WELCOME!
BUILDING HEALTHY PLACES
INTEREST FORUM

October 23, 2017 | Los Angeles, CA
BREAKFAST, WELCOME, & SELF INTRODUCTIONS

9:00 — 9:45 AM

Elizabeth Shreeve
Principal, SWA
UPDATES FROM ULI & PARTNERS

9:45 — 10:30 AM
Rachel MacCleery
Senior Vice President
Urban Land Institute
ULI BUILDING HEALTHY PLACES INITIATIVE

Leveraging the power of ULI’s global networks to shape projects and places in ways that improve the health of people and communities.

Goals:

- Raising awareness
- Defining the approach
- Exploring the value proposition
- Advancing the state of practice and policy
The Building Healthy Places Initiative advances the ULI mission and promotes healthy, thriving communities by engaging, informing, and inspiring ULI members.

ULI members promote health:
- Through your organizations
- Through your investment and project decisions
- Through your influence in communities
BHP PARTNERS & FUNDERS

Mr. Randall Lewis

The Colorado Health Foundation™

THE KRESGE FOUNDATION
Expanding opportunities in America's cities

Leichtag Foundation

Robert Wood Johnson Foundation

The JPB Foundation
BHP INTEREST FORUM GOALS

1. Provide a place for ULI members who are passionate about health and development to engage with each other.

2. Offer a chance for ULI members to share knowledge and insights.

3. Update forum participants on the latest work that is being done at ULI and other organizations on health and real estate.
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>9:00 – 9:45 AM</td>
<td>Welcome and Self-Introductions</td>
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<tr>
<td>9:45 – 10:30 AM</td>
<td>Updates from ULI &amp; Partners</td>
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<tr>
<td>10:30 – 11:30 AM</td>
<td>Presentation and Dialogue with Sam Polk</td>
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<tr>
<td>11:30 – 12:00 PM</td>
<td>Healthy Corridors: Updates from Van Nuys Boulevard</td>
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<td>12:00 – 12:30 PM</td>
<td>Lunch</td>
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<td>12:30 – 1:30 PM</td>
<td>Walking Tour of Van Nuys Boulevard</td>
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<td>1:30 – 1:45 PM</td>
<td>Break</td>
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<td>1:45 – 2:45 PM</td>
<td>Panel: Uncovering the Economic Value of Investing in Healthy Places</td>
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<td>2:45 – 3:15 PM</td>
<td>Building Healthy Places in SoCal: Updates from ULI LA</td>
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<td>3:15 – 3:30 PM</td>
<td>Next Steps, Wrap Up, and Adjourn</td>
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<tr>
<td>3:30 – 4:30 PM</td>
<td>Bus to LA Convention Center</td>
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<tr>
<td>5:00 – 7:00 PM</td>
<td>Reception at Freehand Hotel</td>
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Sharon Roerty
Senior Program Officer
Robert Wood Johnson Foundation
Culture of Health and the Importance of Health Equity – the very brief version

Sharon Roerty, AICP/PP/MCRP
October 2017
What is a Culture of Health?
What we care about
How we learn and teach
How we relate to one another
Nearly **one-fifth** of all Americans live in neighborhoods that make it hard to be healthy.
Equality

Equity
Health equity means that everyone in America has a fair and just opportunity to be healthy. This requires removing obstacles to health such as poverty, discrimination, and their consequences, including powerlessness and lack of access to good jobs with fair pay, quality education and housing, safe environments, and health care.

Dr. Paula Braveman
Equitable Healthy Communities
Universal and targeted approaches
Build communities with spaces that bring people together.
IMPROVED POPULATION HEALTH, WELL-BEING, AND EQUITY

OUTCOME AREAS

- ENHANCED INDIVIDUAL AND COMMUNITY WELL-BEING
- MANAGED CHRONIC DISEASE AND REDUCED TOXIC STRESS
- REDUCED HEALTH CARE COSTS
Christopher Smith
Senior Program Officer
Colorado Health Foundation
Calvin Gladney
Senior Visiting Fellow for Equity
Urban Land Institute
PROJECT GOALS

REFLECT
EXPLORE
DISCOVER
EQUITY ASSESSMENT: PROJECT APPROACH

Identify the “sweet spot” between what ULI members want, what ULI can provide, and how ULI can be uniquely valuable.
PROJECT TIMING

