

About the Pratt Center

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DEMONSTRATION ONLY

Pratt Center for Community Development (PC4CD)

Description:

Pratt Center for Community Development is a community-driven planning and development organization that works for a more just and sustainable New York City in partnership with community-based groups, small businesses, and the public sector.

Stakeholder(s):

New York City Residents

Pratt Center Team

Nepal Asatthawasi :

Director of Development and Operations — Nepal Asatthawasi directs Pratt Center's fundraising, partnership and communication efforts, oversees all operational systems, and works closely with all Pratt Center staff on program development and implementation. Prior to joining Pratt Center, Nepal was the Assistant Director of NYDesigns, a business accelerator program at LaGuardia Community College, CUNY specializing in incubating and growing design and tech hardware startups and small businesses. She previously lead business development and project management at a multidisciplinary design studio and served as a fundraising and communications consultant for NGOs in Latin America and the Asia-Pacific region. Nepal received her BA from Columbia College, Columbia University and graduate degrees in urban design and planning at the London School of Economics and the Architectural Association School of Architecture, London. She was a 2013-2014 participant of Coro Leadership New York. Nepal most recently lived in Greenpoint, Brooklyn for twelve years, where she visited up to three playgrounds a day with her 3-year old and helped organize the annual epic block party on Kent Street. She is now based in the Hudson Valley.

Jen Becker :

Senior Fellow for Economic Development — Jen Becker is a Senior Fellow for Economic Development at Pratt Center, with over two decades of experience developing public policy and programs to advance sustainable urban development, particularly around issues of green jobs, clean energy and manufacturing. Jen continues to work on sustainability and economic development issues including stemming displacement pressure on local businesses and overseeing a body of work related to residential energy efficiency. In the past years, Jen served as the Chief Sustainability Manager for the New York Power Authority (NYPA), the country's largest publicly-owned utility, and was responsible for developing and implementing sustainability efforts across all departments. Prior to NYPA, she was the Vice President of Clean Energy and Sustainability for the New York City Economic Development Corporation and a key contributor to PlaNYC, the city's long-term sustainability plan. She also teaches in Pratt Institute's graduate City and Regional Planning program. Jen holds a M.S. in City and Regional Planning from Pratt Institute and a B.A. from the University of Wisconsin-Madison. She is an alum of the Coro Leadership NY program. Jen was a long-time Brooklyn resident, but recently moved to New Jersey, where she is involved in the local schools and actively supports local businesses. She still makes sure to frequent her beloved Brooklyn restaurants and stores whenever possible.

Elena Conte :

Deputy Director — As Deputy Director, Elena Conte heads up Pratt Center's organizational development and management of all programmatic initiatives. She advances collaborative advocacy campaigns that link our technical assistance practice with low income and communities of color to policy; on select projects, she leverages her two decades of experience in community-based planning to serve as a lead facilitator and urban planner on projects that improve housing, the environment, and economic opportunities for low-income New Yorkers. Since joining Pratt Center in 2007 as the Organizer for Public Policy campaigns, she has served in various roles deepening her experience on equitable land use, accountable development, sustainability, housing, and transportation equity issues. Prior to joining Pratt Center, she led solid waste, energy and urban forestry efforts at Sustainable South Bronx and helped advance a successful citywide campaign to ensure that New York City's garbage export system is distributed throughout the five boroughs, instead of concentrated in low-income neighborhoods suffering the city's highest rates of environmental illness. She also directed Greening for Breathing's efforts to plant and care for trees as a community-based response to poor air quality and low canopy cover. Born and raised in New York City, Elena holds an M.S. in City and Regional Planning from Pratt Institute and a dual B.A., in Comparative Studies in Race and Ethnicity and Spanish, from Stanford University. She is an Adjunct Professor at CUNY's School of Labor and Urban Studies, a Senior Fellow with the Environmental Leadership Program, a Coro Immigrant Civic Leadership Program alum, and is a Fellow in the Sterling Network NYC, a 10-year initiative of the Robert Sterling Clark Foundation to support a network of systems change leaders advancing economic justice. Elena lives in Flatbush and especially loves the merchants in the area and the B44 Select Bus Service route.

