At-a-Glance Agenda

Tuesday, May 12, 2015

10:00 AM ............. Registration Opens

Noon – 3:30 PM ....... Mobile Workshops (see page 13 for descriptions)

1:00 – 2:15 PM ......... Breakout Sessions (see page 14 for descriptions)

2:30 – 3:45 PM ......... Breakout Sessions (see page 15 for descriptions)

3:30 – 5:00 PM ......... Women in Housing and Finance PA and the Developers’ Council Open House

Phipps Conference Room

4:00 – 5:00 PM ......... Exclusive PCRG Member Meeting

Featuring Remarks by John Taylor, President and CEO of the National Community Reinvestment Coalition

Three Rivers Room, William Penn Level

5:00 – 8:00 PM ......... Awards Ceremony and Reception

William Penn Ballroom, William Penn Level

Wednesday, May 13, 2015

7:30 – 8:30 AM ........ Registration and Breakfast Buffet

8:30 – 10:00 AM ....... Breakfast Program

Featuring Paul Farmer, FAICP, former CEO of the American Planning Association

10:00 – 10:30 AM ....... Visit the Exhibitor Hall

10:30 – 11:45 AM ....... Breakout Sessions (see page 16 for descriptions)

11:45 AM – 12:15 PM ... Visit the Exhibitor Hall

12:15 – 2:00 PM ......... Lunch Program

Featuring Tamar Shapiro, President and CEO of the Center for Community Progress

2:15 – 3:30 PM ......... Breakout Sessions (see page 17 for descriptions)
**WELCOME TO THE COMMUNITY DEVELOPMENT SUMMIT!**

I look forward to all of this year’s Summit attendees, presenters, and supporters joining us in celebration, reflection, and learning as we take the next steps in creating Physical Places and Social Spaces together!

When PCRG first introduced the Community Development Summit five years ago, you could not have told me that today the Summit would have become your go-to event. Attracting nearly 600 participants, it leverages the significant assets of our region and serves as an effective instigator of revitalization and progress for the people and places in community development.

As PCRG reflects on our past year’s work, the challenges and accomplishments, and our growing membership’s needs, we are also looking forward. In the final stages of completing our strategic plan, we are codifying our work and formalizing a blueprint for the next three years; capitalizing on the opportunities ahead to further our impact and increase the benefits to our diverse base. Amidst a changing system, we are executing an expanded vision to help our members address key issues by confronting development and reinvestment barriers in neighborhoods, focused on creating pathways for access to land, mobility, and capital.

Responding to a call to action from our members and with support of a U.S. Department of the Treasury grant, I am excited to announce the launch of a new Community Development Financial Institution for the region – the Community Growth Fund (CGF). Recognizing the deep need for increased capital and products to expand access to homeownership, and after much research and analysis, CGF’s first product is the Community Acquisition and Rehabilitation Loan (CARL), a purchase-rehab product which will help residents and neighbors affordably buy and rehabilitate homes in neighborhoods which need it most. This could not have been possible without our partners at the Urban Redevelopment Authority, our initial participating lenders – Allegheny Valley Bank and United American Savings Bank, contributing partners at the McCune Foundation, BNY Mellon Foundation, and Councilman Corey O’Connor.

As we gather together these next two days to share and learn, also use the Summit as a time to reflect on your important work and as a connection to the opportunities – the people, the spaces – around you. My hope is that we all leave energized, armed with more resources with which to continue to make positive change in our communities, ensuring more equity and prosperity for all.

Ernie Hogan
Executive Director, Pittsburgh Community Reinvestment Group

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- **Alyssa Lyon**
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- **Cecily Zhu**
  SCA Green Cities Transportation Research Fellow

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- **Jerome Jackson**
  Operation Better Block
- **Marimba Milliones**
  Hill Community Development Corporation
- **Jim Richter**
  Hazelwood Initiative
- **John Valentine**
  Pittsburgh Downtown Community Development Corporation
Dear PCRG Summit Attendees and Community Partners:

On behalf of the City of Pittsburgh, it is my pleasure to welcome you to the Fifth Annual Community Development Summit! It is wonderful to have so many cross-sector leaders here to share in our work and come together under the theme of this year’s Summit, “Physical Places and Social Spaces.”

Pittsburgh is at an exciting crossroads so it is the perfect time for the Pittsburgh Community Reinvestment Group to choose that theme. Last month we hosted an international conference called p4, where experts from around the globe helped us -- and challenged us -- to focus on people, planet, place and performance in all we do, but especially in the equitable development of important spaces.

We have launched an effort called “Envision Downtown” to bring the worldwide best practices in urban design and planning to our central business district -- which is now growing into a booming residential area as well -- and at the same time I have committed our Planning Department to using writing a complete streets policy for development work citywide.

This year I was named a Rose Center for Public Leadership fellow, which is bringing expert guidance from the Urban Land Institute and the National League of Cities to Pittsburgh, and more help will be coming next month during a visit from the Mayors’ Institute on City Design, an initiative of the National Endowment for the Arts, the American Architectural Foundation and the United States Conference of Mayors.

And now -- just as we’re striving to bring smart, sustainable and equitable development to neighborhoods citywide -- the Community Development Summit is bringing even more leadership and insight to our shared strategic efforts. It’s a great time to be in Pittsburgh!

In partnership,

William Peduto
Mayor
WHEN YOU INVEST IN THE COMMUNITY, THE RETURNS ARE GUARANTEED.

At Huntington, we know how important it is to give back to the community. After all, we do more than just work here – we live and raise our families here too. And after everything this community has done for us, we’re just happy to be able to return the favor.
Special Thanks

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Civic Square, LLC
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Katelyn Haas
Summit Street Team and Promotion Director PCRG/Graduate School of Public and International Affairs
Chrstal Alexander
Fourth Economy Consulting, Inc.

Marlee Gallagher
Wilkinsburg Community Development Corporation
Demi Kolke
Operation Better Block
Phillip Wu
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Additional Thanks

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Remaking Cities Institute, Carnegie Mellon University
Chris Koch
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Thanks to the generosity of Neighborhood Allies, 24 individuals received scholarships to attend the 2015 Summit for free.

Gianni Haley
Perry Hilltop Citizens’ Council
Nina Barbuto
Assemble
Amanda Becker
Hosanna Industries, Inc.
Esther Erbe
Chatham University
Lisa Freeman
Pittsburgh Struggling Student Assoc & Manchester Growing Together Garden
Ron Gaydos
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Root + Branch, Inc
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Bloomfield Development Corporation
Valerie Testa
Polish Hill Civic Association
Diane Turner
Homewood Brushton Business Association (HBBA)
Julie Wettach
Hosanna Industries, Inc.
Phillip Wu
Allegheny River Towns Enterprise Zone
FIFTH THIRD BANK PROUDLY SUPPORTS THE PITTSBURGH COMMUNITY REINVESTMENT GROUP.
Ms. Betty Lane is a well-known figure around Pittsburgh for her over 40 years of work as a community advocate and organizer in the Larimer and East Liberty neighborhoods. She holds a Master’s Degree in Social Work and has a passion for the arts and writing. Her interest in African drumming was inspired by her work teaching African history to young men. She says that “sometimes when I’m drumming I can just leave. My hands will be playing but I’m somewhere else. I just love it.”

In addition to being a founding member and current board member of the Larimer Consensus Group (LCG), Ms. Betty has taken on the leadership of the Larimer Redd-Up Action Team the past two years. Involving neighbors, student volunteers, and partners, she launched the 52 Lots Project which aims to engage community members in cleaning up and returning to productive and sustainable use lots and blocks throughout Larimer. Ms. Betty is often seen cleaning up brush and trash and clearing sidewalks in the rain, snow, and hot summer sun. She has been resilient in bringing Larimer back to life, one block at a time.

Ms. Betty is the ultimate neighborhood leader in that she takes on tasks and projects that are clearly needed whether or not others see that need as a priority or responsibility. Simultaneously, she has shown the persistence and patience to work with everyone in the world around her to bring about equitable solutions; never asking for recognition or reward.

The proof in the pudding of Ms. Betty’s commitment to community improvement and social change is all that has happened in the Larimer community, one of the most blighted and abandoned in Pittsburgh, in the past five years: the forging of a ground-breaking “Larimer Vision to Action” community plan for equitable and sustainable physical and human development. The plan and LGC’s wide range of partners, allies and champions resulted in the 2014 $30 million HUD Choice Neighborhoods Initiative Grant award. The funding promises to transform Larimer into an economically, racially, and culturally diverse green neighborhood.

