Welcome to our second biennial conference on reinventing older communities. In 2004, the Federal Reserve Bank of Philadelphia, the William Penn Foundation, and The Brookings Institution sponsored the first conference on this subject and were delighted to host over 400 people from 26 states. It was clear from that event that many people from different disciplines shared a common interest.

In the past two years, many communities have implemented plans to reinvent themselves, creating excitement and new life. In other cities, the planning process has only just begun. For many towns and parishes along the Gulf Coast, the opportunity to reinvent is surpassed only by the magnitude of the task at hand.

This year, we have designed the conference around three themes: people, places, and markets. We plan to talk about topics as diverse as changing racial patterns, improving health in urban communities, and re-establishing neighborhoods by cleaning brownfields and redeveloping dilapidated and uninviting transit stations and the buildings around them. Brookings will join us to talk about transforming communities as the demographics change, and the William Penn Foundation will lead a discussion about private- and public-sector investments. We will also hear from the Urban Land Institute, which is preparing plans for the redevelopment of New Orleans.

Please join us to share the possibilities for strong, healthy, vibrant communities. The excitement generated by our presenters and their enthusiasm will be contagious.

Dede Myers
Vice President and Community Affairs Officer
Agenda

**Wednesday, April 5, 2006**

8:00 a.m.  **Registration and Continental Breakfast**

9:00 a.m.  **Welcome and Opening Remarks**
Honorable John Street, Mayor of Philadelphia (invited) and Richard W. Lang, Executive Vice President, Federal Reserve Bank of Philadelphia

9:30 a.m.  **A Transformative Agenda for Cities and Older Places**
Bruce Katz, Vice President and Senior Fellow, Metropolitan Policy Program, The Brookings Institution

10:45 a.m.  **Respondents' Panel**
Developers and government leaders investing in cities and older places discuss how the transformative agenda can be applied in older communities from Albuquerque to Washington, D.C.
*Speakers:* Andy Altman, CEO, Anacostia Waterfront Development and Dan Kildee, Treasurer, Genesee County, Michigan;  
*Moderator:* Christopher B. Leinberger, Visiting Fellow, Metropolitan Policy Program, The Brookings Institution

12:00 noon  **Lunch with the Governors**
*Moderator:* Parris Glendening, founder of the Smart Growth Leadership Institute and former Governor of Maryland

2:00 p.m.  **Concurrent Workshops** - 4 sessions to choose from

**The Numbers Are In: Lower-Wealth Markets Are Profitable**
For years, city officials and community leaders have argued that high-density, low-wealth communities provide a profitable environment for retail. Now data tools and experience confirm their market potential.

**Innovative Approaches Transforming Our Public Schools**
New ideas for improving poorly performing public schools can be found across the nation. We will share some successful innovative practices: creating specialized charter schools; changing the rules and expectations within the public school classroom; and economically integrating our school districts.

Concurrent sessions continue on next page
Addressing Foreclosure So Neighborhoods Can Prosper
Home-mortgage foreclosure rates and tax-foreclosure rates are soaring, and the effect on communities may be disastrous. Why are homeowners going into default, and how do we help both the borrowers and neighborhoods in crisis? What happens if we do not?

Off the Streets and Into Permanent Homes
Successful programs to reduce the number of homeless individuals and families do not relocate the homeless or make them invisible to tourists. Rather, they help people break the cycle of poverty and homelessness through comprehensive health-care services, education, employment, and neighborhood revitalization.

5:30 p.m.  Reception

Thursday, April 6, 2006

7:30 a.m.  Continental Breakfast

8:30 a.m.  Challenges Facing American Cities
Michael R. Turner, Member, U.S. House of Representatives and Chairman, Saving America’s Cities Work Group (invited)

9:15 a.m. Plenary Session: Philanthropic and Public Sectors Seek Leverage
Who’s leveraging whom? As the philanthropic and public sectors look for ways to make an impact with limited resources, combining efforts becomes more palatable. However, are the goals of these sectors really aligned? What are the opportunities and what compromises need to be made when different sectors collaborate?

Speakers: Richard H. Godfrey, Jr., Executive Director, Rhode Island Housing and Mortgage Finance Corporation, Providence, RI; Feather O. Houstoun, President, William Penn Foundation, Philadelphia; and Edward Skloot, President, Surdna Foundation, New York, NY
Moderator: Jeremy Nowak, President and CEO, The Reinvestment Fund, Philadelphia, PA.