Ben Dodd :

Communications Specialist/Planner — Ben spearheads Pratt Center's communications efforts, overseeing design and production of policy and planning publications, and collaborating with project staff to create materials that support their work. Ben also develops the Center's promotional and fundraising materials, manages digital campaigns and web content and works to ensure visual consistency and quality across all Pratt Center communication channels. As part of his responsibilities at Pratt Center, Ben managed the design and implementation of Pratt Center's new identity and website in 2019-2020. He oversaw the design of the Neighborhood Data Portal User Guide, which is a supplemental resource which offers users of the online mapping tool a comprehensive data dictionary and step-by-step tutorial. In 2015-2016, he created the visual identity for the Equitable Innovation Economies initiative, a collaborative effort with PolicyLink and Urban Manufacturing Alliance to help four U.S. cities pursue more inclusive growth

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Stakeholders (continued)

strategies. The identity was implemented across a suite of digital and print materials and publications. Ben also supports communications efforts for Made in NYC, Pratt Center's local manufacturing initiative. Prior to joining the Pratt Center team, Ben worked with Long Island City Partnership on the design of the first Long Island City Comprehensive Plan. He also served as a Community Planning fellow in Brooklyn Community Board 9, where he provided assistance in land use and zoning. Ben has an M.S in City and Regional Planning from Pratt Institute's Graduate Center for Planning and the Environment. Ben lives in Bay Ridge where he helps coordinate music at his church, participates in his neighborhood CSA, and serves on the board of an immigration legal services organization.

Tara Duvivier :

Senior Planner — As Senior Planner, Tara Duvivier works on a range of community-based planning initiatives at Pratt Center, providing management and oversight to our planning technical assistance and community engagement efforts. As an experienced facilitator, Tara works closely with our community partners to ensure information flows freely between stakeholders at every level, from grassroots groups, community-based organizations to city agencies and elected officials. Whether performing planning research and analysis, or coordinating between stakeholders, Tara is deeply committed to working towards solutions that are equitable and effective. Prior to joining Pratt Center, Tara focused on land use analysis as a planner in the Office of the Manhattan Borough President. In this role she also facilitated various task forces and community engagement processes and provided technical assistance to various constituents and community groups. Tara has over a decade of experience working in non-profit affordable housing development, where she oversaw creation of over 250 units of housing throughout the city ranging from supportive housing for formerly homeless to single family homes and cooperative apartments for low-income New Yorkers. Tara has a Master of Urban Planning from New York University-Wagner School of Public Service and a Bachelor of Science in Engineering from The Cooper Union for the Advancement of Science and Art. Tara loves her neighborhood of Clinton Hill where she's lived for nine years. She is active within her building's tenants association and makes a concerted effort to support local businesses.

Adam Friedman :

Executive Director — Adam Friedman is the third Executive Director of the Pratt Center for Community Development and one of New York's leading experts in building sustainable communities, promoting urban manufacturing and encouraging sustainable business practices. He has more than 30 years of experience in economic development, energy policy and planning, and has particular expertise in providing services to and program development for New York's manufacturing sector. He was previously Director of Economic Development for Borough Presidents Dinkins and Messinger, has written extensively on economic development and is a frequent public speaker on a variety of issues. He is a founding member and Chairman of the Urban Manufacturing Alliance and board member of the Brooklyn Navy Yard. He was the founding executive director of the New York Industrial Retention Network (NYIRN) in 1997, where he led efforts to strengthen the city's manufacturing sector and promote sustainable development. Prior to NYIRN, Adam served as Executive Director of the Garment Industry

Development Corporation and director of economic development for Borough Presidents David Dinkins and Ruth Messinger. He has taught urban planning courses at Pratt Institute and Columbia University. He is one of NYC's leading advocates in support of manufacturing and the employment opportunities it nurtures. To maintain perspective, mindfulness and connection, Adam has been practicing yoga for more than 20 years and is part of a community where he is often a bridge for other practitioners to community and political action.

