



# NICK SPITZER: CONTINUITY IN NEW ORLEANS THROUGH CREOLE CULTURE

On Oct. 4, 2010, Penn IUR presented “New Orleans 5 AD: No Waterline on Culture,” a talk from Tulane anthropology and American studies professor Nick Spitzer at the Penn Museum. Spitzer hosts the public radio show *American Routes*, and he used the occasion of his Philadelphia visit to broadcast an entire show dedicated to the sounds of the City of Brotherly Love.

At the Penn IUR event, Spitzer quoted legendary New Orleans musician, composer, and producer Allen Toussaint from an interview conducted two weeks after Hurricane Katrina: “There is no waterline on the spirit. There is no waterline on the soul.” In the spirit of his radio show, slides and segments of interviews and music wove in and out of his lecture to illustrate the cultural “Creolization” that runs throughout New Orleans music and architecture.

With music and interview clips that show-

cased the sound and flavor of the city, Spitzer unveiled long-running traditions between unions of tradesmen, along with the more well-known and celebrated traditions of the social aid and pleasure clubs, and the Mardi

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## Spitzer interviewed “Mix Master Mike” Nutter, the ’70s-disco-DJ-turned-mayor who got his start spinning records as an undergrad at Penn.

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Gras Indians. Just as local music played a role in bringing tourism back to New Orleans after the most recent catastrophe, Spitzer explained, the African-American social aid and pleasure clubs have helped members recover from their own financial hardships, health-

care costs, funeral expenses, and challenges from a century of hurricanes.

A month later public radio listeners around the country were treated to “Philadelphia Sounds,” an entire episode of *American Routes* featuring the music of city musical icons. During two hours that included recordings from such Philadelphia-bred artists as Hall & Oates, Nina Simone, John Coltrane, and Chubby Checker, Spitzer interviewed local musical fixtures including Questlove of the Roots (the groundbreaking hip-hop artists who now perform as Jimmy Fallon’s house band on *Late Night*), Jerry “the Geator with the Heater” Blavat, and even “Mix Master Mike” Nutter, the ’70s-disco-DJ-turned-mayor who got his start spinning records back when he was an undergrad at Penn.

The entire episode is available online at [americanroutes.publicradio.org/archive](http://americanroutes.publicradio.org/archive) (show date: Nov. 3, 2010). 

## UPCOMING EVENTS

visit [www.penniur.upenn.edu](http://www.penniur.upenn.edu) for more details and to register.

### FEBRUARY 2

#### Penn IUR Urban Scholarship Event

##### Ph.D. Spring Reception

Meyerson Hall, G-12. 4:30-5:30pm.

Cosponsored by Penn IUR and Penn’s Urban Studies program, the Penn Urban Doctoral Reception introduces urban-focused doctoral candidates from the entire university and their faculty advisors.

### FEBRUARY 2

#### Water and the City Seminar Series

##### Urban Dilemmas of Natural Disasters

Meyerson Hall, Upper Gallery. 6-7:30pm.

Cosponsored with the Center for Public Health Initiatives, this panel discussion will explore the effects of natural disasters on urban places. Speakers will address a variety of issues including if and how to rebuild and the impact on public health, services, and infrastructure, including water systems. Featuring Ed Blakely, Professor of Urban and Regional Planning at the University of Sydney and former Executive Director of Recovery Management for the City of New Orleans, and Eugénie Birch, Co-Director of the Penn Institute for Urban Research and Co-Editor of *Rebuilding Urban Places: Lessons From Hurricane Katrina*.

### FEBRUARY 10

#### Penn IUR Urban Scholarship Event

##### MUSA Open House

Meyerson Hall. Go to [www.penniur.upenn.edu](http://www.penniur.upenn.edu) for details.

Anyone interested in learning more about the Master of Urban Spatial Analytics (MUSA) graduate program is welcome to attend this open house. Activities include open classes and discussions with the academic director and other faculty. For more information please email Sarah Cordivano, MUSA Program Assistant, at [sarahcor@upenn.edu](mailto:sarahcor@upenn.edu). For more information about the program visit [www.design.upenn.edu/urban-spatial-analytics](http://www.design.upenn.edu/urban-spatial-analytics).

### FEBRUARY 28

#### Penn IUR Public Interest Series

##### Book Talk: *Global Urbanization*

*The Living Room, the Inn at Penn*. 5:30-7pm.

Authors in this collection reflect on the fact that in 2007, for the first time in history, more than half of the world’s population lived in urban areas, many of which are severely underserved with regard to basic necessities for shelter, social services, and employment. This volume describes the demographic, analytic, and policy resources necessary to meet these emerging global challenges. The event will be followed by a book signing and reception.

### APRIL 6

#### Penn IUR Public Interest Series

##### Book Talk: *Neighborhood and Life Chances: How Place Matters in Modern America*

*The Living Room, the Inn at Penn*. 5:30-7pm.

Cosponsored with Penn Press and the Federal Reserve Bank of Philadelphia, this Public Interest Series event will feature contributors to this collection discussing the relationship between prosperity and place. Topics to be covered will include residential location, education, health, and racial and economic segregation in U.S. cities. The event will be followed by a book signing and reception.

### MAY 13

#### Penn IUR Urban Scholarship Event

##### Penn Urban Doctoral Symposium

*Regent Room, Inn at Penn*, 11am-2pm.

Cosponsored with Penn’s Urban Studies program, this symposium celebrates the work of graduating urban-focused doctoral candidates. Graduates present and discuss their dissertation findings.

### MAY 25-26

#### National Impact Conference

##### School to Work: Innovations in Urban Education

Go to [www.penniur.upenn.edu](http://www.penniur.upenn.edu) for details.

Cohosted with the Graduate School of Education, this conference will explore innovations and research in policies and best practices in urban education.

# SUSAN WACHTER TESTIFIES IN U.S. HOUSE AND SENATE COMMITTEES ON HOUSING FINANCE SYSTEMS

On Sept. 29, 2010, Susan M. Wachter, Penn IUR Co-Director and Richard B. Worley Professor of Financial Management and Professor of Real Estate and Finance in the Wharton School, and Professor of City and Regional Planning in the School of Design, received the rare honor of testifying before both the Committee on Financial Services for the U.S. House of Representatives for the hearing, “The Future of Housing Finance: A Review of Proposals to Address Market Structure and Transition,” and before the Committee on Banking, Housing, and Urban Affairs of the U.S. Senate for the hearing, “Comparison of International Housing Finance Systems.”


At the House Committee on Financial Services, Wachter’s testimony, “Information and the Mortgage Crisis,” pinpointed the causes of the crisis, as well as the Dodd-Frank Act’s potential efficacy in addressing these issues. Based on research with co-authors (see <http://ssrn.com/abstract=1669401> and <http://ssrn.com/abstract=1687301>), Wachter explained that private-label securitizers’ misaligned incentives and appetite for short-term fees drove them to underprice risk and overproduce

mortgage-backed securities, setting in motion a “race to the bottom” in lending standards, risk creation, and competition for market share. Increased regulatory oversight is necessary to prevent such races. In addition, the complexity and opacity of mortgage-backed securities undermine market discipline. To bring back accountability, measures to standardize this market are necessary. The recourse is to target these market failures directly by enforcing greater transparency and standardization in the secondary market for mortgage securities. The full House testimony is available at <http://financialservices.house.gov> (click on “Hearings & Markups,” scroll to Sept. 29, 2010).

Later that day, at the Senate Committee on Banking, Housing, and Urban Affairs, Wachter spoke on “Procyclicality, Resiliency and Systemic Risk: Why Some Housing Finance Systems Failed and Others Did Not,” providing examples from the U.S., the U.K., Spain, Australia, Canada, Germany, and Denmark. According to research with colleagues (see <http://ssrn.com/abstract=908976>), the strictness of regulations was the starkest difference between the countries that experienced sharp bubbles and crises and those that emerged relatively unscathed.




**In the House:** Susan Wachter described how Canada and Australia maintained mortgage lending standards and averted crisis.

Countries both with and without the long-term, fixed-rate mortgages experienced crises, but going forward fixed-rate long-term mortgages protect borrowers against likely future interest rate risk for vulnerable households. Such systems require secondary markets. But she emphasized the importance of transparency and regulatory oversight to prevent procyclicality. To view the entire testimony, go to <http://banking.senate.gov>, click “Hearings,” and scroll to Sept. 29, 2010. 

## GUTMANN AND FLUHARTY ADDRESS THE ADVISORY BOARD AND EXECUTIVE COMMITTEE

In her address to the Penn IUR Advisory Board, Penn President Amy Gutmann emphasized the university’s role as a national leader in sustainability and highlighted Penn’s commitment to interdisciplinary scholarship, with the wealth of its 12 schools. Penn IUR, she said, not only exemplified these commitments but also is in complete alignment with the values of the Penn Compact. She urged Penn IUR to continue to be relevant to Penn’s mantras of “what we show by what we do,” pointing to the Penn Alexander School, and “knowing how to do it right,” pointing to deep research. She encouraged Penn IUR to strategically pursue the local, national and global aspects of its mission, finding niches where “strategy meets opportunity.”

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Vice Provost Steve Fluharty presented summary statistics of Penn’s research that in 2009-2010 brought in \$1 billion in external funding, boosted by stimulus allocations from the federal government. He stressed that centers and institutes are a key element in Penn’s research infrastructure, as they are nimble in identifying the frontiers of research and responding to grants and other funding opportunities. Of the more than 125 centers and institutes at Penn, the majority are either in schools or departments. Only 10 are university-wide and report to the provost. Penn IUR is one, and joins three non-medically focused units in the provost’s group. Penn IUR, he noted, is the only institute (or center) that involves all 12 schools in its work. 

