

Process is the New Program

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TODAY'S TALK

We need a new practice of urban development, if we want to get different results. We can...

1. Change our ways of working
2. Shift from program to process (system)
3. Repurpose and realign existing money

PILLARS

We need collective action, not necessarily the same approach

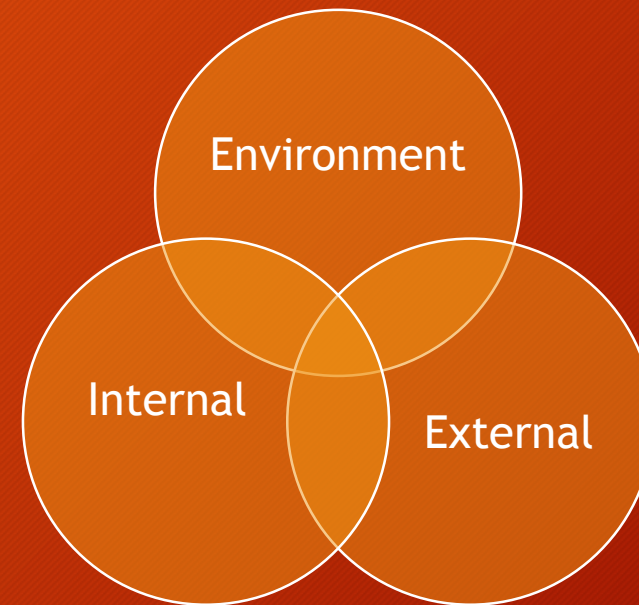
1. Shared vision based on articulated values
2. Transparency about process
3. Commitment to accountability

WAYS OF WORKING

Taking A Look Back

- 70's First African American Board Member
- 80's Neighborhood & Family Initiative
- 90's People of Color staff hired
- 00's Diversity, Equity Inclusion practices with GMF

THE WAY FORWARD is to Know Thyself



Thriving Communities

<https://vimeo.com/329250499>

PILLARS

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WAYS OF WORKING

TRADITIONAL COMMUNITY DEVELOPMENT

- Place based, transactional, real estate driven
- Not attentive to a neighborhood's stage of development
- Not positioned to leverage or stimulate market forces
- Greatest successes: developing housing and commercial space
- Greatest failures: addressing individual and household poverty

WAYS OF WORKING

COMPREHENSIVE COMMUNITY INITIATIVES

- Comprehensive Community Revitalization Project
- Neighborhood and Family Initiative
- Rebuilding Communities ► Community Connections
- Building Community Capacity ► New Communities Initiative ► New Communities Program ► Sustainable Communities Program

WAYS OF WORKING: Approach

ZILBER NEIGHBORHOOD INITIATIVE

- Long-term investor
- Lead or anchor organizations
- Quality of Life Plan and “planning while doing”
- Core support and project money
- Capacity building and project implementation
- Cross-community programs
- Communications

WAYS OF WORKING: Principles

ZILBER NEIGHBORHOOD INITIATIVE

- Human rights framework
- Organizing, self-determination, power
- Trust, relationships, embeddedness
- Capacity building
- Facilitative leadership
- How the money flows
- Networking and leveraging

WAYS OF WORKING: Results

ZILBER NEIGHBORHOOD INITIATIVE

- 200 new homes and buildings
- 5,000+ home improvement projects
- 370+ green infrastructure and urban ag projects
- Public health, public safety, and public art projects
- New and revitalized community assets and amenities
- 47 new businesses started
- 26 commercial developments

WAYS OF WORKING: Lessons

ZILBER NEIGHBORHOOD INITIATIVE

- Importance of managing expectations
- Patience, the long view
- Listening, asking more questions, testing assumptions
- Understanding local politics and power relationships of all kinds
- Tolerance for ambiguity

Three Neighborhoods

Three Neighborhoods: <https://app.frame.io/r/cf43f4b8-5d0f-415f-a23e-8875ba534ad1>

PILLARS in PRACTICE

1. Intentional inclusion and relationship building across sectors
 - *Building Neighborhood Capacity Program*
 - *Community Development Alliance*
2. Leadership development and capacity building of all parties
 - *Neighborhood Leadership Institute*

PILLARS in PRACTICE

3. Smart resourcing

- *Neighborhood News Service*
- *Community Connections*
- *Reasons for Hope*

4. Tolerance for ambiguity and patience

5. Celebration and learning along the way

COMMENTS, QUESTIONS, DISCUSSION

TO CONTINUE THE CONVERSATION, CONTACT:

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