ASSESSMENT (Spring/Summer 2017)

PRELIMINARY FINDINGS (Fall/Winter 2017)

RECOMMENDATIONS /NEXT STEPS (Winter/Spring 2018)
PRELIMINARY KEY FINDINGS
Preliminary Finding: Significant Uptick in Equity Work Since 2014

Notable:
1) 175% Increase between 2014 and 2016
2) More social equity work produced between 2014 and 2016 (168) than all work produced between 2007-2014 (112)

Distribution by Year
of content & convenings
related to social equity (2007-2016)
**Preliminary Finding:** Housing Dominates Past Social Equity Work

**Notable:**
1) 215 of 329 (65%) of items found were Housing-Related Work
2) Gentrification, Displacement & Mitigation had 3rd Most Entries (50)

*The subtopics above represent categorizations and classifications defined by ULI's direct reports.*
PRELIMINARY KEY FINDINGS
ULI STAFF INTERVIEW FINDINGS: SELECTED THEMES

1. Perceptions of ULI’s Mission and Social Equity
   - Social Equity is Inherent in the ULI Mission

2. Knowledge of ULI’s Past and Current Efforts
   - Many Great Examples

3. Potential Opportunities Discussed by ULI Staff
   - Explaining Relevance + Building Business Case
NEXT STEPS

ASSESSMENT
(Spring/Summer 2017)

PRELIMINARY
FINDINGS
(Fall/Winter 2017)

RECOMMENDATIONS
/NEXT STEPS
(Winter/Spring 2018)
Juanita Hardy
Senior Visiting Fellow for Creative Placemaking
Urban Land Institute
Update on BHP’s Creative Placemaking Project

Mural in downtown Tallahassee, FL

www.uli.org/creativeplacemaking
ULI CREATIVE PLACEMAKING + REAL ESTATE PROJECT

▪ Two-year project supported by $250,000 Kresge Foundation grant (ends December 2017)

▪ Managed by the ULI Building Healthy Places Initiative and ULI Senior Visiting Fellow Juanita Hardy

▪ Goals:
  ❖ Assess ULI’s past work and member understanding of creative placemaking
  ❖ Advance creative placemaking opportunities, esp along commercial corridors
  ❖ Link creative placemaking and health

▪ Key activities
  ❖ Internal Assessment
  ❖ Member engagement and education
  ❖ District Council engagement via CPM Workshops and Corridor grants
WHAT’S NEW?

▪ **Recent Urban Land Magazine Article:** Five Steps toward Implementing Creative Placemaking

▪ **Creative Placemaking Breakfast Event at Fall Meeting:** Creating Places We Love at the Intersection of Arts and Culture, Health, and Real Estate
  
  – A Conversation with Juanita Hardy, ULI Senior Visiting Fellow for CPM and Ben Stone, Director of Art & Culture, Transportation for America
  
  – Thursday, October 26 @ 7:30am

▪ **Coming Soon:** A Guide to Implementing Creative Placemaking in Real Estate
AVAILABLE BHP/CPM PUBLICATIONS

▪ Urban Land Magazine Articles:
  - Five Steps toward Implementing Creative Placemaking (Oct 2017)
  - Growing Value through Creative Placemaking (Oct 2016)

▪ Brochure: Implementing Creative Placemaking (Mar 2017)
Rachel MacCleery
Senior Vice President
Urban Land Institute
RANDALL LEWIS/ULI
HEALTH MENTORS PROGRAM

Deepen the understanding of graduate students in how the built environment shapes and influences human health, and their engagement in ULI. Learn more: www.uli.org/healthmentors

