



PURPOSE  
BUILT  
COMMUNITIES

# A Resident-Centered Approach to Neighborhood Revitalization

The Purpose Built Model for Impact

# Our Vision

Every neighborhood will be a pathway to opportunity and prosperity for the people who call it home.



Lift Orlando, Orlando, FL  
Photo courtesy of Angela Gallo Photography



# Our Mission

Purpose Built Communities combines the best of practice, policy, and research in housing, education, community wellness, and economic vitality to help neighbors and local leaders create pathways to prosperity for all residents. Through this approach, **it is our mission for residents to experience greater racial equity, improved health outcomes, and increased upward mobility** in their neighborhoods.

# What We Do – Purpose Built and the Network

Purpose Built Communities coaches, connects, resources, and convenes local member organizations to demonstrate evidence of the model's impact.

Our Network Members – local community quarterback organizations – execute the work at the neighborhood level and contribute to the health and vitality of the whole Network.

Purpose Built also works with others to strengthen the field of place-based partnerships.



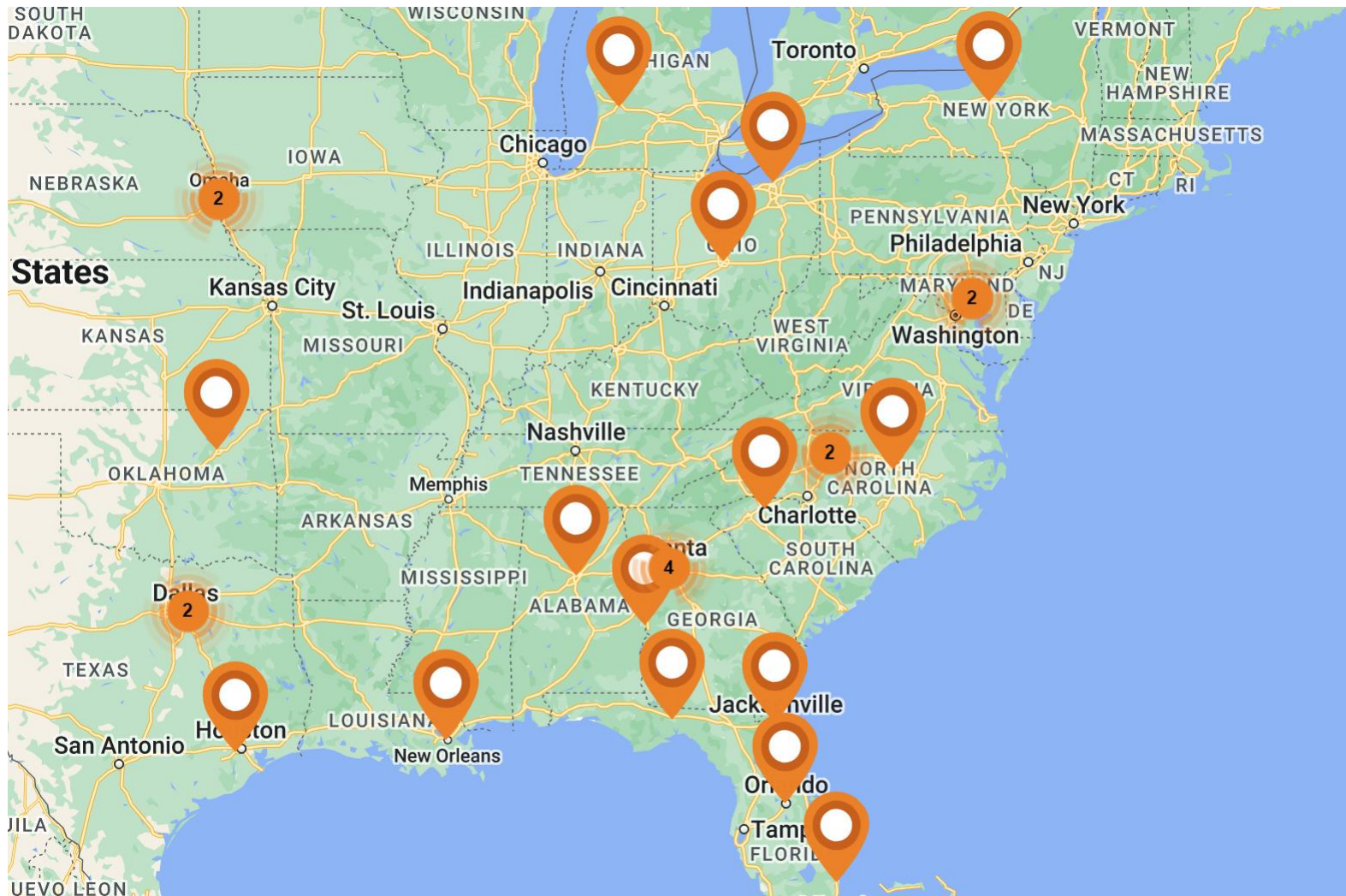
# How We Do Our Work

Purpose Built is a close strategic adviser and hub of expertise and knowledge for Network Members and their key stakeholders. We provide them with:

- A model framework for impact
- Metrics and milestones to guide their revitalization journey
- A community of practice for them to learn and share knowledge alongside their peers
- Access to national and local strategic partners to help accelerate their work



# Purpose Built Communities Network



Network Members in 14 States

- Alabama
- Delaware
- Florida
- Georgia
- Louisiana
- Maryland
- Michigan
- Nebraska
- New York
- North Carolina
- Ohio
- Oklahoma
- South Carolina
- Texas

25+ Network Members  
in 20+ Cities

# A NEIGHBORHOOD MODEL FOR PEOPLE AND PLACE

MIXED-INCOME  
HOUSING



CRADLE-TO-COLLEGE  
EDUCATION



COMMUNITY  
WELLNESS



COMMUNITY  
QUARTERBACK  
ORG

ECONOMIC  
VITALITY



COMMUNITY  
CENTER



BANK

CAFE

# What We Know

## 1. Racial equity must be a strategic priority and core value

The policies and practices that shaped our country shaped neighborhood design. That design is drawn along the lines of race.

## 4. What we say and how we present this work is a moral imperative

Language matters and has the power to shape perceptions about people and place.

## 2. Resident voice and power must guide the work

This is the fundamental way we advance racial equity – ceding power to the people most knowledgeable about their neighborhood.

