



The Rutgers Community Outreach Partnership is assisting local efforts to redevelop Newark's West Side Park neighborhood. On a walking tour of the neighborhood are representatives of community groups the COPC is working with. From left: **Gerry Harvey** of Crest Community Development Corporation; **Olynn Lettman** and **Judith Favors** of Tri-City Peoples Corporation; and **Alle Ries** of the Newark Community Development Network.

(William Perlman/THE STAR-LEDGER)

Rutgers COPC is REACHING OUT TO RESIDENTS OF NEWARK'S WEST SIDE PARK NEIGHBORHOOD

Eighteen months into a three-year effort to help revitalize Newark's West Side Park neighborhood, the Rutgers Community Outreach Partnership Center (COPC) is making its mark on this long-neglected neighborhood in Newark's Central Ward—130 square blocks that house 20,000 residents and constitute the most impoverished census tracts in the city.

Funded by the U.S. Department of Housing and Urban Development, the COPC is a partnership that joins CUPR and the Rutgers Newark Center for Families and Communities (NCFC) with a dynamic alliance of community partners: the Neighborhood Empowerment Council (NEC), Corinthian Housing Development Corporation (CHDC), Habitat for Humanity, the International Youth Organization (IYO), the Salvation Army, Tri-City Peoples Corporation (TCPC), and the United Community Corporation.

The COPC's principal objective is to assist the community-based revitalization efforts under way in Newark through New Jersey's Urban Coordinating Council initiative and the federal Enterprise Community program. CUPR's **Robert W. Lake** (project manager) and **Steve Finn** (director of CUPR's *Project Community* initiative) work closely with **George Paschalis**, director of the Newark Center for Families and Communities, and the other COPC partners in allocating faculty, student, staff, and technological resources to achieve community betterment.

COPC projects encompass seven functional categories:

1. COMPREHENSIVE PLANNING
2. COMMUNITY ORGANIZING
3. NEIGHBORHOOD REVITALIZATION
4. ECONOMIC DEVELOPMENT
5. AFFORDABLE HOUSING
6. HEALTH CARE
7. EDUCATION

COPC'S EARLY ACHIEVEMENTS

The foundation for *comprehensive planning* in the West Side Park neighborhood is structured on the geographic information system (GIS)-based Community Asset Map developed by the COPC. This database, which was written to a CD-ROM for distribution to neighborhood organizations, is an inventory of more than 3,500 residential, commercial, and vacant West Side

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EDA, THIRTY-FIVE YEARS LATER: REVISITING A MANDATE

The U.S. Economic Development Administration (EDA), an agency of the U.S. Department of Commerce, was established under the Public Works and Economic Development Act of 1965 (PWEDA; 42 U.S.C. 3121, as amended), to generate new jobs, help retain existing jobs, and stimulate industrial and commercial growth in economically distressed areas of the United States.

Since 1965, EDA has invested more than \$16 billion in grants across a wide array of programs ranging from public works and defense conversions to responses to natural disasters. The EDA supports planning efforts for 320 Economic Development Districts and 65 Indian Tribes, 69 University Centers, and a national network of Trade Adjustment Centers. It makes revolving loans available for locally identified commercial

development projects and grants funds for technical assistance to help communities solve specific economic problems.

CUPR is conducting a study that will document and critically evaluate the role of EDA in the context of a national landscape that has changed dramatically over the last 35 years. U.S. regional economies have shifted positions of strength; communities have had to make transitions from military to civilian economies; technology-driven economic clusters have emerged; rural areas have withered.

Robert W. Lake and **Robin Leichenko**, co-principal investigators, will collaborate on the study with **Elvin Wyly** of CUPR, assisted by **Niki Dickerson** and **Antonia Casellas**. **Amy Glasmeier** of Penn State University joins the CUPR team, expanding her work in analyzing economic distress indicators. ■

AROUND THE CENTER

by **Norman J. Glickman**
Director

Moving On . . .

This is my last column in this space for CUPR REPORT. I have stepped down as director of CUPR and am now University Professor, a position to which I was appointed on July 1. I will remain very much involved in the workings of the Center for Urban Policy Research—in its research program and other activities. I have moved just a few feet from my old office.

It has been a great run for me at CUPR, but after eleven years, it is time to do some new things. I want to do more teaching, finish several writing projects, and begin new research ventures. I want to spend more time with the nonprofits that I work with and begin work in the mediation of public disputes. I recently took a course in mediation and want to use these new but untested skills.

I have loved every moment here at the Center, and I leave the director's job with considerable mixed feelings. We have developed a number of new initiatives at CUPR—more research in community development and poverty, growth management, economic development, and housing. We have worked for a large number of government agencies and foundations, and we have become a much more effective national institution. CUPR researchers have won awards from groups ranging from the APA to the United Nations. We expanded majestically, hiring some of the brightest young minds in several disciplines and nurturing their development.