Marie Georges :

Office Manager — Marie is responsible for preparing Pratt Center's operating budget, reviewing proposals and contracts for compliance with funder requirements, authorizing expenses, and reviewing all expense reports. Marie also meets with staff members to monitor project expenses in order to keep budget estimates on target. Prior to becoming Fiscal Manager, Marie served for 10 years as office manager and liaison to security, facilities, and other departments along with providing a high level of internal administrative organization for staff, fellows, faculty, and student workers. Prior to working at Pratt Center, she served as a data manager for the New York Industrial Retention Network (NYIRN) for nine years, until being promoted to Office Manager. Marie was one of the first staff members assigned to reach out to companies in an effort to build NYIRN's Made in NYC initiative—which was assumed by Pratt Center and now has over 1,300 manufacturers in its network. Marie has also served as a book keeper for New York city and state contracts and audits.

Richard Jiménez :

Operations Manager — Richard Jiménez is Pratt Center's Operations Manager. He joined the team in 2020 to provide creative solutions to the Center's operational needs and develop systems to improve essential organizational functions. Richard also provides communications, development, and programmatic support to Pratt Center staff. Richard brings with him experience in solving operational challenges from his time as the Director of Bronx Operations at the Bronx Freedom Fund, helping the organization reach thousands of clients. His work in client-facing capacities at the Freedom Fund and as a paralegal at the New York Legal Assistance Group in a variety of legal and socioeconomic matters also gives Richard a unique perspective on the work and impact of the Pratt Center. Richard received a BA in History from Brown University.

Salvador Muñoz :

Taconic Fellowship Program Manager — Salvador Muñoz oversees Pratt Center's Taconic Fellowship program, which provides financial awards to Pratt Institute faculty, staff, and students working on community-serving projects in New York City. Salvador is an experienced artist and organizer whose practice takes a multidisciplinary approach to address contemporary and historic social issues and amplify the voices of marginalized communities. Salvador was an artist in residence at the Laundromat Project in 2018, and has participated in fellowships at En Foco, the Leslie-Lohman Museum, and Culture Push. Prior to this role, Salvador was the Coordinator of Communications and Administration at Pratt Center. Salvador received his BA in Studio Art from the University of California, Santa Barbara in 2012.

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Stakeholders (continued)

Rebekah Morris :

Senior Program Manager — Rebekah Morris is Senior Program Manager at the Pratt Center for Community Development. Her work is centered on supporting low- and moderate-income New Yorkers living in the city's small residential buildings. This includes designing and implementing EnergyFit NYC, which is an innovative model for increasing energy efficiency retrofits in 1-4 unit homes across New York City; and policy and advocacy work for creating legal and safe basement apartments with the BASE Campaign and the East New York Basement Conversion Pilot. Rebekah joined Pratt Center in 2013 as a Regional Outreach Coordinator for NYSERDA's EDGE Program, for which she created and implemented comprehensive outreach strategies that connected NYC's industrial community to economic development opportunities via the agency's cleantech, energy efficiency, and R&D programs. Prior to joining Pratt Center, Rebekah worked on economic development initiatives in low-income communities to increase access to SNAP, Medicaid, affordable housing and more; and on a number of sustainability policy projects including a large-scale study of NYC residential recycling habits for DSNY, analysis of impacts of a community green-retrofit pilot program, and an assessment of possible strategies for reducing stormwater runoff for the NYC Parks Department. Rebekah holds a Master's degree in Urban Planning from NYU's Robert F. Wagner Graduate School for Public Service and a B.A. in Communications and Sociology from the University of Massachusetts, Amherst. Rebekah has lived on her block in Bedford Stuyvesant for 10 years, where she spends her free time talking local politics with her neighbors, exploring different play-grounds with her son, volunteering with her CSA, and supporting local small businesses.

