SYMPOSIUM
Innovations in Planning for Better Community Housing and Health

National Healthy Homes Month Kickoff
U.S. Department of Housing and Urban Development
AGENDA

8:00-9:00  Registration

9:00-9:30  Welcome & Opening Remarks
  Dr. Stephen Sills, Director, UNCG Center for Housing & Community Studies
  Dr. Mark Constantine, CEO, Richmond Memorial Health Foundation
  Mr. Greg Demko, Manager, City of High Point

9:30-10:30  Market Segmentation for Improving Housing in High Point, NC
  Michael E. McNair, Community Development & Housing, City of High Point
  Dr. Thomas Tricot, High Point GIS Manager
  Dr. Patrick Harman, Growing High Point & Hayden-Harman Foundation

10:30-10:45  Break

10:45-11:45  Avoiding Negative Outcomes - Gentrification, Eviction & Displacement
  Jeff Staudinger, Affordable Housing Consultant
  Warren Wooten, Housing Services Operations Manager, City of Charlotte
  Niki Jones, Housing & Neighborhoods Department, City of Raleigh
  Phillip Sheldon & Kelsi Hobbs, UNCG Center for Housing & Community Studies

11:45-12:45  U.S. Department of Housing & Urban Development Healthy Homes Month
  Terry Akin, CEO, Cone Health
  Dr. Franklin D. Gilliam, Jr., Chancellor, UNC Greensboro
  Dr. Ben Carson, Secretary of U.S. Department of Housing & Urban Development

12:45-1:00  Pickup lunch boxes

1:00-2:00  Keynote: Market Valuation Analysis for Guiding Revitalization
  Dr. Ira Goldstein, President of Policy Solutions, Reinvestment Fund

2:00-3:00  Lessons from Invest Health
  Richmond & Greensboro Invest Health Projects

3:00-3:15  Break

3:15-4:15  Workshops
  See workshop schedule

4:15-4:30  Break

4:30-5:00  Closing Remarks
SECRETARY
BEN CARSON

U.S. Secretary of Housing and Urban Development Dr. Ben Carson is attending the symposium as part of the kickoff of HUD’s National Healthy Homes Month. The outreach campaign is designed to help people connect the dots between their health and their homes. This year’s theme, “Check Your Home – Protect Your Family” aims to protect current and future generations of children from exposure to lead by raising awareness about the importance of home assessments and educating the public about available resources. Secretary Carson graduated from Yale University and earned his M.D. from the University of Michigan Medical School. For nearly 30 years, he served as Director of Pediatric Neurosurgery at the Johns Hopkins Children’s Center, a position he assumed when he was just 33 years old, becoming the youngest major division director in the hospital’s history. Dr. Carson successfully performed the first separation of craniopagus twins conjoined at the back of the head and the first fully successful separation of type-2 vertical craniopagus twins. He has received dozens of honors and awards including the Presidential Medal of Freedom and the Spingarn Medal, the highest honor bestowed by the National Association for the Advancement of Colored People. He has also authored nine books.

DR. IRA GOLDSTEIN

Dr. Ira Goldstein will discuss the role real estate market value analyses can play in community revitalization. Dr. Goldstein is the President of Policy Solutions for the Reinvestment Fund, one of the largest social impact investors in the nation. He joined Reinvestment Fund in 1999 and leads all research on housing, community and economic development issues related to the organization’s goals and mission. Prior to joining Reinvestment Fund, he served as the Fair Housing and Equal Opportunity Director for the Mid-Atlantic Region at the U.S. Department of Housing and Urban Development. For more than 25 years, Dr. Goldstein has been a lecturer for the University of Pennsylvania’s Urban Studies program. He instructs undergraduates and graduate students in research methods, statistics and housing policy. He holds a Ph.D., M.A. and B.A. in sociology from Temple University.
WORKSHOPS

SOEB 202  University – Community Partnerships  
Dr. Emily Janke, UNCG Institute for Community & Economic Engagement

SOEB 204  Government Open Data  
Jason Jones, Guilford County Government

SOEB 206  Easy GIS Tools and Community Asset Mapping  
Rachel Ryding, Center for Drug and Health Studies, University of Delaware

SOEB 102  Community Health Data  
Kathy Colville, Cone Health  
Tina Markanda, Foundation for Healthy High Point

SOEB 104  Rural Housing Tools  
Michael Blair, Piedmont Triad Regional Council

SOEB 106  Using Data Dashboards to Inform Nonprofits and Residents  
Elizabeth Perkins Lees & Megan Grigg, Forsyth Futures  
Ashley Clark, UNC Charlotte Urban Institute  
Courtney Morton, Mecklenburg County Community Support Services  
John Killeen, DataWorks NC

Michael Blair is Housing Department Director of the Piedmont Triad Regional Council and currently assists in efforts to implement housing improvements and other community development and planning activities in the region. He has more than 17 years of experience as an urban planner and grants administrator, including as a grants compliance planner for the City of Greensboro and a land use and grants planner for the City of Punta Gorda, FL.