CUPR REPORT was one of the first initiatives I launched and remains very close to my heart. Arlene Pashman, our Editor Without Peer, and I sat down in 1989 to figure out how to communicate both what was going on at the Center and in the broader urban field. CUPR REPORT could not be yet another one of the "This-is-what-we-do—Ain't-we-great?" newsletters that we get every other day and use to line our trash cans. It had to speak to more of our urban interests.

*Arlene has run with this lovely publication ever since. This is but the latest version—it talks about research projects at CUPR, presents another lively debate, looks at some issues of importance to you, and puts another smile on your face, courtesy of **Marty Goldensohn's** humorous column.*

*CUPR will continue to grow and thrive under unique new leadership: **Robert W. Burchell** and **David Listokin**, who have been at the Center for more than a half-century between them, have been named co-directors. Their experience and ability will make CUPR an even better institution. ■*

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SPEAKING OUT

Observations on THE PARADOX OF AMERICAN DEMOCRACY

by John Atlas

John McCain's brief presidential run tapped in to the public's outcry against special interests. Could this be a precursor of reforms that will extend the benefits of democratic capitalism?

During the progressive eras of the early 1900s, the 1930s, and the 1960s, the United States enacted reforms that promoted equality in the distribution of wealth and power and provided disadvantaged Americans with the kind of educational opportunity, security, and leisure time enjoyed by the upper classes. These "progressive" reforms—from child-labor laws to the eight-hour workday to Medicare—have been central to our progress as a civilized nation.

Our current national prosperity could easily allow the United States to expand opportunities for the poor. We could fully fund Head Start, reduce student-teacher ratios, extend affordable health care to all children, build more affordable-housing programs, and improve antipollution technology. But, according to John B. Judis, a senior editor for *The New Republic* and columnist for *The American Prospect*, Washington will do nothing toward that end, even when the voters and the "national interest" demand it.

Judis, one of our wisest political journalists, persuasively argues in *The Paradox of American Democracy: Elites, Special Interests, and The Betrayal of Public Trust* (Pantheon Books) that reform is impossible because of a powerful alliance between conservative politicians and business lobbyists. This alliance blunts popular pressure from voters and pushes aside the progressive influence of elite organizations.

The "paradox" is this: Progressive reform can be won only if labor and consumers are joined by elites and elite business organizations—the same establishment maligned by the Left in the 1960s. Progressive reforms happen only when labor and public-interest reformers team up with enlightened elites—especially business leaders, the media, and presidents of universities and foundations—to champion reform in the public interest.

Judis writes: "There is a tradition that stretches from Samuel Adams [and] George Washington through Theodore Roosevelt and Henry Cabot Lodge down to Henry Stimson, Dean Acheson, and John McCloy. These men placed public service above private gain and sought as public servants to

represent the interests of the nation rather than those of a particular class, region, or industry."

Today's corporate elite not only lobbied for bills that make the rich richer, they opened conservative think tanks and funded bogus research to promote their own self-interests. "The conservatives rejected the very idea of a dispassionate and disinterested elite that could focus on the national interest," writes Judis. "Instead of creating a new elite, they undermined what it meant for the country to have one. The new groups, in contrast to the old, did not seek to be above class, party, and ideology. On the contrary, they were openly probusiness and conservative."

For example, Judis contrasts the national health-care proposals of 1993 with the Employment Act of 1946. He documents how health-care reform failed because an alliance of conservative organizations and business lobbies made any compromise impossible.

At the end of World War II, a coalition of liberals and labor unions proposed a full-employment bill that, like Clinton's health-care bill, was far too ambitious. Conservative Republicans and Democrats in Congress, backed by the National Association of Manufacturers, set out to kill it. But public-minded business leaders, organized through the Committee for Economic Development (CED), thought the government should commit itself to preventing another Depression. So CED successfully engineered a compromise, the Employment Act of 1946. In 1994, similar groups of business and labor leaders sought a compromise health plan—even with the U.S. Chamber of Commerce—but they were overwhelmed by powerful trade groups and business lobbies.

Judis's insightful analysis takes on both the Left and the Right. The American Left accused the elite policy groups that sought compromise between business and labor reforms of the Progressive Era, the New Deal, and the 1960s of co-opting more sweeping reforms. Judis shows that reforms like those in the 1960s were made possible by the guidance of the Brookings Institution, the *New York Times*, the Ford Foundation, and similar organizations that fostered an ethos of disinterested civic-mindedness.

Judis, however, goes a little soft on the best and brightest elites.

Reminders of our humbling history: THE SAGA OF SENECA VILLAGE

by Betty Winston Baye

Frederick Law Olmsted was the force behind major parks in the nation. People from Maine to California see Olmsted's hand in their favorite recreational haunts: in the estates of their wealthy families; in college campuses; and in green, secluded spaces where denizens of big cities are able to commune with nature as if they're really far from the madding crowds.

But it's a mistake, according to Witold Rybczynski's recent book, *A Clearing in the Distance: Frederick Law Olmsted and America in the Nineteenth Century* (Scribner), to be-

lieve that Olmsted was a mere Johnny Appleseed "scattering beautiful city parks across the nation."

