "Middle Neighborhoods" research and community of practice.

Organizing the Renter Nation

Organizer: Right to the City

Engage in a conversation about what's happening now and what it will take to build a tenant movement to scale both in terms of organizing as well as legal, policy and research infrastructure. The premise of this workshop is that to win bold, transformative demands including Rent Control for All and community

control of land and housing we must organize millions and must be united around a common vision, principles and strategy.

Community Powered Strategies to Fight Displacement

Organizer: PolicyLink

In recent years, many cities are experiencing a surge in investments and economic activity. However, too many low-income people, especially people of color, who lived in cities through their long decline face displacement as rents rise and wages stagnate. Such displacement pressures destabilize families, neighborhoods, and entire cities. Further, displacement and rising inequality are reshaping our regions as low-income people and people of color are increasingly pushed to the edges of metro areas, while public and private investments are concentrating in the urban core. This session will highlight strategies—including arts and culture, health equity, and other cross-cutting tools —that local leaders and equity advocates are using to fight displacement in their communities.

Equitable Community Development: Devaluation of Communities of Color

Organizer: Network for Developing Conscious Communities

New development in disinvested communities of color often comes at the expense of displacing residents, dismantling culturally historic districts, and placing major decision-making in the hands of White-led organizations. Equitable community development doesn't just happen. It takes conscious and intentional industry strategies and government policies that recognize leadership in organizations of color to build a culture of inclusion that confronts racism, recruit diverse team members, and foster equity inclusion in community development.

Learn from policy makers, social activists, and community development practitioners how the devaluation of assets in communities of color affect the reality of "enabling tools" — policies, laws, institutions, partnerships and synergies among them — which create barriers to advance equity, sustainability of development, and "substantive" justice outcomes that the rule of law should be geared to promote such as personal wealth, economic progress and political power.

Community Identity as Innovative Practice for Community Development

Organizer: National Alliance of Community Economic Development Associations (NACEDA)

How might we centralize the preservation and celebration of racial and ethnic communities in community development work? Community development organizations rooted in ethnic/racial communities have a long history of advancing self-determination by building upon cultural needs and practices in a way that helps them be seen as assets rather than barriers. However, given that these communities have long suffered inequitable access to resources, these strategies are often seen as niche rather than as innovative practices that can be scaled widely across the country. This session will explore stories of cross-sector partnership in the advancement of new strategies that celebrate the potential of identity as the root of self-empowerment and advancement.

VEHICLES FOR INVESTMENT

The Promise and Peril of Opportunity Zones

The Greenlining Institute

The uneven recovery is leaving too many communities behind. One in six (52.3 million) Americans live in economically distressed communities — places struggling to attract capital and sustain economic opportunity for their residents. More than half of these areas contained both fewer jobs and businesses in 2015 than they did in 2000. New business formation is near its record low. The Great Recession led to a collapse in new business creation so severe that for the first-time companies were dying faster than they were being born. The recovery has done little to boost startup rates, which remain particularly depressed in low-income communities. What can equity groups do to shore up the positive potential of Opportunity Zones to benefit long-term residents and businesses while guarding against the biggest threats of gentrification and displacement?

What Does the Future of Banking Hold for Communities of Color?

Organizer: Asset Building Policy Network

Lessons from the Great Recession and digital innovations have changed the financial services landscape dramatically over the past decade, leading to an experience that is safer and more seamless for consumers. Unfortunately, accessing the right financial tools is still not easy or affordable for low- and moderate-income communities, especially those of color

As we face a possible future economic slowdown, greater integration of technology into our finances and a shift towards a majority-minority nation, what does the future of banking hold for these communities? How can we boost their economic potential? And what strategies can we employ today to address the financial challenges and opportunities facing these communities?

In this session, a panel of national and local experts will discuss new research on these communities using financial services and what the public sector, financial institutions and on-the-ground groups can do to ensure that the financial industry better serves our communities.

Strengthening the Flow of Capital

Organizer: National Association for Latino Community Asset Builders (NALCAB)

CDFIs play a crucial role in ensuring equitable place-based development. This session will examine how asset-building organizations and CDFIs ensure that communities can leverage access to capital for outcomes that build wealth for low- and moderate-income Latino and immigrant families, including NALCAB's JPMorgan Chase Equitable Neighborhood Development Planning grant.

View from the Hill: Advancing Equitable Investment Through Policy

Organizer: National Association for Latino Community Asset Builders (NALCAB)

Strengthen your organization's knowledge about how policy solutions can ensure equitable investment in communities of color. We'll focus on 116th Congress legislature through the lenses of asset building and how to advance the economic trajectory of low- and moderate-income neighborhoods and racial equity.

