



Entry Form 2017 Annual Awards for Program Excellence

Entry Deadline: Thursday, June 15, 2017, Midnight ET

Each entry must include a completed entry form. Please complete a form for each entry your HFA is submitting. The completed entry form will become the first page of your entry.

This form is a fillable PDF. Type your information into the entry form and save it as a PDF. Please do not write on or scan the entry form. **Questions: Call 202-624-7710 or email awards@ncsha.org.**

Entry Title: Enter your entry's title exactly as you wish it to be published on the NCSHA website and in the awards program.

Category:

Subcategory:

Entry Summary: A 15-word (max) summary of the program, project, or practice you are entering.

HFA:

HFA Staff Contact:

Phone:

Email:

Visual Aids:

Are you mailing to NCSHA 10 copies of any visual aids that cannot be included in your entry PDF? Yes No

Payment:

My HFA is mailing a check to NCSHA.
My HFA is emailing the credit card authorization form to awards@ncsha.org.

**Ohio Housing Finance Agency
Starting at Home: Using Philanthropy, Research and Practice to
Build Strong Communities
Special Achievement**

Creating the Starting at Home Conference

Where we live had profound implications on where we grow, work and age. The affordable housing industry's unique position serves to change the lives of millions throughout the country. Recognizing this fact, the Ohio Housing Finance Agency (OHFA) and the Ohio Capital Corporation for Housing (OCCH) developed the Starting at Home Conference to enhance the dialogue between visionaries, advocates, social service providers, policy makers, developers and investors.

About the Conference

While the annual Ohio Housing Conference is an incredibly successful event, its focus is relatively narrow, despite being the largest event of its kind in the nation. Speakers and other participants consist almost exclusively of OHFA stakeholders with sessions focusing on the mechanics of programs and related issues. Though important, this narrow focus leaves many discussions of interest on the proverbial cutting room floor.

The Starting at Home Conference, first held in April 2015 and again in April 2017, demonstrates the desire to better understand how the affordable housing industry can interact with and support other sectors. The objectives of this conference are to create an event that reaches beyond our industry, connect state and national experts from a variety of disciplines, and establish networking opportunities that encourage collaboration. In short, this conference raises the level of discourse with sectors outside of housing to better inform our policies and those of our partners.

Beyond housing, the Starting at Home Conference discusses connections between transportation equity, infant mortality, educational achievement and aging. By building momentum in the public policy space, this conference establishes that housing is a platform that can be effectively used to improve the lives of individuals and families.

Collaboration Among Experts

This year, speakers represented a wide array of constituencies from federal, state and local agencies; professors from six universities; and numerous experts from the private and non-profit sectors. The conference featured the following keynote speakers:

- Jonathan Rose, Founder and President of Jonathan Rose Companies LLC, a multidisciplinary real estate development, planning and investment firm with nearly 30 years of experience in creating resilient and inclusive cities;
- Carol Naughton, President of Purpose Built Communities, a nonprofit dedicated to breaking the cycle of intergenerational poverty and best known for its role in the transformation of the East Lake neighborhood in Atlanta;
- Kalima Rose, Vice President for Strategic Initiatives at PolicyLink, a national research and action institute advancing economic and social equality; and
- Sarah Rosen Wartell, President of the Urban Institute, one of the nation's foremost creators of policy research with over half a century of experience.

Housing and Urban Development Secretary Ben Carson also gave remarks during a special session. Following his speech, select participants joined Dr. Carson and his staff in a planned discussion.

Attendee Feedback

In 2015, the Starting at Home Conference attracted over 280 attendees from throughout the United States and Canada. This year, we exceeded that amazing turnout with over 300 attendees.

Following the conference, we sent a survey to collect feedback from those who joined us. Responses were overwhelmingly positive. We asked participants to rate their level of agreement with each of the following statements on a scale of one to 10, with 10 indicating complete agreement:

Statement	Average Score
Overall, I thought this was an excellent conference.	9.16
What I learned at the conference was definitely worth the cost of attendance.	9.22
I would absolutely want to attend another conference like this in the future.	9.24

The following are comments included by attendees:

"I really love the fact that this conference brings together so many people from different professions, specialties and organizations. That alone makes this so much more valuable than many other conferences I attend."

