

Purpose Built Communities

Revitalizing Neighborhoods to
Break the Cycle of Poverty

Friday, November 17, 2017



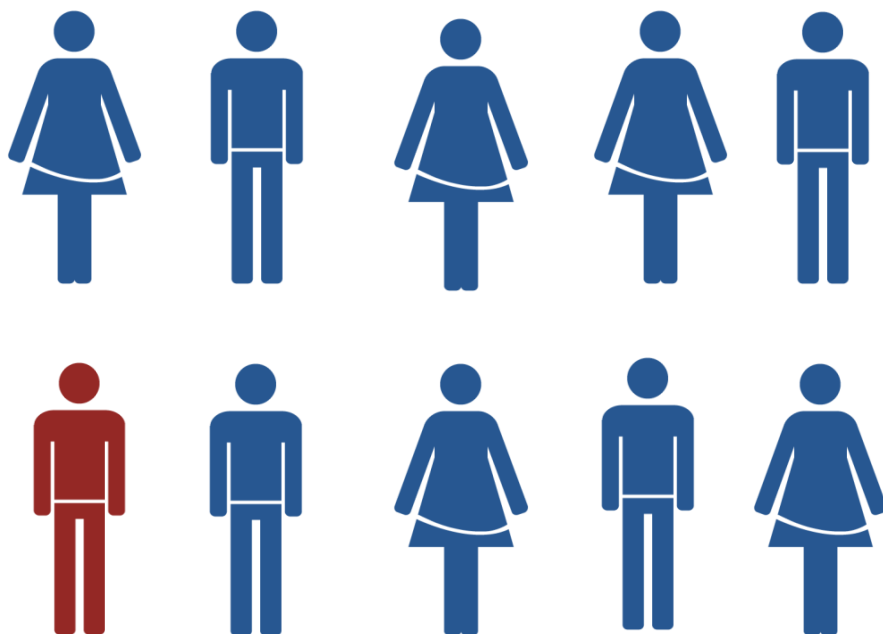
PURPOSE
BUILT
COMMUNITIES

Changing neighborhoods. Changing lives.

Poverty continues to undermine the American Dream

48.8 million Americans live in poverty¹

48.8 million > the entire populations of Canada, Denmark, and Ireland combined



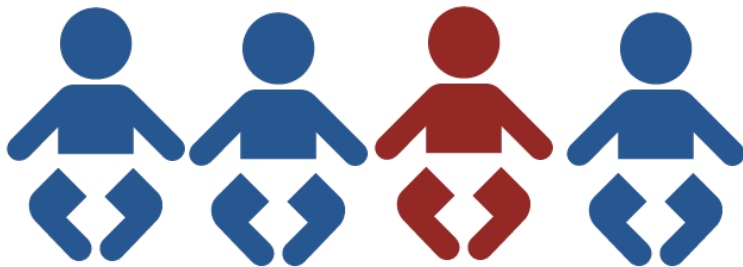
42% of children born to parents in the bottom fifth of the economic distribution remain in the bottom as adults²

23% rise only to the second fifth²

That is more than **1 in 10 Americans**

Children experience poverty at even higher rates

16.1 million children live in poverty



That is 1 in 4 American children



Concentrated poverty: >30% lives below the poverty line

Living in concentrated poverty often has dire implications for children

86 of 3rd graders living in concentrated poverty read below level



That is more than **6 out of 7** children

- 2x as many adults living in areas of concentrated poverty lack a high school diploma
- Residents of areas of concentrated poverty can experience 12 times higher homicide rates.

The human and economic costs of childhood poverty affect everyone.

It is estimated that **childhood poverty...**

Raises health
expenditures by

**\$150
billion**

Raises the cost
of crime by

**\$160
billion**

Reduces productivity and
economic output by

**\$160
billion**

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The total costs to the United States associated with
childhood poverty equals

\$500 billion per

year

Purpose Built Communities is working to break the cycle of poverty

Our holistic approach uses East Lake as a **basis for a model** that has **proven results**



Neighborhood Transformation that is both **physical and human**



- The East Lake Story

- A Model for Success
- Purpose Built Communities Network



East Lake Meadows - 1995



East Lake Meadows - 1995

Safety

- 18x national crime rate
- 90% of families victims of a felony each year
- \$35 million a year drug trade

Housing

- 100% public housing
- 1400 residents in 650 apartments
- 40% of units unlivable

Employment

- 13% employment
- 59% of adults on welfare
- Median income of ~\$4,500

Education

- One of lowest performing schools in Georgia
- 5% of 5th graders meet state math standards
- 30% graduation rate

Villages of East Lake - Present

Safety

- 73% reduction in crime
- 90% lower violent crime

Housing

- High-quality, privately managed housing
- Mixed-income (50% public housing, 50% market rate)
- 1400 residents in 542 apartments

Employment

- 75% employment in public housing, remainder in job training, elderly or disabled
- Median income of ~ \$15k in public housing households

Education

- ~1500 in Pre-K through 10th
- 98% meet or exceed state standards
- A top performing school in Atlanta and the state