## 5. Wealth building is fundamental to economic vitality

To build wealth is to own assets, so our model includes meaningful opportunities for ownership, including homes and businesses.

## 3. A strong community quarterback organization is essential for success

These leaders work alongside residents and partners to be the constant and connector to assure equity and excellence in execution.



Woodlawn United, Birmingham, Alabama



# Purpose Built Communities Model Elements

MIXED-INCOME HOUSING	CRADLE-TO-COLLEGE EDUCATION PIPELINE	COMMUNITY WELLNESS	ECONOMIC VITALITY	COMMUNITY QUARTERBACK ORGANIZATION
<ul style="list-style-type: none"> <li>• New, mixed-income multi-family rental housing</li> <li>• New single-family housing at a variety of price points</li> <li>• Mitigation of displacement by supporting legacy residents who want to remain</li> </ul>	<ul style="list-style-type: none"> <li>• Early learning through 12th-grade high-quality, neighborhood-serving centers and schools that allow students to have opportunities of their choice post-high school graduation.</li> <li>• Out-of-School Time Youth Services</li> </ul>	<ul style="list-style-type: none"> <li>• Programs and spaces that support residents' physical and mental well-being.</li> <li>• Environment and opportunities that foster a sense of belonging</li> <li>• Resonant community gathering spaces</li> </ul>	<ul style="list-style-type: none"> <li>• Strong neighborhood ecosystem to attract investments that will create a thriving commercial core</li> <li>• Provide residents with access to opportunities for meaningful work</li> </ul>	<ul style="list-style-type: none"> <li>• Strong, collaborative backbone organization to implement the model</li> <li>• Cultivates an ecosystem of high-capacity collaborative partners who advance transformational efforts, keeping residents central in the process.</li> </ul>



# Cross-Sector Partnership and Collaboration are Essential to Implementing the Model

## Mixed-income housing partner examples

- Public housing authority
- Multi-family housing developer
- Single-family housing developer

## Cradle-to-college education pipeline partner examples

- Public school system
- Charter management organization
- Early learning provider

## Community wellness partner examples

- YMCA or B&GC
- Health system or hospital
- Grocery store

## Economic Vitality partner examples

- Main Street development agency
- Financial institution
- Business incubator / entrepreneurship center



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# Questions