"I was able to communicate with people that were involved with low-income matters that I previously had not been aware were part of the same network of health and affordable housing that I am involved with. The conference, in general, expanded my knowledge of where health and housing are connected."

"I was able to discuss a number of things with academics whose research gave a different perspective."

"Great selection of speakers with differing but complementing discussions."

Improving Housing, Improving Lives

In part because of the positive reception for this event, we will be revisiting some of the topics from the Starting at Home Conference at our fall conference to introduce them to a broader audience. OHFA views events like these as a key part of its mission. While our role is to finance the development and preservation of affordable housing, housing does not exist in a vacuum. Rather, it serves as a platform for improving the lives of low-income households across many dimensions. HFAs should take a leadership role in facilitating these discussions, and OHFA is working to do its part.

Visual Aids

- Brochure
- Website
- List of Speakers
- Photos



April 27 & 28, 2017

**Renaissance Columbus
Downtown Hotel**
50 North Third Street
Columbus, OH 43215

*Using Philanthropy, Research and
Practice to Build Strong Communities*

**JOIN US FOR STARTING AT HOME WHERE WE EXPLORE THE ROLE OF
AFFORDABLE HOUSING AND CONNECT THE WORK OF MULTIPLE SECTORS
TO CREATE A HIGHER STANDARD FOR COMMUNITY DEVELOPMENT.**

CONVENE

THIS CONFERENCE CONVENES PROFESSIONALS WORKING IN ACADEMIA, PHILANTHROPY AND HOUSING TO ENGAGE IN A DIALOGUE ABOUT THE ROLE OF AFFORDABLE HOUSING IN BUILDING STRONG AND VIBRANT COMMUNITIES THAT ENABLE PEOPLE TO PROSPER.

CONNECT

SESSIONS WILL DRAW ON THE KNOWLEDGE OF RENOWNED PROFESSIONALS WHOSE WORK CONNECTS RESEARCH, PRACTICE AND PHILANTHROPY IN THOUGHT-PROVOKING WAYS.

COLLABORATE

PLENTIFUL NETWORKING OPPORTUNITIES WILL ENABLE ATTENDEES TO ESTABLISH NEW PARTNERSHIPS AND WIDER COALITIONS, BRIDGING KNOWLEDGE AND ACTION.



SCHEDULE AT A GLANCE

THURSDAY, APRIL 27, 2017

8:00am – 9:00am **Registration and Breakfast**

9:00am – 10:15am **Opening Plenary** **Keynote: Jonathan Rose**

10:15am – 10:30am **Break/Networking**

10:30am – 11:45am **Sessions**

- A1 Anchoring Innovation
- A2 Location, Location, Location
- A3 Aging in Communities

11:45am – 1:00pm **Luncheon** **Keynote: Carol Naughton**

1:15pm – 2:30pm **Sessions**

- B1 Accelerators for Economic Inclusion
- B2 (Not) Driving for Better
- B3 Redefining Aging in Place

2:30pm – 2:45pm **Break/Networking**

2:45pm – 4:00pm **Sessions**

- C1 Measuring Opportunity
- C2 Leveraging Resources: Integrating Housing and Health Policy into Action
- C3 Two Generations, One Future: How Housing Stabilizes Families and Strengthens Classrooms

4:00pm – 4:15pm **Break/Networking**

4:15pm – 5:30pm **Sessions**

- D1 Retrofitting Opportunity
- D2 Benefiting Communities: How the Health Care and Housing Sectors Intersect
- D3 The Challenge of Getting to One

5:30pm – 7:30pm **Reception**

FRIDAY, APRIL 28, 2017

8:00am – 9:00am **Registration and Breakfast**

9:00am – 10:15am **Morning Session**

10:15am – 10:30am **Break/Networking**

10:30am – 11:45am **Sessions**

- E1 A New Landscape – The Future of Federal Housing Policy
- E2 The Power of Data
- E3 Partnerships in Action

12:00pm – 1:30pm **Closing Session/Luncheon**

FOR INFORMATION ON SESSIONS AND SPEAKERS PLEASE VISIT:
OHIOHOME.ORG/STARTINGATHOME



APRIL 27 & 28, 2017



2017 STARTING AT HOME CONFERENCE

QUICK LINKS

[Sessions](#)[Brochure](#)[Featured Speakers](#)[Hotel & Parking](#)[Schedule](#)[Presenter Information](#)[FAQs](#)

The inaugural Starting at Home event was a success beyond our wildest expectations, with nearly 300 attendees from across the United States and Canada. In 2017, we hope to continue the momentum by bringing together a variety of visionaries -- from academics and philanthropists to urban planners, policy makers, social service providers, advocates, developers and investors -- to continue a dialogue about the role of affordable housing in building strong and vibrant communities that enable people to prosper.