- The East Lake Story

- A Model for Success

- Purpose Built Communities
Network



The East Lake transformation gave rise to a replicable model

A Defined Neighborhood



Mixed Income
Housing



Cradle-to-College
Education Pipeline



Community
Wellness

A Strong Lead Organization

Replace concentrated low-income housing with mixed-income housing



Mixed-income housing:

- Ensures high standards in design, development and operation
- Attracts additional public and private investment to the neighborhood
- Destigmatizes the neighborhood



Implement a cradle-to-college education pipeline



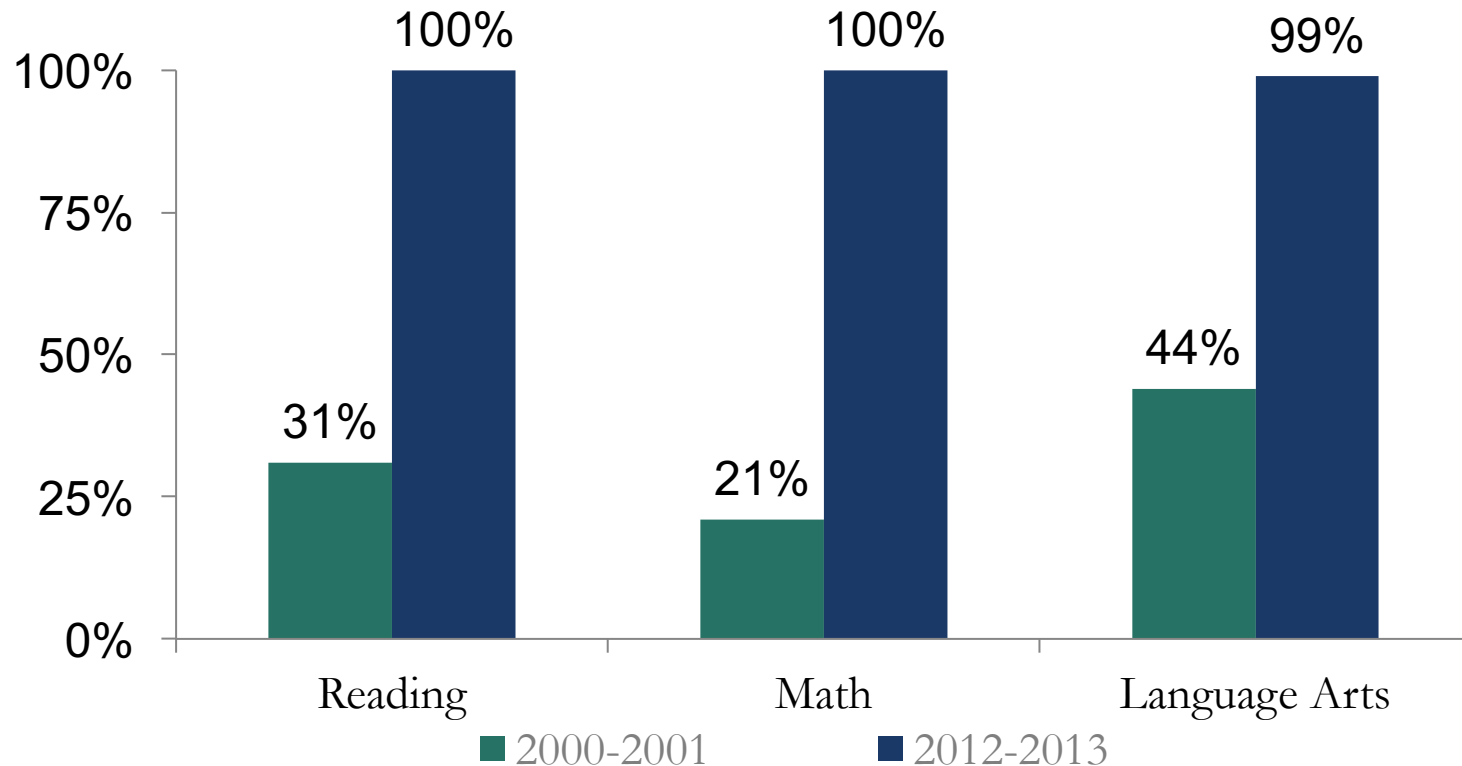
To ensure an effective pipeline:

- Direct control of school
- A neighborhood focus
- Emphasis on high-quality Early Childhood Education
- Seamless coordination between each aspect of the pipeline



Drew students have shown tremendous improvement.

Percentage of Drew 4th graders who meet or exceed standards (2013)



Drew moved from being the **69th ranked** school (last place in 2000-01) in the APS system to the **1st ranked** elementary school and the **3rd ranked** middle school

Source: GA Department of Education (CRCT scores – 2013);.