<table>
<thead>
<tr>
<th>Mentee</th>
<th>Mentor</th>
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<tbody>
<tr>
<td>Dawit Beru</td>
<td>Christopher Kurz</td>
</tr>
<tr>
<td>Masters student, Real Estate and Infrastructure</td>
<td>President and CEO</td>
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<tr>
<td>Johns Hopkins University</td>
<td>Linden Associates Inc.</td>
</tr>
<tr>
<td>Alyia Gaskins</td>
<td>Clare De Briere</td>
</tr>
<tr>
<td>Masters student, Urban and Regional Planning</td>
<td>Founder</td>
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<tr>
<td>Georgetown University</td>
<td>C+C Ventures</td>
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<tr>
<td>Lorenzo Antonio Gonzalez</td>
<td>Christopher Bodnar</td>
</tr>
<tr>
<td>Medical degree candidate, UC San Diego</td>
<td>Executive Vice President</td>
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<tr>
<td>Masters student, Planning, USC</td>
<td>CBRE</td>
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<tr>
<td>Ashley Pollock</td>
<td>Teri Frankiewicz</td>
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<tr>
<td>Masters student, Real Estate</td>
<td>Vice President of Community Development</td>
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<tr>
<td>Roosevelt University</td>
<td>Crown Community Development</td>
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<tr>
<td>Rodolfo L. Rodríguez</td>
<td>Colleen Carey</td>
</tr>
<tr>
<td>Masters student, Urban Planning and Public Health</td>
<td>President</td>
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<tr>
<td>University of Colorado Denver</td>
<td>The Cornerstone Group</td>
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ULI HEALTH LEADERS PROGRAM

• One year program to empower real estate and land use professionals with the skills, knowledge, and networks to improve health outcomes in their professional practice and communities.

1- Learn: Cultivate leadership skills to advance careers as well as learn about best practices, research, and actionable approaches to advance public health with built environment strategies.

2- Network: Be part of a robust cross-sector network of real estate and land use professionals with knowledge about connections between real estate, planning, and health.

3- Make a Difference: By advancing a culture of health in real estate and land use decision making, improve health and wellness for all people.

• Supported by Robert Wood Johnson Foundation, Colorado Health Foundation, and Randall Lewis

• Two in-person forums, 5 webinars, regular assignments

• 32 Health Leaders in Cohort 1; Advisory Group

• Learn more: www.uli.org/healthleaders
10-MINUTE WALK CAMPAIGN

EVERYONE DESERVES
A PARK WITHIN A
10-MINUTE WALK
OF HOME
10-MINUTE WALK CAMPAIGN

OVERVIEW

- Partnership between ULI, Trust for Public Land, and National Recreation and Parks Association
- Launched October 10, 2017 at 10:10 am
- 134 cities have signed on to date
- 10 cities per year will receive in depth technical assistance, managed by NRPA

www.10minutewalk.org
10-MINUTE WALK CAMPAIGN
AT ULI

Catalyze the power of ULI’s members, networks, and partnerships around a vision of a green, sustainable, connected and resilient future for all people.

• Recognition for mayors who have signed on to the Campaign
• Advisory Services Panels held throughout the United States (3 per year)
• Recognition of exemplary urban open spaces and parks
• Support for District Council engagement in the Campaign
• National Study Visits hosted by District Councils
• Publications exploring parks, trails, and resilience.

Let us know if you’d like to be involved or have ideas for next steps at health@uli.org.
Thank you!
ULI FOOD & REAL ESTATE PROJECT
Key question

How can a focus on food within real estate projects translate into enhancements to health, environmental sustainability, and the bottom line?

Activities
Convenings - forums
Seminal report
Research on state of practice
Local gatherings
PRESENTATION & DIALOGUE

10:30 — 11:30 AM

Sam Polk
Cofounder and CEO
Everytable

~ with ~

Daron Joffe
Dir. of Agricultural Innovation & Development, Leichtag Foundation

Clare DeBriere
Founder, C+C Ventures
Every body. Every block. Everytable.
LOS ANGELES
ONE NATION. UNDERFED.

FROM THE PEOPLE WHO BROUGHT YOU
FOOD, INC.
$11.50

$8.00

$10.00

$10.50

Avg. Price / Entrée

$10.00

$11.50

$8.00

$10.00

$10.50

$9.00

$6.00

$9.50
Gross Margin: 40%  38%  28%  28%  28%

Avg. Price / Meal

- McDonald's: $5.00
- Burger King: $5.00
- Pizza Hut: $5.00
- KFC: $6.00
- Taco Bell: $4.50
Every body. Every block. Every table.

Locally made every day with wholesome ingredients and big flavor.
For the past month, PeekAnalytics analyzed millions of Tweets of fast food burger chains. This map shows which restaurant was the most popular in over 12,000 locations across the USA.

PeekAnalytics is an enterprise-class audience measurement platform that provides rich consumer insights to marketers allowing them to better identify and qualify social audiences. What Nielsen® did for television and radio audiences and ComScore® did for traffic audiences, PeekAnalytics does for social audiences.