**National Impact Conference:**

**School to Work: Innovations in Urban Education**

**May 25-26**

Cohosted with the Graduate School of Education, this conference will explore innovations and research in policies and best practices in urban education.

**For more details, go to [www.penniur.upenn.edu](http://www.penniur.upenn.edu)**



## EIGHT NORTHEAST MAYORS DISCUSS CITY DESIGN, WATER

To help kick off the University of Pennsylvania's "Year of Water," in September the Penn Institute for Urban Research convened eight mayors from around the Northeastern United States, along with an expert panel of design and water professionals and academics, for the two-and-a-half-day regional session of the Mayors' Institute on City Design (MICD). MICD is a National Endowment for the Arts leadership initiative in partnership with the American Architectural Foundation and the United States Conference of Mayors. Since 1986, the Mayors' Institute has helped transform communities through design by preparing mayors to be the chief urban designers of their cities, and this September's session, in which mayors plumbed the depths of water-related issues in their respective cities, marked the second time MICD and Penn IUR have collaborated.

Participating mayors included the Honorable Linda M. Balzotti of Brockton, MA; the Honorable Ryan J. Bingham of Torrington, CT; the Honorable Michael D. Bissonnette of Chicopee, MA; the Honorable C. Kim Bracey of York, PA; the Honorable J. Richard Gray of Lancaster, PA; the Honorable Jeanne-Marie Napolitano of Newport, RI; the Honorable Dana Redd of Camden, NJ; and the Honorable Antonia Ricigiliano of Edison, NJ. The resource team included Gary Hack, Professor of City and Regional Planning, PennDesign; Robert Lane, Senior Fellow, Regional Plan Association; Anuradha Mathur, Associate Professor of Landscape Architecture, PennDesign; Diana Mendes, National Director of Transit Planning, AECOM; Howard Neukrug, Deputy Commissioner, Philadelphia Water Department; Mitchell Silver, Director, Department of City Planning and Raleigh Urban Design Center, Raleigh, NC; Richard Voith, Senior Vice President and Principal, Econsult Corporation; and Barbara Wilks, Principal, W Architecture and Landscape Architecture. Penn IUR Co-Directors Eugénie Birch and Susan Wachter moderated the two days of discussion.

The eight mayors all brought water-related challenges facing their cities, from waterfront redevelopment to water quality to stormwater management. Each presented a unique view of how water influences the design of a city, and can act as both a threat and an economic opportunity. About half of the cities asked the resource team for guidance on using their waterfronts — currently un- or underused —



**Right as rain:** Dean Marilyn Jordan Taylor moderates discussion at a packed house for "The Permeable City."



**Institutional thinking:** At MICD, Mayor Ryan Bingham (from left), Mayor Dana Redd, Gary Hack, Howard Neukrug, and Susan Wachter explored two days' worth of water-related challenges in Northeastern cities.

as economic, cultural and social hubs. The remaining cities presented myriad challenges, including protecting the drinking water supply (Newport), dealing with combined sewer overflow (Lancaster), and coping with a surplus of water that the city is contractually obligated (but can't afford) to pay for (Brockton).

In several instances, the team found radical new ways to rethink the given problems. In Edison, NJ, for example, Mayor Ricigiliano was looking to turn the land along the Raritan River — where former landfills rest just underground — into a recreational

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## PENN IUR DIVES INTO UNIVERSITY'S "YEAR OF WATER"

Penn's Year of Water has catalyzed a number of urban water-focused activities at Penn IUR, including developing a three-part seminar series, "Water and the City"; hosting the Mayors' Institute on City Design (MICD) with a focus on water issues; and sponsoring the Clean Water America Alliance's Urban Water Sustainability Leadership Conference.

The seminar series, which is supported in part by the Provost's Interdisciplinary Seminar Fund, started on Sept. 22 with "The Permeable City: Designing for Water," which featured PennDesign Dean and Paley Professor Marilyn Jordan Taylor moderating a discussion about how water plays a role in city design with panelists Gary Hack, Professor of City and Regional Planning, PennDesign; Anuradha Mathur, Associate Professor of Landscape Architecture, PennDesign; Howard Neukrug, Deputy Commissioner, Philadelphia Water Department; and Aaron Koch, Policy Advisor in the New York City Mayor's Office of Long-Term Planning and Sustainability. "The Permeable City" kicked off the MICD event, at which eight mayors from around the Northeast convened to discuss their own challenges with water with the aid of designers, planners, and economists. (See article, p. 4, for more about "The Permeable City" and MICD.)

The second seminar took place at the Center for Public Health Initiatives' annual retreat on Dec. 2. The session featured Howard Neukrug and Maitreyi Roy, Vice President for Programs at the Pennsylvania Horticultural



**Hydro power:** Howard Neukrug (from left), Aaron Koch, Gary Hack and Anuradha Mathur share their thoughts on designing with water at "The Permeable City."

Society (PHS), two of Philadelphia's urban sustainability leaders. Neukrug discussed how Philadelphia's current water supply and disposal system came to be, through a series of actions a century ago aimed at providing safe, clean drinking water while disposing of wastewater in ways that minimized disease. He explained how these decisions, while essential to a densifying industrial city, have evolved into critical environmental challenges for modern-day Philadelphia. In an effort to meet the Environmental Protection Agency's clean water standards, Philadelphia is working

on minimizing pervious surfaces to reduce and delay stormwater going into the city's combined sewer overflow system (CSO). The plan — "Green City, Clean Waters," the Philadelphia Water Department's long-term control plan for CSOs — will cost \$2 billion over the next 25 years. Roy's summary of PHS' activities, which are aimed at beautifying and improving communities through greening programs, showed how these

two initiatives — creating green, vibrant communities and addressing the city's regulatory water issues — are symbiotic. The third and final seminar will be held in conjunction with PennDesign's conference "In the Terrain of Water" on April 1 and 2, 2011. Currently in the final stages of development, this seminar promises to address issues of designing for water in rapidly developing cities around the world. For more information on this upcoming event, go to [www.penniur.upenn.edu](http://www.penniur.upenn.edu).

On Dec. 6 and 7, Penn IUR cosponsored the Clean Water America Alliance's Urban Water Sustainability Leadership Conference which spotlighted innovations in six cities (Philadelphia, Washington, D.C., New York City, Milwaukee, San Francisco, and Chicago) on issues of stormwater management and more broadly on urban sustainability, including how such greening efforts support the economic vitality of cities through job creation and business attraction.

In the 2010-2011 academic year, Penn IUR finds itself just starting to explore water issues and how they pertain to domestic and international cities. In fall 2011, the organization is partnering with the East-West Center to bring city leaders from Southeast Asia — mayors, heads of planning and water utilities — to meet with U.S. city leaders for an exchange on managing urban water supply and disposal in challenging urban contexts. Join Penn IUR's mailing list to keep abreast of this and other future events. ☺



**Cleaning crew:** At the closing panel of the Urban Water Leadership Sustainability Conference, Pete Mulvaney (Chicago, from left), Kevin Shafer (Milwaukee), George Hawkins (Washington, D.C.), Howard Neukrug (Philadelphia), Carter Strickland (New York City), Mark Poling (Clean Water Services), and Dick Champion (Clean Water America Alliance) discuss best practices related to water.



## IUR PUBLISHES VACANT LANDS STUDY

In November the Redevelopment Authority of the City of Philadelphia announced the release of a groundbreaking report on the vacant land management system in Philadelphia. The report, “No More Vacancy: A Look at the Costs Vacant Land Imposes on the City of Philadelphia and Its Residents, and the Benefits From Reforming the Way It Is Managed,” was co-authored by the Penn Institute for Urban Research along with the Econsult Corporation and May 8 Consulting.

The report finds losses of \$3.6 billion in reduced property values, more than \$20 million per year in city maintenance costs, and \$70 million in property taxes by current vacant land management. It illustrates the extensive costs of the current system and the immense benefits that reform will bring. In addition, the report recommends characteristics of a reformed system that would streamline the redevelopment process, make the city a good faith partner when dealing with for-profit and nonprofit developers, and take advantage of legislation to allow for land banking in Philadelphia.

The study team concluded that a strategic and coordinated response by the city could substantially reduce the negative effect of vacant parcels, and transform them from liabilities to assets through redevelopment, with significant gains in neighborhood stability, job creation, and tax revenue generation. The report was quoted extensively in Philadelphia newspapers, and was the subject of a feature on WHYY public radio. 📻

## ENERGY EFFICIENCY TAKES HOLD AT NAVY YARD

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will be needed in order to reach efficiency goals. Penn IUR will work most directly with researchers from New Jersey Institute of Technology, Rutgers University, and United Technologies Research Center, who will assist in providing both technical expertise to the repository construction and case studies to populate the repository.

The extent of Penn’s GPIC effort, coordinated by architecture and city planning professor Mark Alan Hughes (see Faculty Profile, p. 14), includes researchers from across the university, including the School of Design, the Wharton School, the School of Engineering and Applied Sciences, the T.C. Chan Center, and the Wharton Small Business Development Center.

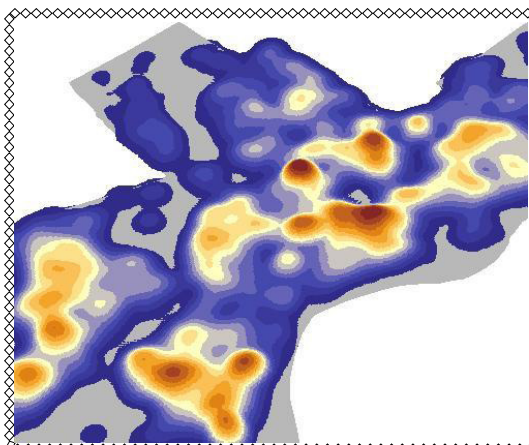
The grants were covered extensively in both *The New York Times* (“Build ‘Em and They’ll Come,” by Thomas Friedman, Oct. 12, 2010) and *The Philadelphia Inquirer* (“Penn State to lead ‘energy innovation hub’ at Navy Yard,” by Susan Snyder and Jane M. Von Bergen, Aug. 25, 2010). In the *Times* Friedman wrote: “The idea behind the hubs, explained [Energy Secretary Steven] Chu, is to ‘capture the same spirit’ that produced radar and the first nuclear bomb ... That is, ‘get Nobel Prize winners in physics working side by side with engineers’ — not to produce an academic paper but ‘to solve a problem in a way that will actually be deployed’ and do it much faster than the traditional academic model of everyone working in their own silo.”