10:30 a.m. Break

10:45 a.m. Concurrent Workshops - 4 sessions to choose from

Turning Around Downtown
While every small-city downtown has a different combination of assets, most share three attributes: a mix of uses, a pedestrian-friendly streetscape, and vital gathering places from parks to town squares. How do we bring back energy and activity to our traditional downtowns?
The Art of Healing Neighborhoods
The transformative power of art extends to low-wealth neighborhoods. See how art has helped to rebuild neighborhoods and spur revitalization.

Pursuing a Modern Vision for Our Waterfronts
For a century or more, our American cities have depended on rivers to provide energy for our factories and to take our products to markets. Today, many cities are redesigning their waterfronts to create parks, tourist attractions, and luxury homes. This workshop will describe the waterfront, a new key urban amenity.

Organizing Community to Embrace New Solutions
Community organizing is a powerful form of civic engagement that can create political will for needed programs and policies. With both a regional perspective and an understanding of block-to-block concerns, community organizers have launched winning campaigns to create safer streets, better schools, and sustainable neighborhood development.

12:15 a.m. Lunch

1:15 p.m. Concurrent Workshops - 4 sessions to choose from

The Kelo Decision – Balancing Community Revitalization with Property Rights
In June 2005 the Supreme Court upheld the right of local governments to take private property for economic development. In the months following that decision, state legislatures across the country passed laws that limit a government’s right to take private property in order to attract more jobs and tax revenue. We will examine the state of eminent domain law post-Kelo and how governments can and should use this power.

Promoting Health in Low-Wealth Communities
Poverty is a leading indicator of poor health in the United States. Obesity, diabetes, and asthma are just a few of the diseases that are growing quickly throughout poor communities. Our panelists promote better health in low-wealth communities by funding programs to remove health-care inequities for racial and ethnic minorities, studying how blighted neighborhood conditions lead to health problems, and identifying how proximity to nutritious food sources affects health.

Greening Raises Values
Money is not the only green that matters to older communities. Urban parks, community gardens, and even trees add market value and increase the quality of life in our neighborhoods.

Concurrent sessions continue on next page
Bringing Urban Zoning Codes into the 21st Century
A good urban zoning code helps a city or town to grow and to attract private investment that preserves community character while meeting emerging market needs. Unfortunately, most cities and towns still apply 40- to 50-year-old zoning laws. In the past five years, many cities have rewritten their codes and remapped their neighborhoods. We will explore the politics of passing new citywide design guidelines and the advantages of a modern urban zoning code.

2:45 p.m.  Break

3:00 p.m.  Concurrent Workshops

Creating Positive Neighborhood Change Without Displacement
Change is constant in our towns and cities. Neighborhoods evolve and markets shift. When low-income urban communities become more desirable to wealthy and upwardly mobile households, it puts pressure on rents, real estate prices, and low-income residents who may no longer be able to afford the neighborhood they helped to build. How do we understand neighborhood change, and how do we ensure that existing residents benefit from improving market values and infrastructure in their neighborhood?

Rural to ‘Rurban’: Evolving Terms and Strategies for a New Generation of Rural Communities
From traditional farming communities to evolving “rurban” communities on the urban fringe, our rural communities are undergoing major demographic and economic changes. We will explore new economic and community development strategies that are enhancing diverse rural communities across the nation.

Inventing New Assets Out of Old Transit
Transit-oriented development (TOD) in low-wealth neighborhoods with existing transit can create a new community asset, provide a focal point for transit, eliminate blight, and add new services and employers. We will look at TOD as it is being applied in urban areas around the country and determine whether it is achieving these community and economic development goals.

From Liability to Viability: Reclaiming Abandoned Properties and Brownfields
An array of programs at the federal and state level offer incentives for developers, local governments, and communities to leverage private funds to redevelop underused land in low- and moderate-income communities. In this session, we will engage in an interactive discussion about the latest thinking, research, and best practices on transforming abandoned properties into new, attractive spaces for people to live, work, and play.
Friday, April 7, 2006

7:30 a.m.  Continental Breakfast

8:30 a.m.  Rebuilding New Orleans After Hurricane Katrina: Lessons for Older Communities

On August 29, 2005, Hurricane Katrina breached the levee system that protected New Orleans. Throughout the fall and winter, our panelists have been involved in rebuilding the city's infrastructure, buildings, and services. Their experience in rebuilding one of the nation's great cities from the ground up provides many lessons for cities across the nation from being prepared for emergencies to ensuring decent housing for all residents.

