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
00:07:43 --> 00:07:44:	community members.
00:07:45 --> 00:07:49:	And my my encouragement to everyone here today is to
00:07:49 --> 00:07:53:	to make sure that acknowledgement is part of your practice
00:07:53 --> 00:07:56:	and that we will need to make concerted efforts to
00:07:57 --> 00:08:03:	break down existing barriers to participation. Otherwise, by 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 GHD 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, predominantly
00:16:50 --> 00:16:55: 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 developed

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

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

00:25:55 --> 00:25:59: Neighborhood geothermal heating and cooling, all the selections that we're

00:25:59 --> 00:26:03: making in terms of building products, pictures and finishes 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 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
00:30:31 --> 00:30:33: lot of partnership. And so, so much of what we
00:30:33 --> 00:30:37: find in the context of equity is pushed by government.
00:30:37 --> 00:30:37: It's so much of.
00:30:38 --> 00:30:41: How are you including people in the zoning guidelines? We're
00:30:41 --> 00:30:44: going to set the baseline for sustainability for the zoning
00:30:44 --> 00:30:47: guidelines and that's our participation. But then we're going to
00:30:47 --> 00:30:49: tell you developer that you need to have X amount
00:30:49 --> 00:30:52: of community meetings or this much community participation or engage
00:30:52 --> 00:30:53: with Advisory Council.
00:30:54 --> 00:30:57: As you saw on the continuing this morning or just
00:30:57 --> 00:31:00: just now, there's a range of what equity really looks
00:31:00 --> 00:31:02: like. And so much of the I will host. The
00:31:02 --> 00:31:05: town hall is an inherently equitable. And we find that
00:31:05 --> 00:31:07: even though we are saying we want to do this
00:31:07 --> 00:31:11: work and community in the context of green construction and
00:31:11 --> 00:31:14: making sure that folks have those jobs and that we're
00:31:14 --> 00:31:18: working on projects based on socio economically disadvantaged areas first
00:31:18 --> 00:31:21: who are going to suffer the most and usually have
00:31:21 --> 00:31:22: the most heat.
00:31:23 --> 00:31:26: We're also struggling with the time, you know, someone mentioned
00:31:26 --> 00:31:29: this in the comments, is that when you want to
00:31:29 --> 00:31:32: engage community to do this work. On the flip side,
00:31:32 --> 00:31:37: government, government can create the rules and incentivize the rules,
00:31:37 --> 00:31:40: but we also need community. And then there's the learning
00:31:40 --> 00:31:44: curve of why does this matter? What's the difference between
00:31:44 --> 00:31:48: net zero and climate and environmental justice? How does this
00:31:48 --> 00:31:49: change my bills?
00:31:49 --> 00:31:53: How does this change my electricity bills today or my
00:31:53 --> 00:31:55: water bills today? And so there's a lot to be
00:31:56 --> 00:31:58: done, I find in cities. But I would say in
00:31:58 --> 00:32:02: the context of equity, Chicago's doing a pretty good job
00:32:02 --> 00:32:05: of trying to ramp up. And I'm hoping that we
00:32:05 --> 00:32:08: move forward even more because still too much focus on
00:32:08 --> 00:32:11: the private sector and what can you all do and
00:32:11 --> 00:32:14: 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,

