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**NEWS RELEASE**

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**2010 FREDERICK O'REILLY HAYES PRIZE  
SPOTLIGHTS LEADERS IN PUBLIC SERVICE  
WHO HELP NEW YORKERS WITH HOUSING NEEDS**

The Department of Citywide Administrative Services (DCAS) announced that two City employees who have made notable contributions to innovative City programs for preserving affordable housing and preventing homelessness are the winners of the 2010 Frederick O'Reilly Hayes Prize for emerging leaders in public service.

The 2010 recipients, as selected by the Hayes Prize Committee, will receive \$7,500 each. They are:

- ❖ **Kerim Odekon, Policy Analyst for the Department of Housing Preservation and Development (HPD)**, honored for his role in conducting analysis to shape the City's plan to preserve affordable housing in a down market. His focus is to stem the tide of properties threatened by physical deterioration or foreclosure.
- ❖ **Sara Zuiderveen, Assistant Commissioner of Prevention in the Department of Homeless Services**, honored for her leadership in implementing Homebase, the City's award-winning community-based homelessness prevention program. Her collaborative work with service providers has been a key to the program's success.

Hayes Prize Committee Chairman Anthony Japha said, "Our 2010 Prize winners are terrific examples of the public servants who are successful in improving services -- and life -- in our city. It is a great pleasure to recognize their achievements."

The Hayes Prize recognizes emerging leaders in New York City government who demonstrate excellence in bringing improvements to the delivery of public services. The Prize was established by private donors in 2005 in memory of Fred Hayes, the City's Budget Director under Mayor John Lindsay who promoted innovation in government. Since 2007, DCAS has assisted in administering the awards process as part of its mission to provide executive development programs for City agencies.

**About Kerim Odekon**

Since starting his career at HPD four years ago as a City Planner, Kerim Odekon has worked intensively to develop innovative policies that maximize the affordability and

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availability of HPD-financed housing initiatives, in keeping with Mayor Bloomberg’s plan for expanding affordable housing opportunities. Among other projects, Odekon helped develop the Physical Distress Index (PDI), a system for measuring the physical and economic fragility of multifamily buildings, so that HPD can target its rehabilitation loans toward buildings which are most distressed. He is currently leading a team at HPD to explore the potential for setting long-term requirements for developers who receive rehabilitation loans, so that they will maintain affordable terms for tenants beyond the standard 15-year or 30-year term of the loan.

Odekon, who lives in Brooklyn, holds a Masters in Economics from University of Wisconsin – Madison, a Masters in Regional Planning from Cornell University, and a B.A. in mathematics from Skidmore College.

### **About Sara Zuiderveen**

When Sara Zuiderveen joined DHS as a Senior Program Analyst in 2004, the agency was on the cusp of implementing Homebase, a community-based homelessness prevention program, as part of Mayor Bloomberg’s five-year plan to reduce homelessness. As part of this unprecedented program, DHS committed to continually shape policy design and the direction of the program through the analysis of real-time data. Zuiderveen designed and implemented a data application to track the services provided by the community-based providers who were part of Homebase. The application allowed the providers access to real-time data showing where community “hotspots” existed, which were then targeted for intervention. Since its inception in the fall of 2004, Homebase has assisted more than 18,000 households in avoiding a housing crisis, with over 90 percent of the participants successfully avoiding shelter entry after one year of receiving services. The program model, led by Zuiderveen’s data-based approach, has won multiple awards for municipal innovation from such entities as the Harvard Kennedy School of Public Government and the National League of Cities.

Zuiderveen, who lives in Brooklyn, holds a Masters in Public Policy from the University of Chicago and a B.A. from Calvin College (Grand Rapids, MI).

### **About Frederick O’Reilly Hayes**

The award’s namesake, Fred Hayes, began his public service career in New York State government and worked for a decade as an economist in the U.S. Bureau of the Budget in Washington, D.C. He was a senior member of the task force that developed President Lyndon Johnson’s “war on poverty” programs from 1964 to 1966. He served New York City as Budget Director under Mayor John Lindsay from 1966 to 1970. Mr. Hayes is credited with modernizing the City’s budget operations. He encouraged rigorous analysis of public policy choices and served as a mentor to many people who joined City government in the Lindsay administration. He continued to inspire others during a long career of teaching and consulting before his death in 2002.

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