

# Regional Poverty Forum Debrief

Hampton Roads Planning District Commission

January 19, 2017

# HRPDC Poverty Forum

- November 21
- Hampton Convention Center
- Over 100 in attendance



# Keynote Speaker

- Purpose Built Communities
- President Carol Naughton
- Georgia based non-profit organization



# Purpose Built Communities

## National Data

- 43.1 million Americans live in poverty
- 16.1 million children live in poverty – 1 in 4 American children
- 50% of poor children live in concentrated poverty
- 86% of 3<sup>rd</sup> graders living in concentrated poverty read below grade level

# Estimated Costs Childhood Poverty

- Raises health expenditures by **\$ 150 million**
- Raises the cost of crime by **\$ 160 million**
- Reduces productivity and economic output by **\$ 160 million**

The total costs to the United States associated  
with childhood poverty equals  
**\$ 500 billion per year**

# East Lake Village

- Community in Atlanta
- Once high poverty/high crime area
- 18X national crime rates
- 40% of housing units uninhabitable
- Median income of \$ 4,500 with only 13% of adults working

## East Lake Meadows 1995

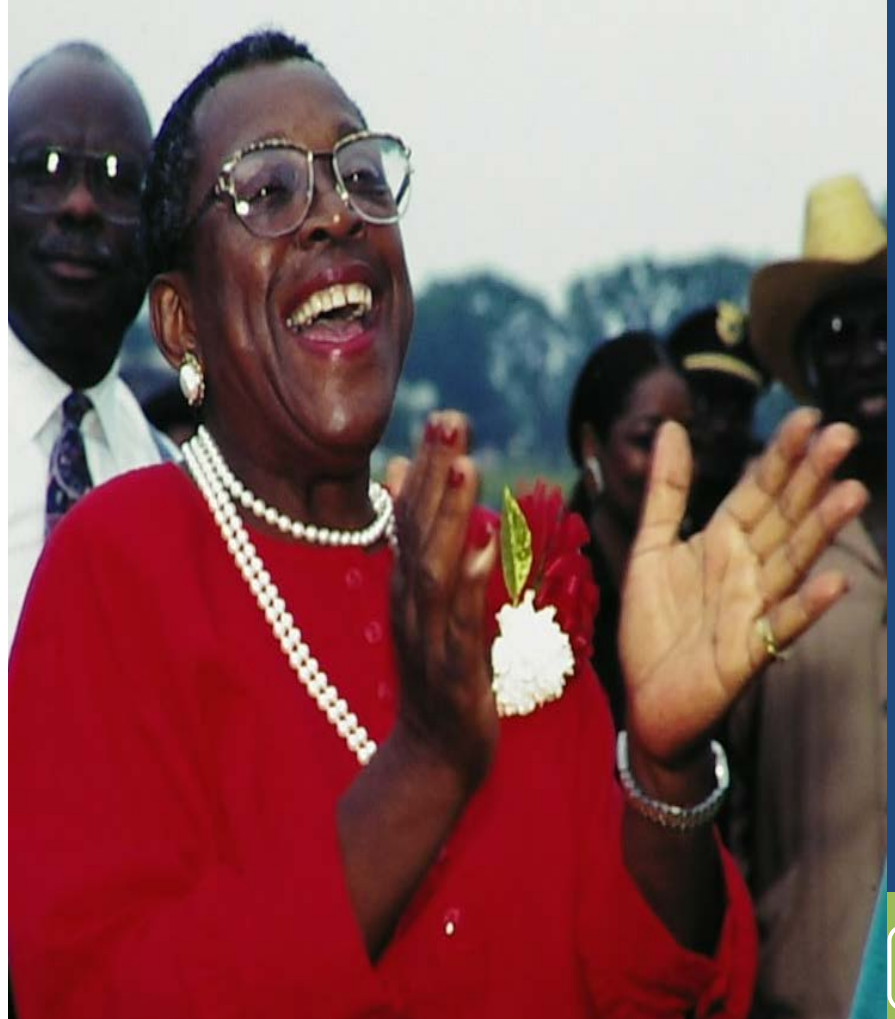
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## Residents actively engaged in the planning and implementation

- Engaged in decision-making
- Held leadership roles throughout planning
- Given first choice for relocation
- Given priority for new apartments in housing development
- Set standards and expectations