Manhattan's first significant community of black landowners. I had never heard the tale of how 1,600 New Yorkers, white and black, were displaced to make way for Central Park.

In a scenario common to our time—when the rise of new development is laying waste to rivers, streams, and green space—in the mid-1800s, the city of New York exercised its right of eminent domain, the taking of private property for public purposes. This was done to clear out communities that stood in the path of the grand park



Bethesda Fountain and Lake, Central Park, circa 1900

lieve that Olmsted was a mere Johnny Appleseed "scattering beautiful city parks across the nation."

Olmsted was, Rybczynski writes, obsessed with "organization and planning on paper." Moreover, "It was the future that concerned him, and he had the rare patience to successfully project his plans years ahead."

Thinking far ahead, of course, is necessary for landscape architects, as theirs is a field, Rybczynski notes, that requires the passage of a generation, and sometimes several, "for the full realization of the designer's goal."

Quite unexpectedly, Olmsted surfaced as a subject when I recently visited the powerfully painful exhibit, "Without Sanctuary: Lynching Photography in America," at the New York Historical Society.

While in conversation with Cynthia R. Copeland, the Society's education specialist for middle and high schools, and Susan DeCarava, the Society's public affairs associate, Copeland mentioned a place called Seneca Village. Though born, reared, and schooled in New York City, I had never heard of it.

And while I've thoroughly enjoyed Frederick Law Olmsted's tour de force in Manhattan—Central Park—and even lived for years adjacent to the park's northern end in East Harlem, it never occurred to me who and what were there before there was a Central Park.

Well, now I know. Seneca Village was there.

Located roughly between 82nd and 89th Streets between Seventh and Eighth Avenues, Seneca Village

that the elite, who felt stifled in the crowded city, clamored for.

To add insult to injury, this nineteenth-century version of urban renewal was aided and abetted by the media, which often characterized the neighborhoods in Central Park's path as "wastelands" and the residents who lived there as "squatters," "bloodsuckers," and "insects."

It didn't matter at all that the insects and bloodsuckers who inhabited Seneca Village had built three churches, a school, homes, and cemeteries. In fact, one 1856 article published in the *New York Daily Times* said, the "Ebon inhabitants" of Seneca Village "present a pleasing contrast in their habits and the appearance of their dwellings to the Celtic occupants" residing in the lower part of what was to become Central Park.

That notwithstanding, by 1857, according to the Historical Society's Seneca Village teaching guide, "a substantial community with deep spiritual and familial ties . . . had vanished without leaving much evidence of its past." I would discover the irony later when I decided to learn more about Seneca Village.

In *New York: An Illustrated History*, by Ric Burns, James Sanders, and Lisa Ades (Knopf), for example, I read that Olmsted and his partner, Calvert Vaux, actually envisioned Central Park as a place where New Yorkers "would come together and leave behind their differences." Their idea was that "as New Yorkers of every class entered the park, they would leave behind the constant reminders of their differences and, it was hoped, rediscover their

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FORUM: IMPLICATIONS OF THE CENSUS 2000 MULTIRACE/MULTIETHNICITY CHECKOFF

Will inclusion of the multirace/multiethnicity choices on the Census 2000 form prevent accurate counts of minority populations or will it, as proponents maintain, unfold the rich demographic fabric of Americans' diverse heritages?

Golf pro Tiger Woods brought the discussion of multiracial/ethnic identity to the fore when he pronounced himself "Cablinasian"—Caucasian, black, Native American, and Asian. Some states—Florida, Georgia, Illinois, Indiana, Michigan, North Carolina, and Ohio, among them—have recognized that government forms denied citizens the ability to identify themselves accurately and recently added multiracial/ethnic options.

Single-minority advocacy groups fear that multiple checkoffs will dilute the political strength and identity of minorities, weaken civil rights progress, and decrease funding for programs targeted at minority populations. Those who advocate multiracial identification say that, for the first time, they will be "making the invisible visible," in the words of **Ramona E. Douglass**, director of media and public relations for AMEA—the Association of MultiEthnic Americans. **Robert B. Hill**, senior researcher at WESTAT in Rockville, Maryland, and former director of the Institute for Urban Research at Morgan State University, worries about the diminution of political strength and the loss of minority-targeted programs and funding that may result from undercounts of single-minority populations. Their discussions follow.

Concern for accurate counts drives

OPPOSITION TO THE MULTIRACE OPTION IN THE CENSUS

by **Robert B. Hill**

America is increasingly becoming racially and ethnically diverse. By the middle of the twenty-first century, people of color are projected to outnumber whites. Moreover, racial intermarriages are at record levels, and the number of multiracial children is soaring. Thus, it should not be surprising that groups of interracial parents and their offspring would demand that they be allowed to express their diversity on the census form and not be limited to the standard racial categories.