The rich narrative of life plays out -- Starting at Home, and where we live has profound and compelling implications on other conditions in which people are born, grow, live, work and age. We promise insightful and engaging conversation about this idea and hope to connect with you April 27-28, 2017!

- [2017 Starting at Home Evaluation Survey](#)
- [2017 Starting at Home Photo Gallery](#)
- [2017 Starting at Home Conference Registrant List](#) (71 KB Excel File) – *as of 4/26/17*



The links below include the session titles, descriptions, moderator and speaker information, and day and time for each session. Room locations will be confirmed and posted soon. Any handouts that become available in advance of the session date will be posted as links on the individual session page.

2017 STARTING AT HOME SESSIONS

Thursday, April 27 – 10:30am-11:45am Sessions

- A1 [Anchoring Innovation](#) (Hayes D)
- A2 [Location, Location, Location](#) (Meeting Room 20)
- A3 [Aging in Communities](#) (Hayes E)

Thursday, April 27 – 1:15pm-2:30pm Sessions

- B1 [Accelerators for Economic Inclusion](#) (Hayes D)
- B2 [\(Not\) Driving for Better](#) (Meeting Room 20)
- B3 [Redefining Aging in Place](#) (Hayes E)

Thursday, April 27 – 2:45pm-4:00pm Sessions

- C1 [Measuring Opportunity](#) (Hayes E)
- C2 [Leveraging Resources: Integrating Housing and Health Policy into Action](#) (Hayes D)
- C3 [Two Generations, One Future: How Housing Stabilizes Families and Strengthens Classrooms](#) (Meeting Room 20)

Thursday, April 27 – 4:15pm-5:30pm Sessions

- D1 [Retrofitting Opportunity](#) (Hayes D)
- D2 [Benefiting Communities: How the Health Care and Housing Sectors Intersect](#) (Hayes E)
- D3 [The Challenge of Getting to One](#) (Meeting Room 20)

Friday, April 28 – 10:30am-11:45am Sessions

- E1 [A New Landscape: The Future of Federal Housing Policy](#) (Hayes D)
- E2 [The Power of Data](#) (Meeting Room 20)
- E3 [Partnerships in Action](#) (Hayes E)

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APRIL 27 & 28, 2017



SPEAKER INFORMATION



KEY DEADLINES

- Email biography and picture 2/27
- Email electronic presentations 4/10
- Email Travel Reimbursement Form, W-9, and travel receipts 5/31

Thank you for agreeing to participate on a panel at the upcoming Starting at Home conference, a collaboration of the Ohio Housing Finance Agency and Ohio Capital Corporation for Housing. Your participation will play a large role in the success of this conference. We are proud to offer a mix of industry professionals to begin a dialogue about the role of affordable housing in improving the lives of low- and moderate-income families. Thank you for being a part of this esteemed group.

REGISTRATION

Conference registration fees will be waived for all presenters; however, each speaker is required to register for the conference. To register:

- Go to <https://www.cteusa.com/occh33>. On that page, please enter your email address and press "Continue."
- On the next page (Step 1), after completing the Personal Information, please enter the password that was emailed to you in the Registration Code box and press "Continue."
- On the next page (Step 2), indicate the sessions, meals and reception you plan to attend, and press "Continue."
- On the final page (Step 3), select "Complete Registration" to submit your registration and receive your registration acknowledgement. Your registration is not complete until you make this last selection. You may print and retain the registration acknowledgement for your records.

If you have any questions, please contact Kathie Bowen at kbowen@occh.org or 614-224-8446.

