



Why Every Middle Neighborhood Needs a Strategy to Thrive

Moderator: Marcia Nedland

Organizer, Middle Neighborhoods Community of Practice





Tell us
about you!

- Nonprofit
- Gov't local
- Gov't state
- Gov't federal
- Intermediary
- Consultant
- Realtor
- Financial institution
- Academic institution



Middle Neighborhoods Initiative

A National Initiative focused on mobilizing attention to reverse the disappearance of middle neighborhoods through decline or gentrification. The initiative does this through:

- Community of Practice : practitioners, policy, researchers
- Research: topics relevant to middle neighborhoods
- Policy Analysis and Advocacy : housing, lending, community dev
- Communications strategies: advancing awareness

Coordinated by **National Community Stabilization Trust** and Neighbor Works America and advised by a Steering Committee of 20 prominent researchers, practitioners and policy makers



Characteristics of Middle Neighborhoods

- Mostly single-family homes built for families with children.
- Still well more than 50% owner-occupied, but slowly eroding.
- Housing stock is aging, still in generally acceptable condition, but often lacks features and updates to compete well for today's homebuyers.
- More racially, ethnically and economically diverse.



stabilizationtrust.org





http://middleneighborhoods.reomatch.com/

Click [here](#) to learn more about defining Middle Neighborhoods

Refresh Your Map | Zoom ▾ | Questions or feedback?

Choose a 2014-2018 layer to display

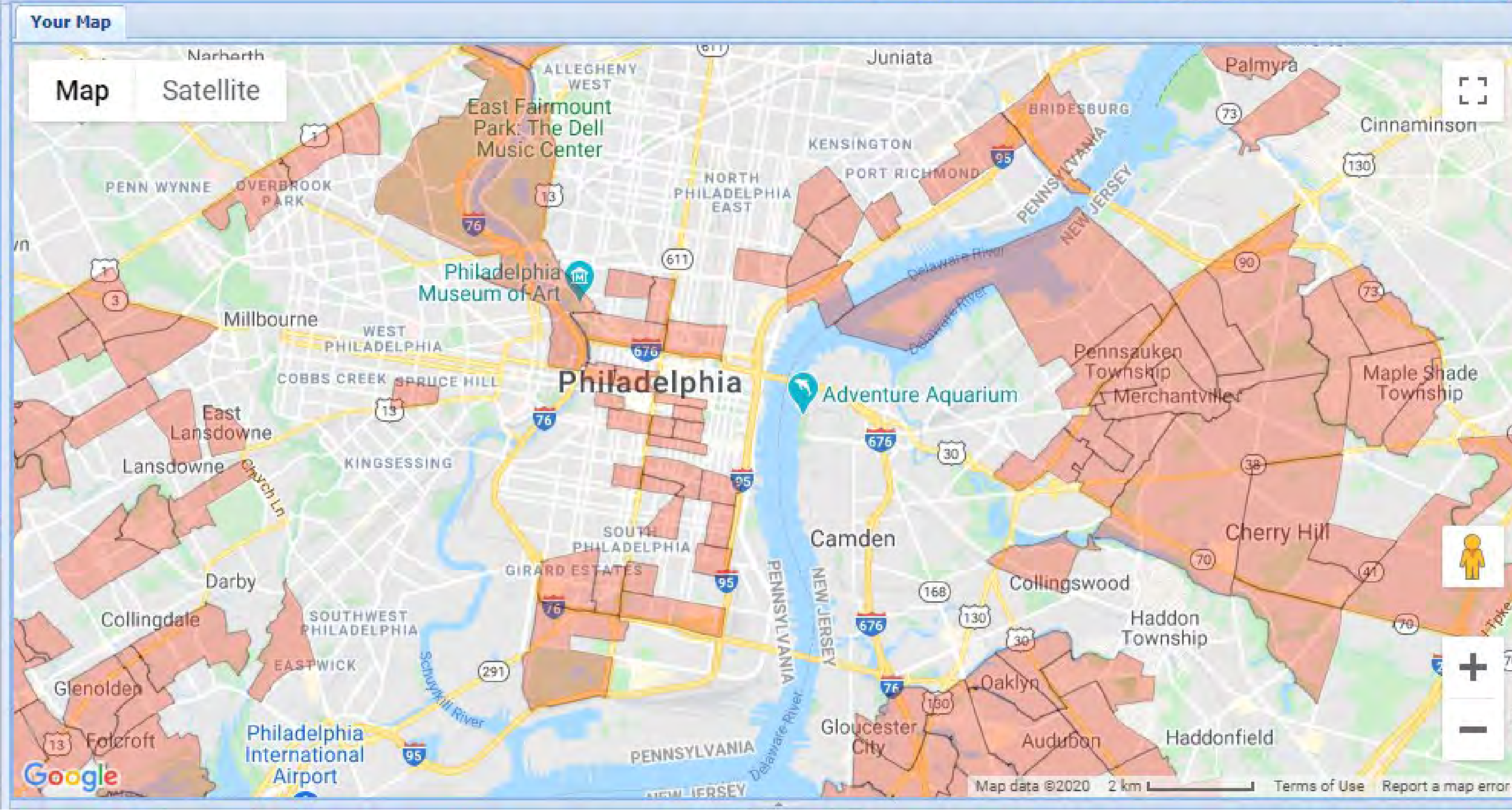
- 2018 City Test 1: 60-100% CMI
- 2018 City Test 2: 80-120% CMI
- 2018 National Test 1: 60-100% NMI
- 2018 National Test 2: 80-120% NMI
- 2018 Regional Test 1: 60-100% AMI
- 2018 Regional Test 2: 80-120% AMI
- 2018 Regional Test 3: 100-160% AMI

Choose a 2006-2010 layer to display

- 2010 City Test 1: 60-100% CMI
- 2010 City Test 2: 80-120% CMI
- 2010 National Test 1: 60-100% NMI
- 2010 National Test 2: 80-120% NMI
- 2010 Regional Test 1: 60-100% AMI
- 2010 Regional Test 2: 80-120% AMI
- 2010 Regional Test 3: 100-160% AMI

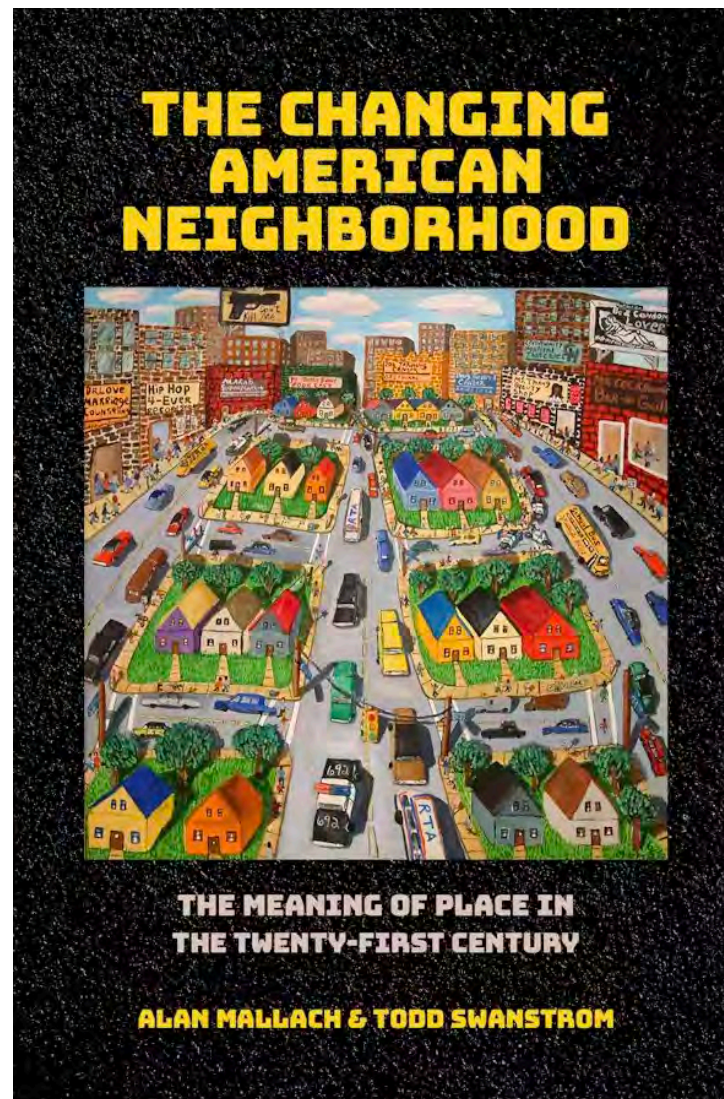
MSAs

- Panama City, FL Metro Area
- Parkersburg-Vienna, WV Metro Area
- Pensacola-Ferry Pass-Brent, FL Metro Area
- Peoria, IL Metro Area
- Philadelphia-Camden-Wilmington, PA-NJ-DE-MD Metro Area
- Phoenix-Mesa-Scottsdale, AZ Metro Area
- Pine Bluff, AR Metro Area
- Pittsburgh, PA Metro Area
- Pittsfield, MA Metro Area



Displaying census tracts with median household incomes between 80 and 120 percent of regional/MSA median (\$69,465), or \$55,572 - \$83,358

Our Panelists

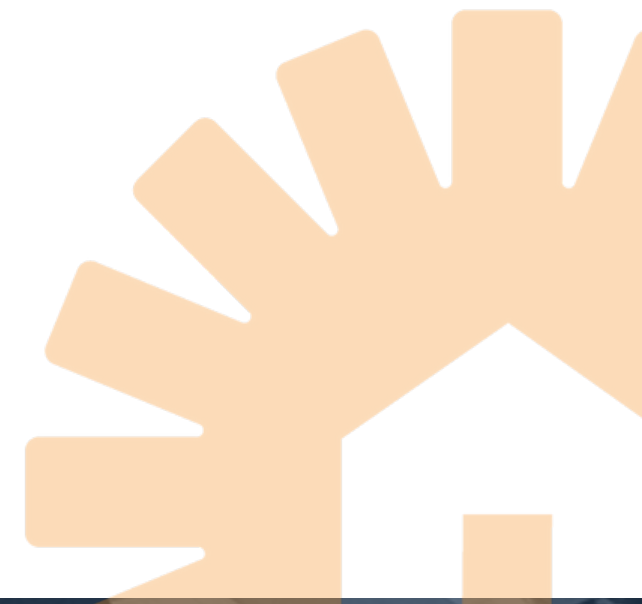


Alan Mallach, Co-Author

- Senior Fellow
- Center for Community Progress

Todd Swanstrom, Co-Author

- Des Lee Professor of Community Collaboration and Public Policy Administration; Graduate Director, Political Science
- University of Missouri, St. Louis



Agenda / 12:00-1:30

- Welcome and Introductions
- Why Neighborhoods Matter
- Forces that Drive Change
- Thinking Strategically
- Q&A



How neighborhoods change/ how to change neighborhoods

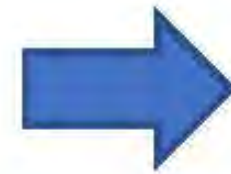
Alan Mallach, Center for Community Progress
Todd Swanstrom, University of Missouri-St Louis