The first year of the grant focuses on the retrofit of the Navy Yard’s Building 661, a former athletic facility last used back in the mid-’90s. The space, which includes an emptied pool, a basketball court, and locker rooms, looks frozen in time — a kind of postapocalyptic ghost building from which a whole town just up and left one day. As retrofit efforts commence in the first year, 661

will be converted into a mixture of office and commercial space that becomes the first central building in the GPIC Hub. Over the next five years of the grant, researchers will be able to play with energy delivery systems and demand response pricing on the Navy Yard’s isolated energy grid — a geographical and infrastructural feature that gave GPIC a leg up in the grant competition.

As the 661 retrofit moves forward, Penn IUR will collaborate with virtually all of the GPIC partners to build the repository. The repository falls under the “Policy, Markets and Behavior” team, which is one of seven larger tasks within the GPIC Hub. The others deal with 1) management of the entire project; 2) tools for integrated design, verification, and modeling; 3) controls, components, subsystems and integrated building-level systems, performance monitoring, and diagnostic systems; 4) education and workforce development; 5) deployment and commercialization of the project; and 6) reporting progress back to the Department of Energy (DOE), where the grant originated. Since nearly all of these tasks touch policy in some way, Penn IUR will be working with all of the different member and partner organizations to craft a repository that is both useful and comprehensive, where researchers can both put information in and take information out, and where the public can access new knowledge generated at the Hub.

If the Hub is able to achieve its short-term goals of 50 percent building operational energy savings — and can do it in a way that is scalable, repeatable, and cost-effective — the DOE will be well on its way to reducing the annual energy use of buildings by 80 percent in the year 2050. And with a project as far-reaching and high-profile as GPIC, both Philadelphia and Penn IUR will stand to be at the forefront of energy efficiency research for building retrofits. 📻



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*Join us for the MUSA Open House on Thurs., Feb. 10*

*For more info or to RSVP for the Open House email: [penniur@pobox.upenn.edu](mailto:penniur@pobox.upenn.edu)  
or visit the MUSA website at:  
<http://www.design.upenn.edu/urban-spatial-analytics>*

# Penn IUR Faculty Fellows News and Awards



## Shiriki Kumanyika Wins Award for Healthy People 2020



Shiriki Kumanyika, Professor of Epidemiology in the School of Medicine, received an individual recognition award from the section on Public Health and Preventative Medicine in the College of Physicians of Philadelphia in appreciation for her leadership role with Healthy People 2020. Kumanyika is the vice chair of the federal advisory committee that is providing guidance to the Secretary of Health and Human Services on the development of the new HP objectives for 2020. (From *Almanac*, Vol. 57, number 2.)

## Richard Gelles Signs MOU for China's Nongovernmental Sector



The University of Pennsylvania School of Social Policy & Practice (SP2) has launched the Penn-China Civil Society Initiative, a program to assist China's budding nongovernmental sector. SP2 Dean Richard J. Gelles signed a memorandum of understanding with officials from the Beijing Normal University One Foundation Philanthropic Research Institute, agreeing that the School of Social Policy & Practice will serve as a collaborative advisor in developing China's NGO and philanthropy sector.

"This is a historic moment for the nonprofit, civil society sector in China," Gelles said this summer. "Moreover, it's another way that our school embraces the Penn Compact. We're integrating knowledge among the disciplines to strengthen our global engagement."

The agreement between the two universities promotes the development of collaborative training programs, along with international scholarly communication and cooperation. It encourages professors and researchers to host international exchanges, research projects, lectures, and other activities.

"NGOs are essential in addressing social problems in China, but there's a divide. Some officials believe NGOs are needed, while others see NGOs as a source of potential problems," Gelles continued. "NGO development in China lags behind the country's rapid economic growth. In addition, China has experienced unprecedented philanthropic activity after the earthquake in 2008 and the Olympics in Beijing. Now it's just a matter of how to channel those philanthropic dollars to make the strongest long-term impact, and this agreement is the first step in structuring the development of NGOs there." (From *Almanac*, Vol. 57, number 5.)

## Laura Wolf-Powers Organizes "Making Smaller Better" Conference



Laura Wolf-Powers, Assistant Professor of City and Regional Planning, spearheaded the December conference "Making Smaller Better: Finding Regeneration Opportunities in Pennsylvania's Older Cities" on behalf of the department. She was also a featured speaker on the panel "21st Century Urban Industrial Strategies" at last spring's American Planning Association conference, and her article "Community Benefits Agreements and Local Government: A Review of Recent Evidence" appeared in last summer's issue of the *Journal of the American Planning Association*.

## Randall Mason Serves as Penn Fellow



Randall Mason, Associate Professor of City and Regional Planning and Chair of the Graduate Program in Historic Preservation in the School of Design, an expert on urban planning and the historic preservation of American cities, served as a 2010 Penn Fellow. The Penn Fellows Program provides leadership development to select Penn faculty in midcareer. Begun in 2009, the program includes opportunities to build networks across the university, meet with distinguished academic leaders,

think strategically about university governance, and participate in monthly dinners with prominent speakers, from within Penn and beyond.

## Rebecca Maynard Named Commissioner of National Center for Education Evaluation



Rebecca Maynard, University Trustee Chair Professor of Education and Social Policy in the Graduate School of Education, has been named Commissioner of the National Center for Education Evaluation (NCEE) and Regional Assistance. Maynard will oversee NCEE, one of four centers in the Institute of Education Sciences. NCEE helps educators and policymakers make informed decisions about education.

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# Penn IUR Faculty Fellows News and Awards



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## John DiIulio's Teaching Recognized With 2010 Lindback Award



John DiIulio, Frederic Fox Leadership Professor of Politics, Religion, and Civil Society and Professor of Political Science in the School of Arts and Sciences, received the 2010 Lindback Award for Distinguished Teaching. The Founding Director of the White House Office of Faith-Based and Community Initiatives and founder of Penn's Robert A. Fox Leadership Program, DiIulio is, in the words of colleagues, "a Penn icon before

his time" who is "as gifted a teacher as he is a gifted scholar and solid citizen." In large classes and small, he aims at "building and strengthening the bridge between learning and students' civic lives ... teaching begins in the classroom, but it isn't done until students incorporate the lessons into their own lives and then act on them." His students testify not only to his skills as a scholar and teacher, but above all to his dedication to changing how they think about their lives: "He engages students with material in a way that makes them question how the issues that affect our world relate to them, and what they can do to effect change." In the words of another student, "His class taught me not only about political science, but also about how to live life ... to the fullest, about how to find the courage to fight the current." (From *Almanac*, Vol. 56, number 30.)

## Carolyn Cannuscio Directs Photo Project



Carolyn Cannuscio, Assistant Professor of Family Medicine and Community Health, has been leading the Health of Philadelphia Photo-Documentation Project (HOPPP), a documentary initiative intended to record the health priorities and concerns of Philadelphia residents. This descriptive project uses visual images and accompanying in-depth interviews to probe residents' beliefs regarding neighborhood characteristics that promote or impede health attainment. This past July, in collaboration with the Mural Arts Program, HOPPP opened an exhibit of documentary photos juxtaposed with profound citizen commentary on the onslaught of trash in disadvantaged neighborhoods, the indignities of racism, and the violence and vigilance that pervade daily routines. This past fall, her exhibit "From Trauma to Triumph" gave a searing look at urban health through words and photographs of Philadelphia residents at the Lincoln Financial Mural Arts Center at the Thomas Eakins House. For more, see the Penn Institute for Urban Research newsletter, number 12.

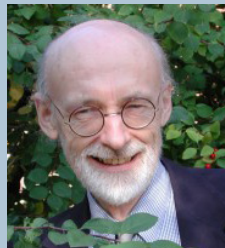
## Eugénie Birch and Susan Wachter Present at 2010 ACES Conference



Penn IUR Co-Directors Susan Wachter and Eugénie Birch presented at the 2010 ACES Conference. ACES, A Community on Ecosystem Services, brings

together governmental and nongovernmental organizations with academia, tribal, and private sector leaders to advance the use of ecosystem services and related science in conservation, restoration, resource management, and development decisions. Their panel "Ecosystem Services and Urban Sustainability" featured discussions of the role of urban metabolism research, the impact of natural disasters, urban containment and triage services, and a survey of public sector green infrastructure planning. For more on the ACES conference, see story, p. 13. Birch was also recently elected president of the International Planning History Society.

## Brian Spooner Leads Work on Globalization



Brian Spooner, Professor of Anthropology, reports that the Faculty Forum on Globalization, which Penn IUR helped to launch nearly three years ago, met twice last semester. Topics included the problems of meeting the increasing urban demand for food, especially meat, in the coming decades, and the outlook for the coming urban century. Material from both has been posted on the Globalization Studies website ([www.globalizationstudies.upenn.edu](http://www.globalizationstudies.upenn.edu)). Seven meetings are planned for the coming semester.

