



USI | URBAN STRATEGIES, INC.

NOVEMBER 30 -  
DECEMBER 2, 2022  
FORT MYERS, FL.

# CHOICE MEANS CHOICE CONFERENCE

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ANCHORING EQUITY AND CULTURE

NOVEMBER 30 - DECEMBER 2, 2022

FORT MYERS, FLORIDA

#CMCFTMYERS22

# Keynote Speakers



**“It is hard to argue that housing is not a fundamental human need. Decent, affordable housing should be a basic right for everybody in this country. The reason is simple: without stable shelter, everything else falls apart.”**

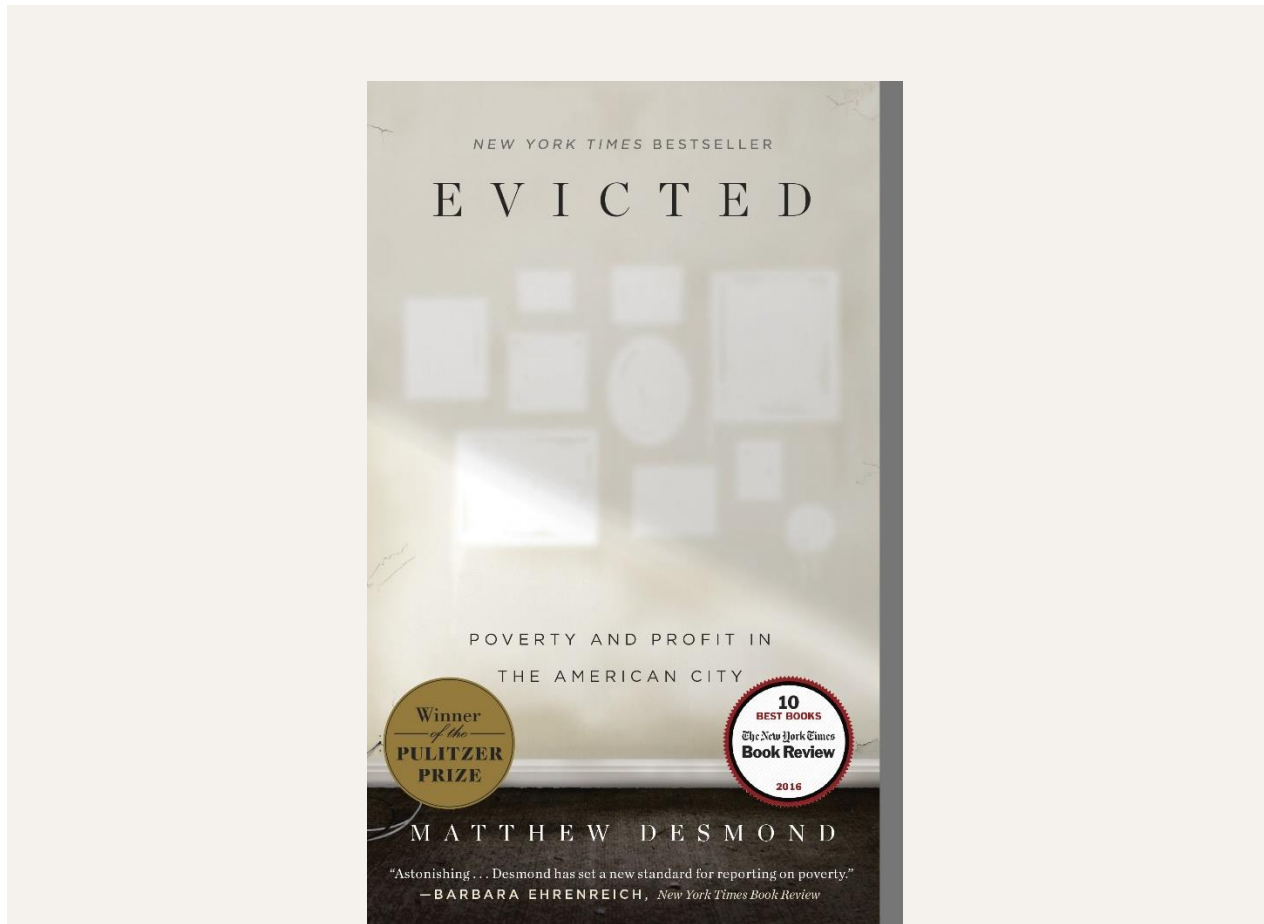
**–Matthew Desmond**

MacArthur “Genius” Matthew Desmond’s Pulitzer Prize winning bestseller *Evicted: Poverty and Profit in the American City* draws on years of embedded fieldwork and painstakingly gathered data to transform our understanding of inequity and economic exploitation in America. In addition to the Pulitzer, *Evicted* won the National Books Critics Circle Award, the Andrew Carnegie Medal, the PEN/John Kenneth Galbraith

Award, the Heartland Prize, and more, and was named one of the Best Books of 2016 by nearly three dozen outlets, including *The New York Times*, *The Washington Post*, *The Boston Globe*, and *The Wall Street Journal*.

Desmond is the founder and Principal Investigator of Princeton’s [Eviction Lab](#). Desmond launched the Eviction Lab in 2017 after conversations with renters and policymakers convinced him that collecting national data on eviction would help answer fundamental questions about residential instability, forced moves, and poverty in America. In 2018, they published the first-ever national dataset of evictions in America, collecting millions of data points going back to 2000. In 2020, in response to the COVID-19 pandemic and the economic devastation it brought to millions, the Eviction Lab recognized that the broader and longstanding issue of income and housing insecurity had quickly become paramount to the health of an entire nation. To better understand the steps states have taken to prevent homelessness during and after the pandemic, the Eviction Lab released the [Eviction Tracking System](#) (ETS), which monitors eviction filings in real time across a set of American cities, and, in partnership with Columbia Law School Professor Emily Benfer, a [policy scorecard](#) for each state, distilling the contents of thousands of newly-released emergency orders, declarations, and legislation into a clear set of critical measures included in, and left out of, state-level pandemic responses related to eviction and housing.

