



Webinar

Net Zero for All

Date: July 19, 2023

00:00:00 --> 00:00:03: Hi everyone. I think everyone's kind of still rolling in
00:00:03 --> 00:00:06: as we just opened the webinar. But I wanted to
00:00:06 --> 00:00:08: welcome you to the ULI webinar Net Zero for all
00:00:08 --> 00:00:11: adjust transition for real estate where we will be hearing
00:00:12 --> 00:00:15: from some outstanding panelists and exploring teams and
strategies for
00:00:15 --> 00:00:19: utilize new report of the same title. Before I introduce
00:00:19 --> 00:00:21: myself and the panelists, I just want to review the
00:00:22 --> 00:00:25: agenda for our next hour together along with some quick
00:00:25 --> 00:00:26: housekeeping next slide.
00:00:30 --> 00:00:33: So I'll be doing a brief introduction on utilize real
00:00:33 --> 00:00:35: estate journey to net zero, including a framework to help
00:00:35 --> 00:00:38: the real estate industry get to net zero and strategies
00:00:38 --> 00:00:41: for embedding equity into this framework. We'll hear some
brief
00:00:41 --> 00:00:44: remarks on these topics from our panelists and then we're
00:00:44 --> 00:00:46: going to engage in a discussion that draws on utilize
00:00:46 --> 00:00:49: new report just pictured here. We have time for audience
00:00:49 --> 00:00:52: Q&A. So please submit questions through the Q&A feature
that
00:00:52 --> 00:00:53: you find at the bottom of Zoom.
00:00:54 --> 00:00:57: And then if there's any questions that you'd like to
00:00:57 --> 00:01:01: see asked of our panel, you can upload those questions
00:01:01 --> 00:01:05: through that feature. Next slide. So I'm Sarah
Hammerschmidt, I
00:01:05 --> 00:01:09: am Director of Sustainable Development for Thrive
Collaborative. We are
00:01:09 --> 00:01:14: a Southeast Michigan based startup developer building
Britian County Farm,
00:01:14 --> 00:01:18: which is a solar powered and fossil fuel free neighborhood
00:01:18 --> 00:01:21: in Ann Arbor, MI adjacent to 130 acre Park. Thrive
00:01:21 --> 00:01:23: is developing 128 for sale units.
00:01:24 --> 00:01:26: And a really wide range of sizes and price points

00:01:26 --> 00:01:30: were partnered with Avalon Housing, who's a nonprofit affordable housing

00:01:30 --> 00:01:34: developer, building an additional 50 rental townhomes, 30 of which

00:01:34 --> 00:01:37: are reserved for families experiencing homelessness. And I'll share more

00:01:37 --> 00:01:40: about this project in a little bit, so I'll be

00:01:40 --> 00:01:43: moderating today's webinar. And we're joined by some amazing speakers,

00:01:44 --> 00:01:47: Mandy Lee, Senior program manager with Emerald Cities Collaborative, Morgan

00:01:47 --> 00:01:50: Malone founding principle of altogether impact.

00:01:50 --> 00:01:55: Sarah Levinson, Senior Director with L&M Development Partners. Derek Tillman,

00:01:55 --> 00:01:59: who's CEO and President of Bridging the Gap Development, unfortunately

00:01:59 --> 00:02:01: was not able to join us last minute. But I

00:02:01 --> 00:02:04: do want to share quickly about his project. Next slide.

00:02:04 --> 00:02:08: So his project is in Pittsburgh, PA We highly recommend

00:02:08 --> 00:02:10: you check it out. Fifth and Din Witty as a

00:02:10 --> 00:02:14: passive house design, rooftop solar and net zero potential. It's

00:02:14 --> 00:02:17: mixed in some housing. There's a workforce training component. You

00:02:17 --> 00:02:19: can learn more at his website.

00:02:20 --> 00:02:24: Btgdevelopment.net next slide. So what you see here is utilize

00:02:24 --> 00:02:28: framework for how the real estate industry can think about

00:02:28 --> 00:02:32: getting to net zero. So as real estate journey to

00:02:32 --> 00:02:36: net zero starts with energy efficiency as the most cost

00:02:36 --> 00:02:41: effective and foundational solution for carbon energy and cost reduction

00:02:41 --> 00:02:45: other components of the framework on site renewables.

00:02:45 --> 00:02:49: And we have grid interactivity coupled with building electrification to

00:02:49 --> 00:02:53: reduce the onsite fossil fuel demand and then the important

00:02:53 --> 00:02:58: step of purchasing offsite renewables, including renewable energy credits, RAC's

00:02:58 --> 00:03:01: and then using offsets for any residual admissions, which should

00:03:01 --> 00:03:05: hopefully at that point be small strategies to engage tenants

00:03:05 --> 00:03:07: in reducing their own admissions.

00:03:07 --> 00:03:11: And achieve embodied carbon reductions in building materials. These two

00:03:11 --> 00:03:14: remain a challenge for the industry to solve to reach

00:03:14 --> 00:03:18: net zero on a whole building level that encompasses scope

00:03:18 --> 00:03:21: 1-2 and three emissions. These steps that that I just

00:03:21 --> 00:03:24: described are also all iterative and inform each other and

00:03:24 --> 00:03:27: can be approached as a holistic process rather than a

00:03:27 --> 00:03:31: linear stepbystep path. Fortunately, as we're here to talk about

00:03:31 --> 00:03:34: today, there are opportunities to embed social equity in every

00:03:34 --> 00:03:36: aspect of this process. Next slide.

00:03:40 --> 00:03:43: And in terms of what that could look like, there

00:03:43 --> 00:03:45: are many ways to pursue a just transition and Mandy

00:03:45 --> 00:03:48: is going to help lead us through what that looks

00:03:48 --> 00:03:50: like more generally. But here are a few examples of

00:03:50 --> 00:03:53: the kind of actions that real estate specifically could look

00:03:53 --> 00:03:56: to as ways to embed equity in the net zero

00:03:56 --> 00:03:58: process. We're going to touch on these in various ways

00:03:58 --> 00:04:01: today. And I also recommend turning to the full report

00:04:01 --> 00:04:04: for more details you can find on Knowledgefinder.

00:04:05 --> 00:04:08: With that, I'm going to turn it off to Mandy

00:04:08 --> 00:04:09: as our first presenter.

00:04:13 --> 00:04:16: Thank you so much Sarah, and hi everyone. My name

00:04:16 --> 00:04:19: is Mandy Lee. I used she her pronouns. I am

00:04:19 --> 00:04:22: based in Washington DC on Piscataway and the Cotch Change

00:04:22 --> 00:04:26: Land and I am part of Emerald City's Collaborative, which

00:04:26 --> 00:04:30: is a national organization working to build what we called

00:04:30 --> 00:04:35: High Road economies, especially in environmental and climate related fields.

00:04:36 --> 00:04:39: We do place based work in the Bay Area, San

00:04:39 --> 00:04:44: Francisco Bay Area, Los Angeles, Seattle, Boston and DC, but

00:04:44 --> 00:04:48: we also function in an ecosystem of other entities that

00:04:48 --> 00:04:53: we like to call intermediaries to environmental and climate justice

00:04:53 --> 00:04:56: movements. And I feel really grateful to be able to

00:04:56 --> 00:05:01: share with you today a framework that helps really ground

00:05:01 --> 00:05:04: us in the concept of a just transition, which was.

00:05:05 --> 00:05:11: Articulated by an organization called Movement Generation and Climate Justice

00:05:11 --> 00:05:14: Alliance for many years now, what you see on the

00:05:14 --> 00:05:19: screen is a visualization of this just transition framework, and

00:05:19 --> 00:05:23: I want to name that a just transition as articulated

00:05:23 --> 00:05:27: by communities on the front lines of environmental and climate

00:05:27 --> 00:05:30: racial and economic injustice.

00:05:30 --> 00:05:33: Is not just a set of principles, it's also a

00:05:33 --> 00:05:38: set of processes and practices that build economic and political

00:05:38 --> 00:05:42: power to shift from an extractive economy to regenerative economy.

00:05:42 --> 00:05:46: And so today as we talk about a transition to

00:05:46 --> 00:05:49: net zero and we think it, we think about it

00:05:49 --> 00:05:53: as a just transition, we're actually thinking about how do

00:05:53 --> 00:05:57: we shift the governance and economics of buildings and properties.

00:05:58 --> 00:06:03: And their development into the hands of folks who have

00:06:03 --> 00:06:11: historically and systemically been excluded, marginalized, experienced disinvestment, and otherwise

00:06:11 --> 00:06:15: have been harmed by the by our own industry. The

00:06:15 --> 00:06:20: transition is intended to redress these past harms and create

00:06:20 --> 00:06:24: new relationships of power. And we know that if.

00:06:25 --> 00:06:28: Our process of trying to make a transition to Net

00:06:28 --> 00:06:31: 0 is not just then the outcome will never be.

00:06:31 --> 00:06:33: And with that I think we can we can go

00:06:33 --> 00:06:36: to the next slide. I highly encourage you all to

00:06:36 --> 00:06:38: take a look at a couple of links that I'll

00:06:38 --> 00:06:41: try to put in the chat in a few minutes.

00:06:41 --> 00:06:44: I also wanted to name another tool that's mentioned in

00:06:44 --> 00:06:47: this report that I think has been kind of integral

00:06:47 --> 00:06:50: to to my work that was created by an organization

00:06:50 --> 00:06:51: called Facilitating Power.

00:06:52 --> 00:06:56: This is the spectrum of community engagement to ownership. So

00:06:56 --> 00:07:00: again, kind of at the foundation of thinking about a

00:07:00 --> 00:07:05: just transition, we're thinking about ownership, which doesn't only mean

00:07:05 --> 00:07:10: physical ownership, but ownership of decision making and processes. And

00:07:10 --> 00:07:13: as most of you can can probably imagine and from

00:07:14 --> 00:07:18: what you've seen, this spectrum kind of helps acknowledge that.

