The background features a series of wavy, overlapping lines in shades of light blue and green, creating a textured, layered effect. A vertical bar on the left side is composed of three stacked rectangular segments: a top segment in a muted green, a middle segment in a dark blue, and a bottom segment in a bright cyan. The main title is positioned to the right of this bar.

FOUNDATIONS FOR THE FUTURE OF HOUSING

CHICAGO
OCTOBER 28-30, 2019

WELCOME

Colleagues,

On behalf of the Urban Institute and John D. and Catherine T. MacArthur Foundation, we are pleased to welcome you to the Foundations for the Future of Housing Conference. Over the past decade, the MacArthur Foundation has brought together organizations working toward better lives through better housing at How Housing Matters conferences. During the last conference in December 2016, the field had moved from learning about the connections between housing and outcomes for people, families, and communities to a sense of urgency about acting on those connections. At this conference, we intend to further support evidence-based action. The conference is a capstone event to celebrate the advances MacArthur's grantees and borrowers have made through the Window of Opportunity and How Housing Matters programs, as well as a vehicle to welcome new partners and seed the next chapter of work for housing actors in the decades to come.

Mission-driven housing providers, policy advocates, and their partners have come here to collaborate and press for bold solutions to increase housing access and affordability—but also to go beyond housing's measures of success. We are here because, with intention, support, and strong partners, housing providers can unlock opportunities to achieve broader outcomes, such as stability, well-being, and racial equity.

Our aim is for attendees to learn about and build capacity for successful, cross-disciplinary, outcomes-focused housing developments and policies for people facing dislocation and a lack of access to jobs and opportunities, as well as those left out of tightening housing markets. You will learn and grow by engaging with renowned plenary speakers who have developed new ways of seeing the world and our experiences in it, participating in breakout sessions focused on building skills and enhancing social change tools, and perhaps by taking a risk and building something new of your own.

An exciting component of this conference is our Design Challenge. Design thinking is a creative process for problem solving that emphasizes improving the end user's experience. In the Design Challenge, teams can collaboratively develop and iterate solutions they can apply in their work and communities after the conference. Teams will be organized within the three outcome-oriented tracks (stability, well-being, and racial equity) and will work on developing an idea to advance the respective outcome. On the third day of the conference, Design Challenge teams will pitch their proposals to a selection committee. We invite all conference participants to attend these presentations, ask questions, and provide feedback. Three teams will win technical assistance awards from the Urban Institute and \$5,000 from Funders for Housing and Opportunity to support additional development or implementation after the conference. We hope this effort will help lay a strong foundation for housing's future.

Thank you for attending this conference and for your daily work to create a future in which housing advances racial equity and resident well-being and stability.

Warmly,

Erika C. Poethig

*Vice President and Chief Innovation Officer,
Urban Institute*

Debra Schwartz

*Managing Director, Impact Investments,
John D. and Catherine T. MacArthur Foundation*

Special thanks to the Window of Opportunity and How Housing Matters grantees for their work.



Welcome to the Foundations for the Future of Housing Conference.

The Urban Institute and John D. and Catherine T. MacArthur Foundation would like to thank you for attending this event, designed to bring together mission-driven housing developers, policy advocates, and their partners to collaborate and press for bold solutions to the growing concern for affordable housing.

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SCHEDULE AT A GLANCE

DAY ONE | OCTOBER 28

REGISTRATION	1:00 P.M.–2:00 P.M.
OPENING PLENARY SESSION	2:00 P.M.–3:15 P.M.
BREAKOUT SESSIONS	3:30 P.M.–5:00 P.M.
RECEPTION HOSTED BY THE NATIONAL HOUSING CONFERENCE	5:30 P.M.–7:30 P.M.

DAY TWO | OCTOBER 29

REGISTRATION AND BREAKFAST	8:00 A.M.–9:00 A.M.
BREAKOUT SESSIONS	9:00 A.M.–10:30 A.M.
PLENARY SESSION	10:45 A.M.–12:30 P.M.
LUNCH	12:30 P.M.–1:30 P.M.
BREAKOUT SESSIONS AND CHICAGO SITE VISITS	1:30 P.M.–5:00 P.M.
RECEPTION	5:30 P.M.–7:30 P.M.

DAY THREE | OCTOBER 30

REGISTRATION AND BREAKFAST	8:00 A.M.–9:00 A.M.
BREAKOUT SESSIONS	9:15 A.M.–10:45 A.M.
CLOSING PLENARY SESSION	11:00 A.M.–12:00 P.M.

PLANNING YOUR BREAKOUT SESSIONS

Conference breakout sessions are organized into three tracks centered on resident outcomes (stability, well-being, and racial equity), site visits in Chicago, and trainings on cross-cutting tools for social change.

All breakout sessions are open to all participants unless otherwise noted.

DAY ONE BREAKOUT SESSIONS		OCTOBER 28
TRACK	SESSION	LOCATION
SOCIAL CHANGE TOOLS	Race and Results: Rebuilding the Foundation for Housing	Cloud Gate 3, floor 3
SOCIAL CHANGE TOOLS	Elevating Voices through Human-Centered Design	Cloud Gate 4, floor 3
STABILITY	Design Challenge: What We Know about Interventions to Improve Resident Stability	Lyric/Adler, floor 3
WELL-BEING	Design Challenge: Housing As a Platform for Opportunity	Discover, floor 2
RACIAL EQUITY	Design Challenge: Structural Racism at the Intersection of Housing, Health, Education, and Transportation	Cloud Gate 1+2, floor 3
DAY TWO BREAKOUT SESSIONS		OCTOBER 29
9:00 A.M. – 10:30 A.M.		
SOCIAL CHANGE TOOLS	Ethically Using Data to Support Resident Outcomes	Cloud Gate 4, floor 3
SOCIAL CHANGE TOOLS	Opening a Window of Opportunity: Why and How Enterprise Funding Matters for Rental Affordability	Cloud Gate 3, floor 3
STABILITY	Design Challenge: Emerging Models for Increasing Resident Stability	Lyric/Adler, floor 3
WELL-BEING	Design Challenge: Strategies to Foster Resident Well-Being	Discover, floor 2
RACIAL EQUITY	Design Challenge: Catalyzing and Sustaining the Change We Need with a Racial Equity Lens	Cloud Gate 1+2, floor 3

DAY TWO BREAKOUT SESSIONS

OCTOBER 29

1:30 P.M.–3:00 P.M.