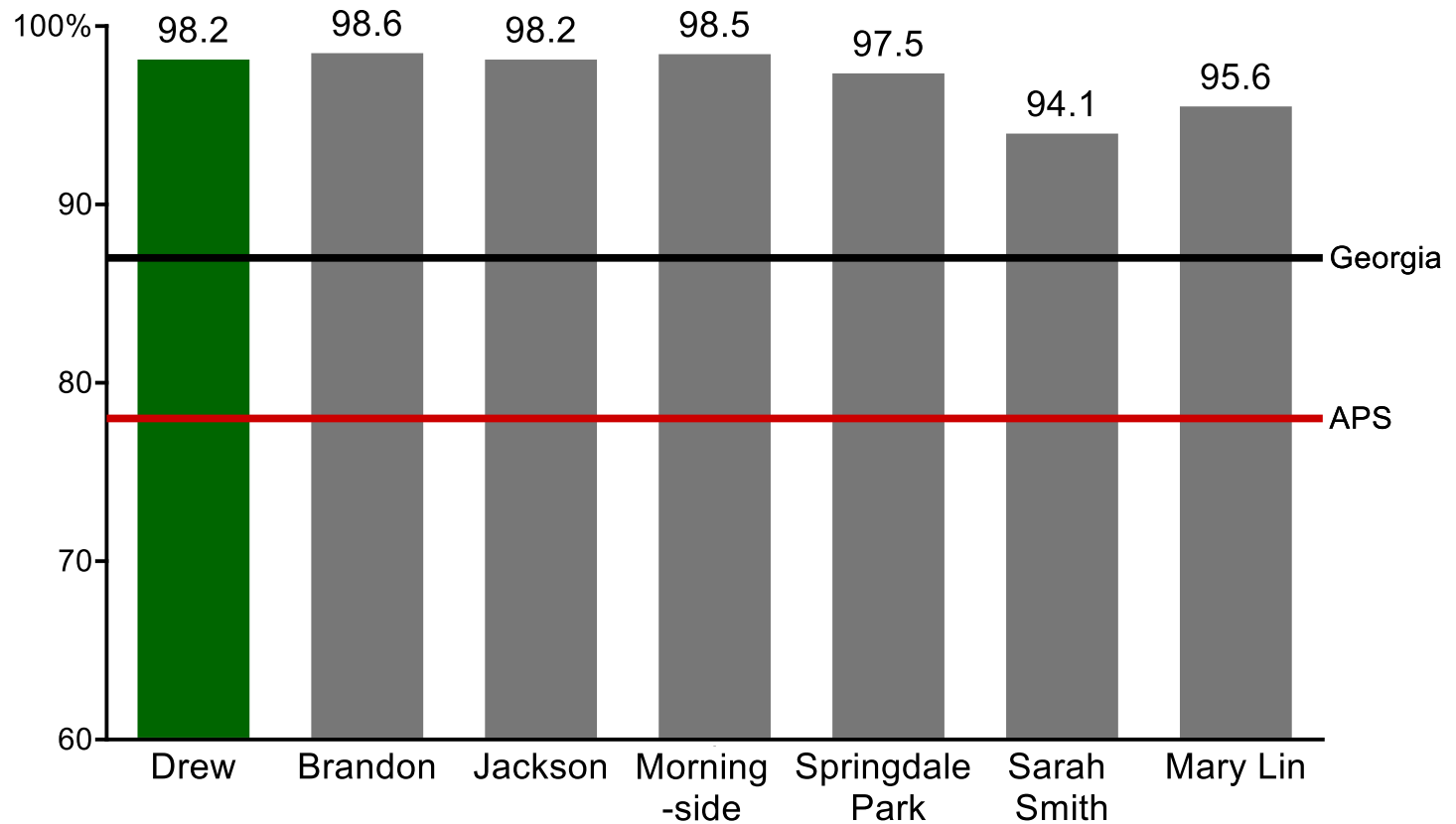
Drew's improvement over time has been consistent, slow and steady.

% Meets or Exceeds on the CRCT

Since 2010, Drew's CRCT performance across all subjects **has reached and maintained the highest levels.**

Drew students perform on par with the highest achieving schools in Atlanta.