Taylor Novick-Finder :

Program Coordinator, Made in NYC — Taylor supports the Made in NYC initiative on engaging with members and coordinating events, programs, and partnerships. Since joining the team in 2019 as an Intern, he has helped the initiative to serve local manufacturers, with a focus on makers in underserved communities such as Staten Island and the Bronx. As a recent graduate of Pratt Institute's Master of Science in Sustainable Environmental Systems, Taylor is passionate about building, maintaining, and enforcing systems that truly help sustain our communities in a holistic, just, and equitable manner. Born and raised on a small farm in the Hudson Valley, he believes deeply in the power of local food systems to nourish healthy communities and promote environmental justice. When back in his hometown of Rhinebeck, NY, Taylor supports local community development with Remy's Local, a produce delivery service and e-commerce platform for local farms and provides aid to undocumented restaurant workers furloughed by the COVID-19 pandemic. Taylor is a proud alumni of Pitzer College, where he studied Environmental Analysis with a concentration in Sustainability and the Built Environment. While at Pitzer, he served as a student fellow at the Robert Redford Conservancy for Southern California Sustainability. Most recently Taylor worked with the New York League of Conservation Voters (NYLCV) to produce an online interactive visualization tool, helping NYLCV advocate for more stringent standards to reduce lead contamination in New York State public school drinking water.

Joanna Reynolds :

Manager of Program and Partnership Development, Made In NYC — Joanna is the Manager of Programs and Partnerships for the Made in NYC (MINYC) initiative at Pratt Center where she focuses on fostering partnerships and building programs that enhance the marketing and branding capacity of New York City's manufacturers and makers. Prior to joining the Pratt Center, Joanna worked as Field Marketing Specialist at Zipcar building strategic local marketing partnerships and increasing new Zipcar members in Queens, Brooklyn and New Jersey. She started her career in local economic development at the Myrtle Avenue Brooklyn Partnership working to support predominantly Black and women-owned neighborhood businesses on Myrtle Avenue. While at Myrtle Avenue, she worked closely on community development and arts projects that supported BI-POC artist entrepreneurs and local NYCHA residents. Through Myrtle Avenue she was connected with AFROPUNK where she ran the artist and food markets for the annual festival, spotlighting Black arts and food makers. Joanna has a Master's degree in Urban Planning from NYU's Robert F. Wagner Graduate School for Public Service and a B.A. in Sustainable Urban Development & Studio Arts from the University of Rochester. Joanna was born and raised in Jackson Heights, Queens but has lived in Brooklyn for over 10 years. She bounces between Bed-Stuy and Jackson Heights, her favorite activities being sitting on her stoop, chatting with her neighbors and supporting small local businesses in both boroughs.

Pierina Sanchez :

Senior Fellow for Policy — Pierina has dedicated her career to centering racial and economic justice in urban policy and planning decisions. As Senior Fellow for Policy at the Pratt Center, her work is focused on ensuring a just recovery from the COVID-19 pandemic, one that focuses on the most impacted and the most vulnerable. Pierina is also contributing to projects that aim to democratize data access and ensure public value is recovered from public actions. Prior to joining the Pratt Center for Community Development, Pierina served as senior advisor at the New York City Mayor's Office of Intergovernmental Affairs, where she advised on the intergovernmental and external relations of over 20 housing and economic development agencies, and liaised with the city's labor unions. She negotiated legislation that will ensure a prevailing wage for workers in city-subsidized residential buildings, preserve for-hire vehicle driver wages, and protect children from lead hazards. When COVID-19 struck, Pierina's work pivoted to the City's response. She pushed to add testing sites, distribute protective equipment, and ensure the meal delivery system was reaching every New Yorker in need. Pierina also developed an action plan to protect NYCHA residents. Previously, Pierina served as the New York Director at Regional Plan Association during the development of the 4th Plan, a long-term plan for NY tristate anchored in proactive thinking about the future. She led research in affordable housing, transportation and sustainability, as well as the Plan's community engagement program that reached thousands of low-income residents and residents of color and ensured social justice was a central Plan goal. In prior roles, Pierina served as a Chicago Mayor's Office fellow, a White House intern and a New York City Council member's senior aide. Pierina teaches a course on gentrification and public policy at Pratt Institute and is a proud alumna of the Bronx Community College Upward Bound program. She holds

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Stakeholders (continued)

a BA in psychology from Harvard University and a MPA from Princeton University. Pierina is a lifelong resident of the Bronx where she volunteers with the Jerome Avenue Revitalization Collaborative and Bronx Community Board 5, and organizes community service events with local groups.

Sadra Shahab :

Senior GIS Specialist/Planner — As Senior GIS specialist, Sadra provides GIS analysis and planning support to Pratt Center's community planning and economic development projects. Sadra created the Neighborhood Data Portal, a free online mapping and analytical tool which provides the public with key housing indicators and other vital neighborhood information. Prior to joining Pratt Center, Sadra worked on several physical planning and preservation projects in his native Iran. He has served as a consultant to the Spatial

Analysis and Visualization Initiative (SAVI) at Pratt and regularly teaches GIS, AutoCAD, Adobe Illustrator, and MS Excel workshops to Pratt's graduate planning students. He is a co-author of "Beyond Zuccotti Park: Freedom of Assembly and the Occupation of Public Space" edited by Pratt Center's Director Emeritus Ron Shiffman and published by New Village Press. Sadra has an M.S in City and Regional Planning from Pratt Institute's Graduate Center for Planning and the Environment and a B.S. in City Planning and Design from Sheikh Baha'i (SHBU) University in his hometown, Isfahan, Iran. Sadra is a resident of East Flatbush, where he serves as a member of Community Board 17's land use and housing committees and as co-founder of ICON (Iranian Community of the Northeast), a non-profit organization dedicated to advocating for Iranian diaspora rights in the region.

Vision

A JUST CITY ... in which all New York City residents have access to affordable housing, open space, well-paying jobs, and a transportation system that greets them where they live and takes them where they need to go... one that is characterized by strong, resilient neighborhoods of healthy homes, clean air, an efficient built environment, and a thriving ecosystem of goods made and consumed locally.

Mission

To work for a more just and sustainable New York City

Values

Justice

Sustainability

Local Knowledge: Local Knowledge & Democratic Process -- Residents are the best experts to consult when it comes to their communities' needs, challenges, and opportunities, and the voices of residents who are Black, Indigenous, People of Color must be at the forefront to overcome the legacy of their repeated silencing. Our on the ground partnership with community groups informs our policy work, and our policy platforms mirror community needs.

Democratic Process

Genuine Exchange: Genuine Exchange Leads to Transformative Planning -- Every partnership is an opportunity for active listening, exchange, and to engage in a process that shapes Pratt Center staff and practices as much as it shapes our community partners.

Transformation

Planning

Partnership

Creativity: Creativity & Innovation -- We are guided by the belief that achieving a community's vision and breaking out of stale paradigms are borne from questioning assumptions, making bold choices, and being open to what a process of collaborative exchange can generate.

Innovation

Excellence: We deliver our partners substantive, rigorous, and high-quality products, that meet the challenges of the moment and plant seeds that will endure through implementation.

1. Urban Planning

Provide technical assistance through holistic cross-issue physical and social planning

Stakeholder(s)

Neighborhood Organizations

Local Coalitions

Grassroots Groups

Rooted in the practice of community-based planning, Pratt Center provides technical assistance to neighborhood organizations, grassroots groups, and local coalitions through holistic cross-issue physical and social planning with particular expertise in:

1.1. Sustainability

Provide technical assistance for sustainability planning

1.2. Retail Corridors

Provide technical assistance for revitalizing retail corridors

Stakeholder(s):

Retail Corridors

1.3. Brownfields

Provide technical assistance for reuse of brownfields

1.4. Climate Resiliency

Provide technical assistance for climate resiliency

1.5. Parks & Open Space

Provide technical assistance for parks and open space

1.6. Land Use & Zoning

Provide technical assistance for land use & zoning

1.7. Health & Social Determinants

Provide technical assistance for public health and social determinants

2. Community Engagement

Facilitate creative community engagement processes.