When asked how she would like to be remembered, both her social science background and her passion for the arts were evident: she hopes to be remembered for her work helping people in the community and working for a beautiful and vital Larimer. She hopes to leave the legacy of her writing because, as she says, “[my writing] is the stuff that they don’t see me out there for so when they read my book, they can read about the things that they don’t know about me.” The book is “Seven Days to Ascend” which chronicles her spiritual journey and search for truth. Ms. Betty’s most recent step in her life journey was her 2014 trip to Mexico where she fulfilled what she has called “an elder’s dream” to study the ancient Olmec civilization.
Polish Hill Civic Association: Pivotal Streets façade Renovation Program

More than 64% of housing units in Polish Hill were built before 1939; 94.8% are in average or poor/derelict condition. In 2010, the median sale price of homes was only $19,900. As these properties age and are not maintained, this leads to further blight and abandonment. The Polish Hill Civic Association has tackled this issue by operating a unique matching façade grant program for the last three years known as Pivotal Streets. The program has funded 23 projects that have been awarded nearly $80,000 in grants. Although the program is typically able to fund less than half of the projects that apply, it has spurred other nearby investment and tapped into the Polish Hill Community’s DIY ethos.

The Pivotal Streets program is innovative in that it utilizes a design book prepared by Loysen + Kreuthmeier Architects specifically for Polish Hill that provides suggestions and samples of appropriate façade treatments. The community was engaged in this design book process, which grew out of a community wide master plan. The program is important to Polish Hill, as it seeks to give existing property owners a tool to improve their homes. This is particularly important in a market with rising rents and sale prices.

Part of this program’s importance is that it has not been a one-time project. Now in its third year, the lasting improvements to the properties support not only the homeowners, but neighbors and visitors can’t help but notice these changes house-by-house making Polish Hill a better neighborhood.

The Pivotal Streets Program is a great example of how small, strategic investments into communities can make a big impact.

Wilkinsburg Community Development Corporation: Vacant Home Tour

The first-ever Vacant Home Tour, a project developed by students at Carnegie Mellon University in partnership with the Wilkinsburg Community Development Corporation (WCDC) and Pittsburgh History & Landmarks Foundation (PHLF), took place in Wilkinsburg on Saturday, May 9. The event was a self-guided neighborhood walking tour that was free and open to the public.

The tour, which highlighted five historic vacant homes, aimed to creatively reframe the issue of blight as an opportunity for rehabilitation in the Borough of Wilkinsburg. Community members selected the homes and served as tour guides by greeting participants at each stop and relaying each property’s history and their personal involvement in the community. All tourgoers received a tour kit, complete with a tour map as well as photos, historical facts, and information on acquiring vacant properties.

During the tour, the WCDC, PHLF, and partners hosted two resource workshops for tourgoers interested in acquiring and rehabilitating a vacant property. The workshop featured speakers who specialize in acquiring, financing, and/or rehabilitating vacant homes and buildings. Workshop attendees learned about the processes, available tools, risks and challenges, and rewards involved in acquiring vacant property.
Café Con Leche

Café Con Leche was founded in January 2014 as part of the Artist in Residence project at Most Wanted Fine Art gallery. Initially the idea was to host a series of Latin pop-up events focusing on food, dance, music and art as a way to connect the Pittsburgh Latino community, promote Latino culture in Pittsburgh, and be a space for dialogue and creative problem solving.

What was initially conceived as a series of four events in the Spring of 2014, Café Con Leche has now hosted over 10 community Latin pop-up events all around Pittsburgh. Café Con Leche has partnered with The Kelly-Strayhorn Theater, New Voices Pittsburgh, Most Wanted Fine Art, The Pittsburgh Cultural Trust, Assemble Gallery, Latin American Cultural Union, and many Pittsburgh based Latin and African music and dance groups, to bring quality events which educate people on Latino culture and raise the visibility of the Pittsburgh Latino community. This includes bringing the New York based, award winning play “Yo Soy Latina” by Linda Nieves-Powell. Café Con Leche’s next community project will be “What does it mean to be a Pittsburgh Latino?” which encourages people in six words to describe their experience of being Latino in Pittsburgh. The goal is to outline a shared Pittsburgh Latino experience in order to further solidify the Pittsburgh Latino identity and carve a place for ourselves in the city’s cultural and civic fabric.

Hosanna Industries, Inc.: Learn While You Earn

The Learn While You Earn program provides basic construction training to marginalized young men from Homewood. It begins with how to read a tape measure, teaching the names and purposes of a variety of tools, and the importance of such things as language, appropriate dress, and timeliness. Once students learn the basics, they receive the experience to hone those skills and make them job-ready. Partners include Operation Better Block (OBB), who, in addition to providing support for the students, helps to locate, purchase and eventually sell each home. Neighborhood Allies provided the necessary funding this past semester.

The program purchases a derelict house in the Homewood neighborhood of Pittsburgh. Students from the Trade Skill Training program are trained and led through the complete renovation of the home by Hosanna Industries’ mission workers. After repairs are complete, the house is then sold to provide funding to cover the costs of purchasing another property and the necessary materials, labor, and overhead to renovate it. Students receive a stipend for the work they do so that they can afford to take the time for this educational opportunity.

Three young men from the program have recently established their own business. Hosanna Industries worked with them to develop a budget and business plan, to encourage good and fair business practices, and to give them solid advice as they step out on this new venture together.

The program is making a difference in Homewood through the renovation of dilapidated homes, for the young adults who are finding support, learning the skills, and starting to dream of possibilities for their futures, and for the younger lives who will have more opportunities, safer childhoods, and stronger role models.
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Two unique mobile workshops highlighting community development initiatives throughout Greater Pittsburgh will be featured during the 2015 Summit. The tours will be held on Tuesday, May 12, from approximately noon – 3:30 PM. They will begin and end at the William Penn Omni Hotel in downtown Pittsburgh. Lunch will be provided.

**Energy and Innovation Center Mobile Workshop**

Free with Summit Pre-Registration

Renovations to the former Connelly High School, now the Energy and Innovation Center (EIC), are still underway, but the 6.6 acre urban complex site is already revolutionizing the way we repurpose historical buildings in Pittsburgh. The EIC is sandwiched between Pittsburgh’s downtown central business district and the campuses of the region’s major research universities in the heart of the Hill District neighborhood of Pittsburgh, a community that has suffered more than fifty years of economic disenfranchisement. Tour attendees will learn how community partners are working to ensure that the Energy Innovation Center will become an instrument of urban revitalization through the promotion of energy-sector innovation, job creation, entrepreneurship, and economic renaissance through workforce development and comprehensive education.

**Realtor Continuing Education Course Mobile Workshop**

$65 – Preference will be given to Certified Realtors

We are excited to offer a Realtor Continuing Education Course Mobile Workshop in conjunction with the Urban Redevelopment Authority and the Realtors Association of Metropolitan Pittsburgh. Participants will earn 3.5 continuing education credits during this fun and interactive tour.

While touring Pittsburgh’s Northside neighborhoods, participants will learn about the use of mortgage products, tax incentives, and other programs as tools to strengthen the residential market. The discussion will focus on how these tools can help real estate agents sell homes in city neighborhoods. Agents will also learn how they can boost their sales by building relationships with community organizations.

The cost of registration for the real estate mobile workshop also includes admission into Tuesday evening’s Awards Ceremony and Reception.
Reestablishing Identity in a Disinvested Neighborhood

Location: Monongahela Room

In 2011, Warren Ohio’s central city was rapidly succumbing to the devastating impacts of the foreclosure crisis. The Trumbull County Land Bank, Trumbull Neighborhood Partnership (TNP), and gregg’s gardens began working together to restore the sense of community in this neighborhood. In 2012, the Land Bank acquired funds to demolish 260 blighted properties, many of those in Warren’s central city. Some of these lots were secured by gregg’s gardens and filled with wildflowers and community gardens. This initiative gave the neighborhood a new identity and the area was re-branded the “Garden District.”