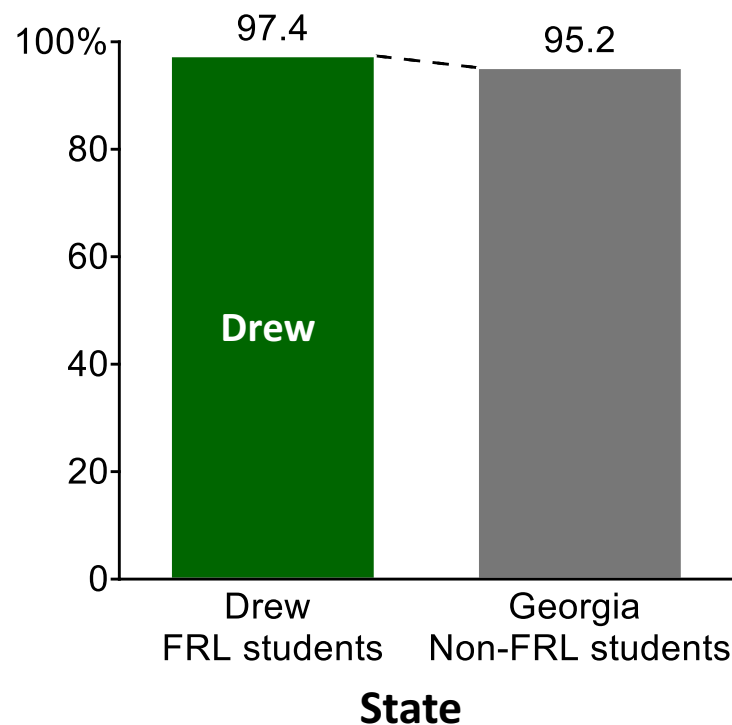
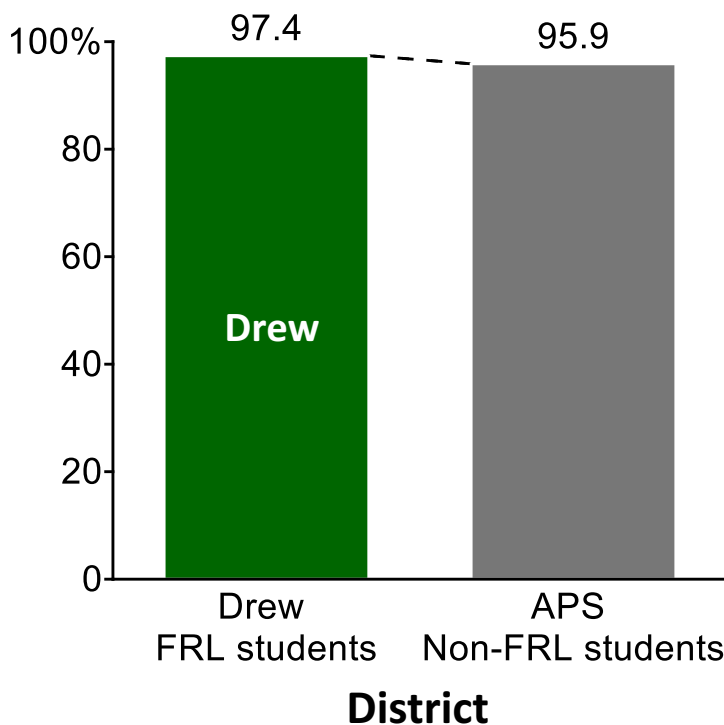
% Meets or Exceeds on the CRCT
Elementary school (grades 3-5), all subjects
2012-3



FRL %	61.7	10.8	7.3	7.8	15.0	19.1	12.5
Average List Price	268K	1.8 M	1.8 M	457K	649K	1.2 M	484K

Drew's FRL students outperform APS and the state's *non-FRL* students, effectively eliminating the achievement gap

% Meets or Exceeds on the CRCT
Elementary School (grades 3-5) all
subjects, 2012-3



Drew is one of only 67 schools of the 1712 schools in Georgia with available CRCT data for which FRL students outperformed the state non-FRL average

Note: 1712 schools with CRCT data includes elementary and middle schools, CRCT assesses students in grades 3 – 8)
Source: GA Department of Education CRCT data, Governor's Office of Student Achievement, 2012-3

The East Lake Difference



Part of a coordinated,
comprehensive
community
revitalization



Foundation of
language and
literacy



High-Quality
Early Learning
Education



Investment in
high quality
teachers and
leaders



STEAM/Project-
Based Learning



Public/Private
Partnerships

The Drew Difference

1. Part of a coordinated, comprehensive community revitalization
2. Focus on literacy
3. High quality early learning education
4. Investment in high quality teachers and leaders
5. STEAM/Project-Based Learning
6. Public/Private Partnerships

Infuse community wellness with top quality amenities and support services



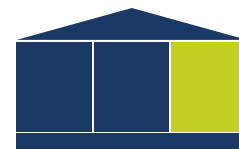
Effective, coordinated programs aligned with community needs enhance the neighborhood's profile and benefit all families



- Job readiness
- Benefits screening
- After school programs
- Tutoring and mentoring
- Community garden



- YMCA recreation and health programs
- Golf programs
- Community social events
- Summer camps

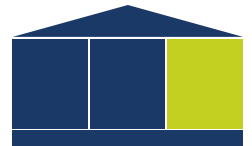


Healthy neighborhoods include facilities that support the community

Health and Wellness Center
(Indianapolis)



Publix grocery



Develop a strong Lead 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**

This is the Purpose Built difference



Success of the model requires the right building blocks



Leadership

- Strong civic/business/faith-based leadership that fully supports Purpose Built's holistic development vision and approach



Housing

- Sufficient multifamily scale for neighborhood transformation
- Economically viable surrounding area (essential to attract market rate residents)
- Sufficient funding resources for affordable component



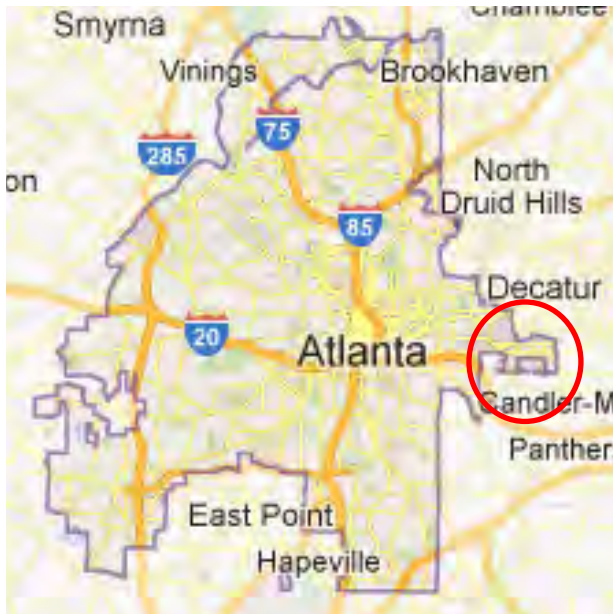
Education

- Potential for direct local control of schools
- Preference for neighborhood children to attend schools



Define a specific neighborhood

Atlanta, GA



East Lake



- The target area of investment (in orange) is less than 1 square mile

Target Area (Orange): Est. Population of ~1400

Area of Impact (East Lake and Kirkwood neighborhoods):

Est. Population of ~12,300

Area of Impact: Racial Demographics 58% African-American, 38% White

Note: Population estimated based on 2010 Landscan data from USAID

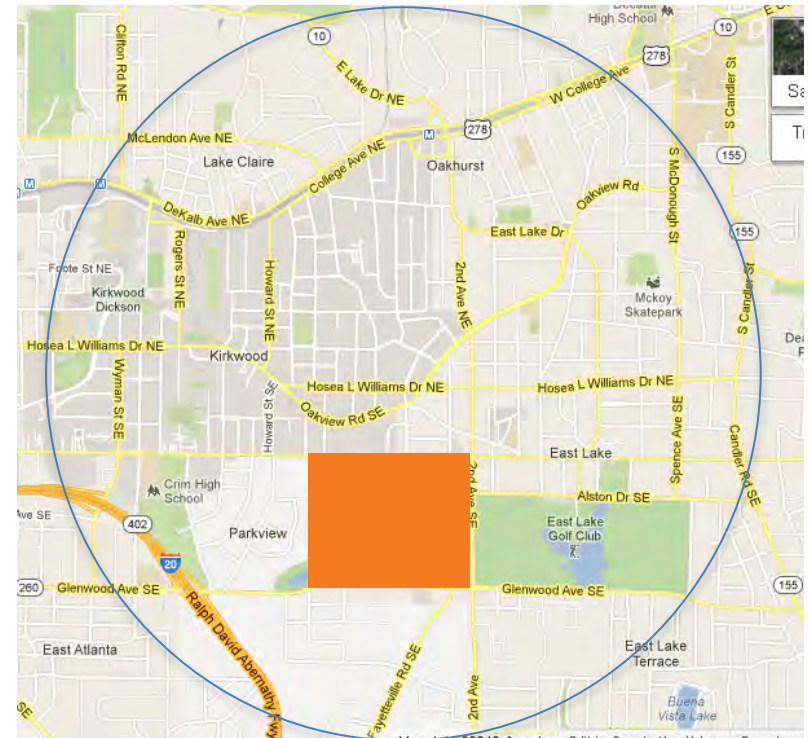
Source: Population estimate from "population explorer" (<http://www.populationexplorer.com/#>)

The impact will spread into the surrounding community

Broader Community

East Lake and the surrounding community saw some \$200M in new private investments in the first 10 years

- Residential and commercial investments:
 - New grocery stores
 - New bank branches
 - New and more varied housing options
 - Neighborhood retail and restaurants



The % gain in existing home prices enjoyed by East Lake residents was 4x larger than that realized by the typical Atlanta home owner

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Two early stage successes indicate the model is replicable: New Orleans

Before

After



- **Lead Organization:** Bayou District Foundation (<http://bayoudistrictfoundation.org/>)
- **Housing:** Master Plan includes 900 mixed-income units (300 public, 300 low-income, 300 market rate) with ~675 built to date
- **Education:** Educare of New Orleans, K-8 public charter school and public high school in pre-development
- **Community Wellness:** Plans include YMCA, grocery store, health clinic, and city park revitalization



Two early stage successes indicate the model is replicable: Indianapolis

Before



After



- **Lead Organization:** Meadows Community Foundation (<http://avondalemeadows.org/>)
- **Housing:** Master plan includes 600 high-quality mixed-income apartment homes and 250 townhomes and single-family homes; 250 apartment homes completed to date
- **Education:** Two of Indianapolis' finest charter schools are in operation
- **Community Wellness:** Plans include a 70,000 sq. ft. multi-use health and wellness center, a full-service grocery store and commercial shops



Purpose Built is helping transform neighborhoods across the country



Formal Network Members

Thank you



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BACK UP SLIDES

Why is the East Lake Education Pipeline so successful?