For more information on Matthew Desmond, please visit him on [Twitter](#), at [justshelter.org](#) and [evictionlab.org](#).





Dr. Michael McAfee became President and CEO of PolicyLink in 2018, seven years after becoming the inaugural director of the [Promise Neighborhoods Institute at PolicyLink](#). His results-driven leadership, depth of knowledge about building and sustaining an organization, and devotion to serving the nation's most underserved populations made him the obvious choice to lead the 20-year-old PolicyLink as [Angela Glover Blackwell](#) transitioned to founder in residence.

During his time at PolicyLink, Michael has played a leadership role in securing Promise Neighborhoods as a permanent federal program, led efforts to improve outcomes for more than 300,000 children, and facilitated the investment of billions of dollars in neighborhoods of concentrated poverty. He is the catalyst for a new and growing body of work – [corporate racial equity](#) – which includes the first comprehensive tool to guide private-sector companies in assessing and actively promoting equity in every aspect of their company's value chain. Michael carries forward the legacy to realize the promise of equity – just and fair inclusion into a society in which all can participate, prosper, and reach their full potential. His legacy will lie in his efforts to stand in transformative solidarity with others, collectively charting a course to Win on Equity. He is building a well-planned, well-coordinated, well-executed, and sustained campaign that frees America's democracy from the oppressive blend of patriarchy, capitalism, and racism.

Michael lives in the Oakland Hills with his wife, Maja, and their two Brussels Griffons (Gigi and Griff). He is an avid off-road hiker and practitioner of yoga.

## Getting to Ft. Myers, Florida!

**Fort Myers** is located in Florida between Miami and Tampa.

Tourists will find amazing beaches and cultural nights, festivals, theatres, and more, always with a good temperature that allows people to enjoy all the city has to offer.

The main airport near Fort Myers Beach is Southwest Florida International Airport (RSW - 11000 Terminal Access Rd., Fort Myers, FL 33913). **RSW Airport** is located approximately 10 miles southeast of Fort Myers, United States.

Visitors can also travel to [Page Field - Southwest Florida, Punta Gorda Airport](#), Rosa Parks Transportation Center, or the [Fort Myers Station of Amtrak](#).