For more information about PeekAnalytics, click here: www.PeekAnalytics.com
Every body. Every block. Everytable.
HEALTHY CORRIDORS

UPDATES FROM VAN NUYS BOULEVARD

11:30 AM — 12:00 PM

Melani Smith
Adjunct Professor, University of Southern California

Sandra Ramirez
Cultural Arts Director, Pacoima Beautiful

Jose Gardea
Principal, Urbanism Advisors
Healthy Corridors Project Overview

Using the lens of health to reimagine the future of urban and suburban arterials.

- Project began in 2014
- Demonstration Corridors organized via District Councils:
  - Phase I: Denver, Nashville, LA, Boise
  - Phase II: Englewood CO, St Paul MN, Philadelphia, Fayetteville
    - Local leadership groups
    - Local workshops
    - National Study Visits
- National Working Group made up of key experts and stakeholders
- National Forums (spring and fall 2015)
- ULI Fall and Spring Meeting sessions and partner outreach

ULI is grateful to the Robert Wood Johnson Foundation for its support of this program.
Automobile-centric commercial corridors exist in nearly every community, characterized by:

• wide road with multiple lanes
• high-speed traffic
• nonexistent/limited/unsupported transit service
• buildings set back from the street
• obtrusive utility poles and wires
• lack of trees and vegetation
• few healthy food options/unhealthy populations
• poor quality sidewalks

How can we reinvent these corridors in healthier ways?
The Healthy Corridor Approach

A healthy corridor is a place that reflects the culture of the community, promotes social cohesion, inspires and facilitates healthy eating and active living, provides and connects to a variety of economic and educational opportunities and housing and transportation choices, and adapts to the needs and concerns of residents.
### The Healthy Corridor Typology

#### Improved Infrastructure
- Frequent, safe, and well-marked pedestrian crossings
- Safe and well-marked bike lanes
- Traffic speeds that accommodate pedestrians, bicyclists, and other users
- Utility lines and traffic signs and signals that are underground or that blend in
- Sidewalks that link adjacent neighborhoods to the corridor
- Streetscapes that include amenities for visual interest and safety

#### Design and land use patterns that support community needs
- Vibrant retail environment
- Housing options for all income levels
- Buildings adjacent or proximate to sidewalks
- Improved parking strategies and shared parking
- Healthy food options

#### Engaged and supported people who live, work, and travel along the corridor
- Engaged residents and local business owners
- Organizations that facilitate long-term improvements and resident engagement
- Regular programs in community gathering spaces
- A defined identity, drawing on the arts and culture of the community
- Measures to address safety and perceptions of safety

#### Linkages to other parts of the city
- Well-connected, multimodal street networks
- Transit, including enhanced bus service or rail
- Bike infrastructure on or adjacent to the corridor
Healthy Corridor Pilots

Boise – Vista Avenue (ULI Idaho)

Nashville - Charlotte Avenue (ULI Nashville)

Los Angeles - Van Nuys Boulevard (ULI LA)

Denver - Federal Boulevard (ULI Colorado)
• Multijurisdictional Area Requires Strong Partnerships

• Leveraging Anchor Institutions, such as Regis University, are important partners in corridor redevelopment projects due to their resources and reach into communities.

• Regis University campus revitalization; completion of 17.5-acre Aria development; and two transit stations along the corridor: the Gold Line station at 60th and Federal, and the Northwest commuter rail station at 72nd and Federal.

“Institutions with longstanding presence in their communities, such as universities, contribute to a vital community by virtue of mission, relationships, and resources,” said Susan Scherer, associate dean in the Rueckert-Hartman College for Health Professions at Regis. She adds, “Regis University and Urban Ventures have developed a strong partnership based on a shared vision for a healthy community along Federal Boulevard, characterized by access to healthy food and active living.”
Regis University and Aria Denver Awarded Major Grant to Improve Health of Northwest Denver Community

July 31, 2014

Northwest Denver, an area that lags behind in the growth and development seen in other vital areas of the metro area. The grant, one of the largest received by the University for a healthy-living cooperative project, aims to unite the University and a private development team (Urban Ventures and Perry Rose) in a unique partnership with adjacent neighborhood residents to promote health in the environments in which we live, work and learn. The nearly $1 million grant from the Colorado Health Foundation bolsters the project, called Cultivate Health, that strives to collectively impact health by building places, social connectivity, physical activities, improve access to food and health care.