However, the Land Bank’s inventory is still filled with dozens of tax delinquent Garden District properties. In 2014, TNP, the Land Bank, and gregg’s gardens turned to additional partners through private investment and local nonprofit, Trumbull 100. An “Adopt-a-House” program was created to use rolling private capital to fund housing renovations which were marketed to owner-occupants who will provide continued neighborhood investment.

Warren’s Garden District was transformed due to a strategic partnership between a non-profit CDC, a land bank, a grassroots effort, and private capital. This model can serve as an example for similar neighborhoods nationwide.

Presenters: Dennis Blank, gregg’s gardens
     Shawn Carvin, Trumbull Neighborhood Partnership
     Matt Martin, Trumbull Neighborhood Partnership

Big Ideas on Small Business Lending

Location: Three Rivers Room

A recent Federal Reserve survey has found small businesses seeking financing last year had better approval rates at community banks than seeking credit at large regional or national institutions. However, the total volume of small business lending remains stubbornly stagnant. Panelists will explore how we can collectively encourage small business lending, specifically more relationship lending. Additional credit demographics and trends will also be explored by looking at the current lending environment.

Presenters: Aaron Aldrich, Bridgeway Capital
     Benjamin Contrucci, United American Savings Bank
     Amy Enrico, Tazza D’Oro
     Emily Keebler, Kiva Zip
     Joseph Ott, Federal Reserve Bank of Cleveland, Pittsburgh Branch

Creative Strategies and Tools to Make Your Neighborhood Safer

Location: Allegheny Room

This session will discuss creative and nontraditional strategies and tools to improving public safety in our neighborhoods. Using LISC’s Community Safety Initiative model, the panel will present national best practices working in other neighborhoods across the nation including:

1. Applied Technology
2. Asset-Liability Mapping
3. Community Policing and Program Solving Partnerships
5. Nuisance Abatement

Local experts will demonstrate how these national approaches can be applied locally through the Northside Diversion Program.

Presenters: Thor Erikson, Design Center
     Ronell Guy, Northside Coalition for Fair Housing
     Peter Margittai, Peter Margittai Architects, LLC
     Talia Piazza, Neighborhood Allies

** 1.25 AIA CES LU Hours | 1.25 AICP CM Credits
BREAKOUT SESSION INFORMATION

Third Spaces Building Trust with New Neighbors
Location: Monongahela Room

Rapid neighborhood change and redevelopment can bring an influx of new people that threaten to jeopardize the existing community identity. Third spaces, which serve as social spaces in a community separate from the workplace and home environment, can addressthis discomfort by bringing neighbors of contrasting backgrounds together.

This session will demonstrate the importance of third spaces in creating a community’s character by exploring projects featuring the arts, parks and open space development, and housing design strategies from Pittsburgh neighborhoods undergoing change. Case studies will include The Corner, a pinnacle of cross-cultural expression, the arts, and racial reconciliation and other third places in the Hill District neighborhood of Pittsburgh.

Panelists will provocatively explore: How do different populations learn to live together within the same space? How can new third places be inclusive of the residents already living in an area? How have communities (historically or currently) responded in reaction to changes in their neighborhood’s design and physical landscape?

Presenters: Terri Baltimore, Hill House Association
Denys Candy, Community Partners Institute / Community Technical Assistance Center
Chris Koch, Design Center
Mark Kramer, The Corner – a program of Friendship Community Presbyterian Church

Pittsburgh’s East End Being Put to Work
Location: Three Rivers Room

A recent report commissioned by The Pittsburgh Foundation and prepared by the Three Rivers Workforce Investment Board (3RWIB) is providing an understanding of labor market dynamics, workforce needs, and workforce services in Pittsburgh’s East End and, thereby, assisting in developing neighborhood-based strategies in the area. These strategies can enhance service delivery and improve responsiveness to job seeker and employer needs at the hyper-local level.

Catalytic investment is driving a new and inclusive game plan for this neighborhood’s economic development prosperity. Why did The Pittsburgh Foundation choose to invest in the East End for this analysis? How will the report’s findings and recommendations actually connect people to jobs? How is the East End using this to lay the groundwork for the future? Come understand this thoughtful neighborhood-based strategy so you can you take their key takeaways back to your community.

Presenters: Jane Downing, The Pittsburgh Foundation
Becky Gloninger, Urban Strategies
Susie Puskar, Three Rivers Workforce Investment Board

Let’s Get Technical About Involving Residents
Location: Allegheny Room

This panel will site unique examples – ranging from Detroit to Pittsburgh – to demonstrate how more representative data collection and the latest technologies in surveying are leading to a better process for redevelopment and engaged communities.

- Detroit’s Historic Resource Survey assessed nearly 18,000 historic properties in just two weeks using smartphones and local volunteers! The data was used to inform demolition decisions (among other things) and serves as a replicable model.
- Relocal, a tool developed by PlaceEconomics, uses 90 metrics to evaluate neighborhood health, character, and sustainability, including a weighted community evaluation component. Relocal provides recommendations for land banks, preservation advocates, and others making planning and reinvestment strategies, specifically focusing on reincorporating vacant properties.
- Operation Better Block is using a non-traditional approach called cluster planning to create a plan for Pittsburgh’s Homewood neighborhood and organize community residents to advocate for future development and prevent displacement. Engagement is maximized through data collection, resident-driven planning, and by systematically focusing on smaller areas of the neighborhood through the creation of resident cluster associations.

Presenters: Amy Elliott Bragg, Preservation Detroit
Emilie Evans, PlaceEconomics
Demi Kolke, Operation Better Block, Inc.
Homewood Resident

EVENING EVENTS – MAY 12

Annual Member Meeting 4:00 – 5:00 PM
PCRG will convene for an exclusive member meeting in the Three Rivers Room on the William Penn Level of the Omni William Penn Hotel. John Taylor, President of the National Community Reinvestment Coalition, will address the members. PCRG Executive Director, Ernie Hogan, will then provide a year-in-review and new board members will be seated.

Awards Ceremony and Reception 5:00 – 8:00 PM
All guests are invited to the signature Awards Ceremony and Networking Reception, held in the William Penn Ballroom. Guests at the reception enjoy cocktails and heavy hors d’oeuvres while conversing with friends and colleagues from across industries and the region. The awards ceremony will recognize catalyzing community projects as well as individuals, organizations, and institutions committed to the revitalization of Pittsburgh’s urban core.
Making Business Personal

Location: Allegheny Room

Freelancers and entrepreneurs have always been an integral part of a neighborhood economy in some way; nonetheless trends in micro-entrepreneurship, business incubation, and co-working spaces are hotter than ever. These strategies can provide access to jobs and business district enhancements, but for whom?

Is it possible for an incubator primarily serving college-educated tech developers to also benefit the struggling community in which it’s located?

A well-regarded panel will engage in a lively debate on the benefits and shortcomings of creating a full serving neighborhood economy. An overview of trends and models for supporting freelancers and entrepreneurs will be followed by a discussion of evocative questions such as: Who are these programs serving? How are neighborhoods benefiting? What can be done to make them part of a holistic strategy for community and economic development? And whose responsibility is it to ensure that they are truly all-encompassing?

Presenters: Chelsea Burket, Fourth Economy Consulting
William Generett Jr., J.D., Urban Innovation21
Josh Lucas, The Hardware Store
Bobby Zappala, Thrill Mill

Community Land Trusts: An Equitable and Sustainable Strategy

Location: Riverboat Room

What exactly is a Community Land Trust (CLT)? A CLT is an effective, community-based strategy to preserve housing affordability in expensive markets and to prevent the displacement of lower-income residents that is an all-too-frequent outcome of successful neighborhood revitalization. CLT’s are also effective at preserving community access to commercial properties and – you guessed it – land for urban farming and gardening in neighborhoods and communities across the country.

Members of a committee formed to explore the potential of establishing and operating a CLT strategy in Pittsburgh - and the consultant working with them - will explain CLTs, their structure and requirements, and provide examples of how CLTs are utilized to support and care for the land they own, the buildings and other community uses located on this land, and the owners, occupants, and users of these properties – all for a very long time.

Presenters: Yusef Ali, Larimer Consensus Group
Michael Brown, Burlington Associates in Community Development
Ed Nusser, Lawrenceville Corporation

Moderator: Christopher Beichner, Allegheny Land Trust

Modernizing Your Zoning Code for the Community You Want

Location: Monongahela Room

Many first-ring suburbs in the Pittsburgh area have existed for decades with their zoning ordinances in almost complete contradiction to the actual conditions in the community and in conflict with desirable development attributes. Following the demise of the steel industry, almost any new development seemed welcomed and variances were haphazardly granted based on relationships and requests rather than actual criteria. Rather than encouraging quality new development by imposing realistic requirements, these dated ordinances forced interested developers to incur cost and risk to mitigate requirements of obsolete ordinances.