00:07:18 --> 00:07:23: Marginalization is the status quo practice of current systems that

00:07:23 --> 00:07:28: truly have been historically designed to exclude certain populations from

00:07:28 --> 00:07:32: the decisions and impacts that really define their quality of

00:07:32 --> 00:07:37: life, namely low income communities, communities of color, women, youth,

00:07:37 --> 00:07:43: people who have experienced incarceration, and gender

nonconforming, and queer community members.

00:07:43 --> 00:07:44: And my my encouragement to everyone here today is to

00:07:45 --> 00:07:49: to make sure that acknowledgement is part of your practice

00:07:49 --> 00:07:53: and that we will need to make concerted efforts to

00:07:53 --> 00:07:56: break down existing barriers to participation. Otherwise, by

00:07:57 --> 00:08:03: default, marginalization

00:08:03 --> 00:08:06: is the outcome. The the spectrum also helps assert a

00:08:06 --> 00:08:12: clear vision for thinking about truly democratic, deeply

community rooted.

00:08:12 --> 00:08:17: Practices and articulates A developmental process that you

can see

00:08:17 --> 00:08:20: on the screen to think about the types of activities,

00:08:20 --> 00:08:24: the types of partnerships, the way you invest resources in

00:08:25 --> 00:08:29: a project budget to actually enable more community

ownership of

00:08:29 --> 00:08:32: of that project. It's also a way to assess your

00:08:32 --> 00:08:37: own community involvement and participation efforts and set

goals. And

00:08:37 --> 00:08:38: I'm just going to.

00:08:39 --> 00:08:43: Kind of close my very brief comments today with gratitude

00:08:43 --> 00:08:46: to the creators of both of these frameworks and tools

00:08:46 --> 00:08:50: and to name that Emerald Cities Collaborative is a partner

00:08:50 --> 00:08:53: in this work and would love to be connected to

00:08:53 --> 00:08:57: folks who are interested. We facilitate a network called

Centering

00:08:57 --> 00:09:02: Equity in the Sustainable Building Sector that brings together

sustainability

00:09:02 --> 00:09:06: and building professional professionals along with

organizers.

00:09:07 --> 00:09:11: From environmental and climate justice groups around the

country that

00:09:11 --> 00:09:16: that really seeks to kind of create multistakeholder

collaborative spaces

00:09:16 --> 00:09:20: to figure this out together because it's very much something

00:09:20 --> 00:09:23: that that requires a lot of care and a lot

00:09:23 --> 00:09:27: of partnership. And I'll pause there, very excited to chat

00:09:27 --> 00:09:30: more with everyone in the Q&A and I'll pass it

00:09:30 --> 00:09:31: on to the next speaker.

00:09:33 --> 00:09:34: Thank you so much, Mandy.

00:09:35 --> 00:09:38: I love what you said about making acknowledgement part of

00:09:38 --> 00:09:40: your practice and I think you're you're spot on. Our

00:09:40 --> 00:09:43: current systems. All of our current systems I think need

00:09:43 --> 00:09:46: this drastic shift away from the status quo in order

00:09:46 --> 00:09:49: to make sure that we are really being intentionally equitable.

00:09:49 --> 00:09:51: I would now like to turn it over to.

00:09:51 --> 00:09:52: Morgan Malone.

00:09:53 --> 00:09:56: Hi everyone. Thank you all so much for being here.

00:09:56 --> 00:09:59: My name is Morgan Malone, I'm the founder of Altogether

00:09:59 --> 00:10:03: Impact and we are in Economic Development and Social Impact

00:10:03 --> 00:10:06: Boutique Consultancy. This is work that comes after over a

00:10:06 --> 00:10:10: decade of doing everything possible in economic development and most

00:10:10 --> 00:10:13: recently an 8 1/2 billion dollar mega development on the

00:10:13 --> 00:10:16: South side of Chicago. That'll be a 20 year project

00:10:16 --> 00:10:18: that is a mixed to use project and so coming

00:10:18 --> 00:10:19: from the lens of.

00:10:20 --> 00:10:23: Both consultancy and having been in government and in private

00:10:23 --> 00:10:27: development, a lot of what I'll be talking about today

00:10:27 --> 00:10:30: is our approach to equitable just transition net zero and

00:10:30 --> 00:10:33: then also how cities are ushering this approach in. I'm

00:10:33 --> 00:10:36: just now coming off of the transition for the mayor,

00:10:36 --> 00:10:39: the new mayor of Chicago and how we're going to

00:10:39 --> 00:10:43: be ushering in again more equitable development from a social

00:10:43 --> 00:10:46: standpoint as well as sustainable standpoint. And So what you're

00:10:46 --> 00:10:49: looking at here is a picture of our downtown.

00:10:50 --> 00:10:53: This downtown is 70%. Our buildings in Chicago are 70%

00:10:53 --> 00:10:56: of what emit all of our GHG and carbon. And

00:10:56 --> 00:10:59: so as we are thinking about what our next wave

00:10:59 --> 00:11:03: of sustainability and how we're fighting climate in Chicago, there's

00:11:03 --> 00:11:06: been a concerted effort over the last 10 years to

00:11:06 --> 00:11:10: try to tackle the built environment. And so that's come

00:11:10 --> 00:11:14: through a number of different things like retrofitting programs for

00:11:14 --> 00:11:15: smaller buildings.

00:11:16 --> 00:11:20: Incentives, we just committed about \$188,000,000 from our ARPA funds

00:11:20 --> 00:11:24: to a building optimization and then supporting incentives for green

00:11:24 --> 00:11:27: buildings. And so as we put this policy forward, a

00:11:27 --> 00:11:29: lot of what has been said has been, hey, we're

00:11:29 --> 00:11:33: putting policy forward for the built environment to be transitioning

00:11:33 --> 00:11:36: into being more sustainable, but where is the money?

00:11:37 --> 00:11:41: Often these things can bring your premiums per building up

00:11:41 --> 00:11:43: to 10 into 25%. And so a lot of what

00:11:43 --> 00:11:46: we're thinking about is how do we tackle the issues

00:11:46 --> 00:11:49: that are very important to the city of Chicago, while

00:11:49 --> 00:11:52: we also think about the costs in the ability to

00:11:52 --> 00:11:55: implement and then also be able to do real change

00:11:55 --> 00:11:57: by 2040. And so we have a number of tools

00:11:58 --> 00:12:00: in the city of Chicago whether that has been.

00:12:01 --> 00:12:05: Our Environmental Working Group, our Office of Climate Equity, as

00:12:05 --> 00:12:08: well as changing our building code, we're thinking a lot

00:12:08 --> 00:12:12: about sustainable design guidelines and your ability to get through

00:12:12 --> 00:12:15: zoning. And so a lot of what we've done sustainability

00:12:15 --> 00:12:19: related has been embedded into our governance and that has

00:12:19 --> 00:12:22: flown into now mega developments as well as smaller developments.

00:12:22 --> 00:12:26: Thinking about how we intentionally embed the betterment of our

00:12:26 --> 00:12:29: planet into our building design for now and for always.

00:12:29 --> 00:12:30: Next slide please.

00:12:33 --> 00:12:36: So for an example, Brownsville lakefront as I mentioned it's

00:12:36 --> 00:12:39: an 8 1/2 billion dollar hundred acre project on the

00:12:39 --> 00:12:42: South side of Chicago. And so when building this program

00:12:42 --> 00:12:45: we thought really critically about a number of different things,

00:12:45 --> 00:12:49: implementation of the Living Building challenge, which is a regenerative

00:12:49 --> 00:12:52: approach to let lead and well standards. It's a step

00:12:52 --> 00:12:55: up. It's founded by Jason McLennan who is Chief Sustainability

00:12:55 --> 00:12:57: Officer at Perkins and well and a lot of the

00:12:58 --> 00:13:00: work that he put into developing this challenge is.

00:13:01 --> 00:13:04: How do we think about how people live and how

00:13:04 --> 00:13:08: the built environment and is able to create regenerative conditions?

00:13:08 --> 00:13:11: And so we think a lot about electrification.

00:13:11 --> 00:13:14: We also recognize that the city of Chicago, 2/3 of

00:13:14 --> 00:13:17: the city does not have grid, it's infrastructure challenge in

00:13:18 --> 00:13:22: the context of electrification, broadband, etcetera. And so micro grids

00:13:22 --> 00:13:25: were necessary to get this project off the ground as

00:13:25 --> 00:13:28: well as a micro grid community. There are two more

00:13:28 --> 00:13:31: in the neighborhood that have been scaled as well. And
00:13:31 --> 00:13:36: so we're always thinking about natural stormwater retention,
building electrification,
00:13:36 --> 00:13:39: micro grids, what infrastructure are we going to need to
00:13:39 --> 00:13:41: pull this off as well as solar.
00:13:41 --> 00:13:44: For implementation and geothermal. And so some of these
are
00:13:44 --> 00:13:47: cutting edge even for a city like Chicago and required
00:13:47 --> 00:13:50: a lot of conversation, a lot of underground coordination. And
00:13:51 --> 00:13:53: so as we continue to look to the future, our
00:13:53 --> 00:13:56: hope is that Brownsville lakefront can be a model for
00:13:56 --> 00:13:59: green buildings. And I know there's still an intention for
00:13:59 --> 00:14:02: Jason McClane to work with us to design the greenest
00:14:02 --> 00:14:05: building in the world. And so as we continue those
00:14:05 --> 00:14:08: efforts, we're hopeful that they are modeled not only for
00:14:08 --> 00:14:11: us, but for the entire country. And next slide, please.
00:14:13 --> 00:14:15: We know for sure that the citizens of Chicago are
00:14:16 --> 00:14:18: ready for it and committed to it because you will
00:14:18 --> 00:14:21: see online if you'd like, we have a new transition
00:14:21 --> 00:14:24: report out for this incoming mayor. In this transition report,
00:14:24 --> 00:14:27: I helped staff the report over the last few months
00:14:27 --> 00:14:30: and really pull together the voices of Chicagoans across 11
00:14:30 --> 00:14:34: different issues which to include environmental justice. And
so when
00:14:34 --> 00:14:37: we think about buildings and we think about transitioning to
00:14:37 --> 00:14:39: net zero, it isn't just the high rises and what
00:14:40 --> 00:14:41: the private development.
00:14:41 --> 00:14:44: Workers are doing It's also us thinking about what we
00:14:44 --> 00:14:47: as the public sector are doing to align ourselves with
00:14:47 --> 00:14:50: the optimization of public buildings, as well as the when
00:14:50 --> 00:14:53: every time we build new facilities, how we're embedding.
00:14:54 --> 00:14:58: Sustainability conscious practices and to the development of
new public
00:14:58 --> 00:15:02: facilities. We know that public facilities are also an equitable
00:15:02 --> 00:15:05: development tool as a catalyst for investment in
neighborhoods. If
00:15:05 --> 00:15:08: the public sector is investing 10s of millions of dollars
00:15:08 --> 00:15:11: to create new facilities, we also will need restaurants and
00:15:11 --> 00:15:14: so many other things. And so our ability to strategically
00:15:14 --> 00:15:18: build and also build with green construction in mind,
workforce
00:15:18 --> 00:15:21: development and some of the other things that Mandy
mentioned

00:15:21 --> 00:15:23: in mine as well as community voice.