“We believe in and are excited about this ambitious project that has such great potential for creating an environment that’s conducive for healthy living for residents in Northwest Denver,” said Kelly Dunkin, vice president of philanthropy for the Colorado Health Foundation. “By forming a safe and active community, the residents around Regis University will enjoy the benefits of healthy living because of their and their many partners’ commitment to community health. We are excited to see Denver partnering to bring healthy infrastructure to this neighborhood.”
Healthy Corridor Pilots – Federal Blvd

The Cultivate Health grant funds:

Physical improvements like sidewalks
Outdoor adult exercise equipment
A 3.7 mile wellness walk, bike lanes

Nutrition and physical activity programs at Beach Court Elementary School and a one acre production garden which will supply fresh vegetables to the neighborhood through a Pay-As-You-Can Farm Stand.

Regis University will add academic work in urban agriculture and students in urban agriculture, health care and nutrition programs will use Cultivate Health for community engagement.
Aria Denver
Neighborhood: Chaffee Park-Regis

Built on the site of the former convent of the Sisters of St. Francis, Aria Denver is a 17.5-acre master planned community that includes infrastructure development to support a variety of green housing options (including townhomes, row homes, and apartments) as well as commercial components. Aria Denver will promote healthy living with community gardens, production gardens, pocket parks, and pathways integrated into the site.
Healthy Corridor Pilots – Van Nuys Blvd

Van Nuys Boulevard, Pacoima, Los Angeles, California
Phase I

- Leveraging Existing Assets to Engage the Community: A corridor in the LA Great Streets Initiative, numerous murals by local artists, funding for a future high capacity transit route.

- The neighborhood exhibits some of the city’s highest concentrations of childhood obesity

- The community suffers from economic disparities, and a history of environmental justice issues

- The corridor itself was physically unsafe for pedestrians and had no bicycle facilities
# Healthy Corridor Pilots – Van Nuys Blvd

## How to Demonstrate Health on Van Nuys Blvd

<table>
<thead>
<tr>
<th>WHAT?</th>
<th>HOW?</th>
<th>WHO?</th>
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| **CULTURE**    | • Host regular art walks  
                 • Help streamline the permitting process for art/murals  
                 • Utilize Pacoima City Hall as a hub  
                 • Street theater / music | • A community ambassador  
                 • Community leaders  
                 • Council offices  
                 • Local artists  
                 • CSUN Theater/Music Program |
| **SAFETY**     | • Added trash and recycling bins  
                 • Community clean ups  
                 • Added lighting for the night | • Volunteers  
                 • Community Leaders  
                 • Mayors Volunteer Corps  
                 • Should this be shared with great streets? |
| **PHYSICAL HEALTH** | • Food street vendors / trucks  
                        • Educating restaurants of healthier food options  
                        • Get people to move around  
                        • Food demos | • Existing businesses  
                        • CSUN Magaram Center  
                        • 100 citizens program |
| **ECONOMY**    | • Kids cook off events  
                 • Having more food options  
                 • Integrate Pacoima City Hall cafe as an opportunity to involve the community | • VEDC  
                 • Schools and Universities  
                 • Council District 7  
                 • CSUN College of Business  
                 • VITA (Volunteer Income Tax help program) |
| **GREEN**      | • Have trees donated at a pop-up event  
                 • Create green/park space for children | • Nurseries  
                 • CSUN Department of Recreation+Tourism Mgmt. Community Relations and Community Development  
                 • CSUN Institute for Sustainability |
| **SOCIAL**     | • Chalk art at Metro Stations for kids  
                 • Vacant lot activation  
                 • Temporary roadway re-envisioning | • Schools + their students |
| **OTHER?**     | • Improving/creating bus shelters/shade structures  
                 • Technologies @ bus stations  
                 • 1st mile/fast mile improvements  
                 • Pedestrian crossing improvements | • Metro  
                 • CSUN Urban Studies Dept |

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![Meeting Image](image-url)
Pacoima Health Zone
Resources for healthier people and places