Indeed, during the 1990s, interracial groups urged the Census Bureau to add a "multiracial" or "biracial" category to the race question in the 2000 census. After a period of public comment, the Office of Management and Budget (OMB) decided not to add a new race category. However, as a compromise, OMB permitted the Census Bureau to allow respondents to check "one or more" racial groups. All four of the Census Bureau's Racial and Ethnic Advisory Committees (REACs) went on record as opposing the multiple response option. I will now elaborate on the reasons why the African American Advisory Committee opposes multiracial responses in the census.

First, as one of the most racially diverse groups in this nation, black Americans support the desire of all individuals to express their racial or ethnic diversity. Unfortunately, despite our racial variations, the "one-drop" rule in America continues to confine blacks to one racial designation. Thus, the census is not the appropriate vehicle for self-expression at this time. Since 1790, the primary reason that racial classifications have been added to the census is for political purposes: to facilitate the identification of various racial-ethnic groups for differential treatment. For example, terms such as "mulatto," "octoroon," and so on were added to the 1850–1890 censuses to identify specific mixed races for

slave owners or for state or national interests—not to permit the self-identification of enslaved or freed blacks. Similarly, "Chinese" and "Japanese" were added as racial categories in the 1890 census to prevent Asians from immigrating to this country. Fortunately, today, racial classifications in the census are most often used to protect the rights of people of color, not to mistreat them, as was too often true in the past.

Second, the primary purpose of contemporary racial classifications, according to OMB, is to permit government agencies and nongovernment groups to monitor compliance with affirmative action regulations, voting rights laws, court edicts, and other equal-opportunity mandates. Thus, their overriding function is to facilitate assessment of the treatment of racially and ethnically disadvantaged groups—not to enhance self-identification.

Third, there are no Supreme Court precedents for discriminating against people for being members of two or more racial groups. Almost all of the civil rights cases are based on the mistreatment of persons for belonging to a single racial minority. Perhaps there will be many discrimination cases for multiracial persons in the future, but few exist at present.

Fourth, permitting multiple responses would produce sixty-three racial categories (including fifty-seven combinations), which are too complex and cumbersome to use for most official purposes and would contribute to reducing the size of various minorities. Moreover, these numerous combinations will lead to a plethora of lawsuits.

For these reasons, to ensure a more accurate count of the black population, the African American Advisory Committee urged its constituency to check only one racial category on the 2000 census form. Most of the other REAC

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The multirace option for Census 2000 is

UPGRADING AMERICA'S CONVERSATIONS ON RACE

by **Ramona E. Douglass**

In October 1997, the U.S. federal government's Office of Management and Budget made an historical decision to amend its current statistical standards for the collection of racial and ethnic data. OMB Statistical Directive 15 was revised to allow for the acknowledgment and tabulation of people who choose to identify with more than one race. Prior to this time, national public policy guidelines assumed, for statistical purposes, single-race, mutually exclusive identification of only four distinct racial groups and two ethnic categories:

Race

- WHITE
- BLACK
- AMERICAN INDIAN/ALASKAN NATIVE
- ASIAN/PACIFIC ISLANDER

Ethnicity

- HISPANIC ORIGIN
- NOT OF HISPANIC ORIGIN

In a *Federal Register* Notice dated October 30, 1997, it was announced that new guidance would be given to agencies that collect or use aggregate data on race. The revised standards for such collection require that agencies offer individuals the option to select one or more races when reporting information on race in federal data collection. There are now *five minimum-race categories*:

1. AMERICAN INDIAN/ALASKAN NATIVE
2. ASIAN
3. BLACK/AFRICAN AMERICAN
4. NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER
5. WHITE

There are also *two minimum categories for ethnicity*:

1. HISPANIC OR LATINO
2. NOT HISPANIC OR LATINO

Hispanics and Latinos can be of any race. In order to reduce the number of Hispanics and Latinos who check "Other Race," the question on Hispanic origin is now placed immediately before the race question, with instructions to answer both questions. Finally, for purposes of the census, the

category "Some Other Race" has been added, with a write-in area intended to capture such responses as Creole or Mestizo. Those who are intent on a separate multiracial category may also choose to use that space to affirm a distinct multiracial identity.

What is most important is that the Census 2000 conducted in April of this year—a very visible and inclusive public event—is the first nationwide implementation of these revised federal standards. Opting for a "check one or more" race format over the traditional single-race, "check one only" box format on the race and ethnicity question represents a long overdue victory for those who have stood for, lobbied, or otherwise endorsed the acknowledgment, celebration, and respect for human diversity. What has been dismantled by this shift in public policy is the mythical notion that race is fixed rather than fluid, or that any government agency's perception of racial identity takes priority over an individual's right to self-identify. The American people will finally be able to display a full range of single- and multiple-race responses, reflecting the truly diverse fabric of their current and historical roots.