Cynthia Blue is Division Manager for Housing Services in the City of Greensboro’s Neighborhood Development Department. She has experience supervising requests for proposals for affordable housing development and housing rehabilitation-related services, developing annual action plans for the Greensboro Planning Board, and monitoring housing issues. She has also served as Greensboro’s Neighborhood Stabilization Program Manager.

Brett Byerly is Executive Director of Greensboro Housing Coalition, the catalyst for Greensboro’s healthy homes collaborative and a HUD-approved Comprehensive Housing Counseling Agency. Byerly’s focus is building upon existing collaborations and creating new strategic partnerships with social service organizations, to help protect residents from substandard housing conditions.
Ashley Williams Clark is Director of Outreach and Strategic Partnerships and Interim Director of the Institute for Social Capital at UNC Charlotte’s Urban Institute. Her community research focuses on affordable housing and homelessness. She has also worked at the Metropolitan Housing and Communities Policy Center of the Urban Institute in D.C. and was Director of Operations for the Urban Institute Academy for Public Policy Analysis and Research.

Kathleen Colville is Director of Healthy Communities for Cone Health, serving communities in central NC. Her team works to connect clinical services and community assets to ensure equitable access to health information, clinical services, behavioral supports and living conditions. She is also a lecturer in public health at UNC Greensboro and is pursuing a Ph.D. in public administration from NC State University.

Mark D. Constantine is President and CEO of Richmond Memorial Health Foundation. Before joining RMHF, he was senior vice president at the Jessie Ball duPont Fund, where he directed program-related investment and affordable housing activities. He has served over a decade as a consultant to foundations and national nonprofits on governance, strategy and learning issues and was also assistant executive director of the Kathleen Price Bryan Family Fund.

Megan Grigg serves as the Community Data Educator for Forsyth Futures, an organization that examines challenges facing Forsyth County through data-based analyses and research studies. Grigg joined Forsyth Futures in 2015 as a data and research analyst, and her passion lies in spatially representing data through mapping and cartographic techniques. She has also worked with the City of Greensboro Department of Transportation and MapForsyth.

Kenneth Gruber is the Evaluation Section Chair for the Center for Youth, Family & Community Partnerships at UNC Greensboro. He is a social and research psychologist with over 30 years of research and program evaluation experience and has worked with a variety of community partners on projects related to healthcare, healthy eating, housing, community health planning and teen and early adult pregnancy.

Patrick Harman is Executive Director of the Hayden-Harman Foundation. His recent major focus has been a revitalization effort in a historic African-American neighborhood in High Point, involving four commercial building renovations, 15 residential housing improvements, a new municipal park and many community events. He is also an adjunct professor at Elon University, where he teaches courses on the nonprofit sector and community development.

Kelsi Hobbs manages the Eviction Diversion Project at the UNC Greensboro Center for Housing and Community Studies. She is pursuing a Ph.D. in economics at UNCG. Prior to starting her graduate studies, Kelsi served two years as an AmeriCorps member with Impact Alabama, where she developed a passion for creating and evaluating policies related to low-income families. This passion drives her research interests.

Emily M. Janke is an associate professor in peace and conflict studies at UNC Greensboro and founding Director of the Institute for Community and Economic Engagement. Her work explores multiple aspects of community engagement, including community-university relationships and partnerships, institutional culture and change strategies, and the role of reciprocity, communication and tension in negotiations and collaborative relationships.
Jason Jones is the Analytics and Innovation Manager for Guilford County, working within the Budget Management and Evaluation Department. His current duties in that role primarily revolve around data, innovation and partnerships. Jones is also the Open Data Project Manager for Guilford County and works on several initiatives to improve access to and understanding of county data.

Niki Jones is Assistant Director of the City of Raleigh’s Housing and Neighborhoods Department, overseeing affordable housing initiatives and the Community Development Division. Before that, he spent eleven years working with the City of Greenville on land use, economic development and community development. He serves on the American Planners Association NC Chapter board and the NC Community Development Association.

John Killeen is Executive Director of the nonprofit data intermediary DataWorks NC, where he facilitates the transaction of quantitative data and community knowledge to move local efforts toward productive and equitable outcomes. Since 2012, he has managed the Durham Neighborhood Compass for the City of Durham. His previous work includes researching demographic and economic dynamics for the NC Rural Economic Development Center.

Elizabeth Perkins Lee conducts research for Forsyth Futures, an organization that examines challenges facing Forsyth County through data-based analyses and research studies. Her work includes studies on homelessness, kindergarten readiness, electoral participation, access to health care and poverty. She manages the team of analysts who fill data requests, complete special issue studies, and maintain and update indicators for the organization.