SOCIAL CHANGE TOOLS	Framing Affordable Housing: Narratives That Expand Support	Cloud Gate 3+4, floor 3
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1:30 P.M.–3:15 P.M.

STABILITY, WELL-BEING	Design Lab: Resident Journey Mapping	Discover, floor 2
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RACIAL EQUITY	Design Lab: Resident Journey Mapping	Cloud Gate 1+2, floor 3
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1:30 P.M.–5:00 P.M.

SITE VISITS	Developing Woodlawn Park: A Tour with Preservation of Affordable Housing	Meet at the front of the first-floor lobby to board shuttle bus
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SITE VISITS	Innovation in Design and Permanent Supportive Housing: Milwaukee Avenue Apartments Tour	Meet at the back of the first-floor lobby to depart via train
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3:30 P.M.–5:00 P.M.

SOCIAL CHANGE TOOLS	Roundtable: How Can We Measure Mobility from Poverty?	Cloud Gate 3+4, floor 3
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STABILITY, WELL-BEING	Design Lab: Generate and Test Ideas	Discover, floor 2
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RACIAL EQUITY	Design Lab: Generate and Test Ideas	Cloud Gate 1+2, floor 3
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The Design Lab sessions are for design challenge participants only.

DAY THREE BREAKOUT SESSIONS

OCTOBER 30

STABILITY	Design Challenge: Emerging Ideas in Stability	Lyric/Adler, floor 3
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WELL-BEING	Design Challenge: Emerging Ideas in Well-Being	Discover, floor 2
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RACIAL EQUITY	Design Challenge: Emerging Ideas in Racial Equity	Cloud Gate 1+2, floor 3
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SOCIAL CHANGE TOOLS	Channeling Equity for Equity: A Local Look at Capital Flows	Cloud Gate 3, floor 3
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SOCIAL CHANGE TOOLS	Leveraging Land Use for Fair and Affordable Housing	Cloud Gate 4, floor 3
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THE DESIGN CHALLENGE PROCESS

The first, second, and final breakout sessions in the stability, well-being, and racial equity tracks are open to all conference participants. However, the third and fourth sessions in these tracks are only open to participants who registered with a team for the Design Challenge before the conference.

01 DEFINE THE PROBLEM (HOW MIGHT WE...?) **DAY ONE**

Hear from researchers, practitioners, and policymakers about their work to promote housing stability, well-being, or racial equity at the local, state, and federal levels. Speakers will share their insights about resident needs and what worked to address those needs, challenges, and gaps in knowledge or resources. You'll explore their results and learn about their approaches to help inform your work in the Design Labs.

02 GATHER INSPIRATION **DAY TWO**

Talk with researchers, practitioners, and policymakers testing bold new ideas to promote housing stability, well-being, or racial equity in their communities. You'll learn how they iterate tried or new solutions and gather inspiration for your own idea.

03 RESIDENT JOURNEY MAPPING **DAY TWO**

Synthesize your key takeaways from the first two sessions to create a resident journey map, which will help your team focus on resident experiences and outcomes. Your team will identify moments that matter and finalize your Design Challenge question.

04 GENERATE AND TEST IDEAS **DAY TWO**

Work with a team to ideate and generate a range of radical solutions to your problem statement, incorporating your lessons learned from earlier breakout sessions and trainings. Teams can choose their top idea and design solutions to improve resident outcomes with a service blueprint.

05 SHARE THE STORY AND FINAL PITCH **DAY THREE**

Pitch your idea to a panel of judges for a chance to be selected for a technical assistance award from the Urban Institute and \$5,000 from Funders for Housing and Opportunity to support additional development or implementation after the conference.

REGISTRATION AND CHECK-IN: GRAND BALLROOM, FLOOR 2

1:00 P.M.–2:00 P.M.

OPENING PLENARY: GRAND BALLROOM, FLOOR 2

2:00 P.M.–3:15 P.M.

WELCOME

2:00 P.M.

SPEAKERS

JOHN PALFREY @JPALFREY
President, John D. and
Catherine T. MacArthur Foundation

DEBRA SCHWARTZ @IMPACTBANKER
Managing Director, Impact Investments,
Impact Investments, John D. and Catherine
T. MacArthur Foundation

ERIKA C. POETHIG @ERIKA_POETHIG
Vice President and Chief Innovation Officer,
Urban Institute

KEYNOTE ADDRESS

2:15 P.M.

SPEAKER

KIMBERLÉ CRENSHAW @SANDYLOCKS
Professor of Law, Columbia University and University of California, Los Angeles

SEEING THE INVISIBLE PLATFORM OF HOUSING

2:30 P.M.

When housing is stable and secure, people can easily forget how central their home is in life. Only by making housing visible can we use the places where we live to improve life outcomes and address inequities. The combination of race and gender—as well as other aspects of our identities—further informs where we live, how we and our neighbors are treated, and whether we have full access to a stable housing platform. Panelists will share the invisible role of housing for environmental health and community belonging—and why housing providers need to see intersectionality in their work.

SPEAKERS

MARK JOSEPH
Leona Bevis/Marguerite Haynam Associate
Professor in Community Development,
Case Western Reserve University

DESTINY WATFORD
Cofounder, Free Your Voice

JONATHAN F. P. ROSE
President, Jonathan Rose Companies

SARAH ROSEN WARTELL @SWARTELL
President, Urban Institute (moderator)

BREAK

3:15 P.M.–3:30 P.M.

BREAKOUT SESSIONS

3:30 P.M.–5:00 P.M.

Breakout session descriptions listed on pages 10–11.