CAPACITY BUILDING

Building Multi-Sector Coalitions to Advance Policy Goals

Organizer: National Low Income Housing Coalition (NLIHC)

The complexities of modern-day social challenges require us to look beyond our respective silos and acknowledge our multi-sector interdependencies. The issues we face -- from housing to education to healthcare to civil rights -- are often too difficult for one sector to solve alone. Presenters will discuss an unprecedented national campaign called Opportunity Starts at Home, which is deploying unique multisector partnerships to advance federal policies which expand affordable housing for the most vulnerable low-income households. Using the campaign as an example, presenters will discuss lessons learned, best practices, and the challenges of building multi-sector coalitions. Participants will then break into small interactive groups to apply these generalized lessons to their own context. Working in small groups, participants will brainstorm how they can develop and deploy “unusual suspects” to advance their own field of work.

Messaging for Housing Advocates

Organizer: National Coalition for Asian Pacific American Community Development's (National CAPACD)

Housing advocates find general difficulty among the public to see housing as an issue that requires more attention from policymakers and the public often struggles to see the connection between housing, equity, and inclusive communities. When public support is required to enact policy and establish programs to promote these goals, advocates face an uphill battle.

Diversity in Arts Leadership: A Model in Cultivating Diverse New Talent

Organizer: Americans for the Arts (AFTA)

Cultivating next generation leaders and encouraging consciousness and competency among current leaders on issues of diversity, equity, and inclusion is crucial to the success of any field in the nonprofit sector. Carefully designed internship programs can be catalysts not only for recruiting and retaining new diverse talented people, but for educating and engaging those currently in power, as well as public and private sector allies, in the incremental, measurable, and manageable transformation of agencies and institutions towards equity. For 25 years, the Diversity in Arts Leadership internship program (DIAL) has been training and mentoring college students from underrepresented backgrounds to become arts leaders. One of the only programs of its kind in the nation—and one of the longest-running—DIAL’s aim is to strengthen and advance diversity in the arts management field and provide the newest members of the workforce with real-world career experience in the arts and business sector, while also engaging midcareer and senior leaders already in the field, as well as interested private sector mentors, in a shared journey towards equity.

Scale and Local Accountability: A "Both And" Approach

Organizer: National Alliance of Community Economic Development Associations (NACEDA)

A core value of the community development movement from its inception 50 years ago has been that local residents should play a leadership role in shaping the future of their communities and their own lives. CDCs and other community-based groups seek to advance that vision by having boards of directors that are community based, by engaging local residents in crafting and implementing a vision for their community, and by maintaining community control and ownership of key assets.

At the same time, community developers want to achieve greater impact and scale. This work is complicated and requires sophisticated staff and significant capital. This often requires greater organization scale and capacity.

Rather than seeing these two goals as being in conflict, Innovative community developers are creating new models for achieving “both/and” – both community control and scale. This workshop will provide participants with a framework for thinking about how they can use collaboration to achieve both goals and share examples of innovative models in both urban and rural settings.

Identifying Vulnerability: Looking for Neighborhood Change

Organizer: National Association for Latino Community Asset Builders (NALCAB)

Learn how specific analysis can assist organizations' ability to anticipate future changes by examining GIS mapping, methodology and best practices. Panelists will present tools that organizations can use to help identify changes and showcase partnerships formed to address these changes for both benefiting the positive change and getting ahead of the negative effects.

What's Health Got to Do with It? Building Grassroots Capacity to Engage Local Health Care Institutions in Community Development

Organizer: Community Catalyst

Across the country, many health care institutions are seeking opportunities to support community efforts that address issues like affordable housing, food security, and environmental health. This shift reflects a growing recognition within the health care sector that the social, economic and physical environments in which our lives unfold play a foundational role in determining health and well-being. However, concrete partnerships and investments in initiatives that address these “social and economic determinants of health” (SDH) is still uncharted territory for many health systems. Conversely, community development practitioners who are steeped in these issues, but new to health care policy, may struggle to make in-roads with decision-makers. In this interactive session, speakers will share how they are proactively engaging health systems and community residents to address SDH. They'll model training tools and resources they have used to successfully build staff and community capacity to engage health care partners in local priorities.

Getting Initiatives on the Ballot – And Winning!

Organizer: National Alliance of Community Economic Development Associations (NACEDA)

Housing and community development have been on the ballot in several states in recent years, resulting in significant new resources for communities. But developing and winning ballot campaigns takes expertise, resources, commitment, and money. This session will put forward organizations leading campaigns across the country and help others learn how to use the ballot to advance their community's agenda.