## Eileen Sullivan-Marx Receives Promotion, Award



Eileen Sullivan-Marx was promoted to Professor of Scholarly Practice, Clinician-Educator in the School of Nursing. She was selected as a 2010-11 Health & Aging Policy Fellow/APSA Congressional Fellow, and appointed to Chair of the Pennsylvania Senior Care & Services Study Commission. She also won the Pennsylvania State Nurses Association 2010 Advocacy Legislative Award.



# Penn IUR Faculty Fellows News and Awards



## Marilyn Jordan Taylor and Bob Yaro Present High-Speed Rail Plans at the White House



In September, School of Design Dean and Paley Professor Marilyn Jordan Taylor and Professor of Practice Bob Yaro brought 10 city planning graduates to the White House

for a meeting with Vice President Joe Biden. The team presented their plan, “Making High-Speed Rail Work in the Northeast Megaregion,” which was the product of Taylor and Yaro’s spring 2010 studio. They also presented their proposal to leaders from Amtrak, the Federal Rail Administration, the U.S. Department of Transportation, and representatives from the Northeastern states at the December meeting of the Northeast Corridor Infrastructure and Operations Advisory Commission.

Also in September, Taylor presented at the “High Speed Rail 2010: Bringing High Speed Rail to America” conference in New York City. Carnegie Mellon University invited her to give the Ninth Annual David Lewis Lecture on Urban Design at the Carnegie Museum of Art Theater in Pittsburgh. In October, she moderated a discussion at the Forum for Urban Design’s “Eco-City: Comparing Models for a Low to No Carbon City” panel at the Museum of Modern Art in New York.

Yaro recently received the Lawrence Orton Award from the New York chapter of the American Planning Association. In October he presented to the World Bank forum on national and metropolitan planning in Bogotá, Colombia, and in November presented at the City of the Future conference in Brisbane, Australia.

## Afaf Meleis Speaks in Australia, U.K., Canada



Afaf Meleis, the Margaret Bond Simon Dean of Nursing at the University of Pennsylvania School of Nursing, gave a keynote speech at the 3rd International Nurse Education Conference in Sydney, Australia. More than 600 international delegates shared ideas and reviewed research and developments in international nursing education. The program focused on shared research and best practice within the global nurse education community and encouraged networking and collaboration. Meleis also served as a member of the Commission on Education of Health Professionals for the 21st Century. As a mem-

ber, she co-authored a report published in *The Lancet* called “Health Professionals for a New Century: Transforming Education to Strengthen Health Systems in an Interdependent World,” and traveled to Geneva to present the results of the commission’s work and report. She presented keynote speeches at the Philippine Nurses Association of America (King of Prussia), the Penn Trustees Neighborhood Initiatives Committee Meeting (Philadelphia), the 27th Annual History of Nursing Conference (London), and the 2010 Marion Woodward Lecture (University of British Columbia, Vancouver). This year she publishes *Women’s Health and the World’s Cities* in Penn IUR’s City in the 21st Century Series with Penn Press. More information on Meleis’ women’s health initiatives can be found at the Urban Women’s Health Collaborative, an online space for researchers, policymakers, and applied professionals to participate in conversations focused on solutions for issues that impact the health and life experiences of women in urban spaces: <https://pennlpscommons.org/urbanwomenshealth>.

## Dennis Culhane Quoted in *New York Times*



Dennis Culhane, Professor of Social Policy and Practice, was quoted extensively in a December *New York Times* article about preventing eviction for the homeless. The article cited two studies — one by New York’s Department of Homeless services on whether a particular housing program was helping those it was intended for, and another by the U.S. Department of Housing and Urban Development that tracked families in homeless shelters. Culhane worked on both as a consultant.

## John Landis on Forum for Urban Design Panel



John Landis, Crossways Professor and Chair, Department of City and Regional Planning, spoke on the December Forum for Urban Design panel, “The Trouble With City Planning: A Conversation With Kristina Ford,” about the author’s new book of the same name. Ford, Chief of Staff, Deputy Mayor of New Orleans in charge of Facilities, Infrastructure and Community Development, and Landis also spoke with Alan Plattus, Professor of Architecture and Urbanism, Yale

University School of Architecture, at the event, which was cohosted by the Van Alen Institute at their gallery and reading room in New York City.

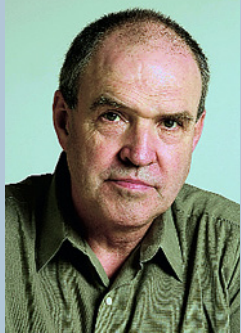
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# Penn IUR Faculty Fellows News and Awards



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## Witold Rybczynski Publishes, Lectures on *Makeshift Metropolis*



Scribner published Witold Rybczynski's new book, *Makeshift Metropolis: Ideas About Cities*, this fall and he lectured on it at the Penn Institute for Urban Research (see article, p. 19), the Philadelphia Athenaeum, and the University of Georgia. *The Wall Street Journal* called the book "an impressive tour d'horizon," and Planetizen named it one of its 10 best books in urban planning of 2011. He currently serves on the advisory committee of the National Building Museum's Intelligent Cities project, and is also a consultant to the Global Cities Index, a collaboration of the Chicago Council, AT Kearney, and *Foreign Policy* magazine. Rybczynski continues to write for *Slate*, and *The New York Times* singled out one of his architecture pieces as "One of the 10 Things to Talk About This Weekend." Rybczynski is the Director, Real Estate Design and Development; Martin and Margy Meyerson Professor of Urbanism; and Professor of Real Estate.

## Tony Smith Researches Spatial Modeling



Tony E. Smith, Professor of Systems Engineering and Regional Science, recently published "Segregation That No One Seeks," with Ryan Muldoon and Michael Weisberg; "The Agglomeration of R&D Labs," with Gerald A. Carlino, Jake Carr, and Robert M. Hunt; "A Spatial Modeling Framework for Analyzing Potential Earthquake Damage: An Application to Memphis," with Richard L. Bernknopf

and Anne Wein; and "Assessing Geographical Clustering of Outpatient Psychiatric Service Utilization in Philadelphia," with Naoru Koizumi, Aileen Rothbard, Patel Amit, and Noll Liz.

## Walter Licht New Penn IUR Faculty Fellow



Walter Licht, Walter H. Annenberg Professor of History at Penn, was recently selected as a Penn Institute for Urban Research Faculty Fellow. Licht's expertise lies in the history of work and labor markets, and he teaches American economic and labor history. He is Faculty Director of Civic House and the Penn Civic Scholars Program, and is a co-founder of the West Philadelphia Community History

Center: <http://www.archives.upenn.edu/histy/features/wphila>.

## Tom Sugrue Chosen President Elect of Urban History Association



Thomas J. Sugrue, David Boies Professor of History and Sociology, was recently chosen as President Elect of the Urban History Association. He gave two major lectures this past fall: The Hart Institute Lecture Series sponsored "Jim Crow's Last Stand: Civil Rights and Black Power in the North" at Pomona College in Claremont, Calif., and the Myer and Rosaline Feinstein Center for American Jewish History presented the Jews and the American City conference at Temple University, where

Sugrue appeared as a lecturer and panelist.

## Ira Harkavy Heads up Anchor Institutions Task Force



Ira Harkavy, Associate Vice President and Director of the Netter Center for Community Partnerships, facilitated dialogue this fall at the Coalition of Urban and Metropolitan Universities regional conference, and he gave the luncheon keynote at the Spelman College Board of Trustees retreat. He presented at the 2nd Annual Conference on University-Assisted Community Schools for the Southwest Region hosted by OU-Tulsa in October, and attended the Council

of Europe's November conference as Chair of the U.S. Steering Committee of the International Consortium. He also attended the December leadership forum of the Anchor Institutions Task Force, which he chairs (see article, p. 15). Additionally, he published two articles with Matthew Hartley: "Engaged Scholarship and the Urban University," in the *Handbook of Engaged Scholarship: The Contemporary Landscape, Vol. I*; and "Pursuing Franklin's Dream: Philosophical and Historical Roots of Service-Learning," in the *American Journal of Community Psychology*.



# Penn IUR Faculty Fellows News and Awards

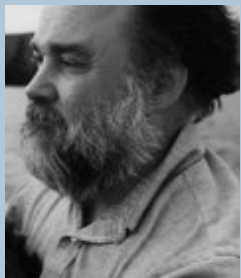


## Joseph Gyourko's Work Cited by NYT, NPR



Recently, Joseph Gyourko, Martin Bucksbaum Professor of Real Estate and Finance, had work cited by *The New York Times* and NPR, among others. In December in the *Times*' Economix blog, Edward L. Glaeser referenced Gyourko's "Superstar Cities" work in a discussion of inequality's role in the housing and financial crisis. Earlier last year NPR quoted him for its story, "Devalued Homes Anchor Prospective Job Seekers," on the phenomenon of how a difficult housing market has made it increasingly challenging for workers to move for better jobs, in turn hurting the efficiency of the labor market.

## Dana Tomlin Inducted Into GIS Hall of Fame



C. Dana Tomlin, Professor of Landscape Architecture, was recently inducted into the GIS Hall of Fame by the Urban and Regional Information Systems Association. He gave numerous recent lectures, including URISA's GIS-2010 Conference in Orlando; Rutgers University Criminal Justice Department in Newark, N.J.; ERDAS, Inc.'s Think Tank Conference in Atlanta; and the Northeast Arc Users' Group Conference in Northampton, Mass. Tomlin recently published "Modeling Radial Propagation in a Grid" in the *International Journal of Geographic Information Science*, and he completed "GPU Processing for Raster GIS," a research project funded by the National Science Foundation and conducted by Azavea, Inc.