TRACK	SESSION	LOCATION
SOCIAL CHANGE TOOLS	Race and Results: Rebuilding the Foundation for Housing	Cloud Gate 3, floor 3
SOCIAL CHANGE TOOLS	Elevating Voices through Human-Centered Design	Cloud Gate 4, floor 3
STABILITY	Design Challenge: What We Know about Interventions to Improve Resident Stability	Lyric/Adler, floor 3
WELL-BEING	Design Challenge: Housing As a Platform for Opportunity	Discover, floor 2
RACIAL EQUITY	Design Challenge: Structural Racism at the Intersection of Housing, Health, Education, and Transportation	Cloud Gate 1+2, floor 3

These Design Challenge sessions are open to all conference participants..

BREAK

5:00 P.M.–5:30 P.M.

WELCOME RECEPTION

5:30 P.M.–7:30 P.M.

WELCOME RECEPTION HOSTED BY THE NATIONAL HOUSING CONFERENCE

EXPLORE, FLOOR 2

END OF DAY ONE

Speaker biographies can be found on the conference website: housingfuture.org

DAY ONE BREAKOUT SESSION DESCRIPTIONS

BREAKOUT SESSIONS

3:30 P.M. – 5:00 P.M.

RACE AND RESULTS: REBUILDING THE FOUNDATION FOR HOUSING

CLOUD GATE 3, FLOOR 3

TRACK: SOCIAL CHANGE TOOLS

When controlling for every variable, race remains the predictor of outcomes for gaps in housing. During this session, we will analyze the history and current state of housing through a race and equity lens to understand why our billion-dollar investments have not solved racial segregation. Together, we will work through a process to determine how each of us can use our agency and power to influence the future of housing and contribute to better outcomes for all.

SPEAKERS

JANAY QUEEN NAZAIRE @DOCJQUEEN
Chief Strategy Officer, Living Cities

ELLEN WARD @ELLEN.E.WARD
Chief of Staff, Living Cities

ELEVATING VOICES THROUGH HUMAN-CENTERED DESIGN

CLOUD GATE 4, FLOOR 3

TRACK: SOCIAL CHANGE TOOLS

We all know engaging with residents is the key to successful development. But how do we do that equitably and generatively while mitigating risks? Human-centered design offers tools and approaches for elevating voices, facilitating meaningful engagement, and testing ideas. This hands-on training will delve into human-centered design research methodologies, community engagement strategies, and tactics for prototyping ideas that attendees can replicate, all while elevating the voices of those most deeply affected by housing design and development.

SPEAKERS

KAREESHMA ALI
Design Research Lead, Greater Good Studio

SARA CANTOR AYE
Cofounder and Executive Director, Greater Good Studio

WHAT WE KNOW ABOUT INTERVENTIONS TO IMPROVE RESIDENT STABILITY

LYRIC/ADLER, FLOOR 3

TRACK: STABILITY, DESIGN CHALLENGE

Stable housing provides a foundation for life, but people with low incomes face intense difficulty finding affordable housing. Many policies to enable lower-income households to attain residential stability—such as rental preservation, subsidizing market rents, and homelessness prevention and rapid rehousing—are backed by extensive evidence. How can policymakers, investors, and the mission-driven real estate sector better incorporate evidence on what works? Speakers will share insights about the need for increased attention to residential stability, what works (or doesn't) to address that need, and the added knowledge or political will that could help expand strong practices.

This session is open to all conference participants.

SPEAKERS

TRISTAN R. BRÉAUX @TRISTANBREAU
Policy Director, National Housing Conference

AARON GORNSTEIN @AARONGORNSTEIN
President and CEO, Preservation of Affordable Housing

MARY CUNNINGHAM
@MARYKCUNNINGHAM
Vice President, Metropolitan Housing and
Communities Policy, Urban Institute

PRIYA JAYACHANDRAN
President, National Housing Trust

TRACK: WELL-BEING, DESIGN CHALLENGE

Evidence shows housing can serve as a platform for resident well-being, but how can housing providers, service organizations, and funders incorporate this knowledge to improve resident outcomes from their respective roles? In this session, hear from experts as they share evidence and insights about proven housing interventions that advance health equity, improve educational opportunities, engage residents to create pathways to opportunity, and help older adults age in place. Engage with the speakers about how they came to understand what matters for the residents they serve and how they designed their programs to meet those needs.

This session is open to all conference participants.

SPEAKERS

BRENDA CASTILLO-GARZA
Director of Family Services, MidPen
Housing Corporation

DEBORA KELLER
Executive Director, Bath Housing

MARIBEL CIFUENTES @MARIBELCIFUENT2
Portfolio Director, Colorado Health Foundation

AISHA NYANDORO @AISHANYANDORO
CEO, Springboard to Opportunities

DAVID D. FUKUZAWA
Managing Director, Health, The Kresge Foundation

TRACK: RACIAL EQUITY, DESIGN CHALLENGE

Tackling racial and ethnic disparities in neighborhood access, asset building, and community investment calls for solutions that put racial equity at the fore. Despite laws and policies to protect against racial discrimination and disparate impacts, patterns of exclusion, segregation, displacement, and dismissal of people and communities of color persist. These racial barriers affect access to and outcomes for health, education, transportation, and other domains beyond housing. This session will examine how to ask questions and explore findings about racial disparities in housing and land use that affect access to opportunities.

This session is open to all conference participants.

SPEAKERS

AMY T. KHARE
Research Director, National Initiative on
Mixed-Income Communities, Case Western
Reserve University

KOLLIN MIN
Senior Program Officer, Bill & Melinda Gates Foundation

JUAN CARLOS LINARES
Chief Engagement Officer, City of Chicago

JANISSE SCHOEPP
Vice President of Operations and Strategy, Health
Foundation of South Florida

BREAKFAST: EXPLORE, FLOOR 2

8:00 A.M. – 9:00 A.M.

BREAKOUT SESSIONS

9:00 A.M. – 10:30 A.M.

Breakout session descriptions listed on pages 14–19.

