Tuesday, December 6

12:30 p.m.  Registration

1:00 p.m.  Welcome
Joseph Firschein, Deputy Associate Director, Division of Consumer and Community Affairs, Board of Governors of the Federal Reserve System
Clarence Snuggs, Deputy Secretary, Maryland Department of Housing and Community Development and Member, Federal Reserve Bank of Richmond Community Investment Council

1:15 p.m.  Using Data to Drive Neighborhood Investment
Cleveland, Detroit and Philadelphia are using data, mapping, and community engagement to address disinvestment in new and promising ways. Their work will be presented through various perspectives.

Moderator: Ira Goldstein, Managing Director for Policy, The Reinvestment Fund, Philadelphia
Frank Ford, Sr. Vice President, Research and Development, Neighborhood Progress, Inc., Cleveland
Mike Schramm, Director of Information Technology and Research, Cuyahoga County Land Reutilization Corporation, Cleveland
Karla Henderson, Group Executive of Planning and Facilities, Mayor’s Office, Detroit
Danielle Lewinski, Director of Planning and Technical Programs, Community Legal Resources, Detroit

2:45 p.m.  Break
3:00 p.m.  **City of Baltimore – Vacants-to-Value and Data Infrastructure**  
Baltimore has launched a market-driven strategy to attract private investment in vacant properties. The initiative is based on creative uses of information that is already available in most cities. This presentation will examine the myriad components of this ambitious new strategy including: aggressive, targeted code enforcement; new property disposition methods; real-time data sources; aerial photography; and a neighborhood typology.

   Moderator: Paul T. Graziano, Commissioner, Baltimore Housing  
   Michael Braverman, Deputy Commissioner, Code Enforcement, Baltimore Housing  
   Julia Day, Deputy Commissioner, Land Resources, Baltimore Housing  
   Bill Ballard, President, LocationAge, LLC

4:30 p.m.  **Closing Remarks**  
Anna Alvarez Boyd, Senior Associate Director, Division of Consumer and Community Affairs, Board of Governors of the Federal Reserve System

4:45 p.m.  **Break**

5:00 p.m.  **Reception**

**Wednesday, December 7**

8:00 a.m.  **Registration**

8:30 a.m.  **Welcome**  
Sandra Braunstein, Director, Division of Consumer and Community Affairs, Board of Governors of the Federal Reserve System  
Board Governor Sarah Bloom Raskin, Board of Governors of the Federal Reserve System

8:40 a.m.  **Mobilizing Grassroots Participation in Data-Driven Policy**  
Participants will discuss their community-based efforts to use data as a means to mobilize people and resources to gather and analyze data and affect change.

   Moderator: Governor Sarah Bloom Raskin  
   Ingrid Gould Ellen, Professor of Public Policy and Urban Planning, Wagner School of Public Policy, New York University, Co-Director, NYU Furman Center for Real Estate and Urban Policy  
   Jeff Matson, Community GIS Coordinator, Center for Urban and Regional Affairs, University of Minnesota  
   Steve Spiker, Director of Research and Technology, Urban Strategies Council, Oakland

9:45 a.m.  **Break**
10:00 a.m.  **Interactive Workshops: Identifying, Developing and Interpreting Data**

**Workshop #1: Innovative Uses of Public Data**
New data is increasingly available to the public. Participants will examine how publicly-accessible data can be applied to neighborhood reinvestment advocacy, programming and policy.

Moderator: Peter A. Tatian, Senior Research Associate, The Urban Institute
Ira Goldstein, Managing Director for Policy, The Reinvestment Fund, Philadelphia
Laura Speer, Associate Director, Policy Reform and Data, Annie E. Casey Foundation

**Workshop #2: Data Infrastructure Blueprint**
A comprehensive, real-time data system to inform neighborhood redevelopment requires identifying and compiling data, and making it available in resourceful but practical ways. Much of the data for a strong data infrastructure is already available locally. Participants will discuss how to prepare and use data to promote neighborhood reinvestment.

Moderator: Seema D. Iyer, PhD, Associate Director and Research Assistant Professor, Jacob France Institute, University of Baltimore
Max Weselcouch, Data Manager, New York University Furman Center for Real Estate and Urban Policy
Jim Lucht, Director, Information Group, ProvPlan, Providence

**Workshop #3: Visual Story-telling with Data**
This workshop will highlight creative, compelling data presentations and how to effectively communicate data analysis. This session will be led by faculty and staff of the Maryland Institute College of Arts’ new Information Visualization program, which will be launched fall 2012.