From **RSW Airport** the following transportation options available:

- Bus: There is public transportation available at Fort Myers Airport.
  - [See more information](#) on Bus Route 50
- Rideshare: Get to Fort Myers city center in just 20 minutes by taxi.
  - [See more information](#) on Taxi and Rideshare options
- Car Rental: Renting a car at Fort Myers Airport is a good idea to move around.
  - [See more information](#) on renting for #CMCFTMYERS22

## [Arrive at the Luminary Hotel & Co., Autograph Collection](#)

While you're in town for the #CMCFTMYERS22 convening, enjoy the following hotel amenities:

- Bicycle Rental - \$10
- Convenience Store
- Daily Housekeeping
- Dry Cleaning Service
- Fitness Center
- Gift Shop
- Outdoor Pool
- Restaurant
- Room Service
- Sustainability
- **Check-in:** 4:00 pm
- **Check-out:** 11:00 am
- **Smoke-Free Property**
- [See Accessibility Features](#)
- Pet Policy - Pets Not Allowed
- Parking
  - On-Site Parking
    - Daily: \$15
    - Hourly: \$1
  - Valet
    - Daily: \$23
- Off-Site Parking
  - City of Palms Parking Garage,
  - No In and Out Privileges

[King Chaise Lounge, Partial River View](#)  
[Double, Two Queen, Partial River View](#)  
[Studio King Suite, Partial River View](#)

## Frequently Asked Questions

### 1. How much does the Choice MEANS Choice cost?

There is no cost to attend the convening. However, the cost of lodging, travel and some meals will need to be covered by the attendee.

### 2. Where should interested parties confirm their participation?

Click the link (<https://www.communitiesofchoice.com/>) to register for the 2022 Choice MEANS Choice convening, and while you're there, register for the communities of practice!

#### **[Book your group rate for Choice MEANS Choice 2022 Conference](#)**

*(Conference dates are November 30 - December 2, 2022)*

**The deadline for booking lodging is November 1, 2022**

### 3. How many participants can attend from our grant?

We ask that grantees limit participants to **5-6** individuals. Those individuals can include but are not limited to People, Neighborhood, Housing, and Resident/Youth leaders.

### 4. Can grantees share or present at the conference?

Yes, after a Call for Proposals, many CNI grantees have submitted and confirmed participation in presentations and panels.

In 2019, USI hosted an exhibit on the history of Redlining for conference participants.

This year, we will host a "Display Museum" and welcome all grantees with redevelopment photos with relevant data, presentations or exhibits relevant to the history of redevelopment to contact Erika Wilson at [COC@urbanstrategiesinc.org](mailto:COC@urbanstrategiesinc.org) to display their contributions at the convening.

The youth of Green Garden Bakery have already confirmed their booth.

### 5. Will there be Photography and Videography at the conference?

Yes, there will be an Official Photographer and Videographer as well as recorded sessions for partners, team members, and developers unable to attend in person. These sessions will also be available for in-person conference attendees that wish to revisit discussions or to view sessions they missed.

## Choice MEANS Choice Amenities and Conference Options

### **Dinner Options**

The City of Ft. Myers has an array of options within walking distance of the hotel, and we welcome you to join us in tasting the best cuisines of the city. Breakfast and Lunch is provided with your convening registration.

### **Ft. Myers Site Tour and Groundbreaking Celebration**

To celebrate the transformation taking place in Ft. Myers, the City of Ft. Myers, Ft. Myers Housing Authority, and esteemed guests welcome Choice Neighborhood grantees to join in the celebration happening in the Greater Dunbar community. Transportation will be provided. We ask that attendees make a note on the registration form if they intend to participate in the tour and celebration.

### **Sunrise Walk**

This is open to attendees of all ages to join change leaders at the best time of day, sunrise!

### **Welcome Reception**

Cheers and welcome to the Choice MEANS Choice: Anchoring Equity and Culture convening

### **Yoga**

If sunrise is a bit too early for you, how about a mindful session of yoga? Practice with CNI grantees as we prepare to further equitable results for communities across the country.