TRACK	SESSION	LOCATION
SOCIAL CHANGE TOOLS	Ethically Using Data to Support Resident Outcomes	Cloud Gate 4, floor 3
SOCIAL CHANGE TOOLS	Opening a Window of Opportunity: Why and How Enterprise Funding Matters for Rental Affordability	Cloud Gate 3, floor 3
STABILITY	Design Challenge: Emerging Models for Increasing Resident Stability	Lyric/Adler, floor 3
WELL-BEING	Design Challenge: Strategies to Foster Resident Well-Being	Discover, floor 2
RACIAL EQUITY	Design Challenge: Catalyzing and Sustaining the Change We Need with a Racial Equity Lens	Cloud Gate 1+2, floor 3

These Design Challenge sessions are open to all conference participants.

BREAK

10:30 A.M. – 10:45 A.M.

PLENARY 02: GRAND BALLROOM, FLOOR 2

10:45 A.M. – 12:30 P.M.

STARTING WITH STABILITY: HOW DENVER IS BREAKING THE HOMELESSNESS-JAIL CYCLE

Last year, over 900 Denver residents experienced a cycle of jail and homelessness. The city of Denver helped some of these residents break this cycle and get stable housing with an outcomes-focused model called a social impact bond. As of July 2018, the Denver social impact bond project has leased up 285 people experiencing chronic homelessness. Eighty-five percent of program participants remain in housing without having ever exited the program. During their first year in housing, 44 percent of participants had not returned to jail, which was lower than historical analysis. Given these outcomes, investors have received \$1,025,968 from the city of Denver to date. Key members of the team will discuss the project's outcomes, their approach, and how information enabled a focus on residents.

SPEAKERS

CARRIE CRAIG
 Director of Housing First and Assertive
 Community Treatment Services, Colorado
 Coalition for the Homeless

BRITTA FISHER @BRITTA FISHER
 Chief Housing Officer, Denver Office of
 Economic Development

REGINA "REGI" HUERTER
 Senior Project Associate, Policy
 Research Associates

SINDHU LAKSHMANAN
 @SLAKSHMANAN28
 Senior Investment Associate, Living Cities

MARY CUNNINGHAM
 @MARYKCUNNINGHAM
 Vice President, Metropolitan Housing and
 Communities Policy, Urban Institute (moderator)

LUNCH: GRAND BALLROOM, FLOOR 2

12:30 P.M. – 1:30 P.M.

BREAKOUT SESSIONS

1:30 P.M. – 5:00 P.M.

Breakout session descriptions listed on pages 14–19.

TRACK SESSION (1:30 P.M. – 3:00 P.M.) LOCATION

SOCIAL CHANGE TOOLS Framing Affordable Housing: Narratives That Expand Support Cloud Gate 3+4, floor 3

TRACK SESSION (1:30 P.M. – 3:15 P.M.) LOCATION

STABILITY, WELL-BEING **Design Lab:** Resident Journey Mapping Discover, floor 2

RACIAL EQUITY **Design Lab:** Resident Journey Mapping Cloud Gate 1+2, floor 3

TRACK SESSION (1:30 P.M. – 5:00 P.M.) LOCATION

SITE VISITS Developing Woodlawn Park: A Tour with Preservation of Affordable Housing Meet at the front of the first-floor lobby to board shuttle bus

SITE VISITS Innovation in Design and Permanent Supportive Housing: Milwaukee Avenue Apartments Tour Meet at the back of the first-floor lobby to depart via train

TRACK SESSION (3:30 P.M. – 5:00 P.M.) LOCATION

SOCIAL CHANGE TOOLS Roundtable: How Can We Measure Mobility from Poverty? Cloud Gate 3+4, floor 3

STABILITY, WELL-BEING **Design Lab:** Generate and Test Ideas Discover, floor 2

RACIAL EQUITY **Design Lab:** Generate and Test Ideas Cloud Gate 1+2, floor 3

The Design Labs are for Design Challenge teams only.

NETWORKING RECEPTION: EXPLORE, FLOOR 2

5:30 P.M. – 7:30 P.M.

END OF DAY TWO

Speaker biographies can be found on the conference website: housingfuture.org

DAY TWO

BREAKOUT SESSION DESCRIPTIONS

BREAKOUT SESSIONS

9:00 A.M. – 10:30 A.M.

ETHICALLY USING DATA TO SUPPORT RESIDENT OUTCOMES

CLOUD GATE 4, FLOOR 3

TRACK: SOCIAL CHANGE TOOLS

Many affordable housing providers have developed robust systems for assessing the impact of their services on the well-being of residents. As these organizations gather more data from residents to measure outcomes, how can they do so in a way that is strategic, respects resident privacy, and fosters resident voice in the process? In this interactive session, we'll discuss how organizations can improve their data quality and analysis, build organizational buy-in, and foster a data collection and evaluation process that is less extractive and more inclusive to residents.

SPEAKER

NICOLE MANCHESTER

Data and Analytics Manager, Stewards of Affordable Housing for the Future

OPENING A WINDOW OF OPPORTUNITY: WHY AND HOW ENTERPRISE
FUNDING MATTERS FOR RENTAL AFFORDABILITY

CLOUD GATE 3, FLOOR 3

TRACK: SOCIAL CHANGE TOOLS

In 2001, the John D. and Catherine T. MacArthur Foundation launched the Window of Opportunity initiative, a 20-year effort designed to preserve affordable housing units and help make rental housing an essential part of balanced housing policy. With this effort concluding, MacArthur commissioned Abt Associates and Viva Consulting to evaluate its housing investments, with the goals of digging deeper into the how and why of the initiative's impact and informing future efforts to increase developer capacity. MacArthur wants to better understand how its program-related investments have affected nonprofit developers' capacities. In this session, Abt and Viva will summarize information gleaned from the evaluation, including how access to enterprise-level capital affected developers' business models and activity. Two respondents will provide feedback from the development and philanthropic perspectives on the role enterprise-level financing can and should play in expanding the affordable housing field.