QUICK LINKS

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APRIL 27 & 28, 2017



WHY ATTEND?



TOP 10 REASONS TO ATTEND THE 2017 STARTING AT HOME CONFERENCE

- Network with housing professionals interested in using affordable housing as a platform to achieve positive community outcomes.
- Interact with national philanthropists and researchers.
- Attend multiple sessions to discuss emerging issues and best practices.
- Talk one-on-one with renowned experts in housing policy and related fields.
- Take advantage of sessions focused on health, education, neighborhood revitalization, financial stability and local governance.
- Join your colleagues in rich discussion about strengthening families and communities.
- Speak with executives and staff from OHFA and OCCH -- partners in the provision of quality housing for thousands of low- and moderate-income households.
- Learn about what other communities across the nation are doing for their residents.
- Columbus has a lot to offer! The conference is near a hub of dining and entertainment, with much more just a short walk away.

QUICK LINKS

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KEYNOTE SPEAKERS

JONATHAN F.P. ROSE, PRESIDENT, JONATHAN ROSE COMPANIES LLC



Jonathan F.P. Rose's business, public policy and not-for-profit work all focus on creating a more environmentally, socially and economically responsible world. In 1989, Mr. Rose founded Jonathan Rose Companies LLC, a multi-disciplinary real estate development, planning, consulting and investment firm, as a leading green urban solutions provider. The firm has completed \$2.3 billion of work, much of it in close collaboration with cities and not-for-profits. Mr. Rose is a thought leader in affordable housing, smart growth and developing communities of opportunity.

Mr. Rose's book on how to create resilient cities, *The Well Tempered City: What Modern Science, Ancient Civilizations and Human Nature Teach us About the Future of*

Urban Life, was published by Harper Wave in 2016, and won the 2017 PROSE Award for Outstanding Scholarly Work by a Trade Publisher.

Mr. Rose is a Trustee of Enterprise Community Partners and the Brooklyn Academy of Music. He is an Honorary Member of the American Institute of Architects and Honorary Trustee of the American Museum of Natural History and Jazz at Lincoln Center. Mr. Rose and his wife Diana Calthorpe Rose are the co-founders of the Garrison Institute and serve on its Board. The Institute connects inner transformation with outer solutions to relieve suffering in the fields of trauma, education and the environment. Mr. Rose graduated from Yale University in 1974 with a B.A. in Psychology and Philosophy, and received a Masters in Regional Planning from the University of Pennsylvania in 1980.

KALIMA ROSE, VICE PRESIDENT FOR STRATEGIC INITIATIVES, POLICY LINK



Kalima Rose, Vice President for Strategic Initiatives, brings a three-decade history of working to advance infrastructure equity, housing, sustainable communities, and equitable development policy. In partnership with communities of color, low-income communities, tribal communities, and equity-focused municipal, regional, state, and federal leaders, Kalima has helped win new investments, resources, and jobs for disinvested communities, underemployed workers, and firms and artists of color.

Over the last decade, Kalima played leadership roles in standing up and implementing the federal Sustainable Communities initiative, the new Affirmatively Furthering Fair Housing rule, and key equitable development initiatives in New Orleans' Katrina

recovery. She developed the PolicyLink Equitable Development toolkit, led national efforts to advance inclusionary housing in cities across the country, and is a national strategist in anti-displacement policy work.

Her most recent publications, *Healthy Communities of Opportunity: A Blueprint for Addressing America's Housing Challenges*, and *A Roadmap Toward Equity: Housing Solutions for Oakland, California*, as well as the forthcoming *Creative Change: Arts, Culture, and Equitable Development – A Policy and Practice Primer*, lay the groundwork for addressing some of our communities' most challenging problems through effective policy change.