Recently multiple municipalities, including five assisted by the Mon Valley Initiative, have been undertaking broad, community-based rewrites of their zoning ordinances. This session will focus on how these new ordinances were developed with residents guiding the process, allowing them to determine how their own communities redevelop into the future. Case studies will present practical and interesting observations all too common about resident perception versus market realities and examine creative methods to encourage preservation, transit oriented design and urban agriculture while eliminating blight.

Presenters: Dan Santoro, Herbert, Roland and Grubic, Inc.
Andrew Schwartz, Environmental Planning and Design
Patrick Shattuck, Mon Valley Initiative

Tick Tock! When are Your Low Income Housing Tax Credits Turning 15?

Location: Three Rivers Room

What Happens To Low Income Housing Tax Credits at Year 15 and beyond? This session will be for those facing Year 15 decisions today, those who will face them in the future, or even those who have “been there, done that” who can revisit their Year 15 journey by sharing lessons learned with their peers. There will be an overview of current experiences and outcomes from across the nation provided by a developer, a syndicator and an attorney with a variety of Y15 involvement to share about recapitalized and/or repurposed year 15 properties. The panel will also delve into small “p” preservation priorities and what we are collectively doing about the aging portfolio.

Presenters: Mark Levine, Regional Housing Legal Services
Tony Lyons, National Equity Fund
Linda Metropulos, ACTION-Housing Inc.
Robert Snow, National Equity Fund

** 1.25 AIA CES LU Hours | 1.25 AICP CM Credits
**Breakout Session Information**

**Bricks + Books**

**Location:** Allegheny Room

One of the most important quality of life concerns we all contemplate is the state of our children’s education system. The symbiotic relationship between schools and the surrounding neighborhoods is integral to the overall health of a community. However, with budgetary shortfalls, staggering property values, and political influence, what can community organizations and leaders really do about it?

The session will explore place-based strategies that are genuinely supporting a local school district. PEP Rally is a program in partnership with Lawrenceville United, a community-based organization in the Lawrenceville neighborhood of Pittsburgh, and A+ Schools, the community advocate and leader for educational equity and excellence in Pittsburgh Public Schools. Pep Rally aims to rally parents and community partners to support and strengthen the neighborhood’s public schools. They do this by engaging and empowering parents to be agents of positive change and by creating partnerships to fuel community-supported initiatives.

Participants will come away with not just an understanding of how the model works, but with practical ideas for how PEP Rally can be replicated in other communities.

**Presenters:**
- Dave Breingan, Lawrenceville United
- Majestic Lane, A+ Schools
- Ruthie Rea, Arsenal Elementary School
- Sacoyia Reed, Arsenal Elementary School

**Rasquachification, the Arts, and Placekeeping**

**Location:** Three Rivers Room

Recently, the arts & culture sector nationwide, including public and private funders, have been intensely engaged in creative placemaking. But too often these efforts have involved importing cultural providers and new “creatives” that are disconnected from the cultural assets and sense of belonging among current residents. Such initiatives lack spatial justice and can lead to a strong sense of dis-belonging. We also have existing challenges in the areas of racial equity, economic inequality, and resident displacement.

This panel will explore how artists, cultural organizations, and the creative resilience of communities of color (exemplified by the practice of Rasquachification), can advance “placekeeping” and social justice in our neighborhoods.

Citing local examples of placekeeping and spatial justice, the discussion will address the roles of arts and culture in Rasquachification and what will be needed in the future from all sectors to advance placekeeping, spatial justice, and a sense of belonging in our communities.

**Presenters:**
- Jeffrey Dorsey, The Union Project
- Justin Laing, Heinz Endowments
- David Pankratz, Greater Pittsburgh Arts Council
- Janera Solomon, Kelly Strayhorn Theater

**Transformative Transitways from the Twin Cities to Pittsburgh**

**Location:** Monongahela Room

Hennepin County, located in the heart of the Twin Cities, is taking a bold approach to coordinating public investments in corridor-scale infrastructure, natural systems, and redevelopment. The approach, called Community Works, has leveraged Hennepin County’s $93 million of capital funding over the past 20 years into more than $883 million in public and private investment!

A hallmark Community Works initiative is the redevelopment of the Midtown Greenway. This transformation of an abandoned urban freight rail line into what was dubbed by USA Today as the #1 urban bike path in 2013, has brought with it hundreds of millions of dollars in redevelopment.

In Pittsburgh, EastSide III, East Liberty’s Transit Center, is helping the neighborhood “regain its place as a vital artery in the body of the city”, according to panelist Mark Minnerly. The six acre project will reconnect East Liberty with its surrounding neighborhoods and consists of three separately-owned and -financed pieces: mixed-use retail and residential construction; creation of shared infrastructure, such as public plazas that access the transit station; and a revamped East Liberty busway station. In addition to state and federal funding, monies obtained through Pennsylvania’s Transit Revitalization Investment District program (TRID) made it possible to rework the stop into a multi-modal transit hub.

Ongoing community and economic development efforts that are focused on transit oriented development along light rail and bus rapid transit corridors make sense. This panel of experts will engage in a candid and interactive session on why and how these approaches are working across the country.

**Presenters:**
- Peter Cavaluzzi, Perkins Eastman
- John Doan, Community Works of Hennepin County, MN
- Chris Sandvig, Pittsburgh Community Reinvestment Group

**Resourceful Financing Partnerships for Today!**

**Location:** Riverboat Room

Gain insight on where to find resources and how to leverage alternate capital. Industry professionals will discuss several economic and community development financing mechanisms. Particular focus will be on how to create a complete capital stack thorough partnerships with vested organizations that share in similar development objectives. The panel members will share various experiences financing challenging projects where partnerships and multiple capital resources were required. This will be an interactive session that encourages audience discussion on how to finance active projects.

**Presenters:**
- Mark Bibro, The Birmingham Foundation
- Kevon Copeland, Urban Redevelopment Authority
- Andrew Rachlin, The Reinvestment Fund
- Dwayne Rankin, Bridgewater Capital
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KEYNOTE SPEAKERS

Paul Farmer

Paul Farmer, FAICP, served as: CEO of the American Planning Association from 2001 to 2014; Executive Director of Planning and Development, Eugene, OR., 1999-2001; Director of City Planning, Minneapolis, 1994-1998; Deputy Planning Director, Pittsburgh, 1980-1994; and a founding professor of the Department of Urban Planning, University of Wisconsin-Milwaukee, 1972-1980. A visiting faculty member at the University of Oregon, Georgia Institute of Technology, Carnegie Mellon University, and the University of Pittsburgh, he has lectured widely, practiced and consulted on six continents and written extensively.

He is an Honorary Fellow of the Planning Institute of Australia, an Honorary Life Member of the Royal Town Planning Institute and an Honorary Member of the American Society of Landscape Architects. Among various professional awards, he received a Design Excellence Award from Progressive Architecture and a Research Award from the National Endowment for the Arts. He received the Dale Prize from Cal Poly and the NYU Poly 2013 Spirit of Innovation Award. He was a Richard King Mellon Fellow in Planning at Cornell University, and held Lasker and Baker Distinguished Student Fellowships at Rice University. He received his MRP from Cornell and his B.A. and B.Arch. from Rice.

Tamar Shapiro

Shapiro is President and CEO of the Center for Community Progress. She has more than a decade of experience working on state, regional, and local policies related to land use, economic development, housing, transportation, and the environment.

Prior to joining the Center in December 2012, Tamar was Senior Director of Urban and Social Policy at the German Marshall Fund of the United States (GMF), where she managed transatlantic urban policy programs and networks with a particular focus on the revitalization of older, industrial cities. Previously, Tamar served as the Director of the Smart Growth Leadership Institute and the Governors’ Institute on Community Design at Smart Growth America. In this role, she advised governors and their cabinet officials on state policies related to growth and development.

An attorney by training, Tamar Shapiro also worked at Klein Hornig, LLP, a law firm specialized in affordable housing development, where she represented public housing authorities as well as developers in mixed-finance affordable housing development deals.