## Michael Katz Lectures at University of Maryland, Urban History Association



Michael B. Katz, Walter H. Annenberg Professor of History and Research Associate at the Population Studies Center, gave a number of recent presentations and lectures, including the Samuel A. Lefrak Lecture at the University of Maryland in October and conference presentations at the Urban History Association, the History of Education Association, and the Social Science History Association. Recent publications include: "Was Government the Solution or the Problem: The Role of the State in the History of American Social Policy," in *Theory and Society*; "Immigration and the New Metropolitan

Geography" (with Mathew J. Creighton, Daniel Amsterdam, and Merlin Chowkwanyun) in the *Journal of Urban Affairs*; "Narratives of Failure? Historical Interpretations of Federal Urban Policy," in *City and Community*; "Public Education as Welfare" and "The Existential Problem of Urban Life," both in *Dissent*; and editing with introductions, *The Irrational Imp and Other Memories* by Beatrice Katz.

## Charles Branas Undertakes Vacant Lots Study



Charles C. Branas, Associate Professor of Epidemiology, began a study in the School of Medicine with Robert Wood Johnson Clinical Scholar Gina Garvin on greening vacant lots. The study is funded by the Leonard Davies Institutes/Robert Wood Johnson Health and Societies Program. Branas will be presenting this research at the April 2011 Annual Meeting of the Association of American Geographers.

## Vukan Vuchic Honored in Symposium



Vukan R. Vuchic, UPS Foundation Professor of Transportation Engineering, gave lectures and short courses around the world following last June's retirement symposium. Last summer and fall his appearances included Universidad de los Andes, Bogotá, Colombia; University of Toronto; University of Singapore; the keynote speech at the World Urban Transit Conference in Singapore; Universiti

Tunku Abdul Rahman, Kuala Lumpur, Malaysia; University of Pretoria and Universitait van Stellenbosch, Republic of South Africa; and Technische Universitaet Munchen, Munich, Germany. He also gave lectures in Philadelphia at Temple University and LTK Consultants. At Vuchic's retirement celebration in June, the University Conservatoire Nationale des Arts et Metiers in Paris announced that it will award him an honorary doctoral degree (*honoris causa*) in Paris in March 2011. This past August he was awarded the title of "Distinguished Corresponding Professor of Transportation Engineering" for 2010-2015 from Keimyung University, Daegu, Korea. He has also appeared in numerous international press outlets: He was interviewed at length by *El Espectador* in Bogotá; his comments and proposals about Singapore transit were published in the country's main newspaper in October; and in December he was interviewed by Russian news about problems and possible solutions to transportation issues in Moscow.

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# Penn IUR Faculty Fellows News and Awards



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## Rachel Weinberger Quoted on Radio, in Print



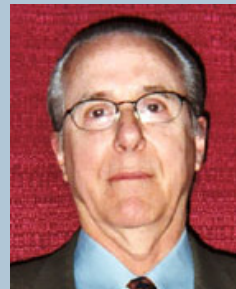
Rachel Weinberger, Assistant Professor of Transportation in the Department of City and Regional Planning, was featured twice on NPR's *Marketplace* in May and December 2010, and on *Morning Edition* in May. The May topic was New York City's experiment with performance parking pricing, and the December topic was Congress' decision to extend the transit pretax benefit and its value as economic stimulus. She was also featured on Philadelphia's WHYY commenting on a New Jersey strategy to decrease highway traffic jams, and on NPR's Transportation Nation blog on a car-share-related zoning change in New York City. In print, she was quoted in *The New York Times*' Metro section in April in an article about mobile phone applications intended to facilitate information exchange between people leaving a parking spot and looking for a spot. She's also been quoted across the country in publications including *The Oregonian*, *Portland Tribune*, *San Francisco Chronicle* (web edition), and *Montgomery News* in Pennsylvania. Her report for the Institute of Transportation and Development Policy, "U.S. Parking Policies: An Overview of Management Strategies," was released in February. The entire executive summary was reproduced in the trade magazine *Parking Today*. She was invited to present the study to a Parking Policy Forum in Mexico City. In the fall Weinberger conducted an interview with Jay Walder, Executive Director of the New York Metropolitan Transportation Authority, for the *New York Transportation Journal*. Recent and upcoming publications include: "Unpacking Preference: How Previous Experience Affects Auto Ownership" (with Frank Goetzke), in *Urban Studies*; "The Place of Planning in Sustainability Metrics for Public Works: Lessons From the Philadelphia Region" (with Richardson Dilworth, Robert Stokes, and Sabrina Spatari), in the *Journal of Public Works Management and Policy*; *Auto Motives* (a book co-edited with Dr. Karen Lucas, Oxford, and Evelyn Blumenberg, UCLA), due out in February; and conference paper presentations (all in January 2011 at the Transportation Research Board Annual Meeting): "Death by a Thousand Curb-Cuts: How Minimum Parking Requirements Stimulate Driving"; "Food Shopping in the Urban Environment: Parking Supply, Destination Choice and Mode Choice" (with Donald Maley); and "Separating Contextual From Endogenous Effects in Automobile Ownership Models" (with Frank Goetzke). Lastly, Weinberger joined the Editorial Board of the *Journal of Transportation and Society*, and was asked to join the Clinton Climate Foundation Climate and Development Project Technical Advisory Group.

## Philippe Bourgois Wins Anthony Leeds Prize



Philippe Bourgois, Richard Perry University Professor, received the 2010 Anthony Leeds Best Book prize from the Society for Urban Anthropology for his book *Righteous Dopefiend*, written with Jeff Schonberg, published in 2009 by University of California Press. For more than a decade Bourgois and Schonberg followed a social network of two dozen heroin injectors and crack smokers on the streets of San Francisco, accompanying them as they scrambled to generate income through burglary, panhandling, recycling, and day labor. Additionally, Bourgois and his work in Kensington were the focus of "The Drugs Dilemma," a December 2010 installment in *The Philadelphia Inquirer*'s "Portrait of Hunger" series. The professor lives in the area two or three nights a week to chronicle drug dealing.

## John Keene Lectures in Taiwan



John Keene, Professor Emeritus of City and Regional Planning and University Ombudsman, took a two-week trip to Taipei, Taiwan, where he gave six lectures at the National Chengkung University, National Chengchi University, the Chinese Cultural University, and the Taiwan Environmental Protection Agency. The lectures included: "Constitutional Issues in the Use of Eminent Domain," "Sustainable Development in an Era of Climate Change," "Smart Growth and Farmland Protection," "Brownfields and Land Revitalization," and "Major American Judicial and Legislative Strategies for Protecting the Natural Environment."

## David Bell Given Endowed Chair at Wharton



David R. Bell, Wharton School Professor of Marketing, was given the Xinmei Zhang and Yongge Dai Professor endowed chair. Bell is an expert in consumer shopping behavior, and his recent articles explain the effect of physical location on customer acquisition, contagion effects among co-located consumers, and the effect of preference isolation on online demand.



# Penn IUR Faculty Fellows News and Awards



## Diana Slaughter-Defoe to Retire



This semester marks the last one at Penn for Diana Slaughter-Defoe, Constance E. Glayton Professor in Urban Education in the Graduate School of Education. She will be retiring effective June 30, 2011, after 13 years at the university. Slaughter-Defoe, who received her B.A., M.A., and Ph.D. from the University of Chicago, specializes in urban education, primary education, parenting and child development, and home/school partnerships.

## Linda Aiken Named One of “100 Most Powerful”



Linda H. Aiken was named one of the 100 Most Powerful People in Healthcare for 2010 by *Modern Healthcare* magazine. In October she was given the Inaugural HRH Princess Muna Al-Hussein Award by the American Nurses Credentialing Center for significant contributions to healthcare across borders. She was inducted into the Inaugural International Nurse Researcher Hall of Fame, Sigma Theta Tau International, in July, and she was given AcademyHealth's 2010 Mentorship Award. Her publications for 2010 included “Nurses for the Future” in the *New England Journal of Medicine*; “Nursing Education Policy Priorities” in *The Future of Nursing: Leading Change, Advancing Health*; and “Nursing: Saving Lives, Improving Patient Care Outcomes” in *Shaping Health Policy Through Nursing Research*. Aiken is the Claire M. Fagin Leadership Professor of Nursing; Professor of Sociology; and the Director, Center for Health Outcomes and Policy Research.

## Bernard Anderson Presents on Pennsylvania’s Fiscal Crisis



In August, Bernard E. Anderson, Senior Advisor of Econsult Corporation and former Whitney M. Young Professor of Management at the Wharton School, made a presentation on Harrisburg's fiscal crisis at a joint meeting of the Chamber of Commerce and the Martin Luther King Center for Civic Engagement. The presentation discussed lessons learned from the role the Pennsylvania Intergovernmental Cooperation Authority (PICA) played in helping resolve Philadelphia's fiscal crisis in 1991. Anderson was the first chairman of PICA.

## Anne Teitelman Inducted as Fellow in AANP



Anne M. Teitelman, Assistant Professor of Nursing, was recently inducted as a fellow in the American Academy of Nurse Practitioners (AANP), and she was awarded the Yale University School of Nursing's Distinguished Alumna Award. As of 2010, she's a board member of the International Council on Women's Health Issues, and she also serves as a content expert on the Teen Dating Violence Prevention Team, formed by the Pennsylvania Department of Health to focus on teen dating violence prevention in Philadelphia. The team is funded by a grant from the Centers for Disease Control. Additionally, last year Teitelman gave two presentations at the International Council on Women's Health Issues, 18th Congress, in Philadelphia.

## John MacDonald's Work Cited in NYT, Economist



Studies co-authored by John MacDonald, Associate Professor of Criminology and Director of the Jerry Lee Center of Criminology, were recently covered in major publications including *The Economist*, which wrote about his paper examining the effects of spending in business improvement districts on private security and reductions in crime, and *The New York Times*, which picked up his study showing that taking light rail transit contributes to relative weight loss.