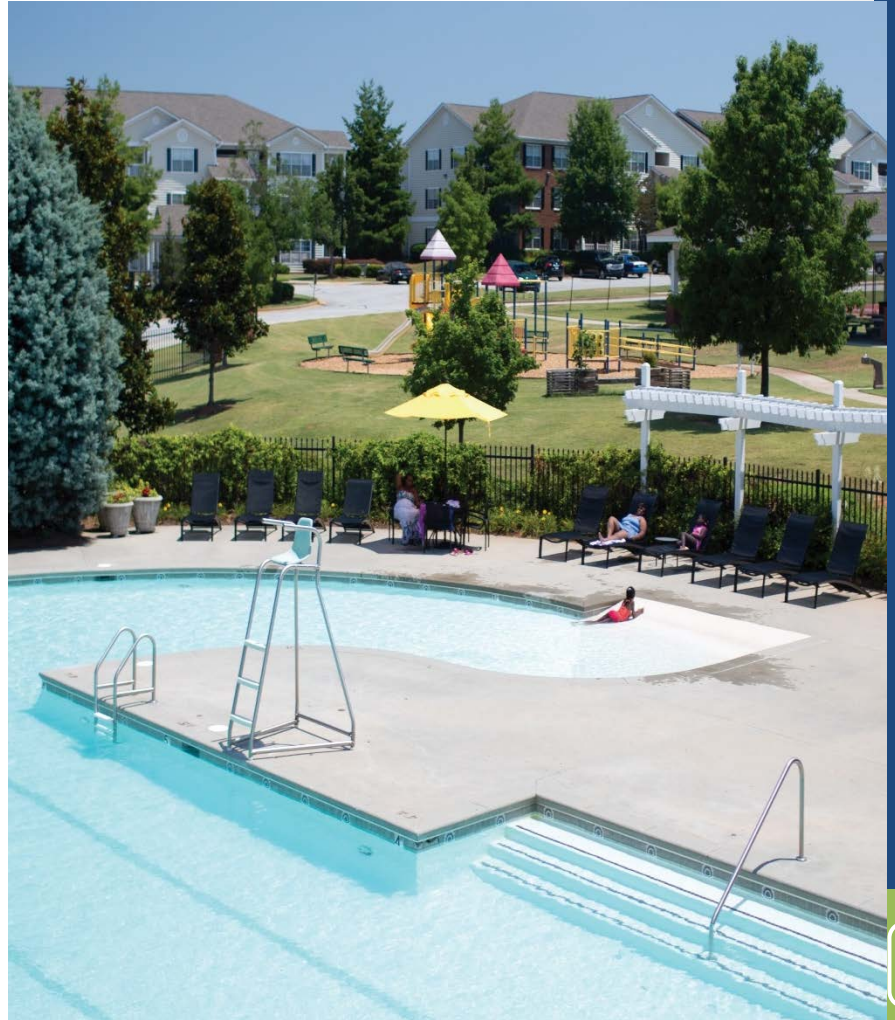


Eva Davis, former president of the East Lake Meadows Tenant Association



# Replaced concentrated low-income housing with mixed-income housing

- Partnered with the Atlanta Housing Authority to turn East Lake Meadows into the **Villages of East Lake**, a mixed income housing development
- High standards in design, development, and operation
- Attracted over **\$400M** in additional investment to the neighborhood



# Implemented a cradle-to-college education pipeline



Launched Drew Charter School



Expanded high quality early learning (0-4)



Educational support services focused on literacy, after school programs and college preparation



# Promoted community wellness with quality amenities and support services



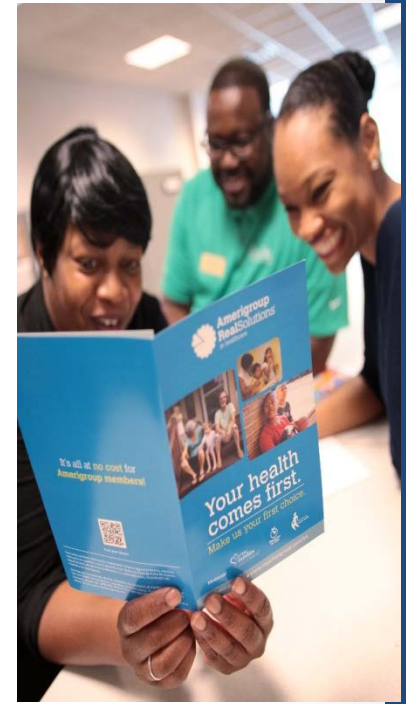
Full service YMCA



First Tee® of East Lake Program



Publix Grocery Store and bank branches – SunTrust and Wells Fargo



Resident Support Services, East Lake Healthy Connections, Community Learning Garden

# Created a “Community Quarterback” Organization

- Newly formed non-profit with a single focus
- Ensures that all programs are connected, coordinated and seamless
- Ensures high quality programming
- Ensures people in the target neighborhood are the ones served
- Braids a sustainable funding stream
- Serves as a single point of accountability

*East Lake*  
FOUNDATION



Danny Shoy, President of the East Lake Foundation



# The entire neighborhood has benefitted



**\$400  
million**

East Lake and the surrounding community has attracted ~ \$400M in new private investment



**4x gain**

Gain in existing home prices in East Lake 4x larger than that realized by the typical Atlanta homes



**More  
options**

New and more varied retail options



**5x incomes**

Public housing residents' incomes 5x higher

# Takeaways

- Holistic Approach
- Education/Schools
- Community Quarterback Program
- Start in Smaller Geographically Areas

## Forum Participants

- Creation of regional one-stop database of programs and services
- Job Creation and Skills Development
- Continuity between public and private sectors business
- Break down silos between service areas
- Improve transportation options
- Strengthening Public School Education