

Creating Neighborhoods of Choice through Reinvestment

Principal	The Work of Neighborhood Reinvestment is to:
1. A neighborhood is defined primarily by those who live there. This definition is fluid and varies by the different groups and sub neighborhoods in the neighborhood.	Acknowledge the variety of population groups and locally-defined boundaries, and to develop strategies that respond to those demographic and geographic sub neighborhood areas.
2. The condition of the neighborhood is the sum of past and current choices.	Influence choices to create positive change.
3. Neighborhoods compete for public resources, private investment, and political influence, but most of all, neighborhood compete for the choices of households to live, stay and invest in a particular neighborhood.	Make neighborhoods more competitive at all levels, but especially in attracting and/or retaining households with choices among many neighborhoods and investment behaviors.
4. A neighborhood that is healthy enough to attract positive investment choices by current residents, homebuyers, financial institutions, and others has a market where property values appreciate in a way that supports such economic choices. In a very hot real estate market, property value may be less a concern than maintaining housing quality or securing permanently affordable housing options.	Define a property appreciation outcome appropriate to the local market, design strategies that support that outcome and create an environment where it makes economic sense to invest time, money, and energy in the neighborhood.
5. The health of a neighborhood is determined in part by the degree of confidence neighbors and others have in the future of the neighborhood. Confidence is reflected in the rang of social, financial, civic, and time investments people make, regardless of income levels.	Directly aim strategies at building confidence and, thereby, influencing investment behaviors.
6. The process of change in a neighborhood (i.e., what people mean when they talk about their neighborhood getting “better” or “worse”) is set by how people “read” who’s moving in and who’s moving out.	Recognize this pattern and to address current and potential investment and disinvestment.
7. Social disinvestment in a neighborhood precedes financial disinvestment.	Recognize this pattern and address both kinds of disinvestment.
8. A successful neighborhood reinvestment approach represents more than just the sum of individual projects. Reinvestment won’t happen with only a project focus and can actually be undermined by such an approach.	Read the way people perceive and make decisions about the neighborhood and their roles in it and deliver strategies to address that logic – as opposed to only seeing a few abandoned buildings and potential tax credits.
9. Description is everything in reinvestment. How you describe the neighborhood and your work will have an enormous impact on the investment you engender.	Be conscious and vigilant about describing the neighborhood and our work only in ways that inspire confidence and investment.
10. Money follows the vision. When we have compelling vision for real neighborhood change, the resources will follow. Many people will pay for a more expensive strategy if it is a compelling strategy that clearly deals with outcomes rather than activities.	Discontinue self-limiting beliefs, create a vision and strategy that will accomplish revitalization outcomes and seek funding from sources that support that vision and strategy.