Allowing multiple race responses on the 2000 census has opened the door to more accurate and complete statistical information for purposes of medical research, drug protocol development, and improved patient care. The American Medical Association was one of many prominent national organizations to endorse the benefit of more-detailed racial and ethnic data. The National Institutes of Health and other biomedical/research entities that specialize in tracking diseases based on genetic frequency will have an opportunity to more accurately assess a population that is rapidly blending in the twenty-first century. According to estimates recently released by Princeton University's

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URBAN NOTES

NO EMERGENCY! READ THIS COLUMN

by Marty Goldensohn

We belong to the Ridgewood town pool, which is really a “plake” because it has a sandy bottom like a lake. I love our plake: It has a wide, sandy beach, so I feel like I’m in Sandy Hook, which takes two hours to reach instead of two minutes. It attracts duck families. It costs only 180 bucks each season. (In Ridgewood, where many Wall Streeters live, a visit to the cheese shop will set you back \$180.) Our plake is also open late, so Ruth and I can take a dip after work. On weekends, we cuddle up in the kids’ giant inflatable baseball mitt and float around drinking Pina Coladas from a thermos.

But in every Eden there is at least one thorn. At the plake, it’s the *No Emergency* announcements.

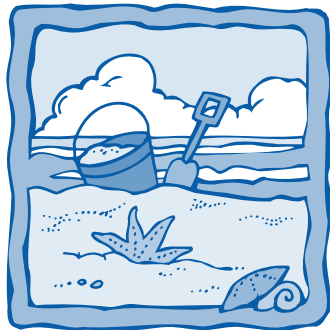
Our plake is patrolled by lifeguards who, unlike some other college students so employed for the summer, actually watch the water. This is good. When there’s an emergency, the alert is relayed over the public address system. The young lifeguards spring into action (at least I assume they do). Actually, I’ve never heard a real emergency announcement, but I do hear plenty of explicit announcements about how there is no emergency.

Turns out, the public address system is used for many purposes: to tell bathers to move their cars; to persuade us to buy blue Mylar balloons for the scholarship fund; to warn us of early closings of the Waterside Grille. And every one of the announcements begins with these precise, presumably soothing words that fall alarmingly on the ears of parents: “Guards, no emergency!”

You hear the word “emergency” over the loudspeaker, and you snap to attention. Your adrenaline starts pumping, even if you’ve swum in Ridgewood for years.

Has someone gone down in the deep end? Jackknifed too close to the board? When over the happy splashing and chatter of toddlers you suddenly hear, “Guards, no emergency!” you bolt upright on your towel and count your kids.

Somehow the word “no” simply doesn’t register. The word “emergency” is so powerful it vaporizes any “no” within ten



paragraphs. The scriptwriters at the pool forgot that the medium is the message. The loudspeaker, a gray metal megaphone on a tall wooden pole, is intended to announce trouble, like an air raid: “Please proceed to the nearest tube station.”

I have suggested to the lifeguards that they reserve the word *emergency* for emergencies, like when a child is missing and all guards join hands to trawl the bottom until, to everyone’s relief and later annoyance, Jimmy turns up on the hot dog line.

The guards do see my point and agree, but so far . . . nothing. Improving their announcements is, well, no emergency.

I could appeal. I could see the mayor. But, instead, I’ve decided to harness the power of *No Emergency!* for some positive use in my own life.

“Kids, no emergency,” I yell upstairs. “Five minutes ‘til dinner.”

usually little or no consideration of who and what have been sacrificed. We haven’t a clue as to whose graves we are romping, shopping, eating, and living upon.

Were it not for the conservationists, environmentalists, and the occasional bleating of the sacrificial lambs, who would ever consider who and what existed before we arrived? Instead, we sometimes dare to call ourselves pioneers, implying, of course, that we’re first and that’s that.

I suppose I could have lived happily for the rest of my days never knowing the story of Seneca Village. But the story is a reminder that history often repeats itself.

Just as the residents of Seneca Village were displaced, as were the people who may have been there

“What’s the emergency?” Rosie yells over the Dave Matthews Band.

“Dinner in five,” I repeat.

“Why’d you yell ‘emergency?’” asks Emma, the 14-year-old, as annoyed as if I had been singing.

“Just getting your attention,” I say.

“Throw a hand grenade next time,” scolds Rosie sarcastically.

“Actually, I said ‘No emergency,’” I explain.

“Dad, you’re introducing the concept of emergency into a non-emergency situation,” Rosie lectures me. “It’s stupid and it’s dangerous.”

“I love you both,” I say, enjoying our genetic similarity.

“You’re weird, Dad,” Emma says.

“Honey, no emergency,” I say at dinner.

“What is it?” Ruth asks, concerned.

“Could you pass the water?”

“That’s not an emergency,” Ruth snaps.

“You know how long it takes to get the water,” I complain.

“True, but your ‘no emergency’ trick won’t last,” Ruth predicts. “We’ll get used to it.”

“I’ve ordered a bullhorn,” I announce.

“No emergency, Honey, but any interest in a quickie float in the plake tonight?” I ask my wife.

“No plake,” says Ruth.

“Is that your final answer?” I ask.

“Not at all,” she says. “I was just getting your attention.”

Marty Goldensohn, a freelance satirist, anchors Been There/Done That on WHY-FM in Philadelphia. He lives in Ridgewood, New Jersey.

before Seneca Village existed, any one of us could awaken some day in the future and discover that we’re expendable. We could discover that the sacred places where we’ve put down roots, where we worship, marry, rear children, and bury our dead, sit in the path of some logically considered greater public good.