- CSUN – Bookstein Community Outreach Tax Clinic
- CSUN – Institute for Sustainability
  Information about rebates and programs for homeowners to save on their water bills, giveaways.
- CSUN – Magaram Center
  Information on recipes and diet analysis, body fat analysis on site, wheel of fortune game with nutrition questions and incentives.
- CSUN – Strength United
  Information regarding free services for survivors of sexual assault, domestic violence, and child maltreatment.
- L.A. Care
  Information table, fitness classes, nutritional workshops, smoothie and recipe giveaway.
  Dance Aerobics: 11:00 am, 12:00 pm, 1:30 pm
  Nutrition Demo: 11:30 am, 12:30 pm, 2:00 pm
- NEVHC - Choose Health LA Kids Team
  Information on nutrition, grocery store tours, CILAH’s Restaurant program and healthy fundraising policies.
- Office of Councilmember Felipe Fuentes, 7th District
  Information on potential streetscape enhancements.
- Office of Mayor Eric Garcetti, Great Streets Initiative
  Information about upcoming Great Streets community resources and projects.
- SFCHC
  Glucose Screenings, dental home coordinator and enrollment counselors.
- Sustainable Sunday with Pacoima Beautiful, Sylmar High School
  Food swap, plant giveaways, food demos and info station.
- Theodore Payne Foundation
  Display of plants, informational displays, handouts.
- VCCC
  “Rethink your Drink” demonstration.

#CelebratePacoima
Van Nuys Boulevard was closed to automobiles as part of a recurring open-streets event that catalyzes good health, active transportation, and lively public spaces.

ULI Los Angeles worked with partners and stakeholders in Pacoima to plan the Pacoima Health Zone—a demonstration project modeling the potential long-term changes that would result from creating a more vibrant, healthy, and people-friendly Van Nuys Boulevard.
ULI Health Zone
at CicLAvia March 6, 2016
ULI Health Zone
at CicLAvia March 6, 2016
Van Nuys Boulevard, Pacoima, Los Angeles, California Phase II

- Convened a 1.5 day workshop in August, with national Arts Incubator experts, to Vision and Strategic Business Plan Recommendations for Art Incubator on the Blvd.

- Providing modest funding for physical improvements to the incubator space
Van Nuys Boulevard, Pacoima, Los Angeles, California
Phase II Products

- Vision and Strategic Business Plan Recommendations for Art Incubator on the Blvd.
- A Member team to assist in developing outdoor “Back Yard” improvements
- Six and 12 month check in with a subset of panelists to review Incubator progress and provide further input to address challenges
- Support Incubator fundraising efforts by engaging ULI funding partners and promoting activities
- Engage the national ULI Building Healthy Places network and showcase the Incubator at the ULI national Fall Meeting in October
ART INCUBATOR: PROJECT OVERVIEW

Monday October 19th, 2017
Pacoima covers an area of 7.14 square miles
Pacoinga Village - original caretakers of the land
Fernandeño Tatavíam Band of Mission Indians
Today: 103,000 residents
51% resident renters
Demographic:
- Latino (85.6%)
- Black (7.2%)
- White (4.6%)
Council District 7, City of Los Angeles
Promise Neighborhood designation
Great Streets
PACOIMA BEAUTIFUL

WE ARE A GRASSROOTS ENVIRONMENTAL JUSTICE ORGANIZATION THAT PROVIDES EDUCATION, IMPACTS PUBLIC POLICY, AND SUPPORTS LOCAL ARTS AND CULTURE IN ORDER TO PROMOTE A HEALTHY AND SUSTAINABLE SAN FERNANDO VALLEY

- Safer Homes
- Community Planning
- Community Organizing
- Youth Environmentalists
- Cultural Arts
CELEBRATE PACOIMA INITIATIVE

In partnership with Council District 7, City of Los Angeles Department of Cultural Affairs, and Pacoima Beautiful, the vision and goal for Celebrate Pacoima is to:

Create a vibrant cultural space for the arts

Activate public space

Advance workforce development & feed creative economy

Improve public health & safety
COMMUNITY ENGAGEMENT

Utility Boxes

Community Murals

Clean Energy Art Exhibit

Museo al Aire Libre Installations

Project: ARTverture

Turn on the Sun!
“A Sacrifice for Roses” - Marco Sosa
ART INCUBATOR

Will provide shared artist studio space, programming, equipment, training, and host workshops and lectures from professional artists, curators, and arts administrators that will offer insight into the mechanics of being a working artist and entrepreneur.