Part of a coordinated & comprehensive community revitalization effort

Students move through a seamless pipeline within revitalization effort

High quality
early learning

High quality
partners at K-
12 level

Culture of excellence at every level

School Leader

Teachers

Curriculum



Residents were actively involved in the planning process



Engaged in decision-making

Held leadership roles throughout planning

Given first choice for relocation

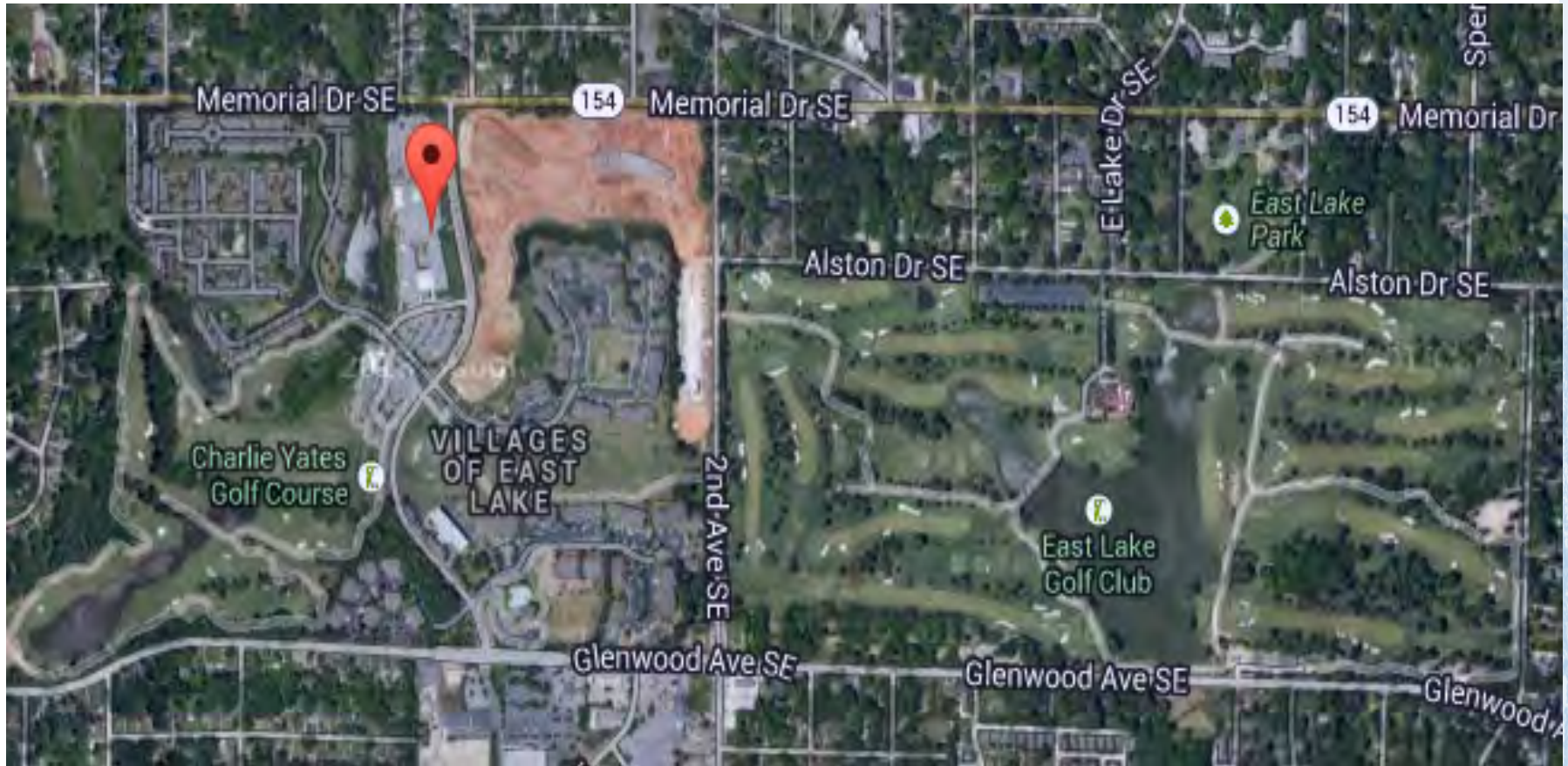
Given priority for new units in housing development



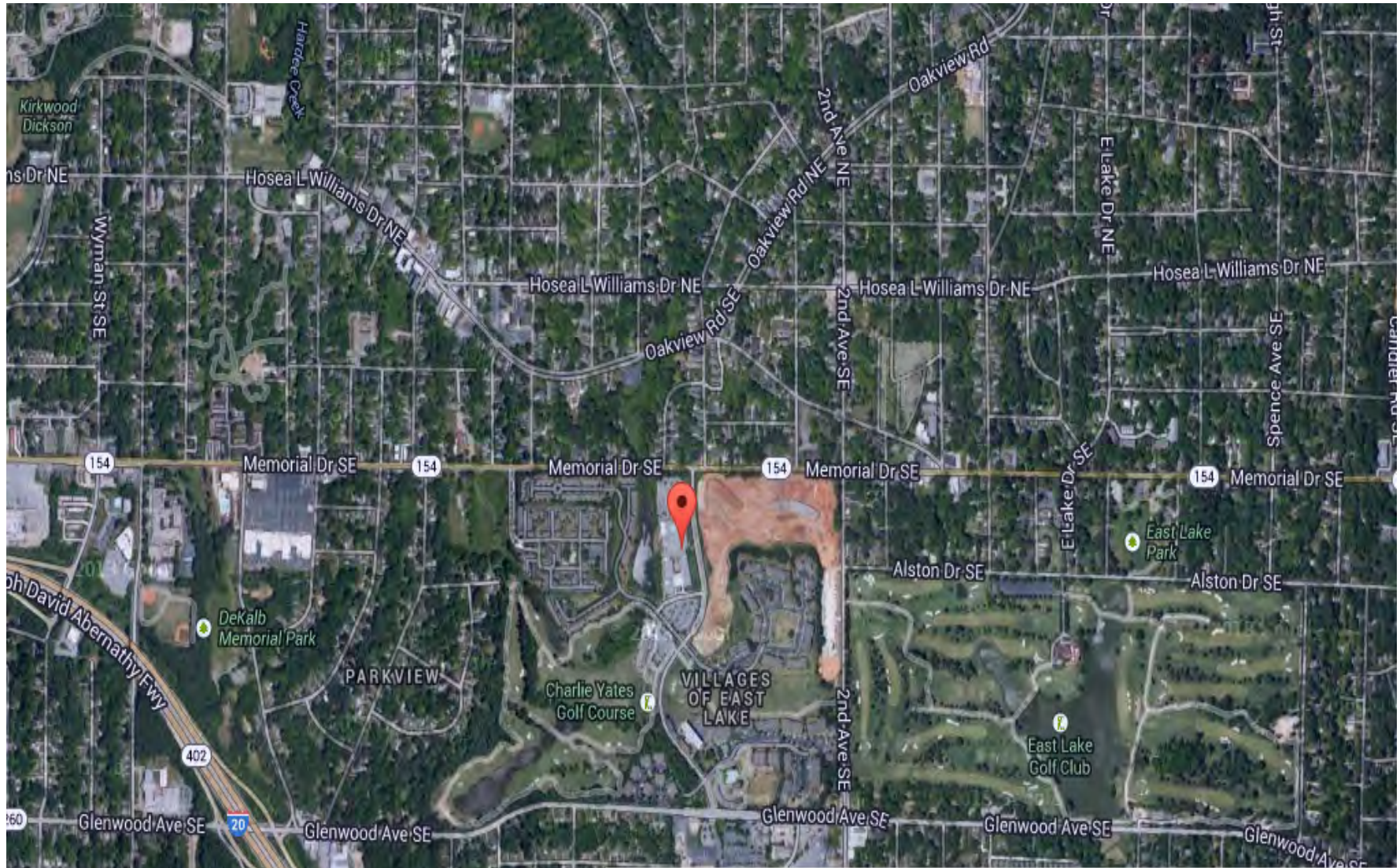
Map of East Lake – Villages



Map of East Lake – East Lake area

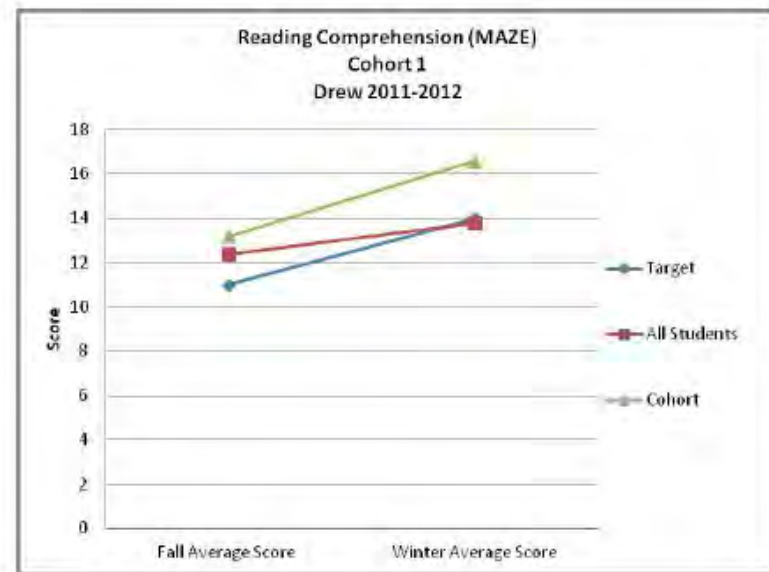
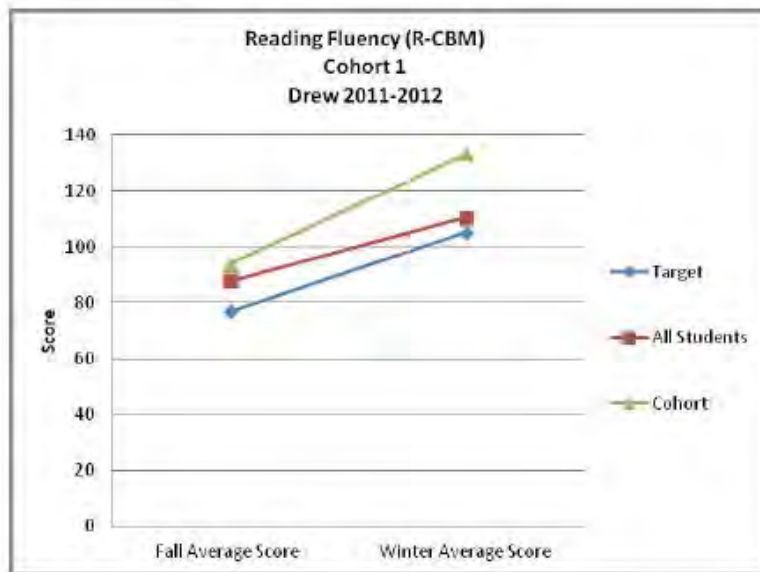


Map of East Lake – Area of Impact



Case Study: Early Learning pipeline prepares students for kindergarten

Children who attended Drew's Pre-K performed, not only **above targets** established by AIMS Web developers, but also **outperformed their peers** in both reading fluency and reading comprehension.