Good history lessons can be more than informative, but humbling, too, for they may tell us that we’re not first, last, and always, and that here today and gone tomorrow is more than a notion.

Betty Winston Baye is a Best of Gannett-winning columnist for the Courier-Journal in Louisville, Kentucky. © 2000 The Courier-Journal. Reprinted with permission.

PARADOX (from page 2)

There is a fine line between *noblesse oblige* and co-opting social movements to promote upper-class self-interest. Judis does not always make that distinction clear. He also ignores the collective arrogance that sometimes led elites to misunderstand the needs of labor and grassroots movements. The establishment of the 1960s underestimated the commitment of civil rights activists and distrusted their leaders. Nor do I share Judis’s faith in foundation executives who pursue the common good. In my experience, many of them do not always work

Citizens need to build a social movement with the moral force of the civil rights movement.

harmoniously with grassroots groups. Their money is often used to impose their misguided “wisdom” on these groups.

For example, Judis touts the foundation-funded public interest law firms of the 1970s. They used the government on behalf of consumer and environmental causes. But by substituting legal strategies that emphasized rights and entitlements instead of building public support through persuasion and community action, they fed our culture of individualism that eats away at attempts to increase civic engagement, build community, and promote national solidarity.

Before the enlightened elites can play a role promoting the common good, more citizens will need to push from below through their faith-based institutions and civic groups, building a social movement with the moral force of the civil rights movement.

Judis refutes the conservative’s notion that our nation’s problems stem from big government. Government in Washington has not grown over the decades; what have multiplied and flourished are the hired guns of corporate America: the networks of lobbies, think tanks, and policy groups that dominate our political process and discourage civic involvement. Outspending labor or liberal single-issue groups by more than ten to one, intense lobbying by organized business has given us tax cuts for the wealthy, NAFTA, the WTO, and the Telecommunications Act in the 1990s. (Judis also has a chapter on the meaning and legacy of the 1960s that alone is worth the price of the book.)

With all the presidential candidates calling for reform, will business leaders emerge similar to those who lobbied for Lyndon Johnson’s Great Society and supported Highway Safety laws and the formation of the Environmental Protection Agency?

John Atlas is Executive Director of the Passaic County Legal Aid Society and President of the National Housing Institute.

VILLAGE (from page 2)

humanity.” Achieving this, of course—and here’s the irony—required the removal of humanity.

The pitiful saga of Seneca Village and other such historical places that have disappeared without a trace reminded me of how the achievement of what each generation perceives as its greater public good (whether it’s the thousands of new jobs made possible by a bigger airport, or the taxes generated by the thousands of new dwellings craved by a middle class newly enriched by a fired-up economy) usually requires a direct sacrifice by someone or something, be it people, or animals, or the environment. What’s more, as we enjoy our modern amenities, there’s

COPC (from page 1)

Park land parcels with information on the condition and characteristics of each. Leaders of several neighborhood-based organizations received three days of training in ArcView® GIS software, enabling them to utilize the comprehensive data set and map.

In its vital *community organizing* role, COPC partners attend monthly NEC meetings, where community activists are advised on training opportunities available to them. Focusing on the West Side Park neighborhood, two classes on the Newark campus were offered by Rutgers' Citizenship And Service Education (CASE) program. The COPC obtained funding from the New Jersey Department of Community Affairs, First Union National Bank, and Chase Manhattan Bank to administer two community internship programs through Rutgers in Newark; there, interns will offer technical assistance to local nonprofit housing and community development agencies.

UPGRADING (from page 3)

Office of Population Research in a study on the multiracial population of the United States, somewhere between 3.1 and 6 percent of the U.S. population are likely to identify with more than one race.

Under the new census format, there are sixty-three possible categories of race, consisting of the following:

I. Total count of number of persons who choose only one of six categories below:

1. AMERICAN INDIAN OR ALASKAN NATIVE
2. ASIAN
3. BLACK OR AFRICAN AMERICAN
4. NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER
5. WHITE
6. SOME OTHER RACE

II. The fifty-seven combinations of two or more of these categories for those respondents who choose "two or more categories."

Although there is ongoing debate as to what impact tabulating multiple-race and single-race responses will have on monitoring and enforcing civil rights laws, guidelines have already been established by an OMB inter-agency group to ensure that the spirit and effectiveness of these laws will not be compromised. These guidelines provide inter-agency consistency in the enforcement of civil rights laws that offer protection for those who historically have experienced discrimination based on their race, color, religion, or ethnic origin.

Guidance for the aggregation and allocation of multiple-race responses for purposes of monitoring compliance with the Voting Rights Act, or with the provisions of Public Law 94-171 (Redistricting), does not preclude the use of more-detailed data if desired or required. One method keeps the

The COPC's *neighborhood revitalization* efforts led to development and installation of the West Side Park Community Technology Network, which placed neighborhood computer centers on the premises of four community partners. The computer installations at CHDC, IYO, TCPC, and the Salvation Army (West Side) sites are technological meccas for school-age children, young adults, and senior citizens in the community.