*Speakers:* Peter Werwath, VP and Director, Enterprise Advisors, Enterprise Community Partners, Inc.; John McIlwain, Senior Fellow for Housing, Urban Land Institute; and ACORN New Orleans Advocate from the Ninth Ward

10:15 a.m.  Break

10:30 a.m.  Morning with the Mayors

A frank discussion about the future of American cities, the challenges we have begun to effectively address, and the priorities for the next decade.

12:00 noon  Closing Remarks

Dede Myers, Vice President and Community Affairs Officer, Federal Reserve Bank of Philadelphia

1:30 p.m.  Optional Tours (Sign Up in Advance)

**Mural Arts Tour**
This tour offers a ‘behind the scenes’ look at how murals are made and includes stories and anecdotes as well as information on methods and costs, leaving people with a renewed faith that art has the power to transform lives and neighborhoods.

**Greening Kensington**
This tour shows how Philadelphia’s low-income Kensington neighborhood has made dramatic progress in taking vacant lots and converting them into parks and community gardens.

**Delaware River Boat Tour**
This tour shows completed development projects and current plans for major development in Philadelphia and Camden from the perspective of the Delaware River.

For agenda updates, see [www.philadelfhiafed.org/cca/conferences.html](http://www.philadelfhiafed.org/cca/conferences.html).
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<td>Nancy Aardema</td>
<td>Logan Square Neighborhood Association</td>
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<td>Andy Altman</td>
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<td>Becky Anderson</td>
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<td>Lee Beaulac</td>
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<td>Alex Krieger</td>
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THINGS TO SEE AND DO IN PHILADELPHIA.

Spring is a beautiful time to visit Philadelphia. While you’re in town for the conference, take advantage of museum exhibits, entertainment, shopping, restaurants, and other amenities. See www.gophila.com.
The Federal Reserve Bank of Philadelphia is one of 12 regional Reserve Banks that, together with the Board of Governors in Washington, D.C., make up the Federal Reserve System. The Bank supports the System’s goal of ensuring a sound financial system and a healthy economy by helping to formulate and implement monetary policy, supervising banks and bank holding companies, and providing financial services to depository institutions and the federal government. The Philadelphia Fed serves the Third Federal Reserve District, which is composed of eastern Pennsylvania, southern New Jersey, and Delaware.

The William Penn Foundation, founded in 1945 by Otto and Phoebe Haas, is dedicated to improving the quality of life in the Greater Philadelphia region through efforts that foster rich cultural expression, strengthen children’s futures, and deepen connections to nature and community. In partnership with others, the foundation works to advance a vital, just, and caring community. Learn more about the foundation at www.william pennfoundation.org.

The Reinvestment Fund is a leading innovator in the financing of neighborhood and economic revitalization. Central to its mission is a commitment to put capital and private initiative to work for the public good. A development finance corporation, TRF builds wealth and opportunity for low- and moderate-income people and places through the strategic use of capital, knowledge, and innovation.

The Brookings Institution’s Metropolitan Policy Program is redefining the challenges facing metropolitan America and promoting innovative solutions to help communities grow in more inclusive, competitive, and sustainable ways.
Created in 1965, the Delaware Valley Regional Planning Commission is an interstate, intercounty, and intercity agency that provides continuing, comprehensive, and coordinated planning to shape a vision for the future growth of the Delaware Valley region. The region includes Bucks, Chester, Delaware, and Montgomery counties, as well as the city of Philadelphia, in Pennsylvania; and Burlington, Camden, Gloucester, and Mercer counties in New Jersey.

The Federal Home Loan Bank of Pittsburgh, with assets of approximately $76 billion, serves nearly 340 member financial institutions in Delaware, Pennsylvania, and West Virginia. It is one of 12 Federal Home Loan banks, all private and cooperatively owned banks using private capital to provide wholesale financing for housing, community, and economic development.

The Housing Alliance of Pennsylvania is dedicated to creating homes within reach for every Pennsylvanian, especially those with low incomes.

Local Initiatives Support Corporation (LISC) is dedicated to helping nonprofit community development corporations (CDCs) transform distressed neighborhoods into healthy communities of choice and opportunity – good places to work, do business, and raise children. LISC mobilizes corporate, government, and philanthropic support to provide CDCs with loans, grants, and equity investments; local, statewide, and national policy support; and technical and management assistance. Visit www.lisc.org for more information.