Reimagining Community Engagement & Organizing for Impact

Organizer: National Alliance of Community Economic Development Associations (NACEDA)

There is an increasing body of research and models that show how innovative community engagement and organizing practices, particularly those draw on creative and cultural expression, can better allow communities to advocate for and articulate desired visions for their surroundings. Many kinds of

practitioners are exploring strategies to situate artistic practice to support community engagement and organizing goals, but the translation of this kind of arts practice to community organizing is complex, including requiring new forms of collaboration between artists and community developers. This session will seek to help organizations broaden their understanding of how to conceive, structure, and implement relationships that deepen community engagement work to help change the way that decisions are made about the future of a place.

COMMUNITY ECONOMIES

Building Community Wealth through Small Businesses

Organizer: National Coalition for Asian Pacific American Community Development's (National CAPACD)

As family-supporting jobs become a rarity, business ownership has increasingly become more relevant as an asset-building strategy for low-income households. Yet low-income households, particularly in communities of color, face significant barriers to starting and sustaining businesses - including struggles to access capital and culturally relevant business counseling. This session will feature organizations from around the country that are implementing innovative programs that build community resilience and wealth through entrepreneurship. An interactive discussion will include sharing of best practices, common challenges and solutions to support local business development through increased access to capital and counseling.

Empowerment Economics in Communities of Color

Organizer: National Coalition for Asian Pacific American Community Development's (National CAPACD)

This interactive panel invites conference attendees to engage with leaders that are practicing empowerment economics, a multigenerational, culturally-relevant, empowering approach to building wealth and power in communities of color. Mainstream, individualistic approaches to asset building and financial capability characterized by a focus on knowledge, behavior, and savings are insufficient and culturally irrelevant to the values and goals of many communities of color. Leaders across the country are challenging this approach in native, immigrant, and multi-ethnic communities. Empowerment economics is about creating social change. Individuals, families, and communities benefit from programs that center their cultural values, beliefs, and realities of multigenerational living. Meanwhile, strategies that target the root causes of inequality and challenge assimilationist programs empower individuals and communities to achieve long-term goals of equity, inclusion, and justice. Attendees will be invited to participate in a discussion about the ways in which empowerment economics reflects their own goals, programs, and priorities for building wealth and power in their communities.

Modern Inequity and Communities of Color

Organizer: National Urban League

How can communities identify and address issues specifically concerning communities of color? And, how can eliminating factors that perpetuate inequity benefit all citizens? We'll explore how this question relates to economically-diverse communities of color as well as disinvested communities. Specifically, we'll discuss how all community members can benefit from easier access to capital, more mainstream retail investments and developments, the elimination of economic segregation and discriminatory practices, and the incorporation of historic and cultural elements.

DRAFT

Bringing a Small Dollar Loan Program to Your Area

Organizer: Community Loan Centers of America

Many low-income families are unable to obtain conventional credit and rely on payday and auto-title lenders for small loans that come with predatory interest rates. We will look at alternatives to predatory practices, such as the Community Loan Center currently working in ten states, that allows local nonprofits to serve as the lender for fairly priced payday loan alternative program that is both sustainable and scalable. To date the Community Loan Center has provided more than 45,000 loans in ten states and saved borrowers over \$26 million compared to payday loans.

Community Focus: Permanently Affordable Homeownership

Organizer: Grounded Solutions Network

Communities across the country are creating policies that make a dent in their local affordable housing needs, to do more with less, balance individual benefits with community benefits, and make homeownership a reality for more people. More and more, these communities are adopting lasting affordable housing models to achieve their goals. Learn from three different communities, as they share the ins and outs of permanently affordable homeownership programs, highlighting their individual housing models, community contexts, and unique points-of-view. This session will highlight the perspectives of housing practitioners, community residents, and policymakers at the start-up, expanding, and established phases of their programs' work.

Recipes for Success: How Incubators are Transforming Neighborhoods

Organizer: National Association for Latino Community Asset Builders (NALCAB)

By providing much needed space, technical assistance and business advice, incubators are meeting the needs of small businesses across the country. This session focuses on those who work primarily with women, immigrants and those from communities of color to highlight the positive impact they are making.

Impacts of Policies and Politics on Communities of Color

Organizer: National Urban League

Come to an open forum to discuss topics like environmental injustice, lack of access to healthy foods, inequitable land use policies, and systematic racism that impact the communities we serve – and what we can do about it.