Tina Markanda serves as Executive Director for Foundation for a Healthy High Point. Prior to that she served as a program officer with the Health Care Division of The Duke Endowment, in private industry, at an academic medical center, and at a private not-for-profit community hospital. Markanda is a Fellow of the American College of Health Care Executives and is a Hull Fellow with the Southeastern Council of Foundations.

Rev. Beth McKee-Huger is a housing advocate and former executive director of the Greensboro Housing Coalition. Prior to her time with the Greensboro Housing Coalition, she was the founding director of Mary’s House, a transitional housing program for homeless mothers in recovery and their children. While retired, McKee-Huger is a farmer and continues to work advocating for safe, affordable and healthy homes in the community.

Courtney Morton is the Housing and Homelessness Research Coordinator for Mecklenburg County Community Support Services, where she connects actionable data and research with community stakeholders in order to inform and drive decision-making around policy, funding and programs that address housing instability and homelessness. Previously, Morton worked for a local nonprofit that serves families experiencing homelessness.

Michael E. McNair is Director of the City of High Point’s Community Development and Housing Department. He manages local code enforcement, affordable housing development and numerous services and activities focused on strengthening neighborhoods. McNair is certified by the National Development Council as a Housing Development Finance Professional and an Economic Development Finance Professional.
Cynthia Newbille is an Advisor to the President of Richmond Memorial Health Foundation for Special Projects, and Vice President of the Richmond City Council, where she is serving her third term and represents the East End 7th Voter District. Newbille has more than 25 years of experience managing and administering local, regional and national nonprofit organizations, and working in local government, academia and foundations.

Rachel Ryding is a Ph.D. student in sociology at the University of Delaware. Her primary research interests involve stigma and disparities pertaining to mental health and substance use disorders. Ryding has been affiliated with the UNC Greensboro Center for Housing and Community Studies since 2015, working on a High Point housing market segmentation study, housing assessments in Greensboro neighborhoods, substance use prevention and more.

Phillip Sheldon works with the UNC Greensboro Center for Housing and Community Studies on local housing policy, eviction, fair lending, and rural housing issues. He is pursuing an M.P.A. at UNCG with a concentration in community and economic development. His research is centered on affordable housing finance and municipal finance. Sheldon has also worked with the AmeriCorps Partnership to End Homelessness.

Stephen Sills is an associate professor of sociology and the Director of the UNC Greensboro Center for Housing and Community Studies. As a community-engaged researcher and sociologist, he has focused on housing, health and labor research, especially pertaining to minorities and immigrants, for more than 17 years. Sills has an extensive record of publication, applied community research, and consulting for government and nonprofits.

Mac Sims has served as President of East Greensboro NOW since its inception in 1997. He has experience working as a consultant and developer for community development corporations for single-family housing development, as well as tax credit experience for multi-family housing developments. He previously worked in real estate development, real estate management, business development and marketing.

Jeff Staudinger is recognized as a leading proponent of local affordable housing finance policy and strategy. Before retiring, he was Community Development Director and then Assistant Director of the Community and Economic Development Department for the City of Asheville, where his work focused on affordable housing. He now offers community development consulting to local governments, nonprofits and housing developers.

Thomas Tricot is the Geographic Information Services Manager for the City of High Point. He has worked with the City of High Point’s Community Development and Housing Department since 2005.

Albert R. Walker III is Director of Healthy Communities for Bon Secours Health System. His previous experience includes work as Executive Director of Charity Family Life, President and CEO of RocTurner Communications, and Community-Academic Liaison for VCU Health. His professional skills and interests include public speaking, community outreach, program and community development, grant writing and nonprofit administration.
The UNC Greensboro Center for Housing and Community Studies, in conjunction with the Richmond Memorial Health Foundation, organized the **Innovations in Planning for Better Community Housing and Health Symposium** for city planners, community officials, nonprofits, researchers, students, advocates and other professionals whose work relates to health and housing.

The event is funded by the Community Foundation of Greater Greensboro and Invest Health, a Robert Wood Johnson Foundation and Reinvestment Fund initiative to aid U.S. neighborhoods facing the greatest barriers to good health. Event organizers are previous recipients of Invest Health funding from Greensboro and Richmond. The Greensboro team, comprised of leaders from the UNCG Center for Housing and Community Studies, the Greensboro Housing Coalition, the City of Greensboro, Cone Health and East Greensboro NOW, received funding in 2016 to combat pediatric asthma, which disproportionately affects low-income children in Greensboro due, in part, to substandard housing conditions.

The Invest Health teams will share lessons learned at the symposium. The UNCG Center for Housing and Community Studies will also offer insights from planning projects it has conducted with the City of High Point, the Foundation for a Healthy High Point, the Community Foundation of Greater Greensboro and the Guilford County Government through their MetroLab partnership. Event sessions will explore the use of data and cross-sector collaborations to develop healthy neighborhoods, improve city planning and housing quality, and more.