00:15:24 --> 00:15:27: Enables us to build a new green economy and really

00:15:27 --> 00:15:30: enable economic opportunity for the residents. So when we think

00:15:30 --> 00:15:34: about a green transition that just transition, it isn't just

00:15:34 --> 00:15:37: are we building a building that doesn't emit carbon as

00:15:37 --> 00:15:39: much as it is, are we building a building that

00:15:40 --> 00:15:43: everyone was able to participate in and see some level

00:15:43 --> 00:15:46: of economic vitality from. And so that is the approach

00:15:46 --> 00:15:49: of this new administration of which I'll be helping some

00:15:49 --> 00:15:52: more of this work along and I'm really excited for

00:15:52 --> 00:15:54: where we've been over the last.

00:15:54 --> 00:15:56: Years as we've had a ramp up to this point

00:15:56 --> 00:15:59: and where we're going in this more just and transformative

00:15:59 --> 00:16:01: direction. Thank you all so much for being here today

00:16:01 --> 00:16:04: and I'm really looking forward to sharing my insights.

00:16:06 --> 00:16:09: Thank you, Morgan. I'm excited to dig a little more

00:16:09 --> 00:16:12: into some of the the local policy and local government

00:16:12 --> 00:16:14: parts of it. I love that you're using the Living

00:16:15 --> 00:16:18: Building Challenge as a framework for the Bronzeville project too.

00:16:18 --> 00:16:21: They have as you know, but so everyone knows they

00:16:21 --> 00:16:23: are really intentional also about equity and justice.

00:16:24 --> 00:16:27: So it's a really amazing framework. So with that, I'm

00:16:27 --> 00:16:30: going to turn it to our last speaker, but not

00:16:30 --> 00:16:31: least Sarah Levinson.

00:16:33 --> 00:16:36: Hi, good afternoon everyone. I feel like Mandy and Morgan

00:16:36 --> 00:16:39: are are really tough act to follow and very excited

00:16:39 --> 00:16:41: to be here to talk about our Bernice. As Sarah

00:16:42 --> 00:16:45: said, I'm a Senior Director at L&M Development Partners.

00:16:45 --> 00:16:50: We're a New York City based real estate developer,

00:16:50 --> 00:16:55: predominantly an affordable housing developer. We also are an owner builder

00:16:55 --> 00:17:00: and have an affiliate marketing and management company as well.

00:17:00 --> 00:17:03: I am here to talk about Arvern E which is

00:17:03 --> 00:17:07: one of the projects in in My Portfolio that I

00:17:07 --> 00:17:12: think exemplifies the the transition to net zero. So next

00:17:12 --> 00:17:13: slide please. One more.

00:17:16 --> 00:17:19: Thank you. So the Arbourne site is 116 acres site

00:17:19 --> 00:17:23: located in the Arvern and engineer communities on the Rockaway

00:17:23 --> 00:17:26: Peninsula in New York City. It was designated in urban
00:17:26 --> 00:17:29: renewal area in 1968 and was under the jurisdiction of
00:17:29 --> 00:17:34: the New York City Department of Housing Preservation and
Development
00:17:34 --> 00:17:37: and lay vacant for and underutilized for about 50 years
00:17:37 --> 00:17:41: In 2006 the team of L&M Development Partners, the
Bluestone
00:17:41 --> 00:17:43: organization and Triangle Equities.
00:17:44 --> 00:17:48: We're designated the development rights to the site for
competitive
00:17:48 --> 00:17:52: RFP. The way we look at the site it's predominantly
00:17:52 --> 00:17:56: broken up into two pieces. It's the nature preserve which
00:17:56 --> 00:17:59: is 35 acres to the West and the development site
00:17:59 --> 00:18:02: to the east. Next site slide please. So the we
00:18:02 --> 00:18:05: commenced work on the project at the end of 2021.
00:18:06 --> 00:18:10: It will be built in phases and we're anticipating approximately
00:18:10 --> 00:18:13: a 10 year build with a build year of 2031
00:18:13 --> 00:18:13: we're.
00:18:13 --> 00:18:18: Anticipating that there will probably be about \$1.5 billion of
00:18:18 --> 00:18:21: investment in the site all in once the project is
00:18:21 --> 00:18:26: completed. Next slide. So this is an illustrative rendering of
00:18:26 --> 00:18:30: what the development site will look like once completed. You
00:18:30 --> 00:18:33: know some of our goals are really to harness cutting
00:18:33 --> 00:18:38: edge energy efficiency and innovative resiliency strategies to
become a
00:18:38 --> 00:18:42: fossil fuel free community and also the first net zero
00:18:42 --> 00:18:43: community.
00:18:43 --> 00:18:47: In New York City. And similarly to what Morgan was
00:18:47 --> 00:18:50: saying about the site in Chicago, we're really hoping that
00:18:50 --> 00:18:54: this could be an example of how you build sustainable,
00:18:54 --> 00:18:59: mixed income, resilient, environmentally just and coastal
communities not just
00:18:59 --> 00:19:02: in New York City, but across the region. Next slide.
00:19:07 --> 00:19:11: So there's a very extensive program across the site, but
00:19:11 --> 00:19:16: very high level on housing. When fully built, we're anticipating
00:19:16 --> 00:19:21: about 1.9 million square feet of residential space comprising
1650
00:19:21 --> 00:19:25: units of housing. 80% will be income restricted to a
00:19:25 --> 00:19:29: range of households earning between 30% and 125% area
median
00:19:30 --> 00:19:33: income and the balance 20% will be a for sale
00:19:33 --> 00:19:36: market rate product. Next slide please.
00:19:40 --> 00:19:45: Looking at the nonresidential program, we're anticipating
over 300,000 square

00:19:45 --> 00:19:50: feet of nonresidential space across a variety of typologies, including

00:19:50 --> 00:19:55: commercial, community facility use, a microbrewery and a boutique hotel

00:19:55 --> 00:19:57: as well. Next slide.

00:20:00 --> 00:20:04: So from an energy efficiency standpoint, it's really we're not

00:20:04 --> 00:20:07: looking at just one methodology or technology and similarly to

00:20:07 --> 00:20:10: to Morgan's project, it's really it's a, it's a suite

00:20:10 --> 00:20:14: of methodologies that we're using together. So starting from the

00:20:14 --> 00:20:17: ground up, this project will be a district geothermal, which

00:20:17 --> 00:20:20: means all of the buildings across the campus will be

00:20:20 --> 00:20:24: connected and the heating, cooling and domestic hot water will

00:20:24 --> 00:20:26: be provided and supported by geothermal.

00:20:27 --> 00:20:31: All of the residential buildings will be built to passive

00:20:31 --> 00:20:35: house standards and that will also be supplemented by extensive

00:20:35 --> 00:20:39: PV arrays and renewables on site. When fully built, we're

00:20:39 --> 00:20:44: anticipating over 12 GW hours of renewable solar energy to

00:20:44 --> 00:20:48: be provided on site. Overall, the entire site will produce

00:20:48 --> 00:20:51: more energy than it will consume, so there will not

00:20:51 --> 00:20:55: be a need for offsite racks to become net zero.

00:20:55 --> 00:20:56: Next slide.

00:20:58 --> 00:21:02: From a resiliency standpoint, it's it's a very similar, I

00:21:02 --> 00:21:06: would say recipe, it's a it's a variety of methodologies

00:21:06 --> 00:21:10: that we're looking to employ here starting from site planning

00:21:10 --> 00:21:13: and really pulling density up away from the boardwalk and

00:21:13 --> 00:21:18: the ocean, taking advantage of our ability to manipulate elevation,

00:21:18 --> 00:21:21: we're raising the site anywhere between 3:00 and 8:00 feet

00:21:22 --> 00:21:23: depending on location.

00:21:23 --> 00:21:27: To get all of our front doors and lobbies up

00:21:27 --> 00:21:31: to plus 16 NAV D88 and also our residential apartments

00:21:31 --> 00:21:36: and mechanicals will actually be higher than that on the

00:21:36 --> 00:21:41: first residential story for added and additional resiliency. In addition,

00:21:41 --> 00:21:46: we're also leveraging landscape here to really help with water

00:21:46 --> 00:21:50: movement and absorption a very, I would say intricate.

00:21:51 --> 00:21:56: Network of Bioswell rain gardens to be planted with native

00:21:56 --> 00:22:00: species to not overburden for mechanized irrigation as well. So

00:22:00 --> 00:22:04: I think you know just thinking about the community impacts
00:22:04 --> 00:22:08: here because I spent a lot of time talking about
00:22:08 --> 00:22:12: the resiliency goals and the energy efficiency goals. You know,
00:22:13 --> 00:22:16: in addition to that health and Wellness are a big
00:22:16 --> 00:22:20: goal for this project and really how do we engage
00:22:20 --> 00:22:21: the community.
00:22:21 --> 00:22:24: Leverage the not. In addition to the 35 acre nature
00:22:24 --> 00:22:29: preserve, there's 10 1/2 acres of privately owned, publicly accessible
00:22:29 --> 00:22:32: open space. How do we leverage that to get people
00:22:32 --> 00:22:35: out and moving? There's going to be a Greenway and
00:22:35 --> 00:22:39: bike bike path throughout the site, a three acre notforprofit
00:22:39 --> 00:22:42: run urban farm that is going to be focusing on
00:22:42 --> 00:22:45: food insecurity in the Rockaways and also has a workforce
00:22:45 --> 00:22:46: component.
00:22:48 --> 00:22:50: And really how do we get people moving it and
00:22:50 --> 00:22:54: and engaging and outdoors on the site. In addition, economic
00:22:54 --> 00:22:57: development is a huge driver here as well. Really how
00:22:57 --> 00:22:59: do we provide, you know, the site is huge and
00:22:59 --> 00:23:02: really has been vacant for so long. How do we
00:23:02 --> 00:23:06: provide existing residents and community members the services that they've
00:23:06 --> 00:23:09: been looking for and also what is planning for the
00:23:09 --> 00:23:13: future community? In addition, we're really looking to promote and
00:23:13 --> 00:23:16: leverage local businesses out here in Rockaway.
00:23:16 --> 00:23:21: And small businesses as well and and MWBE's and really
00:23:21 --> 00:23:26: because the site is city owned, we're able to leverage
00:23:26 --> 00:23:30: low acquisition to to allow the success of the local
00:23:30 --> 00:23:36: and small MWB businesses to thrive. From a community standpoint,
00:23:36 --> 00:23:38: we have this project.
00:23:39 --> 00:23:44: Really does thrive on community investment and community engagement. We
00:23:44 --> 00:23:48: have two community advisory boards that have a set that
00:23:48 --> 00:23:52: are focusing on open space. The other one is focusing
00:23:52 --> 00:23:57: on economic development and we also have a workforce consortium
00:23:57 --> 00:24:00: which is a conglomerate of a number of local not
00:24:00 --> 00:24:05: for profits out here in Rockaway that's specifically work on.
00:24:06 --> 00:24:11: Workforce development and local hiring and really how we can,
00:24:11 --> 00:24:15: how we can leverage this project to meet a number

00:24:15 --> 00:24:20: of workforce goals and workforce development across the project and

00:24:20 --> 00:24:23: I think I will leave it there.

00:24:28 --> 00:24:31: Thank you, Sarah. I loved a lot of what you

00:24:31 --> 00:24:33: said and in particular.

00:24:33 --> 00:24:36: Feeding a model for coastal communities, I think you know,

00:24:37 --> 00:24:40: we're all experiencing the impacts of climate change on like

00:24:40 --> 00:24:43: one level or another. So I think projects like this

00:24:43 --> 00:24:47: that are really intentional about citing and and taking those

00:24:47 --> 00:24:50: proactive strategies to to ensure safety as we continue to

00:24:50 --> 00:24:54: see these events happen. It's really critical. So I'm excited

00:24:54 --> 00:24:57: to talk to you a little bit more. There's some

00:24:57 --> 00:25:00: questions already I've seen in the Q&A about some specific

00:25:00 --> 00:25:02: strategies related to that.

00:25:02 --> 00:25:05: So before we turn to the discussion, I just want

00:25:05 --> 00:25:08: to take a couple of minutes to talk about the

00:25:08 --> 00:25:12: project that I'm working on. Britian County Farm, a 13

00:25:12 --> 00:25:16: acre development with affordable and market rate units that's

00:25:16 --> 00:25:20: developed

00:25:16 --> 00:25:20: by Avalon Housing, a nonprofit developer and Thrive

00:25:20 --> 00:25:24: collaborative for

00:25:20 --> 00:25:24: profit developer. Actually 128 units of for sale market rate

00:25:24 --> 00:25:28: housing that Thrive is developing counted and 50 units of

00:25:28 --> 00:25:31: deeply affordable rental housing is developed by Avalon.

00:25:32 --> 00:25:36: So in addition to this intentional partnership between a

00:25:36 --> 00:25:40: forprofit

00:25:36 --> 00:25:40: developer and a nonprofit developer, we think this is poised

00:25:40 --> 00:25:43: to be one of the most sustainable developments in the

00:25:43 --> 00:25:46: country. Super excited to hear that we have some

00:25:46 --> 00:25:50: competition

00:25:46 --> 00:25:50: in Avern East and Morgan's project in Bronzeville. We're also

00:25:50 --> 00:25:54: following principles of the Living Building challenge where a

00:25:54 --> 00:25:55: fossil

00:25:54 --> 00:25:55: fuel free.

00:25:55 --> 00:25:59: Neighborhood geothermal heating and cooling, all the

00:25:59 --> 00:26:03: selections that we're

00:25:59 --> 00:26:03: making in terms of building products, pictures and finishes

00:26:03 --> 00:26:06: are

00:26:03 --> 00:26:06: Red List free where possible. It's too much to present

00:26:06 --> 00:26:09: here, so please check out our website which is verdean

00:26:10 --> 00:26:13: dot community. Next slide, there's our neighborhood plan. I

00:26:13 --> 00:26:16: didn't

00:26:13 --> 00:26:16: mark it up, but it is on our website, but

00:26:16 --> 00:26:19: I just wanted to point out here that our affordable

00:26:19 --> 00:26:22: units are the ones that are situated at the North

00:26:22 --> 00:26:25: End of the site and market rate is the South.

00:26:25 --> 00:26:29: Parcel so above that top Rd. are primarily the affordable

00:26:29 --> 00:26:33: units. The original intent of this neighborhood was to mix

00:26:33 --> 00:26:36: all of the varying price points to the market rate

00:26:36 --> 00:26:40: with affordable. But I think this is a huge barrier

00:26:40 --> 00:26:43: that just we need to overcome as a as an

00:26:43 --> 00:26:46: industry. For legal and financing reasons we had to have

00:26:46 --> 00:26:50: two distinct parcels, one that Avalon owns and one that

00:26:50 --> 00:26:52: Thrive owns I think.

00:26:52 --> 00:26:55: You know until we we can overcome this like we

00:26:55 --> 00:26:58: are faced with this, you know this is where the

00:26:58 --> 00:27:01: affordable is and this is where the market rate is

00:27:01 --> 00:27:05: situation that we're working really, really intentionally on

mitigating. But

00:27:05 --> 00:27:07: I just wanted to name this as sort of a

00:27:07 --> 00:27:12: pretty significant barrier to doing a mixedincome

neighborhood with affordable

00:27:12 --> 00:27:15: with a capital, a housing options and next slide.

00:27:17 --> 00:27:21: So again, despite these two separate parcels, we're

partnering very

00:27:21 --> 00:27:24: closely with Avalon to ensure that this feels like 1

00:27:24 --> 00:27:29: unified neighborhood. So partnering with the affordable

housing developer, they

00:27:29 --> 00:27:32: are able to provide the supportive services that are needed

00:27:32 --> 00:27:35: that us As for profit developer just aren't in a

00:27:35 --> 00:27:38: position to undertake. So we think this is a great

00:27:38 --> 00:27:42: partnership from that aspect. And then we're creating a

Neighborhood

00:27:42 --> 00:27:45: Association outside of HOA for the market rate to be

00:27:45 --> 00:27:47: able to foster community between.

00:27:48 --> 00:27:52: The the all of the residents, we're also working hard

00:27:52 --> 00:27:57: the market rate developer to provide attainable units. This is

00:27:57 --> 00:28:02: really missing in the Ann Arbor market. So we're looking

00:28:02 --> 00:28:07: at smaller units and more affordable price points for you

00:28:07 --> 00:28:12: know teachers, nurses etcetera. But then we're working for a

00:28:12 --> 00:28:16: cohesive design on building exteriors and so forth. And.

00:28:17 --> 00:28:20: Avalon, this is their first electric development in Ann Arbor.

00:28:20 --> 00:28:23: And so I think us partnering with them has really

00:28:23 --> 00:28:27: pushed them to think about the projects that they're working

00:28:27 --> 00:28:29: on and how they can have a similar journey to

00:28:30 --> 00:28:33: net zero. So they're doing solar where possible. They can't

00:28:33 --> 00:28:36: do it on the rooftops because again, of legal reasons

00:28:36 --> 00:28:39: that we just need to figure out. But you know,
00:28:39 --> 00:28:43: they're helping us, we're helping them. It's been a really
00:28:43 --> 00:28:44: great partnership, so.
00:28:45 --> 00:28:47: With that, I think we have, we're going to have
00:28:48 --> 00:28:51: some time for a little discussion with all of us.
00:28:51 --> 00:28:54: So I don't know, Auggie, I think maybe we can
00:28:54 --> 00:28:57: take the slides down and everybody can turn their cameras
00:28:57 --> 00:29:00: back on and we can I have some questions. And
00:29:00 --> 00:29:03: then I know that there are a bunch of Q&A's
00:29:03 --> 00:29:06: that keep rolling in, in the Q&A box. So keep
00:29:06 --> 00:29:09: keep adding them and I'll monitor them. So as you
00:29:09 --> 00:29:13: have heard our panelists bring a variety of perspectives.
00:29:14 --> 00:29:17: To the stress transition to net zero, and I wanted
00:29:17 --> 00:29:21: to start first by asking Morgan about equitable
decarbonization strategies
00:29:21 --> 00:29:24: that are led by local policy and government. So I
00:29:24 --> 00:29:27: know you've you've worked with a lot of local governments.
00:29:28 --> 00:29:31: We've seen successful or not so successful city policies that
00:29:31 --> 00:29:35: aim to incentivize not only net zero construction but also
00:29:35 --> 00:29:39: center equity within those development goals. Are there
certain cities
00:29:39 --> 00:29:42: or states that you feel are leading the way? And
00:29:42 --> 00:29:42: I I love that.
00:29:43 --> 00:29:45: Land that Chicago was come up with, by the way.
00:29:45 --> 00:29:49: It's interesting. It's, you know, there's a there's a continuum
00:29:49 --> 00:29:52: of participation here, as Mandy would say, like there's the
00:29:52 --> 00:29:55: folks who there are the cities who have no funding
00:29:55 --> 00:29:55: for this.
00:29:56 --> 00:29:59: What are trying to push for is policies and guidelines
00:29:59 --> 00:30:01: and building codes for people to do it with very
00:30:01 --> 00:30:04: little support. Then there are the cities who do have
00:30:04 --> 00:30:07: dedicated funds, whether using TIF funds, whether they're
doing a
00:30:07 --> 00:30:12: publicprivate partnership and having some partnership with
private equity, whether
00:30:12 --> 00:30:15: they're creating trust specifically for this work or incentive
programs
00:30:15 --> 00:30:18: specifically for this work, like a Portland or an Oregon
00:30:18 --> 00:30:22: who created taxes specifically for this work. And then there's
00:30:22 --> 00:30:23: the equity piece, which.
00:30:23 --> 00:30:27: We know people across the built environment struggle with
because
00:30:27 --> 00:30:31: equity doesn't always pencil, often doesn't pencil, and

requires a lot of partnership. And so, so much of what we find in the context of equity is pushed by government. It's so much of.

How are you including people in the zoning guidelines? We're going to set the baseline for sustainability for the zoning guidelines and that's our participation. But then we're going to tell you developer that you need to have X amount of community meetings or this much community participation or engage with Advisory Council.

As you saw on the continuing this morning or just just now, there's a range of what equity really looks like. And so much of the I will host. The town hall is an inherently equitable. And we find that even though we are saying we want to do this work and community in the context of green construction and making sure that folks have those jobs and that we're working on projects based on socio economically disadvantaged areas first who are going to suffer the most and usually have the most heat.

We're also struggling with the time, you know, someone mentioned this in the comments, is that when you want to engage community to do this work. On the flip side, government, government can create the rules and incentivize the rules, but we also need community. And then there's the learning curve of why does this matter? What's the difference between net zero and climate and environmental justice? How does this change my bills?

How does this change my electricity bills today or my water bills today? And so there's a lot to be done, I find in cities. But I would say in the context of equity, Chicago's doing a pretty good job of trying to ramp up. And I'm hoping that we move forward even more because still too much focus on the private sector and what can you all do and we all do about development, but not enough focus on

00:32:14 --> 00:32:19: the fact that cities, counties, states have multibillion dollar annual.

00:32:19 --> 00:32:23: Capital infrastructure plans and programs. So we can also do

00:32:23 --> 00:32:26: a lot of this work too and inherently be catalysts

00:32:26 --> 00:32:30: for continued investment in development and disadvantaged communities. So there

00:32:30 --> 00:32:33: is a cycle and a continuum for participation outside of

00:32:34 --> 00:32:37: supplier diversity that I think Chicago is doing our best

00:32:37 --> 00:32:40: to start with. But I know that there are other

00:32:40 --> 00:32:43: places like Denver and New York City who are really

00:32:43 --> 00:32:43: trying hard to.

00:32:45 --> 00:32:48: That's great and I want to dig in more on

00:32:48 --> 00:32:49: some of this.

00:32:49 --> 00:32:53: Community engagement, it's it's one of the examples that is

00:32:53 --> 00:32:56: given in the report of a just transition to net

00:32:56 --> 00:32:59: zero. And you know, I I think the community aspects

00:32:59 --> 00:33:01: of all of it like why are we doing this

00:33:01 --> 00:33:04: if not for people and to make things more equitable

00:33:04 --> 00:33:07: for marginalized communities. So I look for each of you

00:33:08 --> 00:33:11: to share your perspectives on community either how you've engaged

00:33:11 --> 00:33:15: community in your projects, you know, beyond the required.

00:33:15 --> 00:33:18: John Hall, public meetings and how that you've seen that

00:33:18 --> 00:33:21: impact equity indicators or just examples that you've seen of

00:33:21 --> 00:33:25: successful engagements that created more inclusive and equitable projects. And

00:33:25 --> 00:33:27: Sarah, maybe we'll start with you.

00:33:30 --> 00:33:33: Sure. Trying to figure out where to where to start

00:33:33 --> 00:33:35: on this one I there's a lot.

00:33:36 --> 00:33:39: You know, I think from from our perspective, when we're

00:33:39 --> 00:33:43: working on a project, we consider ourselves part of the

00:33:43 --> 00:33:47: community. We don't have exit strategies in our development site.

00:33:47 --> 00:33:50: We hold all of our assets. It happened that we

00:33:51 --> 00:33:55: are already neighbors and community members out in Rockaway. We

00:33:55 --> 00:33:59: repositioned, you know, a very large Mitchell Lama literally the

00:33:59 --> 00:34:00: week after Sandy hit.

00:34:02 --> 00:34:05: Right on the western border of this project which was

00:34:05 --> 00:34:08: about 1100 units. So you know, I think we, we

00:34:08 --> 00:34:12: are heavily invested in the community and heavily invested in

00:34:12 --> 00:34:16: the outcomes that our projects create. But for this specific

00:34:16 --> 00:34:21: project, you know I think community engagement is really,

00:34:21 --> 00:34:24: really
 00:34:24 --> 00:34:28: everything and really is what is guiding this project and
 00:34:29 --> 00:34:31: making this project so unique and really quite special.
 00:34:31 --> 00:34:36: So I think I alluded to it in my open
 00:34:36 --> 00:34:40: opening remarks is we do have community advisory boards
 00:34:40 --> 00:34:44: that
 00:34:44 --> 00:34:48: meet quarterly, they're open to the public but there is
 00:34:48 --> 00:34:52: a specific board that was appointed by the Community Board
 00:34:52 --> 00:34:57: and the local elected officials. So we meet quarterly on
 00:34:57 --> 00:34:57: open space. I wouldn't say just issues but open space
 00:34:58 --> 00:35:02: programming visioning how you know how to leverage this
 00:35:02 --> 00:35:05: asset
 00:35:05 --> 00:35:09: to to.
 00:35:09 --> 00:35:12: Basically, deliver these open space assets to the community.
 00:35:12 --> 00:35:15: Same
 00:35:15 --> 00:35:18: thing with economic development. We have a cab for that
 00:35:18 --> 00:35:22: as well. Really. How to provide the services to meet
 00:35:22 --> 00:35:26: community needs, but also looking to the future and we're
 00:35:26 --> 00:35:30: working together. How do we get a supermarket here? We
 00:35:30 --> 00:35:33: need to start working on data together.
 00:35:33 --> 00:35:37: Really engaging the community groups and on that as well
 00:35:37 --> 00:35:40: we have a project website. We send out newsletters probably
 00:35:40 --> 00:35:43: I would say now every other week with construction updates
 00:35:43 --> 00:35:46: and also programming that's going on in the community. And
 00:35:46 --> 00:35:49: I think what's really interesting just to kind of bring
 00:35:49 --> 00:35:53: it full circle is we recently just finished the nature
 00:35:53 --> 00:35:56: preserve which is a 35 acre piece to the to
 00:35:56 --> 00:36:00: the West and the welcome center that supports it.
 00:36:00 --> 00:36:04: And we had our open space cab do a special
 00:36:04 --> 00:36:07: kind of before it opens walkthrough to see the preserve
 00:36:07 --> 00:36:10: in the building. And it was just really rewarding to
 00:36:10 --> 00:36:12: see how excited the community was, you know, thinking
 00:36:12 --> 00:36:16: about
 00:36:16 --> 00:36:19: programming for the buildings stewardship and just how
 00:36:19 --> 00:36:22: proud they
 00:36:22 --> 00:36:26: were that to have this asset in their community. So
 00:36:26 --> 00:36:29: I think it was a very, it was a really,
 00:36:29 --> 00:36:32: really nice moment to to say this is.
 00:36:32 --> 00:36:35: This is working. This is the, you know, this was
 00:36:35 --> 00:36:38: the the outcome of years. Like I would say we
 00:36:38 --> 00:36:41: probably spent about five years or so just planning the
 00:36:41 --> 00:36:44: preserve, you know, with the Parks Department and the
 00:36:44 --> 00:36:47: community

00:36:26 --> 00:36:29: alone. So it was really nice to kind of start
00:36:29 --> 00:36:30: seeing some.
00:36:30 --> 00:36:33: Of the fruits of that labor, that's great.
00:36:33 --> 00:36:33: I'll stop there.
00:36:36 --> 00:36:39: Mandy, I'd love to hear any of your perspectives or
00:36:39 --> 00:36:42: or you know, things that you've seen.
00:36:43 --> 00:36:47: As really effective strategies for engaging community that
that have
00:36:47 --> 00:36:51: led to actual equitable outcomes and in built environment
projects.
00:36:52 --> 00:36:55: Yeah, I think I'll start with like the far end
00:36:55 --> 00:37:00: of the spectrum of community engagement of like community
initiated
00:37:00 --> 00:37:04: projects that received support to get where they wanted to
00:37:04 --> 00:37:07: go and have kind of redesigned systems to think about
00:37:08 --> 00:37:11: development in a new way. A couple that come to
00:37:11 --> 00:37:11: mind.
00:37:12 --> 00:37:17: Are the East Bay Permanent Real Estate Cooperative. For
those
00:37:17 --> 00:37:23: who aren't familiar, it's essentially an organization that has
brought
00:37:23 --> 00:37:27: together thousands of neighbors in Oakland in the Bay Area
00:37:27 --> 00:37:33: to essentially create their own development entity. They have
purchased
00:37:33 --> 00:37:34: properties.
00:37:34 --> 00:37:39: That are now housing cooperatives thereby protecting folks
who otherwise
00:37:39 --> 00:37:43: were expecting to be displaced from their homes. They're
now
00:37:43 --> 00:37:47: working on a redevelopment of a longstanding kind of cultural
00:37:47 --> 00:37:50: hub that is a retail space called Esther's Orbit Room.
00:37:50 --> 00:37:53: Again, I'll drop I'll drop more links after I I
00:37:53 --> 00:37:56: talk about these but just again like just shaking up
00:37:56 --> 00:38:00: your brain a little bit and thinking about different entities
00:38:00 --> 00:38:01: and structures.
00:38:03 --> 00:38:08: I'll also named that there's an incredible movement to
actually
00:38:08 --> 00:38:14: return stolen land to indigenous communities. A great
example that
00:38:14 --> 00:38:18: just happened again in the Bay Area, which has so
00:38:18 --> 00:38:23: many great examples. An organization called the Segurote
Land Trust
00:38:23 --> 00:38:28: just rematriated 43 acres in the East Bay, which has
00:38:28 --> 00:38:32: for the last century been held by a local family.

00:38:33 --> 00:38:38: And an organization called Movement Generation has helped anchor the

00:38:38 --> 00:38:41: funding for the purchase and the Land Trust now holds

00:38:41 --> 00:38:44: the deed. This is, this is you know not just

00:38:44 --> 00:38:47: a one off event. This is happening all over the

00:38:47 --> 00:38:51: country. And again kind of a mechanism, a new structure

00:38:51 --> 00:38:55: that has been supporting this type of transition, our community

00:38:55 --> 00:38:59: Land Trust which similar to the real estate cooperative places

00:38:59 --> 00:39:00: land.

00:39:00 --> 00:39:03: Basically is is a means of taking land out of

00:39:03 --> 00:39:06: the speculative market and an example of a community Land

00:39:06 --> 00:39:09: Trust that I would like to shout out is actually

00:39:09 --> 00:39:13: where I live in Washington, DC There's there's an organization

00:39:13 --> 00:39:17: called Building Bridges across the River that is working on

00:39:17 --> 00:39:20: a huge public park project as well as the Douglas

00:39:20 --> 00:39:24: Community Land Trust and something that they've done really well

00:39:24 --> 00:39:28: is basically ensuring that wherever they go, they're investing in

00:39:28 --> 00:39:29: communities.

00:39:29 --> 00:39:33: Pre development, they are helping build wealth and stabilize folks

00:39:33 --> 00:39:36: before any change happens in their community to the extent

00:39:37 --> 00:39:41: where they're creating literal, literal savings accounts for children, right?

00:39:41 --> 00:39:45: Thinking about a really longterm approach to ensuring that folks

00:39:45 --> 00:39:48: can stay in their community and be able to actually

00:39:48 --> 00:39:51: enjoy the benefits. Especially when we talk about NET 0,

00:39:51 --> 00:39:56: the environmental benefits that communities have been like desperately wanting

00:39:56 --> 00:39:58: and craving for, for decades.

00:39:59 --> 00:40:03: And then I think kind of moving back towards the

00:40:03 --> 00:40:07: middle of the spectrum, where maybe community ownership is not

00:40:07 --> 00:40:12: already happening. Something that comes to mind is thinking about

00:40:12 --> 00:40:16: trying not to reinvent wheels, but rather under like taking

00:40:16 --> 00:40:20: the time to really do your homework and understand what

00:40:20 --> 00:40:25: existing organizing is happening, what entities are already well, well

00:40:25 --> 00:40:29: respected, trusted leaders in their communities.

00:40:29 --> 00:40:32: And have and are accountable to a large base of

00:40:32 --> 00:40:36: people who are going to be impacted by any given

00:40:36 --> 00:40:39: project and the example was given of advisory boards. I

00:40:40 --> 00:40:44: think even beyond that we've been seeing some interesting approaches

00:40:44 --> 00:40:48: to literally ensuring that these kind of more community based

00:40:49 --> 00:40:53: grassroots organizations have like a seat at the project team

00:40:53 --> 00:40:55: table and even in the case of the.

00:40:56 --> 00:40:59: NAACP, which is where I used to work and help

00:40:59 --> 00:41:02: found the network that I mentioned, the centering equity in

00:41:02 --> 00:41:07: the sustainable Building Sector initiative. We've actually seen organizations like

00:41:07 --> 00:41:10: the NAACP receive like an equity stake in the long

00:41:10 --> 00:41:13: term financial model of a project, which is exciting. So

00:41:14 --> 00:41:17: I think there are again ways to think about control,

00:41:17 --> 00:41:19: decision making, ownership, profit.

00:41:20 --> 00:41:23: And just going like as far beyond what we're what

00:41:23 --> 00:41:27: we're kind of expected to do for community engagement to

00:41:27 --> 00:41:31: what would truly be changing the material conditions of people

00:41:31 --> 00:41:34: who are living in or impacted by projects I.

00:41:35 --> 00:41:38: Think it really is this problem of the status quo

00:41:38 --> 00:41:38: that?

00:41:38 --> 00:41:41: I like that you said shake up your brain. Like

00:41:41 --> 00:41:43: I think that that is something that like all of

00:41:43 --> 00:41:46: us need to be doing in this industry to be

00:41:46 --> 00:41:49: thinking differently about the way that we approach projects that

00:41:49 --> 00:41:52: aren't just the way that we've been doing it for

00:41:52 --> 00:41:55: 100 years. I want to ask one more question before

00:41:55 --> 00:41:57: we move on to the Q&A, which is blowing up.

00:41:57 --> 00:41:59: So there's a quote in a report by the Green

00:41:59 --> 00:42:02: Lining Institute that I really, it really resonated with me

00:42:03 --> 00:42:06: because it's something that that I struggle with just sort

00:42:06 --> 00:42:06: of in terms of.

00:42:07 --> 00:42:10: Talking about and advocating for this work, so the quote

00:42:10 --> 00:42:13: is building electrification must focus 1st and primarily on the

00:42:13 --> 00:42:15: goal of improving the health and resilience of the people,

00:42:16 --> 00:42:19: rather than the goal of decarbonizing our building stock. Instead

00:42:19 --> 00:42:21: of adding one more problem for families to solve, an

00:42:21 --> 00:42:25: equitable transition will position electrification as a solution to existing

00:42:25 --> 00:42:28: household problems. When that lowers bills, improves health,

and makes
 00:42:28 --> 00:42:31: homes more comfortable, I thought this is a really great
 00:42:31 --> 00:42:33: way to frame and humanize the deep equity implications of
 00:42:33 --> 00:42:34: decarbonization.
 00:42:35 --> 00:42:37: And I wanted to ask, and maybe Morgan, you can
 00:42:37 --> 00:42:40: jump in on this one when you've been talking about
 00:42:40 --> 00:42:43: this just transitioned in that zero to other developers, city
 00:42:43 --> 00:42:46: officials, anyone involved in development, what language you
 found to
 00:42:46 --> 00:42:49: be the most powerful or the most persuasive sort of
 00:42:49 --> 00:42:52: help some of these not yet adopters think differently about
 00:42:52 --> 00:42:54: their own work and really shake up their brains?
 00:42:56 --> 00:42:58: Yeah. I mean, I think the reason why we do
 00:42:58 --> 00:43:00: all of this is to impact people, right? Like.
 00:43:01 --> 00:43:03: It's not to just have a portfolio of cool buildings
 00:43:04 --> 00:43:06: that I can put in a presentation and tell everyone
 00:43:06 --> 00:43:08: look what I did as much as it is like,
 00:43:08 --> 00:43:11: are we actually impacting people's quality of life, the social
 00:43:11 --> 00:43:14: determinants of health? And so we find that bringing health
 00:43:14 --> 00:43:15: practitioners to the table.
 00:43:16 --> 00:43:19: And like actually having those folks in the public health
 00:43:19 --> 00:43:22: saving and community organizations to the table to to be
 00:43:22 --> 00:43:26: able to articulate in ways that community members can
 understand
 00:43:26 --> 00:43:29: as well as the ways that government can be moved
 00:43:29 --> 00:43:33: by and create political will to move these efforts forward.
 00:43:33 --> 00:43:36: And for so many people, it's health and cost of
 00:43:36 --> 00:43:38: living. It's not so much, you know, am I in
 00:43:38 --> 00:43:41: this building that will be cool as much as it
 00:43:41 --> 00:43:43: is. Like, how much does this cost me?
 00:43:44 --> 00:43:46: Does this change any to Mandy's point A in my
 00:43:46 --> 00:43:50: material conditions and then also for myself and the
 generations
 00:43:50 --> 00:43:53: after me, how does this impact our overall health? And
 00:43:53 --> 00:43:56: to the degree that we're thinking about that with
 electrification,
 00:43:56 --> 00:44:00: that also removes opportunities for things like gas leaks and
 00:44:00 --> 00:44:03: things, you know, there's so many things that become also
 00:44:03 --> 00:44:06: household hazards, which helps us get the public safety
 community
 00:44:06 --> 00:44:09: on board too, because the amount of, especially the folks
 00:44:09 --> 00:44:12: who are building inspectors, etcetera, the amount of.
 00:44:13 --> 00:44:16: Household fires that occur every at any given point just

00:44:16 --> 00:44:19: from gas. And so thinking critically about how we are
00:44:19 --> 00:44:22: always able to mitigate risk, increase safety, increase health
and
00:44:23 --> 00:44:25: increase in and manage cost of living has really been
00:44:25 --> 00:44:28: talking points that have been able to get people on
00:44:28 --> 00:44:31: board who otherwise would say, what does this have to
00:44:31 --> 00:44:34: do with me. I'm worried about my daytoday survival. I
00:44:34 --> 00:44:37: can't and that's what my constituents are worried about. I
00:44:37 --> 00:44:39: can't necessarily think about climate.
00:44:42 --> 00:44:43: Yeah, that's great.
00:44:43 --> 00:44:46: Sarah, is there anything you want to add? And if
00:44:46 --> 00:44:49: not, the first question I have from the Q&A is
00:44:49 --> 00:44:50: for you.
00:44:52 --> 00:44:55: I think Morgan summed it up quite well, the hard
00:44:55 --> 00:44:57: act to follow. So I guess I'll, I'll go for
00:44:57 --> 00:44:58: the first question.
00:45:00 --> 00:45:02: So this got the most up votes. So your proposed
00:45:02 --> 00:45:05: project is on the water with a lengthy filled out.
00:45:05 --> 00:45:07: How are you addressing rising sea levels?
00:45:09 --> 00:45:13: Great question. So I think you know we're we're looking
00:45:13 --> 00:45:16: at future proofing the site in the sense that we
00:45:16 --> 00:45:20: are raising the site anywhere between 3:00 and 8:00 feet
00:45:20 --> 00:45:23: which from a you know to get in the weeds
00:45:23 --> 00:45:27: that means that we're bringing in over 400,000 cubic yards
00:45:27 --> 00:45:30: of clean fill to physically raise the site over time.
00:45:30 --> 00:45:34: We're also setting you know our design flood elevation, I
00:45:34 --> 00:45:38: should take a step back because New York City is
00:45:38 --> 00:45:38: doing.
00:45:38 --> 00:45:42: A really great job of adjusting their building codes and
00:45:42 --> 00:45:46: zoning to address coastal resiliency throughout the
throughout the city.
00:45:46 --> 00:45:50: And so there's obviously new building codes and zoning
codes
00:45:50 --> 00:45:52: in place as of May of 2020 that we're adhering
00:45:52 --> 00:45:55: to. But in addition to that, you know our design
00:45:55 --> 00:45:58: flood elevation is at a + 12 give or take
00:45:58 --> 00:46:01: depending on where you are. Navde 88, we're already future
00:46:01 --> 00:46:04: proofing 4 feet by just raising everything up to plus
00:46:04 --> 00:46:05: 16.
00:46:05 --> 00:46:09: And that's really just your first floor and lobbies. All
00:46:09 --> 00:46:12: of the residential floors are going to be you know
00:46:12 --> 00:46:15: even higher, you know in the plus 20s I would
00:46:15 --> 00:46:19: say depending on where you are. So we're already trying

00:46:19 --> 00:46:23: to adjust for not what's code compliant today, but really

00:46:23 --> 00:46:26: thinking about the future of the site and the

00:46:26 --> 00:46:30: development and just to give a little bit of a

00:46:30 --> 00:46:30: metric.

00:46:31 --> 00:46:35: The Sandy storm flooding inundation level was at plus 14

00:46:35 --> 00:46:39: back in 2012 and we're already setting the standard to

00:46:39 --> 00:46:43: be two feet higher than that at plus 16 just

00:46:43 --> 00:46:45: for our ground floor elevation.

00:46:48 --> 00:46:53: So I'm kind of scrolling through the Q&A and seeing

00:46:53 --> 00:46:59: a lot of questions about financing. So Morgan, Sarah?

00:47:00 --> 00:47:04: You guys want to maybe just quickly talk through anything

00:47:04 --> 00:47:08: notable about financing and that zero project any any

00:47:09 --> 00:47:11: challenges

00:47:13 --> 00:47:17: and then I can show experience?

00:47:17 --> 00:47:21: I would say generally speaking, the reality is that a

00:47:21 --> 00:47:25: lot of this doesn't perform well and so.

00:47:25 --> 00:47:28: There are extreme challenges to getting capital markets to

00:47:28 --> 00:47:30: find

00:47:30 --> 00:47:34: the buy in and then working with impact investors and

00:47:34 --> 00:47:38: trying to get them to buy in. There's such a

00:47:38 --> 00:47:41: small marginal group of impact investors that the pool isn't,

00:47:41 --> 00:47:45: you know, to do with multigenerational project. The pool isn't

00:47:45 --> 00:47:48: large enough. And So what you're starting to see are

00:47:48 --> 00:47:49: States and large municipalities ushering forth new incentive

00:47:49 --> 00:47:52: programs and

00:47:52 --> 00:47:54: acts around requirements and then knowing that they have to

00:47:54 --> 00:47:57: fund those.

00:47:57 --> 00:47:59: And so we're seeing more of that I would say,

00:47:59 --> 00:48:02: but generally speaking trying to do all of these things,

00:48:02 --> 00:48:05: we have some buildings on the site that ended up

00:48:05 --> 00:48:08: being 25% more than that what they would have generally

00:48:08 --> 00:48:11: cost. And so and at any given point when you're

00:48:11 --> 00:48:12: working with capital markets and you're trying to finance a

00:48:12 --> 00:48:15: project, they're doing due diligence, they have their own

00:48:15 --> 00:48:18: construction

00:48:18 --> 00:48:21: budget team and as they look at the financing, they're

00:48:21 --> 00:48:24: looking at this like.

00:48:24 --> 00:48:27: Okay. Well, we'll compensate you up to \$0.75 on the

00:48:27 --> 00:48:30: dollar. You figure out the other 25% and when you're

00:48:30 --> 00:48:33: working with smaller developers or community developer or

00:48:33 --> 00:48:36: you know

00:48:36 --> 00:48:39: a startup developer or someone who's you know not

00:48:39 --> 00:48:42: necessarily

00:48:24 --> 00:48:27: at the point of profit where they're a nine figure
00:48:27 --> 00:48:31: plus organization, that's a significant haul to replicate time
over
00:48:31 --> 00:48:33: time, especially when it comes to predef cost and then
00:48:34 --> 00:48:36: just eating them and how that cuts into your return.
00:48:36 --> 00:48:36: So.
00:48:37 --> 00:48:41: I think generally speaking, we're not quite there yet on
00:48:41 --> 00:48:44: these projects being wholly financeable. But I do think that
00:48:45 --> 00:48:47: over the next 10 years, we'll see an uptick and
00:48:48 --> 00:48:51: hopefully a lot more federal funds to really make this
00:48:51 --> 00:48:52: a reality.
00:48:55 --> 00:48:56: Yeah, so I definitely can.
00:48:58 --> 00:49:01: I understand where Morgan is coming from. I feel like
00:49:01 --> 00:49:03: there could be a support group for those who are
00:49:03 --> 00:49:06: trying to finance these very cutting edge projects. You know,
00:49:06 --> 00:49:09: I think in addition to Mandy saying let's shake up
00:49:09 --> 00:49:11: your brain, the thing that I say a lot day
00:49:11 --> 00:49:14: in and day out that my team hears me says,
00:49:14 --> 00:49:16: well, we've never, no one's ever done this before. So
00:49:16 --> 00:49:19: there's, you know, there's such a thrill to be the
00:49:19 --> 00:49:22: first ones to do something, but there's also so much
00:49:22 --> 00:49:23: unknown and anxiety comes with it.
00:49:25 --> 00:49:28: So there's certain things that you just have to kind
00:49:28 --> 00:49:31: of let it evolve and figure out what the day
00:49:31 --> 00:49:34: may bring, so to speak. But from a financing perspective,
00:49:34 --> 00:49:38: I think Morgan's right there. There definitely are some
challenges
00:49:38 --> 00:49:42: and you know we've definitely seen some cost premiums that
00:49:42 --> 00:49:45: are beginning to level out depending on what.
00:49:46 --> 00:49:49: The material may be or the methodology may be as
00:49:49 --> 00:49:52: the market gets more accustomed to that. I think you
00:49:52 --> 00:49:55: know I worked on our first passive house in our
00:49:55 --> 00:49:59: first geothermal project, you know back it was in
predevelopment
00:49:59 --> 00:50:02: I think in 2016/2017 and really doing some of these
00:50:02 --> 00:50:06: things for the first time we're we're you know challenging
00:50:06 --> 00:50:10: from a purchasing standpoint but also challenging from a
financing
00:50:10 --> 00:50:11: market you know.
00:50:13 --> 00:50:16: You're you're putting in a geothermal system. How do you
00:50:16 --> 00:50:19: underwrite that on an M&O perspective? You don't really
have
00:50:20 --> 00:50:22: that much data yet. You want to be conservative but

00:50:23 --> 00:50:26: not too conservative because the whole point is that you're
 00:50:26 --> 00:50:29: supposed to have all this efficiency. So you know, I
 00:50:29 --> 00:50:32: think one of the benefits that we do have on
 00:50:32 --> 00:50:35: the Auburn project is it is a city sponsored project
 00:50:35 --> 00:50:38: in the sense that we're repositioning city owned land that
 00:50:38 --> 00:50:40: helps overcoming acquisition.
 00:50:40 --> 00:50:44: There's we have access to tax exempt bond financing and
 00:50:44 --> 00:50:47: subsidies at both the state and city level and there
 00:50:47 --> 00:50:51: is generally speaking a pretty strong appetite in New York
 00:50:51 --> 00:50:55: for tax credits. It you know we're we're definitely I
 00:50:55 --> 00:50:58: think every day looking to see what the latest guidance
 00:50:58 --> 00:51:01: is coming out of the IRA and trying to make
 00:51:01 --> 00:51:04: sense of it and understand it as quickly as the
 00:51:04 --> 00:51:07: funds are being rolled out. So not to to miss
 00:51:07 --> 00:51:09: any opportunities so to speak.
 00:51:10 --> 00:51:13: But there there is to a certain point a little
 00:51:13 --> 00:51:16: bit of you know, anxiety as to well as the
 00:51:16 --> 00:51:19: funding source going to run out is you know what
 00:51:19 --> 00:51:22: is the next administration going to prioritize so to speak.
 00:51:23 --> 00:51:26: And then Tim Morgan's point really on the the private
 00:51:26 --> 00:51:30: side, what are our equity investors looking for? What's
 00:51:30 --> 00:51:33: interesting
 00:51:33 --> 00:51:37: to them, what else are they investing in because they're
 00:51:37 --> 00:51:41: looking at diverse portfolios, so you're you know, I think.
 00:51:41 --> 00:51:44: All of the projects that have been discussed here today
 00:51:44 --> 00:51:48: are are very attractive from an ESG standpoint, but you
 00:51:48 --> 00:51:51: know you're you're kind of you're kind of competing with
 00:51:51 --> 00:51:55: others as well from that standpoint. But I think just
 00:51:55 --> 00:51:58: and Morgan spoke to this earlier just the way that
 00:51:58 --> 00:52:01: the policy world is is heading in the trajectory at
 00:52:01 --> 00:52:04: least in New York City and the state is that
 00:52:04 --> 00:52:09: electrification net zero and passive house buildings are.
 00:52:09 --> 00:52:15: Heavily prioritized now from a policy perspective and we are
 00:52:15 --> 00:52:19: starting to see some prioritization and pipeline associated
 00:52:19 --> 00:52:20: with that
 00:52:20 --> 00:52:22: and prioritization for funding as well. So I'll just leave
 00:52:22 --> 00:52:25: it at that.
 00:52:25 --> 00:52:27: I I wish we had more time because I feel
 00:52:27 --> 00:52:29: like everything you're saying is working like more questions
 00:52:29 --> 00:52:31: and
 00:52:31 --> 00:52:33: like I want to talk to you guys more about
 00:52:33 --> 00:52:35: all the stuff. We only we only have 6 minutes
 00:52:35 --> 00:52:37: left and I didn't mention yeah I think like.