### **Youth**

For the young leaders joining the conference, we haven't forgotten about you and welcome you to network with other young leaders in attendance through youth-designed activities. We are requesting that youth between the ages of **14 – 18 years** are registered for the conference.

[Green Garden Bakery](#) youth of USI Minneapolis' Heritage Park Community will serve as Conference Ambassadors taking over the USI social media, capturing footage of the conference from their unique vantage point (join them by using #CMCFTMYERS22), hosting an after-conference event on Thursday, December 1, selling their products and swag in our *Display Museum*, and moderating a panel on Day 2.

**Wednesday, November 30, 2022**

8:00 AM

***Philanthropy Breakfast***

Location: Collaboratory  
2301 Jackson St. Fort Myers, Florida 33901

Overview: Opportunity for philanthropic organizations to meet with HUD Choice Neighborhood team members to the roles and future of philanthropy and the federal government in equitable development.

Invite Only.

10:00 AM

***Developer Roundtable***

Location: Collaboratory  
2301 Jackson St. Fort Myers, Florida 33901

Overview: Opportunity for local and national affordable housing developers to meet with HUD Choice Neighborhood team members to discuss the future of the program and the current state of affordable housing.

Invite Only.

1:30 PM

**Ft. Myers Site Tour**

4:00 PM

**Groundbreaking Celebration**

5:00 PM

**Welcome Reception**

Location: Collaboratory  
2301 Jackson St. Fort Myers, Florida 33901

Overview: Opportunity to nosh on great food, listen to local music and meet new people.



**Thursday, December 01, 2022**

5:30 AM **Sunrise Walk**

6:30 AM **Yoga** led by a certified yoga instructor  
Location: Luminary Hotel & Co, Ft. Myers, FL  
Self-Care is important. We hope you will join us as we connect.

7:30 AM **Breakfast and Registration**  
Location: Luminary Hotel & Co, Ft. Myers, FL

8:30 AM **Welcome**  
Mayor, City of Fort Myers  
U.S. Department of Housing & Urban Development

9:00 AM **Keynote - [Dr. Matthew Desmond, Author, Founder, and Principal Investigator of Princeton's Eviction Lab](#)**

10:15 AM **Session One**

	PEOPLE	Strategies of Economic Mobility
	PEOPLE	PERC
	NEIGHBORHOOD	CCI Innovation
	HOUSING	Creative Financing

**PRIVATE SESSION WITH DR. MATT DESMOND**

11:45 AM **Break**

12:00 PM **Choice Chat** with Esther Shin, President of USI

**12:30 PM Lunch\***

1:30 PM **Session Two**

	PEOPLE	Wealth Creation and Systems Change
	EDUCATION	Superintendents' Panel
	NEIGHBORHOOD	Resident and Outreach Engagement
	GENERAL	Proactive Alignment and Trust Building

3:00 PM **Break**

3:15 PM **Session Three**

	PEOPLE	Addressing Community Violence PT2
	GENERAL	Radical Love
	HOUSING	Stimulus/Tax Credits Funding
	NEIGHBORHOOD	Art, History, and Placemaking

**Friday, December 2, 2022**

5:30 AM **Sunrise Walk**

6:30 AM **Yoga** led by a certified yoga instructor

Location:

Overview: Self-Care is important to this work. We hope you will join us as we connect.





7:30 AM **Breakfast and Registration**

Location: Luminary Hotel & Co, Ft. Myers, FL

8:30 AM **Keynote - [Dr. Michael McAfee, President, and CEO of PolicyLink](#)**

10:00 AM **Break**

10:15 AM **Session Four**

- |   |                          |
|---|--------------------------|
|  PEOPLE    | Eviction Prevention      |
|  EDUCATION | Youth Voice Fireside     |
|  GENERAL   | Successful Relocation    |
|  GENERAL   | Post Revitalization NOLA |

11:45 AM **Break**

12:00 PM **Lunch and Learn with Ms. Joann Bland**

1:30 PM **Session Five**

- |   |                                  |
|---|----------------------------------|
|  HOUSING   | Affordable Housing of the Future |
|  EDUCATION | Youth Voice and Community        |
|  GENERAL   | Successful Reoccupancy           |

3:00 PM **Break**

3:15 PM **Closeout**