Stakeholder(s)

Communities

We develop, co-convene, and facilitate creative community engagement processes. These include in-person and virtual workshops with diverse groups of local stakeholders to identify communities' needs and aspirations and to collaboratively craft solutions. Types of engagement include:

2.1. Visioning

Facilitate visioning workshops

2.2. Groups

Facilitate large and small groups

2.3. Charrettes

Facilitate planning charrettes

2.4. Intergenerational Activities

Facilitate intergenerational activities

Stakeholder(s):

Generations

2.5. Data

Facilitate data collection, creation and mapping

2.6. Participation

Facilitate participation parties

2.7. Training

Train facilitators

Stakeholder(s):

Facilitators

2.8. Multimedia

Facilitate multimedia interactive experiences

2.9. Mediation

Conflict mediation

2.10. Languages

Foster best practices in multilingual settings

2.11. Virtuality

Foster best practices in online settings

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3. Research & Analysis

Create research tools tailored to community challenges.

Stakeholder(s)

Communities of Color

Moderate-Income Communities

Low-Income Communities

Small Businesses

Pratt Center works with community partners to create research tools tailored to the unique challenges that communities of color, low- and moderate-income communities and small businesses face - and to identify opportunities for overcoming them. Our research services include:

3.1. Geospatial Analysis

Provide geospatial analysis services

3.2. Data Analysis

Provide quantitative data analysis services

3.3. Demographics

Provide demographic analysis services

3.4. Visualization

Provide data visualization services

3.5. Surveys

Conduct qualitative surveys

3.6. Participatory Action

Engage in participatory action research

3.7. Ethnography

Provide ethnography research services

3.8. Focus Groups

Conduct focus groups

Stakeholder(s):

Focus Groups

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4. Education & Training

Offer education and training programs.

Pratt Center offers education and training programs to groups and organizations on a variety of topics related to community, economic and environmental development. Our education and training services include:

4.1. Trainers

Conduct train-the-trainer workshops

Stakeholder(s):

Trainers

4.2. Materials & Curriculum

Provide popular education materials and curriculum development

4.3. Data, Mapping & Visualization

Offer Data, mapping & visualization trainings

4.4. Cohort Learning

Conduct cohort learning experiences

Stakeholder(s):

Cohorts

4.5. Workshops

Conduct special topic interactive workshops

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5. Program Design & Implementation

Launch innovative community development programs.

Stakeholder(s)

Communities

New York Region

Pratt Center has a distinguished track record of launching innovative community development programs that have had a substantial impact in the New York region and beyond. We work with a variety of groups on:

5.1. Programs

Develop program models

5.2. Pilot Projects

Conduct pilot testing and implementation

5.3. Experiences & Engagement

Facilitate participant experience and engagement

5.4. Scaling

Scale models for impact

DEMONSTRATION ONLY

6. Policy

Develop public policy recommendations.

Stakeholder(s)

New Yorkers

New York City Boroughs

Pratt Center's policy priorities are shaped by our on-the-ground work with New Yorkers in all five boroughs. We develop pragmatic public policy recommendations, and work with citywide and community-based coalitions to advocate for these and other initiatives that advance community-driven solutions.

6.1. Research

Conduct policy research

6.2. Development

Develop policy

6.3. Advocacy

Advocate policy

DEMONSTRATION ONLY

7. Strategic Advisement

Provide campaign planning and strategy support.

Stakeholder(s)

Community-Based Organizations

Pratt Center provides campaign planning and strategy support to community-based organizations. We also support CBOs through staff capacity building, leadership and board development, and internal strategic assistance.

7.1. Organizations

Support organizational development strategies

Stakeholder(s):

Organizations

7.2. Campaigns

Support organizing and campaign strategies

DEMONSTRATION ONLY

8. Small Business Assistance

Design and facilitate learning opportunities and provide creative services to guide New York City manufacturers.

Stakeholder(s)

Small Businesses

New York City Manufacturers

Pratt Center enlists the creative expertise of Pratt Institute to design and facilitate learning opportunities and provide creative services to guide New York City manufacturers towards smarter marketing strategies, practices, and outputs: These services include:

8.1. Learning Lab

Host the Made in NYC Learning Lab

Stakeholder(s):

NYC Learning Lab

8.2. Networking

Host industrial business networking events

8.3. Branding & Promotion

Conduct local branding & promotional campaigns

Administrative Information

Start Date:

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