EXOGENOUS FACTORS

Migration



Competing sources of housing



Job and business growth



NEIGHBORHOOD HOUSING MARKET

ENDOGENOUS FACTORS

Location



Housing supply

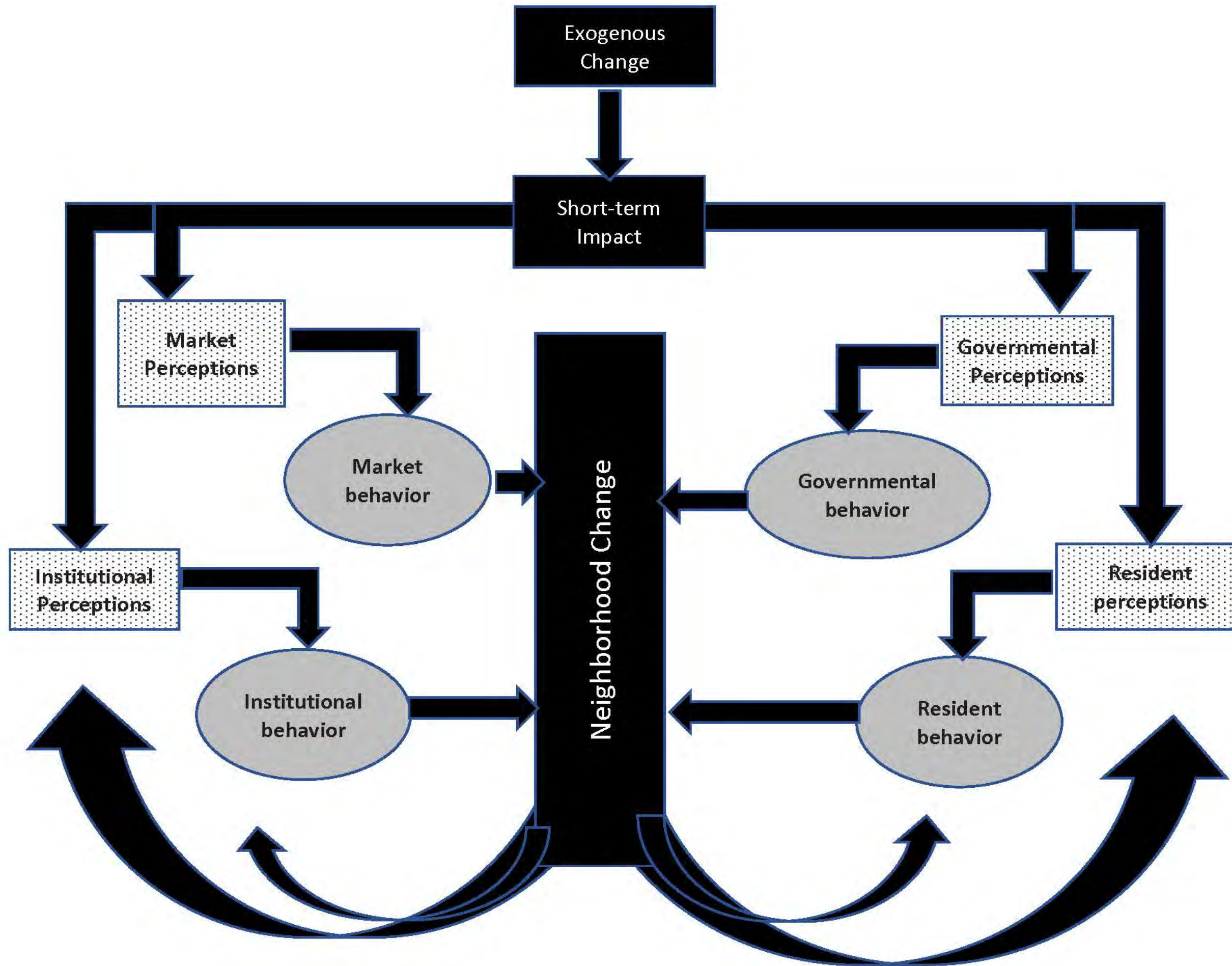


Neighborhood amenities



Neighborhood stability





Introducing

The Changing American Neighborhood

The Meaning of Place in the
Twenty-First Century

ALAN MALLACH
AND
TODD SWANSTROM



and ENTER 09BCARD
in shopping cart to save 30%

Upcoming Events

Upcoming Webinar: New Market Tax Credits

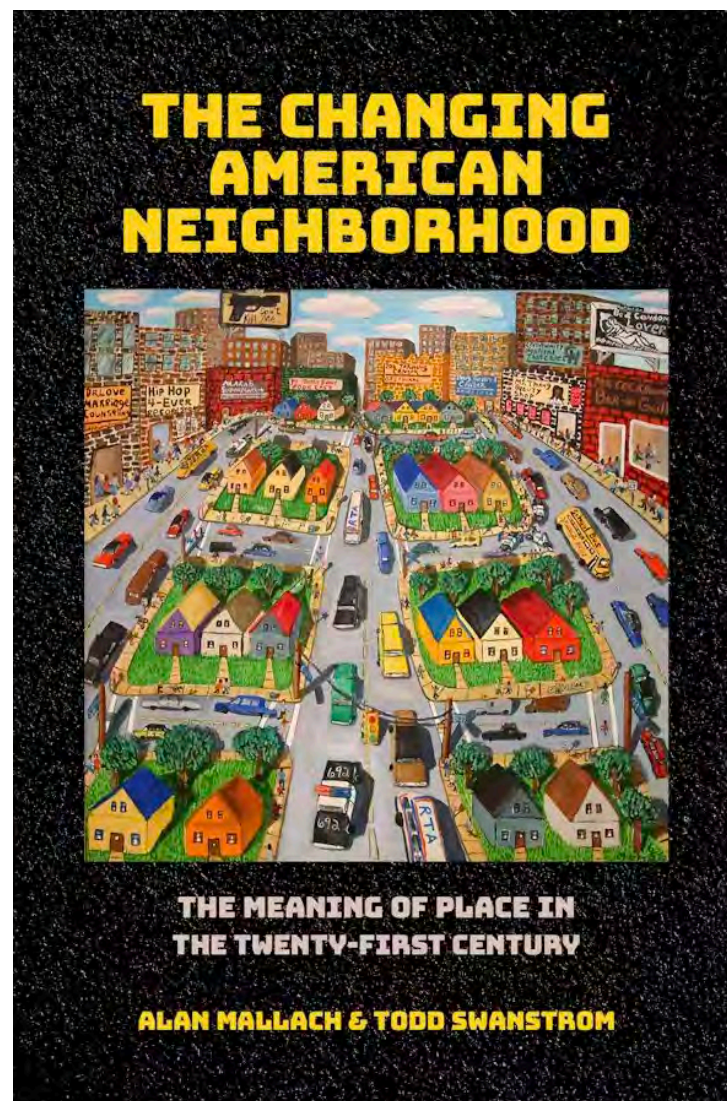
APR 17: Engagement Chat (Noon, ET)

- ❖ Getting Money for Events (AND Volunteer Management Software)

Questions: anndipetta@gmail.com



Giveaway



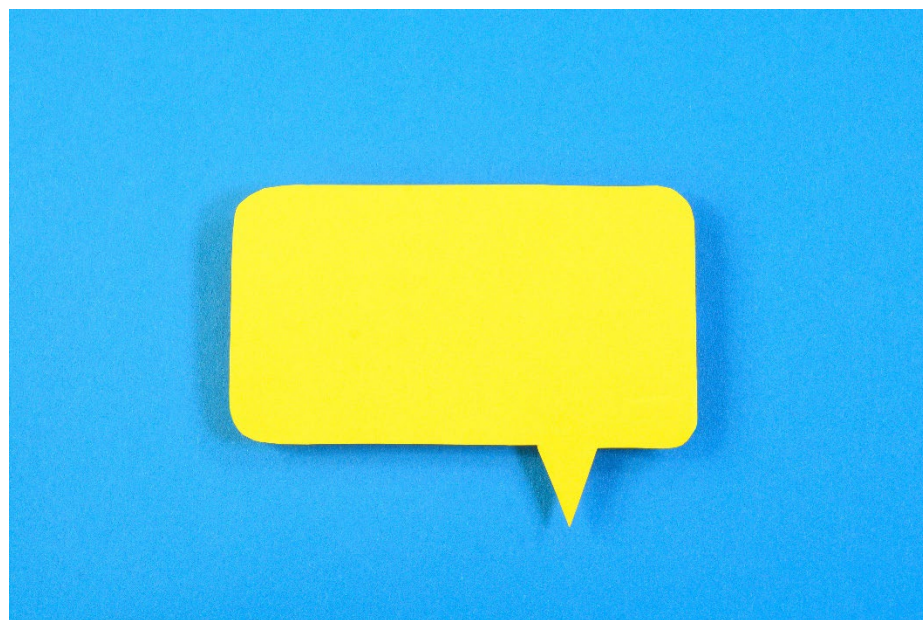
Book Giveaway

The Changing American Neighborhood: The Meaning of Place in the Twenty-First Century

- Complete the survey
- Include name and email
- Drawing at 1:45 today!



Thank you for joining us!



- **Please email us** if you have ideas for webinar, case studies, news stories, etc.
- Check out the **Cornerstone Webinar Series** :
Center for Community Progress
- **Tell us** about your experience today!



JOIN US!
The Middle Neighborhoods
Community of Practice
(CoP)

The Middle Neighborhoods CoP is an informal, facilitated network of practitioners, researchers and policymakers engaged in revitalizing middle neighborhoods. CoP members share learnings through topical webinars, referrals, site visits, phone calls, and occasional larger group events.

Please join us!

<https://ncst.org/middle-neighborhoods/>