Tamar received a McCloy Fellowship in Environmental Affairs to conduct a 2010 research project on vacant property policies in former East Germany. In 1999-2000, she was a Robert Bosch Foundation Fellow in Berlin and worked at the Berlin Administration on Urban Planning and Environment as well as the German Institute for Urban Affairs.

John Taylor

John Taylor is President and CEO of the National Community Reinvestment Coalition (NCRC). With over 25 years in the field, he has been the recipient of numerous local, state and national awards, including the Martin Luther King, Jr. Peace Award, a United States Congress Citation/proclamation (twice), and the State of Massachusetts Award for Excellence in Community Economic Development.

President Clinton awarded him with a Presidential Appointment in the first year of the CDFI Fund.

John Taylor has also served on several national boards, including the Consumer Advisory Council of the Federal Reserve Bank Board, The Fannie Mae Housing Impact Division, The Freddie Mac Housing Advisory Board, and many others. He currently serves on the board of the Association for Enterprise Opportunity (AEO).

In 2005 and in 2006, he was named by The Non-Profit Times as one of the top 50 most influential non-profit leaders in America.

He has appeared on ABC’s Nightline, CBS, Fox News, CNN, CSPAN, in the New York Times, Washington Post, Chicago Tribune, and hundreds of other print, television and radio media. Mr. Taylor has also testified before numerous House and Senate congressional committees.
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Aaron Aldrich has 9 years of experience in banking and finance. He worked as a Branch Manager before joining Bridgeway Capital in 2012 as an Entrepreneur Loan Officer. He is currently the Business Education Director at Bridgeway Capital where he oversees the technical assistance program. Aaron enjoys community service and has facilitated financial literacy courses at local high schools and churches. He is on the Board of Directors of the Northside Christian Health Center as the Treasurer, and has won various awards throughout his banking career. Aaron received his BA in Economics from the University of Pittsburgh and his MBA from Point Park University.

Yusef Ali is a retired teacher, volunteer, Vice-Chair of the Larimer Consensus Group board, and a member on the board of The Northside Coalition for Fair Housing. He comes to this work with an interest in land usage, fair and affordable housing, and development of communities as it relates to equity. He believes that land use is the new “civil rights struggle” domestically. He has owned and operated businesses in a couple of Pittsburgh neighborhoods and was formerly Assistant Professor at the University of Pittsburgh in the Black Studies Department. He has been active in the African American and Islamic community for many years.

Terri Baltimore is the Director of Neighborhood Engagement for the Hill House Association and has worked for the organization for nearly 24 years. She co-founded “Find The Rivers,” and worked on the team which produced The Greenprint, the Hill District’s green plan. She has contributed to the following publications: “Beyond Zuccotti Park- Freedom of Assembly and the Occupation of Public Space”; “Community Development In The Steel City- Justice and Power in Pittsburgh”; and “Faith, Health and Healing in African American Life.” She earned a BA in Journalism from Duquesne University and was a member of the Leadership Pittsburgh Class XXII.

Christopher J. Beichner has 15 years of experience as an entrepreneur, non-profit executive, community and economic developer and regional planner. Chris is the President & Chief Executive Officer of the Allegheny Land Trust, a multi-county, mission-driven corporation acquiring and managing conservation lands. He is also the Executive Vice President of élan evolutions, LLC, a 2014 start-up focused on client fundraising strategies, strategic planning, economic and real estate development projects. He has held various leadership positions in community and economic development organizations. He holds a degree in Business Management from Clarion University and graduated from the University of Oklahoma, Economic Development Institute certification program.

Mark Bibro is Executive Director of the Birmingham Foundation created by UPMC’s purchase of the South Side Hospital. The service area of the foundation matches that of the hospital and funding prioritizes improving youth outcomes and supporting safety net services. Mark has operated several for profit companies as well as two nonprofits. Prior to coming to the Birmingham Foundation, Mark was a managing partner of the Terminal Buildings, a million sq. ft, 100 year old building in the South Side of Pittsburgh. Mark has served as a board member of over 30 nonprofit boards -including East End Cooperative Ministry, Pittsburgh History and Landmarks, and Friends of the Riverfront.

Dennis Blank is a native of Warren, Ohio. He graduated from Hiram College and attended the Ohio State University Graduate School of Business. He is married and has two grown children. Blank is retired from Time Incorporated where he worked for more than 20 years at both Fortune and Money magazines. Dennis returned to Warren in 2011 to start Warren Expressed -a web site and blog devoted to the future of Warren. He is also the lead volunteer for Gregg’s Gardens, an organization devoted to eliminating blight in Warren and a driving force behind the Garden District.

Amy Elliott Bragg is President of the Board of Preservation in Detroit. In this capacity, she co-led the Detroit Historic Resource Survey, a precedent-setting project that used smartphone technology and volunteers to survey nearly 18,000 historic buildings as part of blight mitigation efforts. A writer and speaker on Detroit’s pre-automotive history, Amy is author of Hidden History of Detroit and an independent docent and tour guide. She is also content director for Issue Media Group, an Inc. 5000 media company dedicated to telling the story of growth, development, leadership, and transformation in 20 cities across the country. She is a graduate of Beloit College.

Dave Breingan is the community organizer for Lawrenceville United’s PEP Rally program, a collaborative initiative that seeks to rally parents and community partners to strengthen and support the neighborhood’s public schools. Previously, he has served as a summer camp coordinator, a caseworker with truant students, a tutor and advocate for the Somali Bantu community, a ski coach with at-risk youth, and a court-appointed advocate for child victims of abuse and neglect. He graduated from the University of Pittsburgh with a degree in English Literature and Fiction Writing. He lives in Lawrenceville.
Michael Brown is a Partner in Burlington Associates in Community Development, LLC, a national consulting group providing community development and economic development services to municipalities, state governments and housing organizations across the country. Michael helped establish one of the first community land trusts (CLTs) in the country in eastern Tennessee in the early 1980’s and later served as the co-director of the Institute for Community Economics. His work has included building financial and political support for community land trusts from local and county governments, states agencies, national intermediaries, federal agencies, lending institutions and employers. Michael lives with his life partner in rural Collegeville Township in Minnesota.

Chelsea Burket is the Director of Sustainable Communities at Fourth Economy Consulting, a Pittsburgh-based national economic development consulting firm. Fourth Economy is pioneering work on factors that influence growth in the modern economy (talent, place, diversity, sustainability, and investment); tracking the 1099 economy; and developing new approaches based on market opportunities. Chelsea works with communities across the country to better understand their economies and develop strategies to grow them. At home in Pittsburgh she serves on the boards of GTECH and the Sprout Fund. She’s also a co-founder of the Pittsburgh Canning Exchange.

Denys Candy is a consultant, facilitator and trainer with experience facilitating high engagement community partnerships. He advises organizations on management and strategic action planning. Denys conceptualized, co-designed and co-directed the community partnership called “Find the Rivers!” in Pittsburgh’s Hill District and “Random Acts of Kindness Community Building Model” in Wilkinsburg, PA. He guided community-wide dialogue on education and economic development in Syracuse, NY and developed community arts programs in Pennsylvania. He has international experience with recent work including projects in Singapore, Ireland and Scotland. He serves as Executive Director of Pittsburgh’s Community Technical Assistance Center (CTAC) and adjunct faculty in Community Organization at the University of Pittsburgh.

Shawn Carvin has been the Trumbull County Land Bank Program Manager with Trumbull Neighborhood Partnership (TNP) since the effort began, managing the intake, assessment, and disposition of all land bank inventory. Shawn also sits on the board of directors for the Trumbull Art Gallery, an agency that promotes arts and art organizations in the community. Prior to his work with the TNP and the Trumbull County Land Bank, Shawn served as an active duty United States Air Force meteorologist. He holds a BA in geography and a geospatial information systems certificate from Youngstown State University.

David Cavaluzzi, FAIA is a Principal and Board Member with Perkins Eastman. He specializes in large scale design with a specific focus on urban mixed-use development and transit projects, which he has spent the last 25 years implementing across the U.S. and abroad. His design approach is grounded in the principles of “Open Transit” and the lessons gleaned from iconic transit places like Grand Central Station. Notable projects include the Destination Medical Center development vision, Target Field Station in Minneapolis, Gateway Center Intermodal Facility at Los Angeles’ Union Station, to name just a few.