00:52:32 --> 00:52:35: For Veridian and the project had a financing before
 00:52:35 --> 00:52:38: I joined Thrive. But I mean it was like I
 00:52:38 --> 00:52:40: call a lot of aspects of this project. I call
 00:52:40 --> 00:52:43: a Unicorn. I mean we got pretty discounted land from
 00:52:43 --> 00:52:46: the county on land because of the project that was
 00:52:46 --> 00:52:49: being proposed and that was aligned with the county's values
 00:52:49 --> 00:52:52: and what they wanted to do with it. It was
 00:52:52 --> 00:52:55: previously a juvenile detention facility but then we have
 00:52:55 --> 00:52:56: this impact investor that.
 00:52:57 --> 00:53:00: Is incredibly flexible. Like really believes in this and there
 00:53:00 --> 00:53:04: just aren't enough of those around and getting this finance
 00:53:04 --> 00:53:08: through traditional mechanisms just wouldn't have worked.
 Hopefully we will
 00:53:08 --> 00:53:12: be changing the status quo and making projects like this
 00:53:12 --> 00:53:16: more more marketable, more financeable because like quite
 frankly we
 00:53:16 --> 00:53:19: have all kinds of crises in this world that we
 00:53:19 --> 00:53:22: need to address through the way that we do development.
 00:53:22 --> 00:53:25: I wanted to maybe end on a question that I'm
 00:53:25 --> 00:53:26: hoping that Mandy.
 00:53:26 --> 00:53:30: Put some insight on because this is always I think
 00:53:30 --> 00:53:33: the hardest part of doing any sort of project, any
 00:53:33 --> 00:53:37: sort of anything really evaluation. So if there is there
 00:53:37 --> 00:53:41: a process that you know of or that you've seen
 00:53:41 --> 00:53:44: to evaluate success in terms of equity, it can be
 00:53:44 --> 00:53:49: used after a project is completed, local residents hired
 etcetera.
 00:53:49 --> 00:53:53: Yeah, that's a that's a really great question. I think
 00:53:53 --> 00:53:55: one tool that comes to mind.
 00:53:57 --> 00:54:02: We actually, Emerald Cities helped put together an
 environmental justice
 00:54:02 --> 00:54:06: measurement and evaluation framework, but may not be a
 perfect
 00:54:06 --> 00:54:09: fit for every project like it was originally envisioned to
 00:54:09 --> 00:54:14: think about renewable energy installation. But I think it's
 valuable
 00:54:14 --> 00:54:17: and at least like looking through and seeing the kind
 00:54:17 --> 00:54:20: of criteria that we put in there, but really I
 00:54:20 --> 00:54:21: think.
 00:54:23 --> 00:54:27: Beyond evaluation, I think something that I think about a
 00:54:28 --> 00:54:32: lot is accountability to like upholding the promises and the
 00:54:32 --> 00:54:36: commitments that you make. So I'd actually also just named
 00:54:36 --> 00:54:41: that something Emerald Cities works on a lot are helping

00:54:41 --> 00:54:47: projects in collaboration with community partners create community benefits agreements

00:54:47 --> 00:54:48: and those.

00:54:49 --> 00:54:52: Often are really flawed, hard to enforce, but there's more

00:54:52 --> 00:54:55: and more resources out there for how to do it

00:54:55 --> 00:54:58: well and create entities that can actually kind of help

00:54:58 --> 00:55:02: hold the accountability process. I'll put a couple of a

00:55:02 --> 00:55:05: couple more resources in the in the chat for that.

00:55:07 --> 00:55:08: Yeah, and I found all the resources.

00:55:09 --> 00:55:10: No, go ahead.

00:55:11 --> 00:55:13: I found that people are also using racial equity impact

00:55:14 --> 00:55:16: assessments, which I found to be valuable. One of the

00:55:16 --> 00:55:19: things that we did on Brownsville lakefront was instead of

00:55:19 --> 00:55:22: doing a collective bargaining agreement, we codified all of our

00:55:22 --> 00:55:25: community benefits into our land sale agreement with the city

00:55:25 --> 00:55:27: to run with the land forever. So whether we're developing

00:55:27 --> 00:55:28: on it or someone else's.

00:55:29 --> 00:55:32: It'll always be required. We also, this was the first

00:55:32 --> 00:55:34: time in the history of the city of Chicago had

00:55:34 --> 00:55:36: a third. We did use the we had the community

00:55:37 --> 00:55:40: as Co governance, as a third party negotiator between the

00:55:40 --> 00:55:42: city and the developer. And we met three times a

00:55:42 --> 00:55:45: week for eight months to develop all of the design

00:55:45 --> 00:55:47: guidelines and all of the zoning uses. And so for

00:55:48 --> 00:55:50: some folks, eight months is a very long time, but

00:55:50 --> 00:55:53: a lot of folks projects are slow right now anyway.

00:55:53 --> 00:55:55: So you have the time and so I think that

00:55:55 --> 00:55:55: was.

00:55:56 --> 00:55:59: We found that that a yielded better outcomes, but it

00:55:59 --> 00:56:02: embedded the accountability and the metrics and the expectations into

00:56:03 --> 00:56:05: the design of the program in order to move forward

00:56:05 --> 00:56:08: with it and develop at all. One I will say

00:56:08 --> 00:56:11: is that equity and justice aren't like one-size-fits-all And so

00:56:11 --> 00:56:14: I think that's the heart. That's why you don't find

00:56:14 --> 00:56:17: a lot of really strong frameworks of like do this

00:56:17 --> 00:56:20: every time because it really should be custom every time

00:56:20 --> 00:56:23: you do this work. You know you should consider equity

00:56:23 --> 00:56:24: and justice as like.

00:56:25 --> 00:56:30: Your internal program administration, your culture, how you're designing processes

00:56:30 --> 00:56:33: and delivering on development and in a way that is

00:56:33 --> 00:56:37: allows people to participate at all. How you're building an
00:56:37 --> 00:56:40: impact ecosystem to do this work with you. Then there's
00:56:40 --> 00:56:42: also the external impacts.
00:56:42 --> 00:56:45: And those are things that you would typically measure. And
00:56:45 --> 00:56:48: then it's also how are you using a lens for
00:56:48 --> 00:56:51: equity and justice in every point of decision making. And
00:56:51 --> 00:56:54: so when you're thinking about how you're making decisions
on
00:56:54 --> 00:56:57: a project, it's for everything from how you write your
00:56:57 --> 00:57:01: RFP's to how you put bonding and insurance requirements in
00:57:01 --> 00:57:03: an RFP to how you design how the community will
00:57:03 --> 00:57:04: be involved in.
00:57:05 --> 00:57:07: Preservation of culture and heritage on a site or on
00:57:08 --> 00:57:10: a building, what does that look like? How do you
00:57:10 --> 00:57:13: use materiality to engage with the broader community so
you're
00:57:13 --> 00:57:16: building isn't an outlier and flows back out into the
00:57:16 --> 00:57:18: community and back into the community, back into the site.
00:57:18 --> 00:57:21: So there's that welcoming bridge. And so when you think
00:57:21 --> 00:57:24: about measurement, a lot of what people think about is,
00:57:24 --> 00:57:26: well, how do we quickly tell our story, get the
00:57:26 --> 00:57:29: numbers out there, get the quantitative going to get the
00:57:29 --> 00:57:32: support, when really what ends up being the most
transformative
00:57:32 --> 00:57:35: is the qualitative and it may feel like small numbers.
00:57:35 --> 00:57:39: But taking 50 people from elementary school to college over
00:57:39 --> 00:57:43: the life cycle of a project and their involvement with
00:57:43 --> 00:57:48: this project and their involvement with green Construction
opportunities. Their
00:57:48 --> 00:57:52: involvement with getting to witness the development first
hand.
00:57:52 --> 00:57:55: Also has the opportunity to change career pathways for those
00:57:56 --> 00:57:58: 50 people and then also the trajectory of their upper
00:57:58 --> 00:58:01: mobility in their life. And so 50 people over 10
00:58:01 --> 00:58:03: years, people be like, well, 50 people, What is that?
00:58:03 --> 00:58:06: But it's the, it's a force multiplier. And so I
00:58:06 --> 00:58:09: think folks have to really be considerate of sometimes we're
00:58:09 --> 00:58:12: not looking for the highest numbers, we're looking for the
00:58:12 --> 00:58:15: most deeply meaningful, impactful change and effort. So be
thinking
00:58:15 --> 00:58:17: about that in your evaluation.
00:58:19 --> 00:58:22: I think Morgan, that is an amazing place for us
00:58:22 --> 00:58:25: to end as the clock just switched over to 2:00.

00:58:25 --> 00:58:28: O'clock Eastern. I want to thank my fellow.
00:58:28 --> 00:58:28: Panelists.
00:58:29 --> 00:58:31: Sarah, Morgan and Mandy, we are so many questions that
00:58:31 --> 00:58:34: we weren't able to get to, but I think please
00:58:34 --> 00:58:36: feel free to reach out to any of us and
00:58:36 --> 00:58:38: we'd be happy to provide, you know, more of our
00:58:38 --> 00:58:41: perspectives or answer some of the questions that we didn't
00:58:41 --> 00:58:43: get to. 2 highlevel things that I took away. I
00:58:43 --> 00:58:46: took away a lot of these things, but two things
00:58:46 --> 00:58:47: kind of resonated with me.
00:58:48 --> 00:58:52: Accountability beyond just evaluation. I think I love that
accountability.
00:58:52 --> 00:58:55: And then everyone go out there and shake up your
00:58:55 --> 00:58:59: brains. We got to do it. And then download utilize
00:58:59 --> 00:59:01: new report. There was a slide to put up but
00:59:01 --> 00:59:05: the report is not zero for all. Adjust transition for
00:59:05 --> 00:59:08: real estate and you can find it on utilize Knowledge
00:59:08 --> 00:59:13: Finder knowledge.utilize.org. Thank you everyone for joining
us. It's great
00:59:13 --> 00:59:15: to see so much interest in Equitable.
00:59:16 --> 00:59:19: NET 0 development. Thanks everyone.

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