Moderator: Sophie Mintier, Housing Planner, Metropolitan Washington Council of Governments
Bryan Connor, Freelance Designer, Maryland Institute College of Art
Heather Bradbury, Manager, Master of Professional Studies-Business of Art and Design, Maryland Institute College of Art

11:00 a.m.  **Break**
Interactive Workshops: Building Coalitions and Maximizing Use of Data

Workshop #4: Market-Driven Neighborhood Investment
Several cities have used market categories to launch new, targeted re-investment strategies. This workshop explores the mechanics of categorizing block and neighborhood level markets and how these “typologies” can be used.

Moderator: Tracey Barbour-Gillett, Program Officer, Abell Foundation, Baltimore
Catherine Califano, Assistant Director of Policy and Information Services, The Reinvestment Fund, Philadelphia
Kyra Straussman, Director, Real Estate, Urban Redevelopment Authority of Pittsburgh
Gregory Parrish, Technical Manager, Data Driven Detroit

Workshop #5: Drilling Down to Property Level Decision-making
The redevelopment of vacant properties is often idiosyncratic and tied to micro-markets. This workshop examines the use of disparate sources to assemble accurate, complete information for individual parcels.

Moderator: Michael Bainum, Senior Development Manager, Enterprise Homes, Inc., Baltimore
Bob Gradeck, University of Pittsburgh, University Center for Social and Urban Research, Pittsburgh
Justin Fleming, Program Associate, Neighborhood Progress, Inc, Cleveland

Workshop #6: Mobilizing a Data Army
Residents, students, and volunteers have been valuable resources in gathering information, identifying issues and changing policy. This workshop shares the experiences of a variety of approaches to recruit, train, manage, and grow a grassroots data network.

Moderator: Ascala Tsegaye Sisk, Senior Manager, Community Stabilization, NeighborWorks America
Janet Felsten, Founder and Director, Baltimore Green Map
Miriam Avins, Executive Director, Baltimore Green Space
Jacob Wagner, Associate Professor, Department of Architecture, Urban Planning and Design, University of Missouri-Kansas City

Pickup Boxed Lunch

Keynote Presentations
Keynote speakers will discuss their work on a Dallas Morning News series on inequality in the Dallas Region. The series won the 2010 Pulitzer Prize for Editorial Writing.

Introduction: Kimberly Zeuli, Vice President and Community Development Officer, Federal Reserve Bank of Richmond
Tim Bray, Director, Institute for Urban Policy Research, University of Texas-Dallas
Tod Robberson, Editorial Writer, Dallas Morning News
1:30 p.m. **Wrap-up Discussion: Next Steps in Using Data to Inform Neighborhood Reinvestment**

The conference will wrap-up with an open discussion of how data can be utilized most effectively for reinvestment efforts, which data is most useful, and strategies for overcoming gaps and barriers.

Facilitator: Tom Kingsley, Senior Fellow, The Urban Institute  
Mike Schramm, Director of Information Technology and Research, Cuyahoga County Land Reutilization Corporation  
Steve Spiker, Director of Research and Technology, Urban Strategies Council  
Chris Walker, Director, Research and Assessment, Local Initiatives Support Corporation  
Kimberly Zeuli, Vice President and Community Development Officer, Federal Reserve Bank of Richmond

2:00 p.m. - 4:00 p.m. **East Baltimore Neighborhood Tour**

City officials and community leaders will lead a tour of Baltimore’s eastside redevelopment, where both small-scale and dramatic transformations are occurring as part of the nation’s largest urban redevelopment effort. The focus of the tour will be the diverse neighborhoods surrounding the Johns Hopkins Hospital and an emerging mid-town arts district.

Tour Leader: Michael Braverman, Deputy Commissioner, Code Enforcement, Baltimore Housing  
Tour Leader: Julia Day, Deputy Commissioner, Land Resources, Baltimore Housing  
Guest Speaker: Joseph B. McNeely, Executive Director, Central Baltimore Partnership

*This event has been made possible with the participation of the conference steering committee:*

The Federal Reserve Bank of Cleveland  
The Local Initiatives Support Corporation  
The Reinvestment Fund  
The Urban Institute  
Baltimore Neighborhood Collaborative  
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