The Pennsylvania Planning Association (PPA) is a chapter of the American Planning Association. PPA is a nonprofit, nonpartisan organization for professional planning and planning officials, as well as other individuals and organizations interested in planning communities where people live, work, and enjoy recreational activities. PPA works to promote effective planning at all levels of the Commonwealth through workshops, meetings, an annual conference, legislative monitoring, and public awareness efforts. PPA’s theme, Making Great Communities Happen, is evident in all of its endeavors.
PolicyLink is a national nonprofit research, communications, capacity building, and advocacy organization dedicated to advancing policies to achieve economic and social equity based on the wisdom, voice, and experience of local constituencies.

Smart Growth America is a nationwide coalition working to improve the ways we plan and build our towns, cities, and metro regions. We believe that Americans deserve healthy communities: homes that are affordable and conveniently located; fewer hours in traffic; air and water of the highest quality; and a built and natural heritage that our children can be proud to inherit. We believe that everyone — regardless of their background or location — deserves a much greater say, and better options, in choosing their community’s future.

10,000 Friends is an alliance of organizations and individuals committed to enhancing the quality of life for all Pennsylvanians. The organization focuses on promoting policies and actions that will revitalize cities, boroughs, and older suburbs; preserve farmland and rural resource lands; conserve our natural, heritage, and fiscal resources; and improve the quality of life for all Pennsylvanians.

* In cooperation with FRBs including
  - Chicago
  - Cleveland
  - Richmond
  - San Francisco
  - St. Louis
**Conference Registration**

**Registration Fees**

- **Early Bird (on or before February 28, 2006)** $275
- **Regular (on or before March 15, 2006)** $300
- **Late (after March 15, 2006)** $325

The registration fee includes all conference materials, continental breakfast Wednesday through Friday, a luncheon on Wednesday and Thursday, and a reception on Wednesday evening.

Early bird registration and payment must be postmarked, faxed, or submitted online on or before February 28, 2006.

Regular registration and payment must be postmarked, faxed, or submitted online on or before March 15, 2006.

Late registration fee applies after March 15, 2006.

**Tours**

Three optional tours will be offered on April 7 from 1:30 p.m. to 3:30 p.m. The fees for the tours are:

- **Mural Arts Tour** $25
- **Greening Kensington** $25
- **Delaware River Boat Tour** $35

**Questions?**

Send requests for information to info.communityaffairs@phil.frb.org or contact Jeri Cohen at (215) 574-6458.

*NOTE: A limited number of scholarships are available.*
You may submit registration and payment in one of three ways:

1. **ONLINE** – Credit Card Only
   You may register and submit payment for *Reinventing Older Communities* at www.philadelphiafed.frb.org/cca/conferences.html.

2. **POSTAL MAIL** – Checks Only
   Please make checks payable to: Federal Reserve Bank of Philadelphia. Please mail completed registration form and check to:
   - Jeri Cohen
   - Community Affairs Department
   - Federal Reserve Bank of Philadelphia
   - Ten Independence Mall
   - Philadelphia, PA 19106

3. **FAX** – Credit Card Only
   Please fax completed registration form and credit card information to: Community Affairs Department, Federal Reserve Bank of Philadelphia, Fax (215) 574-2512.

**Cancellation Policy**

Refunds, less a $50 administrative fee, will be issued upon written request, if received on or before March 15, 2006. Please note: FRB Philadelphia will not issue refunds on cancellation requests received after March 15, 2006.

**Hotel Reservations**

If you require overnight accommodations, a block of rooms has been reserved at the Hyatt Regency Philadelphia at Penn’s Landing. You must indicate you are attending *Reinventing Older Communities* to receive the special rate of $169 plus tax for single occupancy. Reservations must be confirmed with the hotel by March 8, 2006 to ensure this rate. Since space is limited, we recommend that you complete your conference registration and room reservation early and at the same time.

Please contact the hotel directly at:

**Hyatt Regency Philadelphia at Penn’s Landing**

- 201 S. Christopher Columbus Blvd.
- Philadelphia, PA 19106
- Phone: (215) 928-1234 or (800) 233-1234
- Website: www.hyatt.com
Complete Contact Information (type or print clearly)

Last Name ________________________________  First Name ________________________________

Title ______________________________________________________________________________

Organization __________________________________________________________________________

Address ______________________________________________________________________________

City ___________________________  State ___________  Zip ___________

Phone ___________________________  Fax ___________________________

E-mail ___________________________  Website ___________________________

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Tours (Optional)

  ____ Mural Arts Tour  $ 25
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  ____ Delaware River Boat Tour  $ 35

TOTAL FEE SUBMITTED  $ _______