Pipeline leads to a more rigorous and successful K-8 experience

- Kids are better prepared when entering kindergarten and can handle a more rigorous, accelerated curriculum as they move through the school
- Allows for longitudinal tracking of students through the pipeline
- Children continue to improve over time through 8th grade

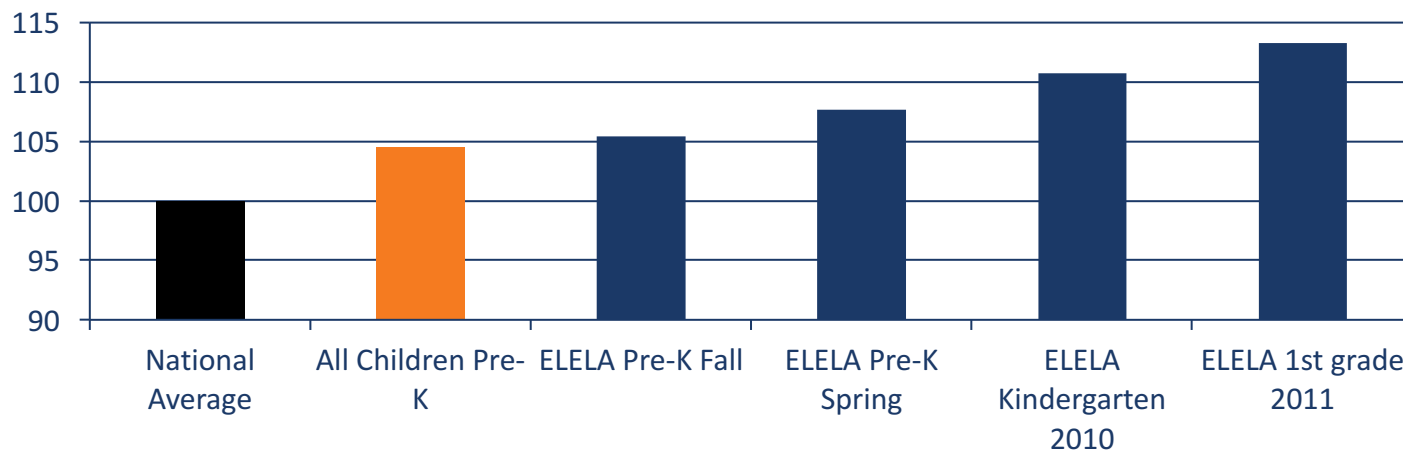
Note: "Cohort" represents students who attended Drew's Pre-K

Source: ELELA report prepared with Rollins Center for language and learning, Fall, 2011



Case Study: Early Learning pipeline fosters a lasting impact

Peabody Picture Vocabulary Test (2009-10)
Average standard score



- On average, children attending East Lake Early Learning Academy scored above the national average on the PPVT-4.
- The children maintained above-average scores and scores have increased annually
- These data illustrate the lasting impact of a quality, language-rich preschool on language development

Note: This is representative of cohort 3 and represents an n of 24
Source: ELELA report prepared with Rollins Center for language and learning, Fall, 2011



East Lake Early Learning – moving beyond East Lake

- Over **300 children on site** ages 6 weeks old through Pre-K (4 years old) annually
- The research and design site for the Rollins Center, impacting over **13,000 students** (birth – 5)



- Training site for all Teach For America Pre-K teachers in the Metro-Atlanta teaching corps
- Rollins Center/Drew online learning modules reach 173 Pre-K and Kindergarten Teach For America teachers in **13 regions** across the country



Drew Before



Drew Charter: 1999-2004

Founding a tradition of excellence

- 1999: Charter approved as first in Atlanta Public Schools
- 2000: School opens as K-5th in temporary facility with 240 students
- 2001: Permanent facility opens, and K-6 doubles in size (adds one grade/year through 8th)
- 2004: First class of 8th graders “graduates”



Drew Charter: 2004-2009

A focus on early learning

- 2004: Charter Renewed (5 year term)
- 2007: Pre-K program opens at Drew
- 2009: 3-year old program opens at Drew



Drew Charter: 2009-2014

Full STEAM ahead

- 2010: STEAM approach begins
- 2011: East Lake Early Learning Academy (birth-3) opens
- 2011: Drew awarded \$1 million Race to the Top Innovation Grant
- 2012: Drew awarded \$750K Race to the Top Innovation Grant (2)
- 2012: Drew received approval from the Atlanta and State Boards of Education for a 5-year charter amendment allowing expansion in grades PK-8 and the addition of grades 9-12
- 2013: Drew broke ground on the Junior & Senior Academies on the Yates Campus
- 2013: Drew welcomed its founding Freshman Class
- 2014: Yates campus opens completing the pipeline