## Larry Brown Selected Chair of CNSTAT



Since July, Lawrence D. Brown, Miers Busch Professor and Professor of Statistics, has been Chair of the National Academy of Sciences' (NAS) Committee on National Statistics (CNSTAT). According to its website, “The Committee on National Statistics works to improve the statistical information and methods for public policy decision making and research. It also serves to help integrate the nation's highly decentralized federal statistical system. The Committee convenes study panels and workshops in five broad areas: health and social welfare, the decennial census and major household and business surveys, economic measurement, developing and applying statistical methods, principles and practices for statistical agencies and data users.” Brown has been particularly involved with analysis of Census data, and most recently co-wrote an NAS report on research for the 2020 Census.

## FACULTY SPOTLIGHT: MARK ALAN HUGHES

At the heart of Penn's involvement of the Greater Philadelphia Innovation Cluster (GPIC) for Energy Efficient Buildings (see lead story, page 1) is Mark Alan Hughes, Distinguished Senior Fellow of the University of Pennsylvania School of Design and TC Chan Center for Building Simulation and Energy Studies. He previously served as Senior Policy Advisor to Philadelphia Mayor Michael Nutter, founding the Mayor's Office of Sustainability and designing Greenworks Philadelphia, the city's ambitious plan to become the greenest city in America by 2015. He coordinated Penn's role in the GPIC Hub at the Philadelphia Navy Yard, aligning forces in the Penn Institute for Urban Research, the TC Chan Center, the School of Design, School of Engineering and Applied Science, and the Wharton School. As GPIC moves forward, Hughes is leading the Policy, Markets and Behavior team, which will ensure that best knowledge and best practices inform and guide the technology deployment at the GPIC Hub.

### **What was your role in pulling together the different strands of GPIC?**

Consortia of universities and corporations organized across the country to respond to the Department of Energy (DOE) support for a new research and development hub on energy efficient buildings. Penn State (PSU) took the lead on organizing a consortium based in Pennsylvania and New Jersey, extending into New York and the Midwest. PSU invited Penn to the initial planning meeting, and I was part of that Penn team. As the proposal process developed, it became clear that many Penn strengths would be key to a winning proposal. The faculty resources available in Design, Engineering, and Wharton, and the institutional capacity offered by TC Chan and Penn IUR, strengthened the consortium's response to DOE's priorities for the Hub. Those collective resources raised Penn's profile within the consortium to the point that we now play a leadership role within GPIC.

### **What does Penn bring to the project?**

Our ability to collaborate across disciplines and schools models the intention for the Hub itself: working across the worlds of academia and industry, the realms of technology and policy, and especially across the fragmented elements of the U.S. building industry: design, construction, operations, development, ownership, and occupancy. At

Penn, we have Ben Franklin's appetite for taking the best fundamental research into, say, the thermodynamics of buildings or the behavioral biases that affect the response to risk, and leveraging that research to change practice and commercialize ideas.

### **What have you learned in interacting with all of these different departments across Penn?**

I've been reminded of the depth and diversity of Penn's strengths. From faculty I've known for almost 30 years since my graduate student days to recent graduates like my GPIC deputy, Leslie Billhymmer, it was easy to activate a network of outstanding investigators for GPIC.

### **Why is Philadelphia the ideal place for the Hub?**

Several reasons: First, we have natural endowments (for example, high humidity) and historical legacies (for example, a huge stock of aging buildings) that offer an ideal test bed for the issues confronting the Hub. More generally, a city like Philadelphia is not a "gazelle," to use a term applied to jurisdictions that innovate easily and often. In other words, to coin a phrase: If you can do it in Philadelphia, you can do it anywhere. Second, the Philadelphia area has an extraordinarily rich and dense network of research, industry, and advocacy organizations related to building technology. And third, the city and region are beginning to benefit from an investment in clean tech and the emergence of an expanding network of decisions, actors, and outcomes.

### **How did your work in the Mayor's Office of Sustainability lead to your involvement in GPIC?**


Greenworks, the Nutter administration's overarching policy framework, represented a decisive commitment to a broad sustainability policy strategy. This strategy built on existing strengths, repurposed unrecognized assets, and leveraged large trends to local advantage. The 15 Greenworks targets, ranging from energy reduction to equity in food access to sustainable infrastructure investment, provide a performance management apparatus that guides every decision throughout city government. In turn, this clarity of commitment has attracted extraordinary support and funding from the state and federal governments, most recently with the Hub. And in the last year, the city's economic de-



velopment team reports that the message of this repositioned Philadelphia is getting across, and that private firms are coming to Philadelphia to be part of this expanding network of innovation.

### **What are the biggest challenges you've found with GPIC so far? What do you think the first year of work will look like?**

There are all the typical challenges of a major startup. There are 22 major institutions partnering in the Hub, as well as a set of investors including but not limited to the DOE. While the proposal process prompted a number of design decisions, actually winning the competition requires many more. But beyond these logistical issues, the biggest challenge is a substantive one. The goal of the Hub, the demonstration within five years of a scalable model for reducing the energy consumption of commercial buildings by 50 percent, is not a technical challenge. Existing technology makes quite practical the reduction of a typical building's energy profile by half. Even with a focus on the retrofit of existing buildings rather than new construction, the 50 percent goal is relatively modest. All the interesting research questions are really about why these technologies are not deployed.

This is the reason that the Policy, Markets and Behavior research team being led by Penn is so critical to the future of the Hub. Our work must identify the cost barriers and financial instruments affecting building technology and practices, the behavioral obstacles to the adoption and operation of building technologies and practices, and the policy and regulatory challenges that constrain the market for energy efficiency in buildings. The Hub's critical mission will be to identify and overcome these collective cost, behavioral, and regulatory impediments to increasing the energy efficiency of U.S. buildings. Our motto is: "Make it cheaper, make it hipper, and then make it mandatory." 



## MAYOR MICHAEL NUTTER INTERVIEWED IN *URBAN WORLD* MAGAZINE

*Urban World* magazine's September 2010 issue featured an interview with Philadelphia Mayor Michael Nutter on the 100 Cities Initiative. The initiative is an effort to create an inter-city network to share innovative planning practices, and the Penn Institute for Urban Research is participating as Philadelphia's "champion."

In the interview, Nutter stressed the importance of information-sharing as a means to efficiently and creatively addressing various urban problems that many cities share. He is already collaborating with other cities through his involvement with such organizations as the Urban Sustainability Directors Network and the Metropolitan Caucus.



Nutter acknowledged that existing best practices informed such plans as Greenworks Philadelphia and Green City, Clean Waters, and hopes that other cities will use Philadelphia's model to guide their own implementation

strategies. Such information-sharing efforts can ultimately lead to increased quality of life and empower citizens across geographical boundaries and income levels.

Nutter also stated that collaborating with such organizations as the Penn Institute for Urban Research can "promote sustainability and resiliency in our cities." In the interview, Mayor Nutter said he is proud of Philadelphia citizens' ability to creatively address issues of sustainability and education despite difficult economic times, and he is hopeful that the 100 Cities Initiative will strengthen and inform ongoing efforts.

The magazine is available for download at [www.unhabitat.org/pmss](http://www.unhabitat.org/pmss).

## ANCHOR INSTITUTIONS TASK FORCE CONVENES LEADERSHIP FORUM

The Anchor Institutions Task Force, led by the University of Pennsylvania, met in early December for a leadership forum at the Annie E. Casey Foundation in Baltimore, where Penn IUR Co-Director Eugénie Birch was present as Co-Chair of the Research Committee. More than 60 academic leaders and governmental representatives from across the country gathered for the all-day forum, which partly highlighted anchor institutions research that Penn IUR has been doing since 2007.

**More than 60 academic leaders and governmental representatives from across the country gathered for the all-day forum.**

Stanford University's Alberto Camarillo examined the other side of institutions' work: if and how that work sticks in the anchors themselves. Richard Guarasci, President of Wagner College, led a discussion on what the

Anchor Institutions Task Force can do to advance policy and the field, while the Research Committee Co-Chairs, including Birch, talked about the progress of the newly created Research and Policy Committees.

Among other accomplishments, in the second half of 2010 the Anchor

Institutions Task Force increased in size by nearly 50 percent, participated in a meeting at the White House, cosigned a letter to the Office of Management and Budget regarding 2012 federal budget priorities, launched a new Task Force website, and presented work to audiences nationally and globally.

The Anchor Institutions Task Force was founded in winter 2009, when a U.S. Department of Housing and Urban Development (HUD) group led by Penn advised HUD on how to use anchor institutions to improve communities and solve significant urban problems. Ira Harkavy, Associate Vice President and Director of the Netter Center for Community Partnerships at the University of Pennsylvania, serves as chair of the Task Force.

After setting both the philanthropic and federal contexts for the day's discussions with speakers from the Annie E. Casey Foundation, HUD, and the U.S. Department of Education, the forum devoted much of its time to panel discussions exploring the different facets of anchor institutions. Wendell Pritchett, Chancellor of Rutgers University, led a discussion on the results that anchor institutions have seen in communities, while

### Urban Dilemmas of Natural Disasters

February 2, 6 pm  
Meyerson Hall Upper Gallery

Part of Penn IUR's  
Water and the City  
Seminar Series

**Featuring Ed Blabeley, Professor of Urban and Regional Planning at the University of Sydney and former Executive Director of Recovery Management for the City of New Orleans.**

For more information, go to  
[www.penniur.upenn.edu](http://www.penniur.upenn.edu)

### Penn IUR Urban Scholarship Events Cosponsored with Penn's Urban Studies Program

**Ph.D. Spring Reception**  
February 2, 4:30-5:30pm

The Penn Urban Doctoral Reception introduces urban-focused doctoral candidates from the entire university and their faculty advisors.

**Penn Urban Doctoral Symposium**  
May 13, 11am-2pm

Celebrate the work of graduating urban-focused doctoral candidates. Graduates present and discuss their dissertation findings.

**For more info, go to [www.penniur.upenn.edu](http://www.penniur.upenn.edu)**

# ANCHOR INSTITUTIONS CONFERENCE EXPLORES ART MUSEUMS IN CITIES



CONTINUED FROM PAGE 1


PRAI kicked off on Sept. 13 with “Cultural Anchors: Art Museums and the City,” a public event at the Philadelphia Museum of Art, where Penn IUR Co-Director Eugénie Birch moderated a discussion with James Cuno, President and Eloise W. Martin Director, Art Institute of Chicago; Bonnie Pitman, Eugene McDermott Director, Dallas Museum of Art; Timothy Rub, George D. Widener Director and Chief Executive Officer, Philadelphia Museum of Art; and Michael E. Shapiro, Nancy and Holcombe T. Green, Jr. Director, High Museum of Art. These four influential museum leaders offered unique perspectives on the roles of arts institutions in their cities.

As Birch explained at the public kickoff, anchor institutions such as art museums play crucial roles in the life of the city. Beyond acting as cultural centers, they have a significant stake in their cities: They act as economic engines, they employ city residents, they affect the physical design of the city, and they’re likely to stay in the city. As anchor institutions, museums face important responsibilities and challenges: They have the capacity to build wealth for local economies, they provide arts education and cultural literacy, they facilitate large-scale urban revitalization, and they’re instrumental to city tourism and job creation. In sum, they’re vital to the long-term success of their regions.

Throughout the hour-and-a-half-long conversation, the four museum directors explored questions of how they interact with their cities, both physically — where in the city is the museum located? how do people access it? — and in terms of attracting visitors: When is the museum for the locals, and when is it for tourists? What kinds of

exhibitions and collections will draw these different audiences? For each institution, the museum’s role and responsibility in the larger urban context proved a daily question, and a question whose answers are ever evolving. For example, several museums tangled with the issue of how and when to admit visitors for free, as they sought to balance community access with hard financial realities.

The following day, the four institutional leaders met in a closed-door session for discussion led by Birch, fellow Penn IUR Co-Director Susan Wachter, and Paul Levy, President and CEO of Center City District of Philadelphia. Additionally, they heard resource presentations from Amy Whitaker, author of *Museum Legs*, and Matthew Kwatinetz, a Penn IUR consultant on arts and the economy.

The museum directors discussed a wealth of knowledge pertaining to public/private investments, mission-driven community initiatives, and public engagement strategies, with the ultimate goals of comparing notes from the field, strategizing solutions, and generating national knowledge to apply in a local context. Through this dialogue, they provided essential expertise to Penn IUR to endeavor to generate new knowledge in the area of urban anchor institutions, and in understanding of how civic leaders — institutions and individuals — shape urban places. The many issues explored by the roundtable — such as public transportation, design of the public realm, public education, facilities expansion, audience diversification and engagement, and creating and maintaining relationships with other local anchor institutions — will help Penn IUR further define the roles and functions of urban anchor institutions as research progresses. 



**Night at the museum:** Bonnie Pitman (from left), Timothy Rub, Eugénie Birch, Michael Shapiro, and James Cuno discussed how anchor institutions function in cities.



## PENN PRESS RELEASES NEW BOOKS IN IUR'S CITY IN THE 21ST CENTURY SERIES


This spring Penn Press releases four new books for the City in the 21st Century Series: *Global Urbanization*; *Neighborhood and Life Chances: How Place Matters in Modern America*; *The American Mortgage System: Crisis and Reform*; and *Urban Tomographies* by Martin H. Krieger.

*Global Urbanization*, edited by Eugénie L. Birch and Susan M. Wachter, traces the patterns of rapid urbanization in such cities as Lagos, Karachi, and Mumbai, and begins to illustrate a global urban agenda for the next 50 years. The contributors of the book address such issues as urban housing and the growing need for public/private partnerships, and the role of technology to forecast urban growth. Case studies from China, India, Uganda, Kenya, and Brazil shed light on the nature of 21st-century urbanism, demonstrating the importance of socially inclusive and environmentally sustainable growth.

*Neighborhood and Life Chances: How Place Matters in Modern America*, edited by Harriet B. Newburger, Eugénie L. Birch, and Susan M. Wachter, features a collection of essays addressing how the variable of place can play a role in determining the quality of one's health, safety, education, career opportunities, and other quality-of-life standards. The authors demonstrate how place can reinforce urban challenges in America, and suggest short- and long-term solutions for mitigating the problems associated with living in negative environments. The book also features the results of "Moving to Opportunity," an experiment conducted by the Department of Housing and Urban Development testing the effects of relocating residents away from areas of concentrated poverty. The debates, issues, and examples in the volume illustrate how place really does matter in determining social progress and economic opportunity.

*The American Mortgage System: Crisis and Reform*, edited by Susan M. Wachter and Marvin M. Smith, "focuses on the causes of the mortgage meltdown and housing market collapse, and proposes solutions," say Penn Press editors. "The volume's contributors address the influence of the Community Reinvestment Act, which is often blamed for the crisis. They uncover how the government-sponsored enterprises Fannie Mae and Freddie Mac invested outside their traditional housing market with disastrous results. They present surprising information about low-income borrowers and the strengths of local banks. The collection of essays includes analysis of loan practices and the creation of unstable mortgage securities, presenting data largely unavailable until now. *The American Mortgage System* offers solutions to the problems facing the future of American home ownership."

Martin H. Krieger's *Urban Tomographies* provides a diverse set of perspectives of Los Angeles by presenting a series of images, illustrating a unified whole through its many aspects. Hundreds of images of storefront houses of worship give the reader a sense of religiosity in the city, while thousands of images of working people provide a concrete image of a population. Krieger provides multiple instances and slices (tomograms) of a perceived urban whole, allowing us to interpret how various composite identities create a manifold profile of a city. Krieger's goal is to search for phenomena and to provide an archive for future research rather than to make subjective generalizations about a place.

Later this year, *Women's Health and the World's Cities* will examine how urbanization affects public health for women around the globe. See this fall's newsletter for more information and a release date. 

## PENN PH.D. PRESENTS AT ACES CONFERENCE

In December, Amy Lynch, a third-year Ph.D. candidate in City and Regional Planning, presented the results of a national survey of public-sector green infrastructure planning at A Community on Ecosystem Services (ACES), a conference at the Gila River Indian Community near Phoenix. ACES aims to bring together academics and professionals working to protect and enhance critical ecosystem services, and green infrastructure planning can play an important role. A facet of environmental plan-

ning, green infrastructure planning emphasizes ecosystem services and enhanced valuation of green infrastructure in the planning process. Penn IUR Co-Directors Eugénie Birch and Susan Wachter also presented at the conference (see "News and Awards," p. 8).


Lynch's presentation explored the relationship between the theory and practice of green infrastructure planning, specifically the level of connection between so-called green infrastructure planning practice and the principles that theoretically define the strategy.


## JUDY RODIN DELIVERS PLENARY ADDRESS AT MUNICIPAL ART SOCIETY CITY SUMMIT

Rockefeller Foundation President Judith Rodin spoke about 21st-century livability at the Summit for New York City held by the Municipal Art Society of New York. The summit was Oct. 21 and 22, 2010, at the Penn Plaza Pavilion. Rodin served as the seventh President of the University of Pennsylvania from 1994 to 2004, during which time she founded the Penn Institute for Urban Research.

While reflecting on a history of city planning moves made in service of cities becoming more livable places, Rodin outlined an "objective, global, 21st-century definition of livability," which is inextricably linked to its resiliency. Public-private partnerships, she said, play a key role in creating livable cities, so investments must be made to "[help] communities bounce back from shocks and leverage the opportunities of globalization."

Particularly with respect to global urbanization, striving toward livability often creates some of the most important, useful urban innovations. Last century, for example, the need for livability led to the invention of the elevator; with smart dialogue, investments and partnerships between the public and private sectors, the 21st century will hold just as much promise.

Rodin's speech and many others from the Municipal Art Society Summit for New York City are available online at [www.mas.org/summitnyc](http://www.mas.org/summitnyc). 

Her survey, based upon responses by nearly 100 public-sector planning organizations, showed that the theoretical principles that distinguish green infrastructure planning from other environmental planning efforts are being integrated into public planning practice in both name and action. She also found that the majority of municipalities, counties, and city-county governments that have adopted green infrastructure planning think it has changed what their organizations do or how they operate. 

# BIRCH SIGNS IUR AGREEMENT WITH UN-HABITAT

CONTINUED FROM PAGE 1

Penn IUR was asked to join the Steering Committee in 2009, and is the first academic institute to join the campaign. As a member of the Steering Committee, Penn IUR's responsibilities include taking part in regular sessions, communicating and spreading information about the goals of the World Urban Campaign and its campaign partners, providing academic expertise on global urbanization, and cosponsoring at least one event each year which speaks to the goals of the campaign. Penn IUR will also work as an advisor for the 100 Cities Initiative ([www.100citiesinitiative.org](http://www.100citiesinitiative.org)), a website where organizations throughout the world can share stories of city life and champion creative attempts to solve urban issues, whose solutions may inspire and inform those from other cities.

Penn IUR has been a part of the 100 Cities Initiative since it was first established, and has consistently provided input that has helped to fashion the site's design. Each city in the 100 Cities Initiative is represented by an organization that discusses the city's innovative approaches to solving its urban issues. Penn IUR represents the city of Philadelphia.

Additionally, Penn IUR will serve as a research partner for the UN-HABITAT Business Award for Better Cities, which recognizes private companies whose actions contribute to a better quality of urban life and offer work to those who may not other-

wise have the opportunity. This specific involvement will be spearheaded by Penn IUR Co-Director Susan Wachter.