3/23/17 AS	Speaker	Organization
Day 1		
Opening Plenary	Hal Keller (M)	Ohio Capital Corporation for Housing
	Sean Thomas (M)	Ohio Housing Finance Agency
	Jonathan Rose	Jonathan Rose Companies
Session A1	Sue Darby (M)	YMCA of Central Ohio
	Dr. Meagan Ehlenz	School of Geographical Sciences & Urban Planning, Arizona State University
	Dr. Kim Zeuli	Institute for a Competitive Inner City
Session A2	Jennifer Noll (M)	Mid-Ohio Regional Planning Commission
	Dr. Rosie Tighe	Levin College of Urban Affairs, Cleveland State University
	Dr. Shima Hamidi	University of Texas, Arlington
Session A3	Caryn Hederman (M)	Hederman Consulting LLC
	Dr. Heidi Ewen	Institute of Gerontology, University of Georgia
	Alisha Sanders	LeadingAge Center for Applied Research
	Richard Browdie	Benjamin Rose Institute on Aging
Luncheon	Hal Keller (M)	Ohio Capital Corporation for Housing
	Carol Naughton	Purpose Built Communities
Session B1	Kim Cutcher (M)	Toledo LISC
	Amanda Hoffsis	Campus Partners
	Chris Ronayne	University Circle Inc.
	Bobbi Reichtell	Campus District
Session B2	Amy Hanauer (M)	Policy Matters Ohio
	Grace Gallucci	Northeast Ohio Areawide Coordinating Agency
	Jason Segedy	City of Akron

	William Murdock	Mid-Ohio Regional Planning Commission
Session B3	Sharon Shaffer (M)	Wallick Communities
	Michelle Norris	National Church Residences Investment Corporation
	Doug Tayek	AARP Ohio
	Kathy Sykes	Environmental Protection Agency
Session C1	Dr. Brian Knudsen (M)	Poverty & Race Research Action Council
	Dr. Rachel Kleit	Knowlton School of Architecture, The Ohio State University
	Dr. Kirk McClure	Department of Urban Planning, University of Kansas
	Matt Martin	Kirwan Institute for the Study of Race and Ethnicity, The Ohio State University
Session C2	Angela Mingo (M)	Nationwide Children's Hospital
	Janet Viveiros	National Housing Conference
	Dr. Kamilla Wood	Stewards of Affordable Housing for the Future
	Dr. Maureen Byrnes	Milken Institute School of Public Health, George Washington University
Session C3	Colleen Grady (M)	Ohio Department of Education
	Sue Fothergill	Attendance Works
	Isabel Toth	Community Properties of Ohio Management Services
	Dale Erquiaga	Communities in Schools
Session D1	Janet Hales (M)	Ohio Poverty Law Center
	Sunia Zaterman	Council of Large Public Housing Authorities
	Garth Rieman	National Council of State Housing Agencies

	Jarrold Elwell	Enterprise Advisors, Enterprise Community Partners, Inc.
Session D2	Barb Poppe (M)	Barbara Poppe and associates, LLC
	Dr. Denise Koo	Centers for Disease Control and Prevention
	Peggy Bailey	Center on Budget and Policy Priorities
	Barry Steffen	U.S. Department of Housing and Urban Development
Session D3	Ryan Adcock (M)	Cradle Cincinnati
	Dr. Jason Reece	Knowlton School of Architecture, The Ohio State University
	Carly Salamone	Northwest Ohio Pathways HUB
	Dr. Arthur James	Department of Obstetrics and Gynecology, The Ohio State University
Day 2		
Morning Session	Hal Keller (M)	Ohio Capital Corporation for Housing
	Kalima Rose	PolicyLink
Session E1	Mark Shelburne (M)	Novogradac & Company LLP
	Garth Rieman	National Council of State Housing Agencies
	Robert Rozen	Washington Council Ernst & Young
	J.P. Delmore	National Association of Homebuilders
Session E2	Mary Helen Petrus (M)	Federal Reserve Bank of Cleveland
	Elizabeth Nash	PolicyMap
	Dr. Keely Jones Stater	HAI Group
	Dr. Brian Mikelbank	Levin College of Urban Affairs, Cleveland State University
Session E3	Jeanne Golliher (M)	Cincinnati Development Fund
	Buzz Roberts	National Association of Affordable Housing Lenders
	Peg Moertl	PNC Bank
	Michael Duffy	McCormack Baron Salazar

Closing Session/Luncheon	Hal Keller (M)	Ohio Capital Corporation for Housing
	Sean Thomas (M)	Ohio Housing Finance Agency
	Sarah Rosen Wartell	Urban Institute





STARTING AT HOME

Using Philanthropy, Research and Practice to Build Strong Communities