In another project, COPC partners CUPR, NCFC, and IYO worked successfully to obtain a grant from Lucent Technologies that is funding the Newark Youth Leaders in Technology Project. In this work-based educational project, 50 neighborhood high school students will gain leadership skills and expertise in technology.

Graduate students in the community development studio offered by Rutgers' Edward J. Bloustein School of Planning and Public Policy met with local residents prior to preparing a redevelopment plan for

five specific single-race categories intact and includes the four double-race combinations most frequently reported in recent studies:

1. AMERICAN INDIAN OR ALASKAN NATIVE *and* WHITE
2. ASIAN *and* WHITE
3. BLACK OR AFRICAN AMERICAN *and* WHITE
4. AMERICAN INDIAN OR ALASKAN NATIVE *and* BLACK OR AFRICAN AMERICAN

Space is also provided for the collection of data on any multiple-race combinations that comprise more than one percent of the population in question.

Finally, a balance category is given for those reporting two or more races that do not fall into any of the four double-race combinations cited above, or any other combinations that represent more than one percent of the population in a given jurisdiction. The minimum categories for ethnicity will remain *Hispanic or Latino* and *Not Hispanic or Latino*. This approach will tally all respondents and represent 100 percent of the total population.

It is imperative in future discussions on racial and ethnic identification/tabulation that we be able to address what will promote the highest good rather than continue to perpetuate our basic fears and preconceived notions about race. What will benefit all communities involved, and what will propel this nation forward in the best utilization of all its resources, expertise, and human creativity? These are the kinds of questions that must be answered if we are ever to upgrade our conversations and self-expressions of race in America.

Ramona E. Douglass, director of media and public relations for the Association of MultiEthnic Americans (AMEA) and the organization's immediate past president, serves on the U.S. Department of Commerce's 2000 Census Advisory Committee.



Affordable housing is an important component of the West Side Park revitalization strategy. Shown here, housing constructed in Newark by the Corinthian Housing Development Corporation, a COPC community partner.

(ROBERT LAKE)

the neighborhood's 31-acre West Side Park. In the short term, the three-phase plan focuses on park cleanup and safety issues, playground and tot-lot construction, rehabilitation of existing athletic fields, and provision of new park furniture. Long-term projects include installation of nighttime lighting for playing fields, renovation of a baseball field, landscaping, and other aesthetic improvements.

Working with the TCPC to strengthen the *economic development* efforts of the 16th Avenue Merchants Association in the West Side Park commercial corridor, CUPR researchers surveyed small-business owners about the issues that concern them. CUPR is working with CREST Community Development Corporation on a retail survey that will guide revitalization of the neighborhood's major shopping and commercial district along Springfield Avenue.

CUPR has been active in three additional areas of concern to the West Side Park community. To assist neighborhood-based organizations in their efforts to develop *affordable housing*, CUPR compiled

an inventory of homeownership counseling services in a referral guide for distribution to local community groups. CUPR also assembled a database of *health-care* providers serving the West Side Park neighborhood; this resource lists 50 care providers in ten categories of vital health-care services. Together with COPC partner TCPC (Tri-City Peoples Corporation), CUPR is developing a program through which this directory will be distributed and the community informed about services available.

The COPC assisted the Newark Public Schools in preparing a submission to the U.S. Department of Education for a *Twenty-first Century Community Learning* grant—a demonstration project to help West Side High School students stay in school, improve academic performance, learn to handle finances, and develop the skills necessary to become community leaders.

"Rutgers' COPC will continue to bolster West Side Park community groups' efforts to better their neighborhood," said **Robert Lake**. "HUD's COPC initiative is realizing its mandate in Newark." ■

OPPOSITION (from page 3)

committees also asked their constituencies to check only one racial group.

However, to be responsive to the desires of proponents and opponents of multiracial responses, the African American committee recommended that the Census Bureau prepare two tabulations—one for official purposes and another for unofficial uses. The official tabulation would collapse the fifty-seven multiracial combinations to enhance comparability with the historic single-race OMB categories. This reduction would be achieved according to the following guidelines:

- a. For any combination of white and nonwhite minority, the individual would be assigned to the minority group
- b. For any combination of two or more nonwhites, individuals may be assigned randomly, or to the larger or smaller group, depending on the primary minorities involved in particular discrimination cases or issues

We are pleased that OMB issued, in March 2000, a directive permitting the collapsing of the fifty-seven multiracial combinations to mostly single-race groups for affirmative action. However, we think that this reduction of multiple responses should apply

for all official purposes, including redistricting, allocation of federal aid, and the like.

The African American Advisory Committee also urged the creation of a second tabulation for unofficial purposes (especially for planning and research purposes) that would maintain the fifty-seven racial combinations in their original distributions. This would permit individuals, academics, and groups interested in multirace populations to study many issues, such as the composition, health, economic status, and geographical location of multiracial groups.