really
00:34:21 --> 00:34:24: everything and really is what is guiding this project and
00:34:24 --> 00:34:28: making this project so unique and really quite special.
00:34:29 --> 00:34:31: So I think I alluded to it in my open
00:34:31 --> 00:34:36: opening remarks is we do have community advisory boards that
00:34:36 --> 00:34:40: meet quarterly, they're open to the public but there is
00:34:40 --> 00:34:44: a specific board that was appointed by the Community Board
00:34:44 --> 00:34:48: and the local elected officials. So we meet quarterly on
00:34:48 --> 00:34:52: open space. I wouldn't say just issues but open space
00:34:52 --> 00:34:57: programming visioning how you know how to leverage this asset
00:34:57 --> 00:34:57: to to.
00:34:58 --> 00:35:02: Basically, deliver these open space assets to the community. Same
00:35:02 --> 00:35:05: thing with economic development. We have a cab for that
00:35:05 --> 00:35:09: as well. Really. How to provide the services to meet
00:35:09 --> 00:35:12: community needs, but also looking to the future and we're
00:35:12 --> 00:35:15: working together. How do we get a supermarket here? We
00:35:15 --> 00:35:18: need to start working on data together.
00:35:19 --> 00:35:22: Really engaging the community groups and on that as well
00:35:22 --> 00:35:26: we have a project website. We send out newsletters probably
00:35:26 --> 00:35:30: I would say now every other week with construction updates
00:35:30 --> 00:35:33: and also programming that's going on in the community. And
00:35:33 --> 00:35:37: I think what's really interesting just to kind of bring
00:35:37 --> 00:35:40: it full circle is we recently just finished the nature
00:35:40 --> 00:35:43: preserve which is a 35 acre piece to the to
00:35:43 --> 00:35:46: the West and the welcome center that supports it.
00:35:47 --> 00:35:49: And we had our open space cab do a special
00:35:49 --> 00:35:53: kind of before it opens walkthrough to see the preserve
00:35:53 --> 00:35:56: in the building. And it was just really rewarding to
00:35:56 --> 00:36:00: see how excited the community was, you know, thinking about
00:36:00 --> 00:36:04: programming for the buildings stewardship and just how proud they
00:36:04 --> 00:36:07: were that to have this asset in their community. So
00:36:07 --> 00:36:10: I think it was a very, it was a really,
00:36:10 --> 00:36:12: really nice moment to to say this is.
00:36:13 --> 00:36:16: This is working. This is the, you know, this was
00:36:16 --> 00:36:19: the the outcome of years. Like I would say we
00:36:19 --> 00:36:22: probably spent about five years or so just planning the
00:36:22 --> 00:36:26: preserve, you know, with the Parks Department and the 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 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 challenges
00:47:09 --> 00:47:11: and then I can show experience?
00:47:13 --> 00:47:17: I would say generally speaking, the reality is that a
00:47:17 --> 00:47:21: lot of this doesn't perform well and so.
00:47:21 --> 00:47:25: There are extreme challenges to getting capital markets to find
00:47:25 --> 00:47:28: the buy in and then working with impact investors and
00:47:28 --> 00:47:30: trying to get them to buy in. There's such a
00:47:30 --> 00:47:34: small marginal group of impact investors that the pool isn't,
00:47:34 --> 00:47:38: you know, to do with multigenerational project. The pool isn't
00:47:38 --> 00:47:41: large enough. And So what you're starting to see are
00:47:41 --> 00:47:45: States and large municipalities ushering forth new incentive programs and
00:47:45 --> 00:47:48: acts around requirements and then knowing that they have to
00:47:48 --> 00:47:49: fund those.
00:47:49 --> 00:47:52: And so we're seeing more of that I would say,
00:47:52 --> 00:47:54: but generally speaking trying to do all of these things,
00:47:54 --> 00:47:57: we have some buildings on the site that ended up
00:47:57 --> 00:47:59: being 25% more than that what they would have generally
00:47:59 --> 00:48:02: cost. And so and at any given point when you're
00:48:02 --> 00:48:05: working with capital markets and you're trying to finance a
00:48:05 --> 00:48:08: project, they're doing due diligence, they have their own construction
00:48:08 --> 00:48:11: budget team and as they look at the financing, they're
00:48:11 --> 00:48:12: looking at this like.
00:48:12 --> 00:48:15: Okay. Well, we'll compensate you up to $0.75 on the
00:48:15 --> 00:48:18: dollar. You figure out the other 25% and when you're
00:48:18 --> 00:48:21: working with smaller developers or community developer or you know
00:48:21 --> 00:48:24: a startup developer or someone who's you know not 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 20/16/2017 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 interesting
00:51:30 --> 00:51:33: to them, what else are they investing in because they're
00:51:33 --> 00:51:37: looking at diverse portfolios, so you're you know, I think.
00:51:38 --> 00:51:41: All of the projects that have been discussed here today
00:51:41 --> 00:51:44: are are very attractive from an ESG standpoint, but you
00:51:45 --> 00:51:48: know you're you're kind of you're kind of competing with
00:51:48 --> 00:51:51: others as well from that standpoint. But I think just
00:51:52 --> 00:51:55: and Morgan spoke to this earlier just the way that
00:51:55 --> 00:51:58: the policy world is is heading in the trajectory at
00:51:58 --> 00:52:01: least in New York City and the state is that
00:52:01 --> 00:52:04: electrification net zero and passive house buildings are.
00:52:05 --> 00:52:09: Heavily prioritized now from a policy perspective and we are
00:52:10 --> 00:52:15: starting to see some prioritization and pipeline associated with that
00:52:15 --> 00:52:19: and prioritization for funding as well. So I'll just leave
00:52:19 --> 00:52:20: it at that.
00:52:20 --> 00:52:22: I I wish we had more time because I feel
00:52:22 --> 00:52:25: like everything you're saying is working like more questions and
00:52:25 --> 00:52:27: like I want to talk to you guys more about
00:52:27 --> 00:52:29: all the stuff. We only we only have 6 minutes
00:52:29 --> 00:52:31: left and I didn't mention yeah I think like.

00:52:32 --> 00:52:35: For Veridian and 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 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.