SPEAKERS

ALLISON CLARK

Associate Director, Impact Investments,
John D. and Catherine T. MacArthur Foundation

EILEEN FITZGERALD

Head of Housing Affordability Philanthropy,
Wells Fargo Foundation

LAURIE GOULD

Principal, Viva Consulting

JEFFREY LUBELL

Principal Associate and Director of Housing and
Community Initiatives, Abt Associates

DEIDRE SCHMIDT

President and CEO, CommonBond Communities

TRACK: STABILITY, DESIGN CHALLENGE

How are housing developers, impact investors, and service providers applying new knowledge and ideas to increase housing stability? In this session, participants will have the opportunity to interact with subject matter experts taking risks and envisioning new ways to increase resident stability, including through preservation finance innovations, community land trusts, and homelessness and eviction prevention. The goal of this session is to allow attendees to investigate new models (e.g., How do they work? What obstacles have they faced? What new partners did they bring to the table and how?) and use that deep inquiry as inspiration to break through current barriers.

This session is open to all conference participants.

SPEAKERS

MARTHA GALVEZ @GALVEZMARTHA
Principal Research Associate, Urban Institute

ELLEN SAHLI @SAHLIELLEN
President, Family Housing Fund

TONY PICKETT @TONYPMC
CEO, Grounded Solutions Network

STACIE YOUNG
Director, The Preservation Compact

DAWONE ROBINSON @DAWONEROBINSON
Northeast/Mid-Atlantic Director of Energy
Affordability, Natural Resources Defense Council

TRACK: WELL-BEING, DESIGN CHALLENGE

What strategies are housing providers, service organizations, and lenders using to enhance resident well-being? Gather inspiration from leaders across the country using their platforms to model new approaches or scale existing strategies that better connect residents to services and opportunities that promote well-being. In this session, you'll learn about cross-sector partners working together to improve residents' health and education outcomes, financing incentives to encourage multifamily housing to design for well-being, and strategies to transition your work from delivering housing outputs to achieving resident outcomes.

This session is open to all conference participants.

SPEAKERS

JANE GRAF
President and CEO, Mercy Housing

ANDREA PONSOR
Chief Operating Officer and Executive Vice
President for Policy, Stewards of Affordable
Housing for the Future

MARY HOWARD
Chief Resident Services Officer, Chicago Housing
Authority

SUSAN J. POPKIN @SJPOPKIN
Institute Fellow and Director of the HOST Initiative,
Urban Institute

ANDREW LOFTON
Executive Director, Seattle Housing Authority

BOB SIMPSON @BOBSIMPSON42
Vice President, Affordable and Green Financing,
Fannie Mae

TRACK: RACIAL EQUITY, DESIGN CHALLENGE

Putting racial equity at the center of housing work may change the usual work plan but may also change the usual results. What changes are communities testing out to tackle racial disparities in homeownership, asset building, and the benefits of neighborhood investment? This session explores strategies for catalyzing racially equitable housing and neighborhood opportunities to transform Detroit’s Fitzgerald neighborhood. Speakers will share insights on their visions for equity and lessons learned during planning and implementation.

This session is open to all conference participants.

SPEAKERS

DAVID ALADE @100PARTNERS
 Founding Partner, Century Partners

ARTHUR JEMISON
 Chief Services Officer, City of Detroit

JEREMY LEWIS
 Commercial Corridor Manager, Live6 Alliance

ALANNA MCCARGO @MYHOMEMATTERS
 Vice President, Housing Finance Policy,
 Urban Institute

LYNN ROSS @MSLYNNROSS
 AND @SPIRITFORCHANGE
 Founder and Principal, Spirit for Change Consulting

BREAK	10:30 A.M. – 10:45 A.M.
PLENARY 02: GRAND BALLROOM, FLOOR 2	10:45 A.M. – 12:30 P.M.
LUNCH: GRAND BALLROOM, FLOOR 2	12:30 P.M. – 1:30 P.M.
BREAKOUT SESSIONS	1:30 P.M. – 3:00 P.M.
FRAMING AFFORDABLE HOUSING: NARRATIVES THAT EXPAND SUPPORT	CLOUD GATE 3+4, FLOOR 3

TRACK: SOCIAL CHANGE TOOLS

How do existing patterns of public thinking about affordable housing constrain the policy climate, and how might advocates open minds by changing how we frame these issues? This workshop will draw from FrameWorks Institute’s recent research on the communications aspects of affordable housing and provide evidenced-based framing strategies for building support for affordable housing.

FACILITATOR

MOIRA O’NEIL @MONEIL75
 Vice President of Research Interpretation, FrameWorks Institute

BREAKOUT SESSIONS

1:30 P.M.–3:15 P.M.

STABILITY AND WELL-BEING DESIGN LAB: RESIDENT JOURNEY MAPPING

DISCOVER, FLOOR 2

TRACK: STABILITY, WELL-BEING, DESIGN CHALLENGE

Synthesize your key takeaways from the first two stability breakout sessions to create a resident journey map, which helps your team focus on resident experiences and outcomes. Your team will identify moments that matter and finalize your Design Challenge question.

This session is only open to Design Challenge teams.

FACILITATORS

MARTHA GALVEZ @GALVEZMARTHA
Principal Research Associate, Urban Institute

ERIKA C. POETHIG @ERIKA_POETHIG
Vice President and Chief Innovation Officer, Urban Institute

RACIAL EQUITY DESIGN LAB: RESIDENT JOURNEY MAPPING

CLOUD GATE 1+2, FLOOR 3

TRACK: RACIAL EQUITY, DESIGN CHALLENGE

Synthesize your key takeaways from the first two racial equity breakout sessions to create a resident journey map, which helps your team focus on resident experiences and outcomes. Your team will identify moments that matter and finalize your Design Challenge question.

This session is only open to Design Challenge teams.

FACILITATORS

IANNA KACHORIS @IKACHORIS
Senior Director of Policy and Advocacy,
The Chicago Community Trust

LYNN ROSS @MSLYNNROSS
AND @SPIRITFORCHANGE
Founder and Principal, Spirit for Change Consulting

BREAKOUT SESSIONS

1:30 P.M.–5:00 P.M.

DEVELOPING WOODLAWN PARK: A TOUR WITH PRESERVATION OF AFFORDABLE HOUSING

TRACK: SITE VISITS

During this site visit, participants will receive a tour from Bill Eager and Felicia Dawson of Preservation of Affordable Housing (POAH), a nonprofit developer, owner, and operator of more than 10,000 affordable homes. The focus of the walk and discussion will be Woodlawn Park, POAH's multiyear, multiphase redevelopment of the former Grove Parc Plaza apartments, a three-block stretch of privately owned Section 8 housing previously in significant physical and financial distress. As part of the tour, participants will visit three of POAH's housing developments and see examples of affordable senior housing, transit-oriented development, and mixed-use residential and commercial space. Participants will also hear how POAH engaged area residents in its development process and worked with community partners to create new employment and educational opportunities for neighborhood residents.

Location: Meet at the front of the first-floor lobby to board shuttle bus.

SPEAKERS

FELICIA DAWSON
Vice President of Community Partnerships,
Preservation of Affordable Housing

BILL EAGER
Senior Vice President, Real Estate
Development for the Midwest Region,
Preservation of Affordable Housing

INNOVATION IN DESIGN AND PERMANENT SUPPORTIVE HOUSING: MILWAUKEE AVENUE APARTMENTS TOUR

TRACK: SITE VISITS

Participants will tour Milwaukee Avenue Apartments, 32 units of permanent supportive housing in Chicago's Avondale neighborhood developed, owned, and managed by nonprofit Full Circle Communities Inc. Milwaukee Avenue provides state-of-the-art, universally designed housing and supportive services for people with disabilities against the backdrop of a rapidly gentrifying neighborhood. The conversation will center on how universal design in permanent supportive housing provides a community-based housing option for people with disabilities looking to live independently. Milwaukee Avenue received the Gale Cincotta Housing Champion Award for Innovation in Affordable Housing and was a Charles L. Edson Tax Credit Excellence Award recipient.

Location: Meet in the back of the first-floor lobby to depart via train.

SPEAKERS

LINDSEY HAINES

Vice President of Real Estate Development, Full Circle Communities Inc.

MALISSA RAINEY

Regional Property Supervisor, Full Circle Communities Inc.

BREAKOUT SESSIONS

3:30 P.M. – 5:00 P.M.

ROUNDTABLE: HOW CAN WE MEASURE MOBILITY FROM POVERTY?

CLOUD GATE 3+4, FLOOR 3

TRACK: SOCIAL CHANGE TOOLS

The US Partnership on Mobility from Poverty, supported by the Bill & Melinda Gates Foundation, developed a vision of mobility that emphasizes not just the importance of economic success but the necessity of increasing individuals' power, autonomy, and perceived value to their community. How can we measure this broader concept of mobility and track progress over time? A working group of academic experts, supported by the Urban Institute, is currently developing a set of mobility indicators for use by various local stakeholders seeking to advance opportunity, such as affordable housing providers, school superintendents, and state and local government officials. Based on emerging research, these indicators cut across a range of policy domains and stages of life, recognizing the importance of place and structural systems that can promote or inhibit mobility. Urban needs your help to ensure the final set of metrics is useful, practical, and relevant. Presenters will preview the draft metrics and a prototype data dashboard and then solicit your ideas and insights to ensure diverse communities from across the country can adapt and apply these metrics to influence and support local actions.

SPEAKERS

KEITH FUDGE @KEITHLFUDGE

Policy Program Manager, Urban Institute

TRACEY RUTNIK

Director of Program Development, Urban Institute

TRACK: STABILITY, WELL-BEING, DESIGN CHALLENGE

Work with a team to ideate and generate a range of radical solutions to your problem statement, incorporating lessons learned from earlier breakout sessions and trainings. Teams can choose their top idea and design solutions to improve resident outcomes with a service blueprint.

This session is only open to Design Challenge teams.

FACILITATORS

MARTHA GALVEZ @GALVEZMARTHA
Principal Research Associate, Urban Institute

ERIKA C. POETHIG @ERIKA_POETHIG
Vice President and Chief Innovation Officer, Urban Institute

TRACK: RACIAL EQUITY, DESIGN CHALLENGE

Work with a team to ideate and generate a range of radical solutions to your problem statement, incorporating your lessons learned from earlier breakout sessions and trainings. Teams can choose their top idea and design solutions to improve resident outcomes with a service blueprint.

This session is only open to Design Challenge teams.

FACILITATORS

IANNA KACHORIS @IKACHORIS
Senior Director of Policy and Advocacy,
The Chicago Community Trust

LYNN ROSS @MSLYNNROSS
AND @SPIRITFORCHANGE
Founder and Principal, Spirit for Change Consulting

OCTOBER 30

DAY THREE AGENDA

BREAKFAST: GRAND BALLROOM, FLOOR 2

8:00 A.M. – 9:00 A.M.

A CONVERSATION WITH CHICAGO MAYOR LORI LIGHTFOOT

8:30 A.M.

SPEAKERS

EMILY BADGER @EMILYMBADGER
Reporter, *New York Times*

LORI LIGHTFOOT @LIGHTFOOTFORCHI
Mayor, City of Chicago

BREAKOUT SESSIONS

9:15 A.M. – 10:45 AM

Breakout session descriptions listed on pages 22–23.

TRACK	SESSION	LOCATION
STABILITY	Design Challenge: Emerging Ideas in Stability	Lyric/Adler, floor 3
WELL-BEING	Design Challenge: Emerging Ideas in Well-Being	Discover, floor 2
RACIAL EQUITY	Design Challenge: Emerging Ideas in Racial Equity	Cloud Gate 1+2, floor 3
SOCIAL CHANGE TOOLS	Channeling Equity for Equity: A Local Look at Capital Flows	Cloud Gate 3, floor 3
SOCIAL CHANGE TOOLS	Leveraging Land Use for Fair and Affordable Housing	Cloud Gate 4, floor 3

The final Design Challenge sessions will feature team presentations and are open to all conference participants.

BREAK

10:45 A.M. – 11:00 A.M.

CLOSING PLENARY: GRAND BALLROOM, FLOOR 2

11:00 A.M. – 12:00 P.M.

CLOSING REMARKS

11:00 A.M.

SPEAKERS

ALLISON CLARK

Associate Director, Impact Investments, John D. and Catherine T. MacArthur Foundation

JULIA STASCH

Past President, John D. and Catherine T. MacArthur Foundation

GALVANIZING NEW ACTORS FOR HOUSING COLLABORATION

11:00 A.M.

The nation faces persistent housing affordability challenges that continue to perpetuate racial and economic disparities. Overcoming these challenges will require galvanizing new actors to boldly reimagine a future of housing centered on advancing the stability and well-being of residents and communities and committed to advancing racial equity. The closing plenary brings together prominent voices in philanthropy, advocacy, and health care to share their visions for the future and explain why better access to stable, affordable, and healthy housing is central to their theories of change. After their opening presentations, speakers will reflect, in conversation together, on what it will take to bring these visions to life.

SPEAKERS

MARIAN WRIGHT EDELMAN

Founder and President Emerita, Children's Defense Fund

DYLAN HAYRE

Senior Policy Advisor, JustLeadership USA

MARY HADDAD

President and CEO, Catholic Health Association of the United States

EMILY BADGER @EMILYMBADGER

Reporter, New York Times (moderator)

CONFERENCE CONCLUDES

Speaker biographies can be found on the conference website: housingfuture.org

DAY THREE**BREAKOUT SESSION DESCRIPTIONS****EMERGING IDEAS FOR STABILITY, WELL-BEING, AND RACIAL EQUITY****TRACK: STABILITY, WELL-BEING, AND RACIAL EQUITY, DESIGN CHALLENGE**

All conference attendees are invited to attend and provide feedback on the Design Challenge teams' final pitches. Three teams will win a technical assistance award from the Urban Institute and \$5,000 from Funders for Housing and Opportunity to support additional development or implementation after the conference.

TRACK	SESSION	LOCATION
STABILITY	Emerging Ideas for Stability	Lyric/Adler, floor 3
WELL-BEING	Emerging Ideas for Well-Being	Discover, floor 2
RACIAL EQUITY	Emerging Ideas for Racial Equity	Cloud Gate 1+2, floor 3

CHANNELING EQUITY FOR EQUITY: A LOCAL LOOK AT CAPITAL FLOWS**CLOUD GATE 3, FLOOR 3****TRACK: SOCIAL CHANGE TOOLS**

To function, healthy cities and neighborhoods depend on a steady flow of various investments, such as business loans, home mortgages, and commercial and multifamily real estate investments. But capital has flowed inequitably to communities across the US for decades, creating and perpetuating racial disparities. To counteract stark differences in how capital flows to majority-Black, Latinx, and white neighborhoods, Chicago has built a mission finance ecosystem. This panel discusses how mission financiers can work together to address racial inequities in mainstream lending, creating a strong sector that can serve multiple asset classes.

SPEAKERS	CHARLIE CORRIGAN Head of Midwest Philanthropy, JPMorgan Chase Foundation	KRISTIN FAUST President, Neighborhood Housing Services of Chicago
	COLLETE ENGLISH DIXON Executive Director of the Marshall Bennett Institute of Real Estate, Roosevelt University	BRETT THEODOS @BRETTTHEODOS Senior Fellow, Urban Institute
		WILLIAM TOWNS Executive Director, Benefit Chicago

TRACK: SOCIAL CHANGE TOOLS

Zoning and land use regulations have long been used to create and sustain racial segregation, and exclusionary practices continue to create separate and unequal landscapes across the US. Overly restrictive or outdated land use regulations can also suppress housing supply, driving up costs for everyone and making it harder for low-income families to stay in or move to places where opportunities are growing fastest. Today, however, many communities are experimenting with innovative land use policies aimed at expanding affordable housing, breaking down exclusionary barriers, and improving health outcomes. Grassroots movements for equity and inclusion and growing recognition that zip codes should not determine destiny often drive these efforts. In this session, we will explore successful local efforts to reform land use regulations and increase access to fair and affordable housing, as well as what it will take to forge new coalitions to fight for land use rules and decisionmaking processes that advance racial equity and fill gaps in the housing supply.