Ben Contrucci has been a loan officer for 11 years, having been at United American Savings Bank for 7 years. He took over as Chief Lending Officer in 2012. Benjam in was one of the first 2 loan officers in the State of Pennsylvania to be awarded the Certified Community Lender designation by the PACB in 2012. At UASB, he originates mortgage, home equity, and small commercial loans – with a specialty in construction and rehab lending. He is a 2002 graduate of Allegheny College with a major in Mathematics.

Kevon Copeland joined the Urban Redevelopment Authority of Pittsburgh (URA) Business Development Center in 1996. Mr. Copeland provides consulting and arranges financing for businesses in the City of Pittsburgh. He works on traditional asset-based financing, tax increment financing, tax-exempt financing, financing through the Pennsylvania Industrial Development Authority and through the Pittsburgh Entrepreneur’s Fund. Prior to joining the URA, Mr. Copeland worked at PNC Bank for 16 years, in the International Division Asia-Pacific Department. He holds a bachelor’s degree in History from Connecticut College and Masters of Business Administration from the University of Pittsburgh. Mr. Copeland currently serves on the Board of Trustees of Connecticut College where he is Chair of the Finance Committee. He also serves on the Advisory Board for Summerbridge Pittsburgh.

John Doan is Hennepin County’s Program Director for the Southwest Mega Project. He leads a team of planners, engineers, and economic development professionals to support the delivery of the $1.65 billion Southwest Light Rail Transit project so as to stimulate transit oriented development along the 17-mile corridor. From 2011 to 2013, he served as a governor’s appointee on the Twin Cities Metropolitan Planning Organization Council, which is the largest transit operator, and wastewater treatment authority. John is a registered engineer in Minnesota and graduated from the Harvard’s Kennedy School of Government. He is married to his high school sweetheart and father to two teenagers.
PRESENTER BIOS

Jeffrey Dorsey is Executive Director of the Union Project, a space in the East Liberty neighborhood of Pittsburgh, where people of all backgrounds connect, create, and celebrate community. Jeffrey’s expertise in arts-related community development and non-profit management has earned him broad recognition across various sectors in and around Pittsburgh. His background includes working as an artist, performer, arts-educator, economic development strategist, non-profit turn-around specialist and speaker. He has helped shape many of the East End’s most progressive community building initiative’s including managing the Penn Avenue Arts Initiative and co-founding the East End Partnership of Pittsburgh.

Jane Downing is the Senior Program Officer of The Pittsburgh Foundation. She is responsible for grant making in community and economic development with emphasis on upward mobility programs for entry level workers, affordable housing, and transportation and green infrastructure strategies. She currently serves on the Youth Policy Council of the Three Rivers Workforce Investment Board, the Allegheny County Homeless Advisory Board, and the board of Neighborhood Allies. Jane earned a bachelor’s degree in government from Bates College and a master’s degree in urban and regional planning from the University of Pittsburgh’s Graduate School of Public and International Affairs. She is an adjunct faculty in the Heinz College, Carnegie Mellon University.

Amy Enrico has owned and operated Enrico’s Tazza D’Oro for 15.5 years with two locations in Highland Park and on the campus of Carnegie Mellon University. Prior to Tazza D’Oro, Amy was co-founder of a company that performed clinical trials for the pharmaceutical industry. Along with operating Tazza D’Oro, Amy also provides small business technical assistance for independent start-ups and existing businesses in the East Liberty and Highland Park communities through East Liberty Development Inc. (ELDI). In her tenure with ELDI, Amy has assisted with the startup of over 10 businesses and has provided technical assistance to more than 40 existing businesses.

Emilie Evans, Director of the Rightsizing Cities Initiative with PlaceEconomics, leads projects using Relocal, a data-based tool that develops tailored recommendations for how vacant buildings and lots can support neighborhood sustainability. Previously, Evans served as Detroit Preservation Specialist for the Michigan Historic Preservation Network and National Trust for Historic Preservation, spearheading a smartphone survey of nearly 18,000 historic properties across Detroit to inform demolition decisions. Prior to Detroit, Evans resided in New York City where she worked at the Brooklyn Navy Yard and as an Adjunct Associate Professor at Columbia University, from which Evans holds masters’ degrees in Historic Preservation and Urban Planning.

Mark Fatla joined the Northside Leadership Conference in 2006 as Executive Director. A Northside resident since 1984, he previously served as Executive Director of the Community Technical Assistance Center (CTAC). He is an experienced trainer on board and organizational development issues and has presented to various regional and national conferences. His housing development project for Allegheny West Civic Council won a 2002 National Best Practices in Preservation award from the National Trust, one of 22 such projects selected nationally. Mr. Fatla is an attorney, receiving his degree from Duquesne University School of Law, and longtime community activist.

Josette Fitzgibbons is the Neighborhood Business District Manager for the Urban Redevelopment Authority of Pittsburgh. Prior to coming to the URA, she was a Principal Planner for the Pittsburgh Department of City Planning, where she oversaw community planning activities and managed strategic planning projects. She has also served as the Executive Director of the Regional Environmental Education Center (now the Outdoor Classroom) in Upper St. Clair, PA, Community Specialist for NeighborFair Pittsburgh, and Main St. Manager in Midland, PA. Josette has a BA from Kent State University, and an MURP from Pitt’s Graduate School of Public and International Affairs.

Thor Erikson’s main planning passion centers on the intersection of design and community, and how that relationship helps shape neighborhoods that have welcoming, safe, vibrant spaces with outstanding folks. Thor earned a master’s degree in Community Planning from the University of Cincinnati, and Bachelor of Arts in Environmental Design from the University of Colorado. Through his previous work in international development in the Philippines, he served as United States Peace Corps Volunteer and has worked abroad developing community art projects for local villages and orphanages, and has worked with several national and international builders constructing homes locally and abroad.

William Generett Jr., J.D. has a lot of faith in the power of collaboration which serves him well in his post as the inaugural president and CEO of Urban Innovation21, an umbrella organization of public-private partnerships that promotes economic development by connecting the region’s underserved communities with successful institutions in the innovation economy. Mr. Generett has been guiding the organization since 2007. Under Bill’s leadership, Urban Innovation21 has been recognized locally and nationally for its work to connect underserved communities and their residents to the greater Pittsburgh region’s innovation ecosystem. He was appointed by U.S. Secretary of Commerce Pritzker to serve on the National Advisory Council on Innovation and Entrepreneurship.
Becky Gloninger joined the Urban Strategies, Inc. team this year as Senior Project Manager, and will be coordinating the implementation of the People Program for the East Liberty/Larimer Choice Neighborhood Grant. Becky has over 20 years of experience in care coordination/case management in non-profit, social service and medical settings, serving individuals and families with behavioral health problems, serious medical conditions, and socioeconomic struggles. As a volunteer with several East End non-profit groups Becky has witnessed amazing growth first-hand!

Ronell Guy is Executive Director of the Northside Coalition for Fair Housing (NCFH), a Section 8 tenant council, neighborhood development corporation, and service-enriched housing provider in Pittsburgh, Pennsylvania. Ms. Guy and other tenants founded NCFH in 1998 to fight the threatened mass eviction of over 300 households from HUD-assisted housing in Pittsburgh’s North Side and to preserve the racial and economic diversity of their neighborhoods. Ms. Guy has over 25 years of experience assessing the socio-economic needs of diverse populations and designing and implementing projects that improve the functioning of low-income families and communities.

Emily Keebler works to inform new and small businesses in the Pittsburgh area about Kiva Zip 0% interest, crowdfunded micro-loans as the Kiva City Pittsburgh Lead. Kiva, the world’s first micro lending website, empowers small businesses in Pittsburgh and around the world by connecting them to lenders who collectively fund loans and provide a network of support for each business.

Chris Koch is CEO of Design Center, a regional non-profit with a 47-year history of providing design and planning resources to communities with a focus on equity, livability and sustainability. She is an expert in community development, urban planning and social innovation. Chris was previously co-founder and COO of GTECH Strategies, a non-profit dedicated to sustainable community development strategies. Chris was named an Echoing Green Fellow in global social enterprise, and awarded a “Women Greening Pittsburgh” award in 2011. Chris holds a Masters of Public Policy and Management from Heinz College at Carnegie Mellon University and a BS in History from the same.

