

Middle Neighborhoods Working Group Meeting
Schedule Outline and Details

Building Advocacy for Middle Neighborhoods
November 13-14, 2018 in Cleveland, OH

Proposed Meeting Goals and Objectives:

- Build the knowledge base of the middle neighborhood Community of Practice
- Strengthen the middle neighborhoods movement
- Develop citywide coalitions for middle neighborhood stabilization
- Demonstrate how middle neighborhoods stabilization reinforces inclusive development and racial equity goals, in Cleveland and nationally
- Increase capacity of Cleveland civic community to address middle neighborhoods

Desired Meeting Outcomes:

- Racial equity framework to guide middle neighborhoods stabilization efforts
- Updated goals from those established in the Middle Neighborhoods Action Agenda, with indicators for measuring progress on goals
- Pathways to broaden and mobilize the middle neighborhoods movement, including roadmap of year ahead for the Community of Practice
- Secured commitment of Cleveland and Northeast Ohio partners to advance a middle neighborhood agenda aligned with the region's inclusive growth priorities
- Core communication messages about middle neighborhoods

As a reminder, the goals from the [Middle Neighborhoods Action Agenda](#) are as follows:

- Help practitioners, policymakers, and advocates active in the fields of city governance, city planning and community development understand that improving neighborhoods is a distinct area of practice, research, and investment.
- Build public awareness and understanding, including bipartisan support, around the important role middle neighborhoods play in stabilizing communities and the urban economy.
- Create long-term initiatives and partnerships to advance the field of middle neighborhood improvement.





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Day 1: Tuesday, November 13, 2018

- 2:00 – 4:30pm Tour of Cleveland’s middle neighborhoods
- 5:30 – 7:00pm Welcoming Remarks and Panel Discussion at [Merwin’s Wharf](#) (1785 Merwin Avenue, Cleveland, OH 44113)
- 7:00 – 8:30pm Cocktail Reception at Merwin’s Wharf

Day 2: Wednesday, November 14, 2018, 8:00am - 5:00pm

Federal Reserve Bank of Cleveland – BY INVITATION ONLY*

- 8:00 – 8:30am Registration and Breakfast
- 8:30 – 10:00am Opening Plenary: Mobilizing an Inclusive Middle Neighborhoods Movement
- 10:00 – 11:00am Breakout Sessions: Round I
- 11:00 – 11:15am Break
- 11:15am – 12:00pm Presentation and Discussion of New Research
- 12:00 – 1:00pm Lunch: Open Mic
- 1:00 – 1:15pm Break
- 1:15 – 2:15pm Breakout Sessions: Round II
- 2:15 – 3:15pm Breakout Sessions: Round III
- 3:15 – 3:30pm Break
- 3:30 – 5:00pm Concluding Plenary: Goals and Next Steps
- 5:00pm Adjourn
- 5:00 – 7:00 Social Hour // Networking Event (Offsite)

*All working group participants must be pre-registered.



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SCHEDULE DETAILS

Day 1: Tuesday, November 13, 2018

1:00 – 2:00pm Registration in Hotel Lobby ([Hyatt Regency Cleveland at The Arcade](#))

2:00 – 4:30pm Tours of Cleveland neighborhoods organized by Cleveland Neighborhood Progress. Participants choose one of two tours: East Side or West Side.

Tour 1 – Cleveland’s East Side with a feature on Collinwood, a middle neighborhood. With Jeff Kipp, Director of Neighborhood Marketing, Cleveland Neighborhood Progress with Jamar Doyle, Executive Director of Collinwood United.

- ROUTE: Leave Downtown and take I-90 E to Collinwood. Tour various sections of Collinwood, including South Collinwood, E 185th Street, Waterloo and Lakeshore. Return to Downtown, passing through Glenville, University Circle, Larchmere, Shaker Square, Buckeye, and Central.

Tour 2 – Cleveland’s West Side with a feature on West Park, a middle neighborhood. With Jeffrey T. Verespej, Executive Director, Old Brooklyn Community Development Corp. with Bryan Gillooly, Executive Director, Bellaire Puritas Development Corp.

- ROUTE: Leave Downtown and take I-176 S to Old Brooklyn. Pass through neighborhood and head west on I-480 to West Park. Tour various sections of West Park, including Puritas, Lorain Ave, Kamm’s Corners and Rocky River Drive. Return to Downtown, passing through Cudell, Detroit Shoreway, and Ohio City.

5:00pm Shuttle buses depart from Hyatt Regency Cleveland to [Merwin’s Wharf](#).

5:30 – 7:00pm The Essential Role of Middle Neighborhoods in Comprehensive Development: Panel Discussion and Q&A

- Middle neighborhoods are a critical component of a city’s overall economic and community development strategy. Taking the case of Cleveland as a starting point, this discussion will frame the issues and the tough decisions that must be made in balancing growth and investment priorities -- and will highlight the benefits of a call to action for middle neighborhood stabilization.

