



HOUSING + ECONOMIC MOBILITY

A COMMUNITY PLANNING SESSION

FRIDAY, SEPTEMBER 7, 2018 | 9:30 AM TO 3:00 PM

LA84 FOUNDATION | 2141 W ADAMS BLVD, LOS ANGELES, CA 90018



10th Anniversary Southland Social
20 Years in Southern California

AGENDA

10:00 AM – 10:05 AM

WELCOME

Natalie Zappella, Enterprise Community Partners

10:05 AM – 11:35 AM

EMPATH RESEARCH MODEL

Judy Parks, Economic Mobility Partners

Keynote address by Judy Parks, Vice President of Mobility Mentoring Programs and Services at Economic Mobility Pathways (EMPath) about the brain science based-mentoring as a tool to combat poverty. Specifically, Parks will cover the Executive Functioning brain science, and the evidence-based approach EMPATH has developed and implemented to make real change in people's economic security and mobility. She will cover the tools and specific coaching techniques they use to help participants develop and reach their own goals and plans. Parks will also speak to why housing provides a platform for implementing these programs and services, and the way that EMPATH has utilized various housing types to create economic mobility.

11:35 AM – 12 Noon

LUNCH BREAK + GROUP PHOTO

12 NOON – 1:00 PM

OPPORTUNITY 360 DEMO

Andrew Masters, Enterprise Community Partners

A demonstration of our Opportunity360 data and community planning tools, including measurement reports and local opportunity data, with a preview of our Community Engagement toolkit.

1:00 pm – 1:40 pm

HOUSING + ECONOMIC MOBILITY: A COMMUNITY PARTNERSHIP MODEL

Anne Griffith, Enterprise Community Partners

A short overview of the intersections of housing, economic mobility and racial equity, latest data, and why action is needed now. Learn about the partnership model Enterprise has been researching and developing, and the emerging approach to bring it to the Los Angeles region.

1:40 PM – 2:30 PM

COMMUNITY PLANNING SESSION

Engage with partners in your community for planning time to discuss and advance a neighborhood-based network approach for economic mobility and inform the broader direction of Enterprise's local approach.

2:30 PM – 3:00 PM

NEIGHBORHOOD SHARING, FEEDBACK + CLOSING

SPEAKER BIOGRAPHIES

Judy Parks

Vice President of Mobility Mentoring Programs and Services, Economic Mobility Partners

As Vice President Mobility Mentoring Programs® and Services at Economic Mobility Pathways, EMPATH, Judy has drawn on her 30 plus years of affordable housing experience to develop and oversee the innovative and comprehensive Mobility Mentoring® programs and services using EMPATH's Bridge to Self-Sufficiency® to establish pathways to economic mobility for women and their families. She started at EMPATH in March 2009 to operationalize the new program design based on the Mobility Mentoring® platform, Career Family Opportunity (CFO) in real time, impacting the lives of the participants as well as developing programmatic tools and metrics. The Mobility Mentoring® programs and services expanded to now include all of the programs operated by EMPATH: Family Shelter programs housing 157 low income families; Whittier Street CHOICE neighborhood project; the Mobility Mentoring Center that provides specialized services in finance, post-secondary education, career development and training for staff in Mobility Mentoring®; and our signature CFO and other longer term programs for low income families. Judy works with EMPATH's Economic Independence Exchange providing training and technical assistance to the 100 plus partner organizations across the country. Judy has worked on behalf of low income families and housing development for 20+ years in her community having served as chair of the Board of Zoning Appeals and a current member of the Pembroke Housing Authority. She has a Bachelor's degree in Anthropology from Rhode Island College and prior to her position at EMPATH, she was employed at the YWCA Boston for 25 years serving as Vice President for Real Estate at the YWCA Boston, where she worked with low income women and families providing housing and supportive services as well as leading the redevelopment of the organization's flagship building in Boston's Back Bay.

Andrew Masters

Strategic Partnerships Manager, Enterprise Community Partners

Andrew Masters joined Enterprise Community Partners in 2018 as the Strategic Partnerships Manager in the Knowledge, Impact and Strategy team. Andy leads the outreach and engagement efforts related to Opportunity360, a platform that brings together cross-sector data, community engagement, partnership, and evaluation tools. Prior to Enterprise, Andy led Baltimore's Youth Health and Wellness Strategy out of the Baltimore City Health Department. He has also worked at Family League of Baltimore as the Director of School Age Initiatives. He began his career in Baltimore City Public Schools as a school counselor and then district administrator. Andy's experience brings education and health context to community development, particularly in urban areas. He has a B.S. in Human Development and Family Studies and M.Ed. in Counselor Education from the Pennsylvania State University.

Anne Griffith

Senior Program Director, Northern California, Enterprise Community Partners

Anne Griffith brings nearly 20 years of experience delivering awareness of, and investment in, community revitalization and affordable housing development. She currently serves as a Senior Program Director with Enterprise Community Partners, in the Northern California office. On the local level, Ms. Griffith supports a wide range of stakeholders involved in the revitalization of four major San Francisco public housing developments, known as HOPE SF, into vibrant, mixed-income communities, and provides support and technical assistance to the City of San Francisco Mayor's Office of Housing and Community Development, the San Francisco Housing Authority, and to local development and service-focused teams engaged in redeveloping and serving public and formerly public housing developments. At the National level, Anne supports Enterprise's efforts to connect meaningful economic development to affordable housing.

Ms. Griffith's experience also includes acquisitions, public policy, program research and evaluation, as well as community engagement, social entrepreneurship, and seven years as real estate attorney. Immediately prior to joining Enterprise in 2012, Ms. Griffith helped to create, and served as the initial director of, the Oakland Community Land Trust, a limited equity steward of permanent affordable housing in East Oakland.

Outside of the office, Anne serves on a number of local housing and community development boards including as the treasurer of the Oakland Economic Development Corporation and as a Commissioner of the Oakland Housing Authority.

Natalie Zappella

Program Director, Southern California, Enterprise Community Partners

Natalie Zappella serves as Program Director at Enterprise Community Partners Southern California and leads a cross-sectoral effort to catalyze innovative strategies and capital, increase decision-making power of low and moderate-income residents, and shape policies that increase displacement protections and access to equitable housing, transit, and healthy, vibrant neighborhoods for low-income communities of color. Natalie has provided technical assistance for the Affordable Housing Sustainable Communities program and Transformative Climate Communities program in Southern California, and convenes monthly Neighborhood Exchanges, an intentional forum for core community development corporation partners to engage in peer learning and share lessons from practical, real-time experiences to strengthen practice,

increase scale and impact, and inform systems change efforts. Natalie is also a founding and active member of the Los Angeles Regional Open Space and Affordable Housing (LA ROSAH) collaborative. LA ROSAH is developing new strategies to combat the issue of green gentrification, including public policy, public finance, and the creation a new model of joint development of parks, green infrastructure, and affordable housing. Native to Southern California, Natalie worked with youth and families providing mental health, education, and job coaching services, then received a Masters of Social Work and Urban Planning at the University of Michigan, Ann Arbor where she developed and facilitated social justice educational programs. In Detroit, she developed a sustainability plan for environmental justice and small business leaders in the region, and then served at the Community Foundation for Southeast Michigan, where she led a variety of community development initiatives. Prior to joining Enterprise, Natalie directed a statewide technical assistance center for evidence-based health programs supporting underserved populations, public agencies and nonprofits across California.