In sum, we think that this nation should acknowledge and appreciate its increasing racial and ethnic diversity. We hope that the major institutions in our society will afford these diverse groups greater opportunities for upward mobility—regardless of their race or ethnicity. Such radical societal changes may then transform the census into a viable mechanism for self-identification.

Robert B. Hill is senior researcher at Westat, a research firm based in Rockville, Maryland. Dr. Hill is chair-elect of the U.S. Census Bureau's Advisory Committee on the African American Population in the 2000 Census. He is former director of the Institute for Urban Research at Morgan State University in Baltimore.



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URBAN INNOVATIONS

RETAIL SKILLS CENTER AT JERSEY GARDENS MALL REAPS HARVEST OF SKILLED WORKERS

Providing retailers at Jersey Gardens, New Jersey's largest outlet shopping center, with a skilled retail workforce is the mission of the Retail Skills Center (RSC) at Jersey Gardens. The initiative is a project of the National Retail Federation (NRF) and its Foundation, which is the education and research arm of the trade organization.

Located within the giant outlet mall at Exit 13A of the New Jersey Turnpike in Elizabeth, the Skills Center is a public-private partnership of the City of Elizabeth, the County of Union, the NRF Foundation (NRFF), Glimcher Development Corporation, Union County College, the New Jersey Department of Labor, the American Express Foundation, and the Elizabeth Development Company.

Launched in October 1999 to coincide with the opening of Jersey Gardens, the RSC at Jersey Gardens is the second such initiative in the nation; the first, at the King of Prussia Mall in Pennsylvania, opened in 1997. The center aims to develop a workforce with the job skills, knowledge, and qualities needed by professional retail workers: customer service, retail mathematics, sales, inventory control, store appearance, assets protection, and teamwork.

BACKGROUND

In 1992, the U.S. Departments of Labor and Education awarded grants to twenty-one trade and education associations, including NRFF, to develop industry-driven skill standards. The national program would operate on a number of levels, working through high

school curricula, community college courses, adult literacy and welfare-to-work programs, stand-alone retail skills centers, and corporate training for new and current employees. Funds provided by the National Skill Standards Board, an entity set up to develop the national skill standards framework and system, took the initiative forward into standards for performance measures and certification of workers who complete the program successfully.

A FORMULA FOR SUCCESS: THE ONE-STOP JOB CENTER

At the RSC, which is housed on-site at the Jersey Gardens mall in 4,000 square feet of space provided by the developer, Glimcher Realty Trust, trainees receive at least five hours of instruction each day for four weeks in modern, computer-equipped classrooms. Students work from an extensive CD-ROM library and are able to control the pace of their computer training. Four full-time employees staff the RSC. Instructors from Union County College, an RSC partner, provide 80 hours of classroom training. Retail-industry-specific training (20 hours) follows. All instruction is geared toward the industry-identified skill standards developed. The center also hones trainees' skills in business communications, interviewing techniques, and resumé preparation.

CAREERS, NOT JUST JOBS

Describing the Jersey Gardens RSC as a "holistic approach to employment," Elizabeth mayor **Christian Bollwage** praised the center not only for the training it provides but for being a "complete center"



Daren Green, speaking at opening ceremonies for the Retail Skills Center at Jersey Gardens Mall last October, was hired through the center for mall store Infoplace USA.
 (Tom Kitts/THE STAR-LEDGER)

that aids in "employment and success in the workplace." The center is linked to community-based organizations, other job training and placement agencies, schools and colleges, and the region's employers. Job fairs sponsored by the RSC since its opening have attracted more than 7,800 area job seekers and resulted in over 2,500 placements. **Sarah Conrad**, director of the Retail Skills Center at Jersey Gardens, stresses that potential trainees need not be first-time job applicants. "The Retail Skills Center welcomes displaced workers, individuals moving from welfare to work, students, and older workers seeking new or second careers."

Upon completion of the training, RSC program graduates interview for sales and other retail positions within the mall, many at rates of \$8 an hour. "This is a way to create long-term opportunities for people who look at retailing as a viable career," explains **Katherine Mance**, Vice President for Research, Education, and Community Affairs for the Washington, D.C.-based National Retail Federation.

"People come here for basic training and to get a foot in the door. Then, with the training they receive and the experience they get in the stores, they can return here to learn management and supervisory functions."

Merchants at the Jersey Gardens Outlet Mall, which at last count total 230 and run the gamut from small retailers to upscale, brand-name merchandise outlets, are well served by the on-site presence of the RSC. "The merchants love it," says **Denise Palazzo**, general manager of Jersey Gardens. "They've gotten the best employees out of there. They're retail ready. They're mature. They're staying on the job."

In 1999, the U.S. Department of Housing and Urban Development recognized the Jersey Gardens Retail Skills Center with a "Best Practices" award for its exemplary accomplishments. In these times when merchants are scrambling to attract qualified retail workers, the RSC is a jewel in the state's employment and economic development landscape. ■

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