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- What does racial equity mean in the middle neighborhood context? How can middle neighborhood stabilization address racial disparities in homeownership and wealth building?
- How can middle neighborhood strategies prevent moderate income homeowners from losing their hard-won home equity?

10:00 – 11:00am Concurrent Breakout Sessions: Round I

- 1) Developing key elements of a racial equity framework for middle neighborhood stabilization. Strategies to highlight include adopting a statement of inclusion and community wealth building efforts. With Kendra Freeman, Metropolitan Planning Council, and others.
- 2) Advocating for a national policy to address the appraisal gap. Learn about the Neighborhood Homes Investment Act, a policy proposal to create a reliable source of equity in neighborhoods where the cost of purchasing and renovation a home exceeds the market value. With Carey Consuelo Shea, Neighborhood Homes Investment Coalition.
- 3) Lessons from Baltimore’s Healthy Neighborhoods Inc Program. Now in its 18th year, Healthy Neighborhoods Inc. (HNI) has made upwards of \$70 million available for community reinvestment, primarily through a loan pool. Learn how philanthropic, private, and community leaders are partnering to stabilize Baltimore’s middle neighborhoods. With Mark Sissman, President of HNI; Abell Foundation (TBC); and Johnette Richardson, Belair-Edison Neighborhoods Inc.
- 4) Self-organized workshops. Open sessions to meet with your colleagues on a topic of mutual interest.

11:00 – 11:15am Break

11:15am – 12:00pm Plenary Discussion on New Research. A recent report published by Lincoln Institute of Land Policy explores social, economic, and other forces affecting middle neighborhoods. Hear how these factors and variations between neighborhood types affect their trajectory of change. The discussion will highlight the policy implications of middle neighborhoods, as well as the particular challenges facing predominately African American middle neighborhoods. With Alan Mallach, Center for Community Progress, and Jessie Grogan, Lincoln Institute of Land Policy.

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12:00 – 1:00pm Lunch: Open mic facilitated by Community of Practice member Jeffrey T. Verespej, Old Brooklyn CDC, and others.

- Growing the movement: What is needed to build a broad base of support for middle neighborhood stabilization, both in the city of Cleveland, other Ohio cities, and nationally?
- Promoting an inclusive movement: How can we more purposefully engage a broad and diverse network of middle neighborhood practitioners, researchers, and policymakers?

1:00 – 1:15pm Break

1:15 – 2:15pm Concurrent Breakout Sessions: Round II

Advancing citywide strategies using data, policy, and partnerships. Will include case studies from Milwaukee on using housing data to inform effective policy, from Baltimore on designing a middle neighborhoods strategy for an entire city, and others. With Charles Duff, Jubilee Baltimore; Austin Harrison, Neighborhood Preservation Memphis; Amber Lynch, City of Des Moines (TBC); City of Cleveland, and others.

☐ Strategies for repositioning housing stock and attracting homebuyers. Best practices to build a comprehensive homebuyer recruitment strategy, including neighborhood image-building, branding, marketing to realtors, incentive lending, and targeted improvements to housing stock. With Paul Singh, NeighborWorks America, and Marcia Nedland, Fall Creek Consultants.

☐ Self-organized workshops. Open sessions to meet with your colleagues on a topic of mutual interest.

Concurrent Breakout Sessions: Round III

2:15 – 3:15pm

- 1) Tools for improving the landlord landscape for middle neighborhoods. Will include programs for creating a local investor circle and screen for high quality rehabbers. With Kamla Lewis, City of Shaker Heights; Nedra Sims Fears, Greater Chatham Initiative; and Joe McNeely, MetroScape Development.
- 2) Developing a neighborhood revitalization strategy using market data and intervention costs. Learn tools and techniques to evaluate middle

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neighborhood interventions, market conditions, and opportunity costs.
With Charles Buki, czb LLC, and others.

- 3) Possibilities for a Northeast Ohio Demonstration Project. With City of Cleveland; Cleveland Neighborhood Progress (TBC); City of Akron (TBC); and Cleveland State University (TBC); and others.
- 4) Self-organized workshops. Open sessions to meet with your colleagues on a topic of mutual interest.

3:15 – 3:30pm

Break

3:30 – 5:00pm

Concluding Plenary: Goals and Next Steps

- 1) Reporting out: Discussion leaders and rapporteurs to provide a 3-minute takeaway from each breakout session, followed by open discussion facilitated by Treye Johnson, Federal Reserve Bank of Cleveland (TBC), Cleveland Neighborhood Progress, and others.
- 2) Next Steps: Goals for advancing practice, research, and policy work over the next year, including indicators for measuring progress. Open discussion facilitated by Community of Practice Co-chairs Marcia Nedland, Fall Creek Consultants, and Nedra Sims Fears, Greater Chatham Initiative.
- 3) Where do we go from here?: Concluding thoughts and call to action with Paul Brophy, Brophy & Reilly LLC and Senior Adviser to The American Assembly; Tania Menesse, City of Cleveland; and Roland Anglin, Cleveland State University (TBC).

5:00pm

Adjourn

5:00 – 7:00pm

Social Hour // Networking Event (Offsite)