Last year the Global Urban Commons division of Penn IUR performed research regarding the notion of best practices in urban planning, and as a part of that exploration, it reviewed UN-HABITAT's Best Practices Database. Now that Penn IUR has signed the agreement with UN-HABITAT

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**Signing the agreement put Penn IUR among the ranks of more than 50 heavy hitters from both the public and private sectors, including ARCADIS, Veolia Environment, Siemens, and the Chinese Real Estate Chamber of Commerce.**

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and is a member of the Steering Committee, it will be able to use the knowledge acquired from research in order to guide further development of the Best Practices Database as well as the World Urban Campaign's communication and dissemination of best practices.

Signing the agreement put Penn IUR among the ranks of more than 50 heavy hit-

ters from both the public and private sectors, such as ARCADIS, the Dutch planning and engineering firm; Veolia Environment, a French transportation group; Siemens, the powerful German electrical engineering group; and the Chinese Real Estate Chamber of Commerce, among others. At the meeting, Birch reiterated the importance of the World Urban Campaign in directing the world's focus to cities — home to 3.5 billion residents — as well as promoting sustainable urban development. She also emphasized that Penn IUR was honored to be partners with UN-HABITAT and was eager to share its academic expertise with the campaign.

This year's World Urban Campaign Steering Committee meeting occurred during the Shanghai World Expo's UN-HABITAT Week. While in Shanghai, Birch visited the Expo, which was centered on the theme of the city of the future, drawing a striking connection to the 1939 World's Fair in New York City. Unlike the 1939 notion of a future city based on the automobile, Shanghai's futuristic theme revolved around electric cars, compact cities and sustainability. The Expo featured five theme pavilions — Urbanian, City Being, Urban Planet, Footprint, and Future — which spoke to issues such as the human impact on cities, protection of cities and city health, and ideas for cities, among others. Consistent with that theme, the Expo was built on top of what was once a brownfield. ☺

## EIGHT NORTHEAST MAYORS DISCUSS CITY DESIGN, WATER

CONTINUED FROM PAGE 4

trail. Instead, the resource team encouraged the city to let the land heal, and not think about planning active recreation for the site for many years. While that process begins now, the ground needs time to breathe.

In another example, Mayor Bissonnette of Chicopee, MA, brought a former factory site along the city's riverfront. While the project initially focused on redevelopment of the land that used to be industrial, the resource team succeeded in expanding the scope to include undisturbed forests across the river and nearby residential neighborhoods. By zooming out to include these larger areas — not just in Chicopee, but in many of the cities examined — the resource team encouraged the mayors to think about these urban design problems as ones that encompassed larger areas than the site boundaries might have initially suggested.

As the conference dealt entirely with water-related problems, MICD kicked off with two related events that brought some of the challenges into greater relief. First, on Wed., Sept. 22, the mayors and resource team members enjoyed a boat tour on the Delaware River, led by Harris Steinberg, Executive Director of PennPraxis. Steinberg and PennPraxis led Philadelphia to create its Civic Vision and Action Plan for the Central Delaware, and his narration provided a history of the river from William Penn's landing up to the 2010 opening of SugarHouse Casino at the water's edge in Fishtown.

That evening, PennDesign Dean and Paley Professor Marilyn Jordan Taylor moderated "The Permeable City: Designing for Water" at Penn's Houston Hall. Before a standing-room-only crowd, panelists Hack, Mathur, Neukrug, and Aaron Koch, Policy Advisor in the New York City Mayor's

Office of Long-Term Planning and Sustainability, explained the many different ways that the urban landscape works with water, from Philly (Neukrug) to the Big Apple (Koch), and Canada (Hack) to Mumbai (Mathur). In the four presentations and in the response by Alan Greenberger, Philadelphia's Deputy Mayor for Economic Development and Director of Commerce, all of the speakers described water as a powerful force in city-making — to be reckoned with, yes, but also to be embraced. Even while the mayors expressed consternation about the political realities of implementing smart water solutions that might cost taxpayers more in the short run, the question-and-answer session revealed how, in Philadelphia and New York in particular, water-related innovations can be beautiful, environmentally sound and profoundly beneficial for forward-thinking cities. ☺



## ARTHUR C. NELSON AND JOHN LANDIS DISCUSS AMERICA IN 2050

On Nov. 23, 2010, Arthur C. Nelson, Presidential Professor at the University of Utah's Department of City and Metropolitan Planning, and John Landis, Crossways Professor and Chair of City and Regional Planning at Penn's School of Design, discussed how demographic economic forces along with shifts in housing preference will reshape America's metropolitan areas. The Penn Institute for Urban Research presented the event at Houston Hall as part of its Public Interest series.

By 2050, the U.S. population will exceed 500 million people. Nelson's studies indicate that two-thirds of America's built environment will be torn down for redevelopment, and so planners must consider how to program that redevelopment to achieve long-term planning needs.

As Nelson discussed, the U.S. has historically valued homeownership as a critical part of nationalism, and zoning patterns emphasize single-family, owner-occupied homes. However, by midcentury, 75 percent of the new housing stock must be built for renters, especially given the projected rise in single-

person households. Nelson suggests that retrofitting one-quarter of the nation's dead suburban malls as mixed-use commercial centers can meet 80 percent of the residential demand for low-rise condos or apartments, and all of the future demands for jobs. He also suggests that the "McMansions" along the suburban fringe could be retrofitted as multi-family homes.

Landis raised questions about how demographic trends trump economic trends, and how the composition of housing preferences will dictate the built environment. Overall, the conversation provided an



**Home grown:** As the U.S. population pushes past 500 million people in 2050, three-quarters of all new housing stock will need to be built for renters, says Arthur C. Nelson.

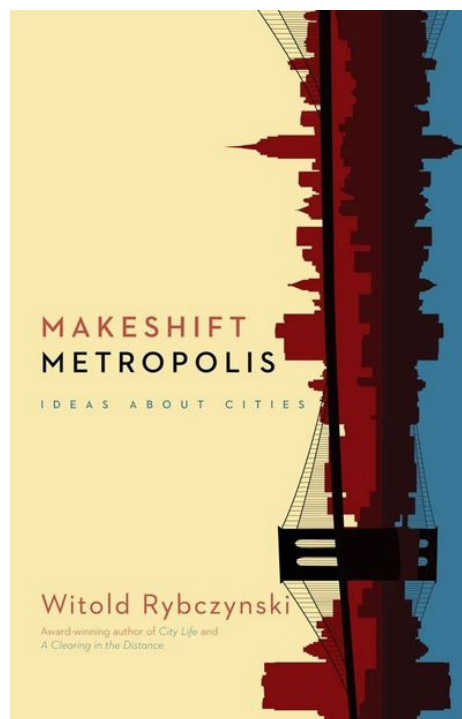
interesting perspective on the direction of long-range planning, and provided a glimpse into how the urban landscape can evolve according to housing preferences and population growth. 🎧

## WITOLD RYBCZYNSKI SPEAKS ABOUT URBAN MOVEMENTS PAST AND PRESENT

In his new book, *Makeshift Metropolis*, author Witold Rybczynski, University of Pennsylvania's Martin and Margy Meyerson Professor of Urbanism, addresses two questions of fundamental importance to understanding cities: "How did we get where we are?" and "Where are we going?" During a Penn IUR Public Interest series book talk at Philadelphia's Center for Architecture on the evening of Nov. 10, 2010, Rybczynski spoke to these questions as he discussed concepts that have influenced American cities.

Looking at early 20th-century movements and visions such as City Beautiful, the Garden City, Le Corbusier's Ville Radieuse, Jane Jacobs' idea of the downtown, and Frank Lloyd Wright's Broadacre City, the author demonstrated how these ideas shaped cities. Proffering contemporary examples such as Chicago's Robert Taylor Homes; Levittown; New Urbanism; Washington, D.C.'s Anacostia waterfront project; Reston, Va.; and architect Moshe Safdie's master plan for Modi'in, Israel, Rybczynski showed how these early planning ideas surface in the field today.

But he reminded his audience that despite the importance of ideas, American cit-



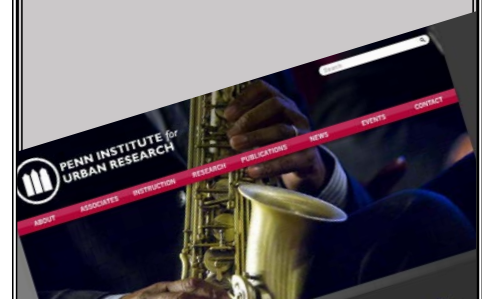
ies are created based on the demand pressures of an inconsistent market. In light of this notion, the author ended his talk with a question: How do we create high-density areas that will continue to attract people? 🎧

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Donations made through *Friends of Penn IUR* support Penn IUR general operations. All donation amounts are greatly appreciated.

Depending on your donation amount, you'll be granted access to some of Penn IUR's invite-only urban scholarship and leadership events. Individuals who provide gifts of more than \$500 will receive an invitation to the Penn IUR Annual Urban Leadership Forum.

For more information or to join *Friends of Penn IUR*, visit our new website at [www.penniur.upenn.edu](http://www.penniur.upenn.edu)!





# PENN INSTITUTE *for* URBAN RESEARCH

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Comprehensive in scope and integrative in practice, the Penn Institute for Urban Research (Penn IUR) is dedicated to fostering understanding of cities and developing new knowledge vital to charting the course of local, national and international urbanization. Drawing on the University's unique strengths, Penn IUR addresses the many challenges, opportunities and creative possibilities of urban life and has a special focus on developing knowledge in two critical areas: the sustainable 21st-century city and anchor institutions in urban development.

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