Demi Kolke is the Community Development Coordinator for Operation Better Block, Inc. (OBB). OBB serves the Pittsburgh neighborhood of Homewood, one of the most blighted in the entire city. Her primary job is to work towards neighborhood revitalization through resident engagement, homeowner stabilization, and vacant property remediation. Recently, she co-authored a community development “how-to” manual. OBB is now training other groups around the area to replicate these fundamental practices. Demi graduated with a B.S. in Psychology from NDSU and a Master’s of Social Work from the University of Pittsburgh.

Mark Kramer is Director of The Corner, an arts and social justice-driven third place in Pittsburgh’s West Oakland neighborhood, a program of Friendship Community Church. He also teaches writing and service learning classes at the University of Pittsburgh. Mark is author of the book “Dispossessed: Life In Our World’s Urban Slums” (Orbis Books) and has written for a variety of publications, foundations, and non-profits.

Justin Laing is a Senior Program Officer for Arts & Culture at The Heinz Endowments, where he manages the Endowments’ relationships with small and mid-sized arts organizations, with an additional focus on arts education. Justin also serves on the Endowments’ African American Men and Boys Task Force and the Pathways to Educational Excellence team. Justin previously worked as manager/assistant artistic director of Nego Gato Inc., an African-Brazilian arts organization based in Pittsburgh’s Hill District. Justin serves on the board of Grantmakers in the Arts, and he is a graduate of Carnegie Mellon University’s Masters of Public Management Program.

Majestic Lane is the Director of Community Engagement & Strategy for A+ Schools, the community advocacy organization promoting equity and excellence in Pittsburgh Public Schools. He works with a team of parent organizers building community capacity in vulnerable communities & schools throughout the city of Pittsburgh. Majestic also works on external relations with organizations and stakeholders regarding equity issues for underserved students. Prior to his current position, he was Senior Executive Assistant to State Senator Jim Ferlo (PA-38), where he assisted with community and economic development projects in multiple areas across the district. Additionally, Majestic represented Senator Ferlo regarding educational policy issues with city & county school districts.
PRESENTER BIOS

Mark Levine is Chief Counsel of Regional Housing Legal Services, a nonprofit corporation which provides legal representation and technical assistance to nonprofit corporations developing low income housing and/or creating economic opportunities for low income communities in Pennsylvania. He also serves as Executive Director of Commonwealth Housing Development Corporation which operates a variety of innovative programs and Executive Director of Commonwealth Housing Legal Services. Mr. Levin specializes in the development of low income rental, owner and cooperative housing using the Low Income Housing Tax Credit, Community Development Block Grant, HOME Investment Partnerships, PennHOMES, Supportive Housing, Shelter Plus Care and a variety of other federal, state and local funding programs.

Josh Lucas founded The Hardware Store in 2012, and in just two years, its community has helped to drive the conversation around responsible redevelopment and more equitable entrepreneurship. The Hardware Store is more than a co-working space. It’s a home for digital freelance professionals, startups, and doers interested in the redevelopment of the Allentown neighborhood of Pittsburgh.

Carl Luisi has been a member of the International Union of Operating Engineers Local 95 for 26 years, starting off as an Engineer and working his way up to Chief Engineer / Chief Electrician at the Petersen Events Center. In 2002 Carl became a part time instructor and class scheduler for the Local while still maintaining his full time Engineer’s position. In early 2013 Carl was asked to join the Training Fund full time as Education Director. By bringing his years of instructional and field experience to the program, he has made the transition from engineer to educator seamless.

Tony Lyons serves as a Vice-President and Regional Manager for the East Region of the National Equity Fund (NEF), overseeing NEF’s acquisition activities along the East Coast. NEF provides equity financing to builders and developers of affordable housing. He graduated from Southern Connecticut State University and received a Master’s of Urban and Regional Planning from the University of Oregon. Before coming to NEF, he was a Senior Project Manager with The Community Builders in Philadelphia from 1990 to 1997, and a Rehabilitation Specialist at the U.S. Department of Housing and Urban Development in Washington D.C. from 1986 to 1990.

Peter Margittai, Principal of Peter Margittai Architects, LLC, Peter is responsible for the design and management all of the firm’s projects. He founded the firm in 2001 with the goal of creating thoughtful and tailored architectural and interior design solutions for his clients. With over 20 years of experience in architectural design, Peter has led dozens of commercial, residential and master planning projects in the Pittsburgh region. Peter has made the South Side of Pittsburgh his home since 1994 and is a proud business owner. He and his family appreciate living in a community where they are only a few blocks from everything they need, know their neighbors, and participate in community activities.

Matt Martin has been the Director of Trumbull Neighborhood Partnership since its launch in 2010. Prior to joining TNP, he was a Land Re-utilization Manager for Stockyard Redevelopment Organization, a Cleveland CDC. He has a BA in Liberal Studies from Cleveland State and an MA in Environmental Studies from Cleveland State’s Levin College of Urban Affairs.

Mark Masterson has had an extensive career in community and real estate development over the past 25 years. He served as a community organizer with the East Allegheny Community Council, established the Real Estate Development Program at the Northside Leadership Conference, and established a successful private real estate development and consulting firm. While employed with the Northside Leadership Conference in 2000, he helped create the Northside Community Development Fund, later served on its Board and became Executive Director in 2007. Mark received an MCRP from Western Kentucky University and a BA from Thiel College. He resides on Pittsburgh’s Northside.

Linda Metropulos is Director of Housing and Neighborhood Development for ACTION-Housing, Inc. She has been working in real estate development in Pittsburgh since 1995 when she started Artists and Cities, a non-profit designed to help artists live and work in Pittsburgh by creating affordable space. ACTION-Housing’s affordable projects include: Mackey Lofts in Uptown (43 units with 10 set aside for those with hearing and sight impairments); McKeesport Downtown Housing (84 unit, retrofit of an historic YMCA); Hazelwood Neighborhood Center (retrofit of 14,000 ft² former VFW into Hazelwood branch of the Carnegie Library); and the Uptown Lofts on Fifth. All of ACTION-Housing’s projects are designed to be affordable to low- and moderate-income households and are built to high energy-efficiency.
Ed Nusser serves as the Land Use Coordinator for Lawrenceville Corporation (LC). In this role, Ed directs LC’s land recycling program and manages community planning initiatives. Ed has served on the local Community Land Trust Exploratory Committee since its inception; he is very excited by the promise and potential CLTs have for rapidly growing markets like Lawrenceville. When Ed isn’t discussing vacant property or affordable housing, he’s probably talking about hockey or beer. Ed currently lives in East Liberty with his wife, Laura, and their dachshund. In his spare time he coaches high school hockey for Pittsburgh Central Catholic.

Joseph Ott is a senior policy analyst in the Community Development Department of the Federal Reserve Bank of Cleveland. Working out of the Bank’s Pittsburgh Branch, Mr. Ott provides technical assistance and regulatory guidance to financial institutions, government and community-based organizations on issues related to consumer finance and protection, the Community Reinvestment Act (CRA), and community and economic development. Before joining the Federal Reserve, he served as Director of Research and Communications for the Pittsburgh Community Reinvestment Group (PCRG). Mr. Ott holds a bachelor’s degree in political science from Duquesne University and a master’s degree in public policy and management from the University of Pittsburgh.

David Pankratz is the Research & Policy Director for the Greater Pittsburgh Arts Council. In that role he has: 1) directed the production and dissemination of GPAC’s “Arts, Culture & Economic Prosperity in Allegheny County” report, 2) drafted “Developing Policy Positions on the Arts, Culture & Tourism in PA,” 3) facilitated two “Connecting Pittsburgh Creatives” gatherings, and 4) chaired Mayor Peduto’s transition subcommittee on the Arts, Culture, Tourism, and Economic Development. David teaches “Cultural Policy & Advocacy in the U.S.” at Carnegie Mellon University and “Analysis for Creative Placemaking” at Ohio State University.

Jessica Smith Perry is the Assistant Director of Housing for the Urban Redevelopment Authority of Pittsburgh. She supervises a staff of development officers who manage for-sale and rental housing development programs and implements housing development projects throughout the City of Pittsburgh. Funding for these programs originates from CDBG, HOME, Commonwealth of Pennsylvania and other federal, state, and local resources allocated to housing and community development activities. Prior to joining the URA staff, she received her MS in Public Policy and Management from Carnegie Mellon University. She also holds a BS with a major in Business Administration from Westminster College.

Talia Piazza currently serves as Program Manager for Community Resources and Communications at Neighborhood Allies, a 21st century community development intermediary committed to strategies that benefit low and moderate income people in transitional and deeply distressed communities. She supports neighborhoods by helping neighborhoods achieve positive impact by administering grant funding and technical assistance. Talia served Pittsburgh Partnership for Neighborhood Development as a Program Coordinator since 2008 prior to its transition to Neighborhood Allies. Talia holds a Master’s in Public Administration (MPA) as well as a Bachelor’s of Art in Legal Studies and Political Science from Gannon University in Erie, PA and is a Leadership Pittsburgh Inc. LDI XVIII alum.

Susie Puskar is the Policy Manager for Three Rivers Workforce Investment Board (3RWIB). Since joining 3RWIB in 2013, Susie has worked on neighborhood-based mapping and labor market analysis, program evaluation, and advancing the work of 3RWIB through a strategic policy agenda. Susie previously worked with the South Side Local Development Company as a Neighborhood Outreach Coordinator. She served a year with AmeriCorps and worked several years as an Employment Specialist/Manager. Susie earned her Masters of Public Affairs at the School of Public and Environmental Affairs at Indiana University and holds a bachelor’s degree in Anthropology and French from Butler University.

Andrew Rachlin currently serves as Managing Director for Lending and Investment at The Reinvestment Fund (TRF). He oversees business development, underwriting, and transaction structuring across the asset classes in which TRF invests, with a particular focus on short and medium-term debt instruments. Before coming to TRF, Mr. Rachlin served as Interim Chief of Staff for the School District of Philadelphia, where he was responsible for crafting and initiating implementation of a strategy to restore the District to fiscal balance. He has also served as an aide to the Executive Director of the Port Authority of NY and NJ and as policy advisor to the transition team of former Newark Mayor Cory Booker.
**PRESENTER BIOS**

**Dwayne Rankin** is the Community Development Loan Officer of Bridgeway Capital. He sources projects that will benefit from pre development grants, equity investments, forgivable loans, and mezzanine finance. Dwayne works to institute and maintain productive relationships with community development corporations, real estate developers and the many other institutions that touch low income communities in Allegheny County. Dwayne has spent over a decade as a financial services provider with previous roles at Citigroup, PNC Bank and Huntington Bank. He also facilitates a practitioner’s edge workshop on Community Development Finance at Carnegie Mellon University.

**Ruthie Rea** is the Principal at Arsenal Pre K – 5 within the Pittsburgh School District. Previously, she has been a Reading Coach and Teacher. Ruthie graduated from Indiana University of Pennsylvania with a Bachelor of Science in Elementary Education and the University of Pittsburgh with a Master of Education in Educational Leadership. She lives in Churchill with her husband Korey and their two children.

**Sacoyia Reed** a Pittsburgh native and graduate of Wilkinsburg High School, is a parent of three school-age children, two of whom attend Arsenal Elementary and Arsenal Middle School. She has been an active parent in Lawrenceville United’s PEP Rally program and is also a parent volunteer in A+ Schools’ Parent Led Program at Arsenal, in which she gives 9 hours per week supporting Arsenal teachers and students. As part of her leadership at Arsenal, she helped plan Arsenal Service Day, a huge event that rallied hundreds of Arsenal students, staff, and families to beautify and learn about Arsenal Park.

**Chris Sandvig** works on regional and state issues impacting PCRG’s member communities and manages the GoBurgh program. He’s a long-time transit advocate, Morningside resident, and commutes to work via bike or bus almost every day. Prior to PCRG, Chris spent nine years in corporate business development for industrial and commercial engineered HVAC systems. He holds a BS in Industrial Engineering from Penn State and a MS in Public Policy and Management from Carnegie Mellon University, where he concentrated on urban and regional economic development and public finance.

**Dan Santoro** is the Director for Herbert, Rowland & Grubic, Inc.’s (HRG) Land Development Group. In this capacity he is responsible for the firms land development practice including project management, project delivery and business development activities. He has extensive knowledge of government processes, including planning, development permitting, project management, ordinance development and general municipal operations. He has demonstrated skills in finding solutions for complex challenges at the local, county and state levels. Mr. Santoro also has extensive experience in: strategic planning, land use planning, community and economic development, public administration, public policy, program development, zoning and grant writing.

**Andrew Schwartz** is the Managing Principal at Environmental Planning & Design, LLC in Pittsburgh. AJ has spoken at more than twenty-five conferences and symposiums, including the 2015 Low Impact Development Conference; 2013 National Working Waterfronts & Waterways Symposium; 2010 NARRP National Conference; 2006 ESRI International GIS User Conference; and at multiple APA National and Regional Planning Conferences. AJ is a registered Landscape Architect in Pennsylvania and Ohio; a Certified Planner with CUD certification; and has LEED AP certification. AJ has published articles for ArcNews; Parks and Recreation; National Association of Recreation Resource Planners; and the American Planning Association.

**Patrick Shattuck**, resident of Wilkinsburg since 2007, is the Director of Real Estate Development for the Mon Valley Initiative. Working to revitalize emerging communities has been the cornerstone of his career and personal efforts for over twenty years. With a degree from the Savannah College of Art and Design in Historic Preservation, he understands the important balance of working with residents and communities to respect significant places, reduce blight and implement vital change. He serves on the Wilkinsburg’s Planning Commission, Parks and Recreation Advisory Board, Wilkinsburg Council, and the PA Historic Preservation Advisory Board.
Stephen Shelton founded the Trade Institute of Pittsburgh in 2009. He also teaches teens a course in Tools and Measures at the Energy Innovation Center, and various masonry and construction classes for Pittsburgh History and Landmarks Foundation. He serves as Chairman of the Board of Pittsburgh Youth Partnership; a 501(c)3 organization that was established to fund youth related programs. Born and raised in Pittsburgh, Mr. Shelton began working in the masonry field as a teen. After enlisting in the Navy at 19, he became a naval aircraft electrician and finished his four-year enlistment in that field. He has worked as an electrician, a plumber, as masonry laborer, a bricklayer, and as a specialist in stone masonry. His firm Shelton Masonry, Inc.; is renowned for some of the finest restoration work in Pittsburgh.

Robert Snow is Vice President, Dispositions at National Equity Fund, Inc. Before joining NEF in 2012, Bob was a LIHTC development consultant, working both independently and managing National Affordable Housing Trust’s consulting group with offices in Long Beach, CA; Columbus, OH; and Alexandria, VA. Bob also set up and ran NAHT’s Asset Management department for several years. Prior to NAHT, Bob was Executive Director for the Ohio Energy Action Corporation, which provided financial incentives for green retrofits.

Janera Solomon is the Executive director of the Kelly Strayhorn multi-arts center in Pittsburgh. An experienced curator, Ms. Solomon developed the “First Voice International Black Performing Arts Festival” produced by the August Wilson Center for African American Culture in 2007. She has also worked on content development and program planning for the Museum of the African Diaspora in San Francisco and the National Museum for African American History and Culture in Washington D.C. Recently she chaired the August Wilson Center’s Recovery Committee. Janera serves on the Board of Directors of the Greater Pittsburgh Arts Council.

Tom Yargo is the Associate Broker and Manager at the Coldwell Banker. When he sold real estate much of what contributed to his business growth was a focus on first time buyers, gaining expertise about special mortgage products, information on neighborhoods, new and affordable new construction homes as well as home renovation programs for those that loved old homes and architecture. These tools led to relationships with lenders, architects, nonprofit organizations, and developers, and have generated business for him and now for agents in his office. Expertise from his 15 year career as a paralegal for local real estate attorneys is a tremendous advantage to his role as Manager and coach.

Bobby Zappala is the CEO and Cofounder of Thrill Mill, Inc., an early stage industry-agnostic startup incubator located in Pittsburgh’s East Liberty neighborhood. Bobby grew up in Pittsburgh, going to high school in Mount Lebanon before leaving the area to attend Duke University and subsequently moving to Washington D.C. to work for then-Senator Joe Biden. Bobby returned to Pittsburgh in 2006 to pursue a law degree at the University of Pittsburgh School of Law. He practiced as a corporate attorney at Buchanan Ingersoll & Rooney PC before leaving in the fall of 2012 to build Thrill Mill.
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