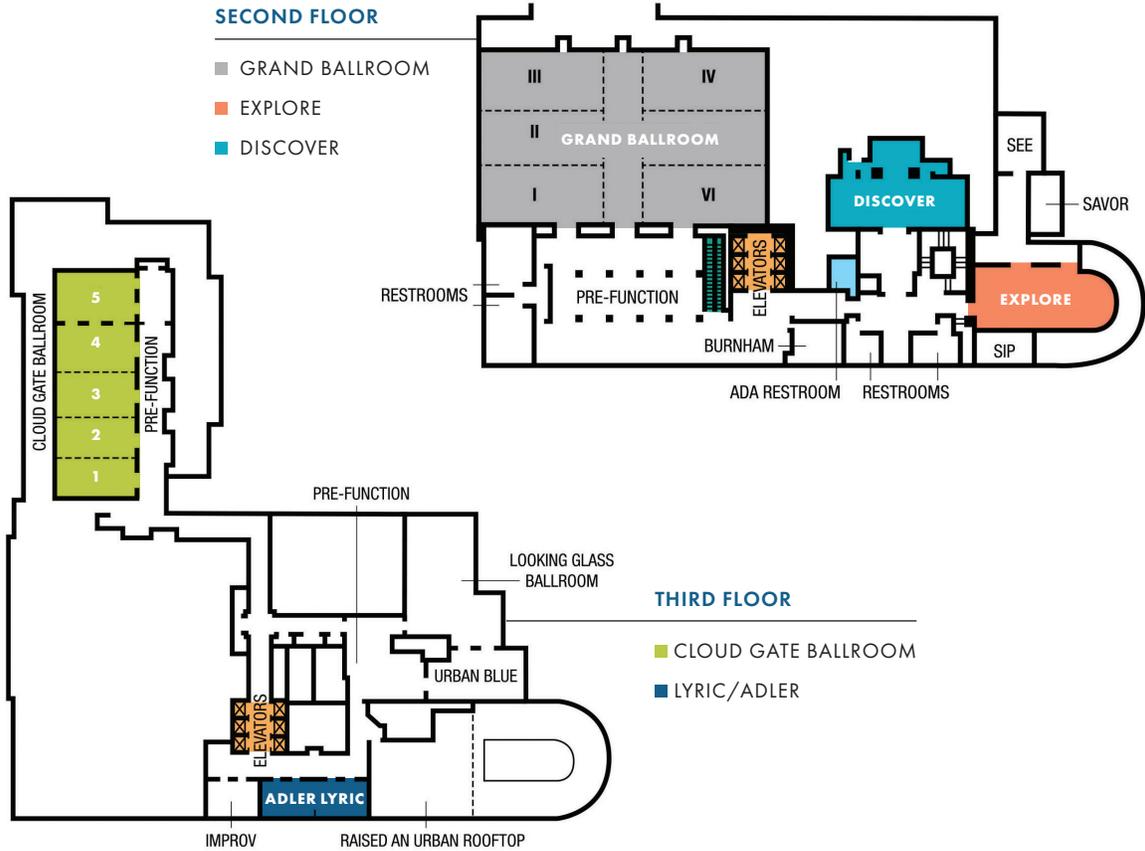
SPEAKERS**SOLOMON GREENE @METROSOLOMON**

Senior Fellow, Urban Institute

TRAM HOANGPolicy Advocate, The Alliance for
Metropolitan Stability**MARISA NOVARA**Commissioner, Department of Housing,
City of Chicago**CHRISTOPHER PTOMEY**Executive Director, Terwilliger Center for
Housing, Urban Land Institute

RENAISSANCE HOTEL MAP

■ ESCALATORS ■ ELEVATORS ■ GENDER NEUTRAL RESTROOM



JOIN THE CONVERSATION

WE ENCOURAGE ALL ATTENDEES TO SHARE THEIR EXPERIENCES AND INSIGHTS ON TWITTER WITH THE HASHTAG [#HOUSINGFUTURE2019](https://twitter.com/HousingFuture2019).

GET CONNECTED

WEBSITE

The conference agenda and information on breakout sessions, speakers, and the hotel are available at <http://www.housingfuture.org>.

WIFI

Network: Renaissance_CONFERENCE
Password: UrbanFFH

ACKNOWLEDGMENTS

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Former President and CEO,
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President and CEO,
Housing Partnership Network

DANA BOURLAND

Vice President, Environment,
JPB Foundation

PABLO BRAVO VIAL

Vice President, Community Health,
Dignity Health

HEDY CHANG

Executive Director, Attendance Works

KIMBERLEE R. CORNETT

Managing Director, Social Investment
Practice, The Kresge Foundation

CHARLIE CORRIGAN

Head of Midwest Philanthropy,
JPMorgan Chase Foundation

FELICIA DAWSON

Vice President, Community Partnerships,
Preservation of Affordable Housing

DEBORAH DE SANTIS

President and CEO, Corporation for
Supportive Housing

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Maurice P. Daring Professor of Sociology,
Princeton University

COLLETE ENGLISH DIXON

Executive Director of the Marshall
Bennett Institute of Real Estate,
Roosevelt University

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Philanthropy, Wells Fargo Foundation

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The Kresge Foundation

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Child Welfare League of America Inc.

PRIYA JAYACHANDRAN

President, National Housing Trust

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Senior Director of Policy and Advocacy,
The Chicago Community Trust

WILLIAM C. KELLY JR.

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Bill & Melinda Gates Foundation

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Housing and Redevelopment Officials

STACIE YOUNG

Director, The Preservation Compact

ABOUT

THE JOHN D. AND CATHERINE T. MACARTHUR FOUNDATION

The John D. and Catherine T. MacArthur Foundation supports creative people, effective institutions, and influential networks building a more just, verdant, and peaceful world. MacArthur is placing a few big bets that truly significant progress is possible on some of the world's most pressing social challenges, including advancing global climate solutions, decreasing nuclear risk, promoting local justice reform in the U.S., and reducing corruption in Africa's most populous country, Nigeria. In addition to the MacArthur Fellows Program and the global 100&Change competition, the Foundation continues its historic commitments to the role of journalism in a responsive democracy as well as the vitality of our headquarters city, Chicago.

THE URBAN INSTITUTE

The Urban Institute is the trusted source for unbiased, authoritative insights that inform consequential choices about the well-being of people and places in the United States. We are a nonprofit research organization that believes decisions shaped by facts, rather than ideology, have the power to improve public policy and practice, strengthen communities, and transform people's lives for the better.

Our experts diagnose current challenges and look ahead to identify opportunities for change. And we don't stop there. We use our research findings to help stakeholders craft relevant solutions and strategies that address today's concerns and avert tomorrow's roadblocks. And we share our insights in real time with influencers eager to make smarter decisions.

THE RESEARCH TO ACTION LAB

The Research to Action Lab is an innovation hub serving decisionmakers and creative thinkers eager to effect social change. We draw on the breadth and depth of the Urban Institute's research insights to test new strategies and develop cutting-edge tools, programs, and trainings, as well as to provide strategic and philanthropic advice to public, nonprofit, and private-sector leaders. Nimble and creative, the Lab takes an integrated approach to helping decisionmakers navigate current challenges and seize future opportunities in localities throughout the United States. Our multidisciplinary team offers expertise in identifying and cultivating approaches that shape public debate, improve decisionmaking, and spark disruptive solutions to today's complex social and economic challenges.

Our team also partners with Urban's researchers in designing and delivering evidence-informed programs that catalyze meaningful change for people and communities. And by engaging directly with policymakers and practitioners, we ensure our efforts inform the most pressing challenges and generate tailored solutions.





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