

# 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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PURPOSE  
BUILT  
COMMUNITIES

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## Residents actively engaged in the planning and implementation

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- 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

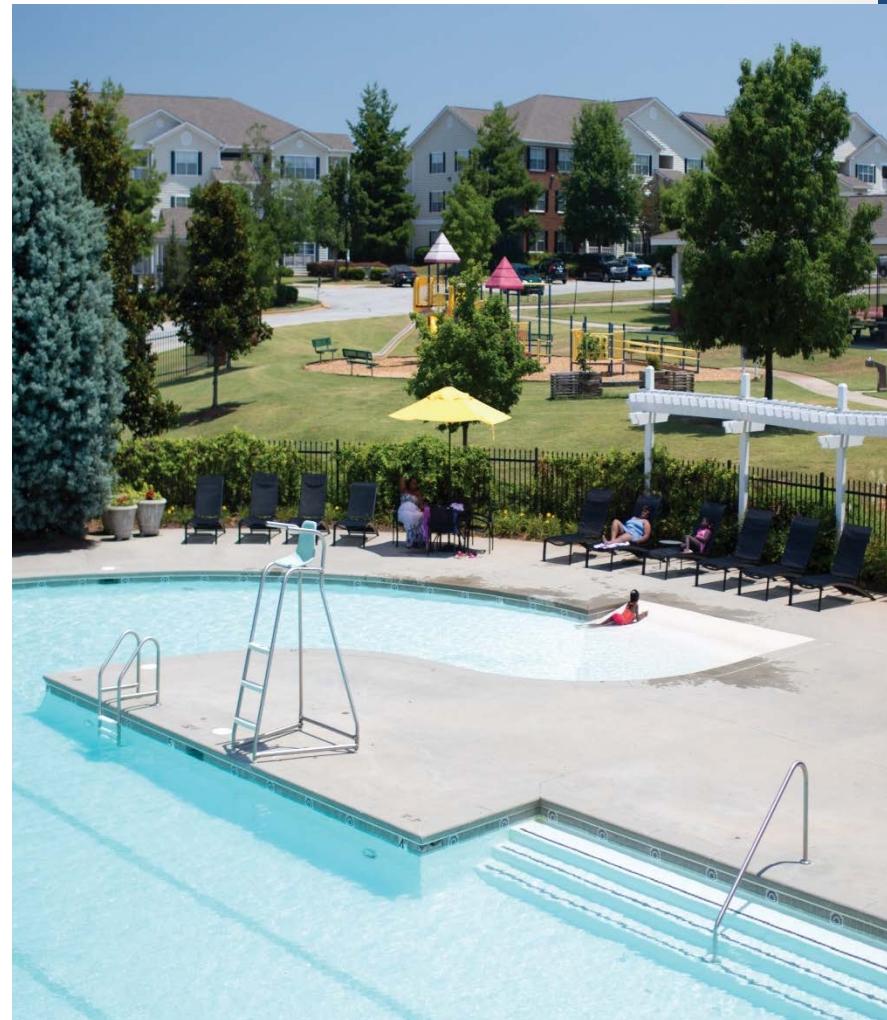


Eva Davis, former president of the East Lake Meadows Tenant Association

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

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- 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

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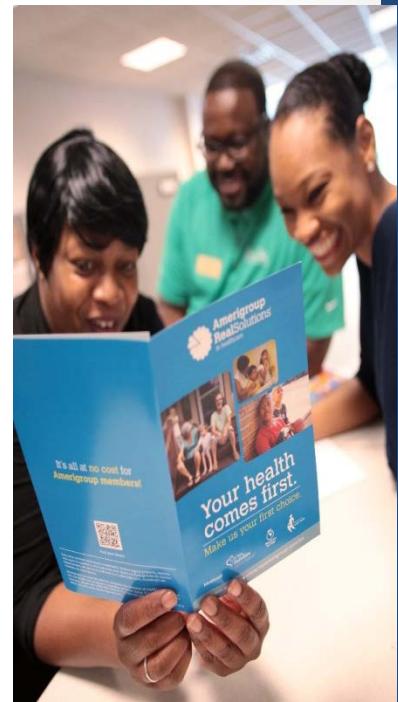
Full service YMCA



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

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- 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



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