- Artist in Residence (AIR) Program
- Internship Program
- High School Mentorship Program
- Exhibition/Gallery Space
- “Museo al Aire Libre” (Open Air Museum)
PROJECT RENDERINGS

Renderings by Perkins + Will
LUNCH

12:00 - 12:30 PM

WALKING TOUR OF VAN NUYS BOULEVARD
~ IN TWO GROUPS ~
12:30 - 1:30 PM
UNCOVERING THE ECONOMIC VALUE OF INVESTING IN HEALTHY PLACES

1:45 - 2:45 PM

Mette Søs Lassesen
Market Director, Ramboll (moderator)

Larry Frank
President, Urban Design 4 Health, Inc.

Colin Powell
Project Manager, Better Places for People, World Green Building Council
BETTER PLACES FOR PEOPLE
PUT WELLBEING AT THE HEART OF YOUR BUILDING
worldgbc.org
Over 70 Green Building Councils
Our Green Building Councils

Our GBCs fall into five regional networks, managed by regional heads based in Nairobi (tbc), Bogotá, Singapore, London and Jordan.
BETTER PLACES FOR PEOPLE
PUT WELLBEING AT THE HEART OF YOUR BUILDING
The Rule of 90

1% Energy Costs
9% Rental Costs
90% Staff costs in salaries and benefits
Let’s cut our energy costs in half!

The Rule of 90
The Rule of 90

Let’s boost our productivity by 5%!
EIGHT FEATURES THAT MAKE HEALTHIER AND GREENER OFFICES

1. INDOOR AIR QUALITY & VENTILATION
   Healthy offices have low concentrations of CO₂, VOCs and volatile organic compounds, and other pollutants, as well as high ventilation rates.

WHY? Increased cognitive scores for workers in green, well-ventilated offices.

2. THERMAL COMFORT
   Healthy offices have a comfortable temperature range which staff can control.

WHY? 6% fall in staff performance when offices are too hot and 4% if too cold.

3. DAYLIGHTING & LIGHTING
   Healthy offices have generous access to daylight and self-controlled electrical lighting.

WHY? 46 minutes more sleep for workers in offices near windows.

4. NOISE & ACOUSTICS
   Healthy offices use materials that reduce noise and provide quiet spaces to work.

WHY? 66% fall in staff performance as a result of distracting noise.

5. INTERIOR LAYOUT & ACTIVE DESIGN
   Healthy offices have a diverse array of workplaces, with ample meeting rooms, quiet zones, and stand-and-desk desks, promoting active movement within offices.

WHY? Flexible working helps staff feel more in control of their workload and increases loyalty.

6. BIOPHILIA & VIEWS
   Healthy offices have a wide variety of plant species inside and outside as views of nature from workplaces.

WHY? Improvement in processing time at one call centre when staff have a view of nature.

7. LOOK & FEEL
   Healthy offices have colours, textures, and materials that are welcoming, calming and evoke nature.

WHY? Visual appeal is a major factor in workplace satisfaction.

8. LOCATION & ACCESS TO AMENITIES
   Healthy offices have access to public transport, safe bike routes, parking and showers, and a range of healthy food choices.

WHY? Savings through cutting down emissions as a result of Dutch cycle-to-work scheme.

EMPLOYEE ENGAGEMENT
Healthy offices have employees that are regularly consulted and that feedback is used to drive continuous improvement.

WorldGBC’s Building the Business Case (2016)
Green really is productive

Office workers had 101% Higher cognitive scores in "green" buildings over conventional buildings\textsuperscript{6}

\textsuperscript{Allen et al., 2015}
Higher crisis response scores in “high-performing green” buildings over conventional buildings by 131%. 

Allen et al., 2015
Green really is productive

- 31% higher strategy scores
- 44% higher applied scores
- 30% fewer sick building symptoms
- 5.4% higher cognitive scores within thermal comfort zone
- 38% higher focus scores
- 73% higher crisis scores
- 6.4% higher sleep quality scores

McNaughton et al., 2016
Healthy and green?

DOUBLE the VENTILATION

USING Energy-Efficient Tech

$1 - 18/

person/year

in all climate zones

*McNaughton et al, 2016.*
Healthy and green?

8% improvement in employee-decision making performance

$6500/person/year benefit

*McNaughton et al, 2016.*
Healthy and green?

$1 - 18\$/person/year

$6500\$/person/year

*McNaughton et al, 2016.*
Our metrics framework

**ENVIRONMENT**
1. Indoor Air Quality
2. