Beyond Sectoral Diversification:
Improving the adaptive capacity of household, neighborhood, and regional economies

Sunaree Marshall
U.S. Department of Housing and Urban Development
Office of Economic Resilience
Ch-Ch-Ch-Changes

Sustainable Housing & Communities

Economic Resilience
Learning from the Ground

HUD Sustainable Communities Grantees, FY2010-2011

Legend
- FY11 Community Challenge Grantees
- FY10 Community Challenge Grantees
- Status
  - FY10 grantee
  - FY11 grantee
A QUICK NOTE ON THINGS I WON’T REALLY TALK ABOUT
Transportation is the second-biggest household budget item after mortgage payments or rent (and exceeds housing costs for many lower-income and rural families)

**Figure 3:** Combined housing and transportation costs make up a larger percentage of household income for lower-income households. Source: Hickey 2012.
Location Affordability Portal

Site objectives:

• Provide consumers with user-friendly information on the combined housing and transportation costs for particular locations

• Enable municipalities, planning organizations, and researchers to access and use this data for planning and research applications

www.locationaffordability.info
National Disaster Resilience Competition

Phase 1
Framing Unmet Recovery Needs, Vulnerabilities, and Community Development Objectives

NOFA PUBLISHED 9/17/2014
PHASE 1 APPLICATION DEADLINE 3/16/2015
PHASE 1 REVIEW PERIOD
PHASE 1 WINNERS ANNOUNCED June 2015*

Phase 2
From Framing to Implementation

PHASE 2 APPLICATION DEADLINE October 2015*
PHASE 2 REVIEW PERIOD
PHASE 2 WINNERS ANNOUNCED December 2015*

Funds Awarded December 2015*

*Note: These dates are tentative and subject to change at HUD’s discretion
WE KNOW PLACES CHANGE
But...

HOW DO PEOPLE ADAPT?
Three Components:

COLLABORATION

DATA-DRIVEN ANALYSIS

ECONOMIC INCLUSION
NEW ORLEANS – LIVABLE CLAIBORNE COMMUNITIES
WHAT THE COMMUNITY SAID:

"Our culture and our identity are the same thing. Our culture is about food, music, art, Indians."

WHAT'S HAPPENING TODAY

Cultural Resources

Data: Claiborne Corridor Cultural Collaborative Study (in process).

- Culinary Arts
- Design
- Entertainment
- Preservation
- Literary Arts and Humanities
- Traditional Practices
- Visual Arts and Crafts
- Multiple cultural resources of the same kind are present on the same block

Source: City of New Orleans
A disproportionate number of Claiborne Corridor residents live below the poverty level, are out of work, have no high school diploma, and are faced with limited access to quality jobs, transportation, and a safe place to live.

Source: Livable Claiborne Communities Initiative
The Opportunity

- Majority of LCC employment growth will be in the health care sector
- 30% of LCC residents of working age do not have a high school diploma
- A high school diploma qualifies someone for 35% of the jobs in health care field
- 2 more years of school give access to 85% of health care jobs

“$5 billion in current and future investment [in the Corridor]. These investments will attract thousands of new jobs to the area”
A Comprehensive Picture of Resilience

Community Goals for the Future: Equitable Access to Economic Prosperity

Community Goals for the Future: Preservation of Culture and Identity

Community Goals for the Future: Managed Change to Benefit the Existing Community

Community Goals for the Future: Sustainable Solutions for the Flood-prone Environment

Community Goals for the Future: Enhanced Transportation Choice and Access

Source: City of New Orleans
Cultivating Community Collaboration

INVESTING IN MANUFACTURING COMMUNITIES PARTNERSHIP
COLLABORATION
Production in the Innovation Economy

http://web.mit.edu/pie/
“The carpet and rug market began to erode with cheaper imports in the mid-twentieth century....Yet through the turbulence, the industry has been a champion of its own resurgence.... Today’s efforts focus around sustainable manufacturing...
“Although the Finger Lakes region has lost many manufacturing jobs, it has retained most of the resources that supported its industrial output. These include a highly skilled workforce, world-class educational institutions, a large network of precision machine shops, and an extensive physical infrastructure.”

Source: City of Rochester
Questions?

Sunaree Marshall
U.S. Department of Housing and Urban Development
Office of Economic Resilience
Sunaree.K.Marshall@hud.gov
202-402-6011