



## Introduction to Building Stronger Neighborhoods • January 24, 2013

TIME	ELEMENT	SUB-ELEMENTS/DESCRIPTION
8:30-9:00	Registration, coffee and initial exercise	Participants will spend a few minutes as they come in posting information about their neighborhoods and priorities
9:00-9:15	Introductions and welcomes	Introductions from AHAND and Center for Community Progress
9:15-9:30	Defining the goals of the session	<ol style="list-style-type: none"> <li>1 Understand neighborhood markets</li> <li>2 Understand key market-building strategies</li> <li>3 Understand key approaches to equitable revitalization</li> </ol>
9:30-10:30	Understanding neighborhood markets	<ol style="list-style-type: none"> <li>1 Discussion: why do markets matter?</li> <li>2 how do neighborhood markets work?</li> <li>3 What does a neighborhood typology look like? Why is it useful?</li> <li>4 Learning about and tracking your neighborhood market</li> </ol>
10:30-11:00	Interactive session: how does my neighborhood measure up?	Participants will participate in an exercise in which they informally assess various features of their neighborhoods and relate them to the neighborhood typology presented in the preceding session
11:00-11:15	Break	
11:15-12:15	Increasing the desirability of the neighborhood's housing stock	<ol style="list-style-type: none"> <li>1 Discussion: What keeps people from buying in my neighborhood?</li> <li>2 Filling market gaps</li> <li>3 Addressing declining property values</li> </ol>
		<ol style="list-style-type: none"> <li>4 identifying niche markets</li> <li>5 building a neighborhood marketing strategy</li> </ol>
12:15-1:00	Lunch	
1:00-2:00	Increasing neighborhood stability	<ol style="list-style-type: none"> <li>1 Discussion: What does "stability" mean?</li> <li>2 Understanding the principle of neighborhood stability</li> <li>3 Addressing problem properties</li> </ol>
		<ol style="list-style-type: none"> <li>4 Reducing crime</li> </ol>
2:00-2:45	Increasing neighborhood amenities	<ol style="list-style-type: none"> <li>1 Discussion: which amenities build market value, and which don't?</li> <li>2 Creating an amenity checklist</li> <li>3 Prioritizing amenity strategies</li> </ol>
2:45-3:00	Break	
3:00-4:00	Equitable revitalization strategies	<ol style="list-style-type: none"> <li>1 Discussion: is gentrification an issue?</li> <li>2 Preserving and building a long-term affordable housing stock</li> <li>3 Minimizing involuntary displacement</li> </ol>
4:00-4:30	Wrap up and debrief/questions	



## Introduction to Building Stronger Neighborhoods Lead Faculty Bios

**Alan Mallach** is a senior fellow at the Center for Community Progress, a non-resident senior fellow at the Metropolitan Policy Program of The Brookings Institution in Washington DC and a visiting scholar at the Federal Reserve Bank of Philadelphia. He has been engaged in housing, planning, and community and economic development as a public and private sector practitioner, advocate and scholar for forty-five years. He has taught at Rutgers University, the New Jersey Institute of Technology and elsewhere, served as a Brookings Scholar at the University of Nevada Las Vegas for the 2010-2011 academic year, and currently teaches at Pratt Institute in New York City. His books *include A Decent Home: Planning, Building and Preserving Affordable Housing* (2009) published by Planners Press, and *Bringing Buildings Back: From Vacant Properties to Community Assets*, which appeared first in 2006, and in a second, revised edition in 2010. He is a member of the College of Fellows of the American Institute of Certified Planners, and received his B.A. degree from Yale University.

**Marcia Nedland** is the principal of Fall Creek Consultants, a national firm delivering training and technical assistance to nonprofits, government, national intermediaries, funders and other policymakers on neighborhood revitalization and stabilization in weak markets. Nedland specializes in marketing neighborhoods and building demand from strong homebuyers and renters for homes in those neighborhoods. Nedland is an award-winning trainer at the national NeighborWorks Training Institute on topics related to neighborhood stabilization, marketing and sales. She develops and moderates webinars on stabilization topics for NeighborWorks America, and develops content for their website [www.StableCommunities.org](http://www.StableCommunities.org), and its blog, STABILIZE.

Nedland also coaches NSP grantees and others in the use of Success Measures data collection tools to evaluate neighborhood quality of life outcomes. Nedland has recently written content for the Building American Cities Toolkit at [www.CommunityProgress.net](http://www.CommunityProgress.net), and for an online Home Marketing and Sales Guide for affordable housing developers, to be published soon at [www.StableCommunities.org](http://www.StableCommunities.org). Nedland also works with NeighborWorks on their Neighborhood Marketing Program, in which sixteen nonprofits are partnering with neighborhoods to create positive brands and rebuild their housing markets.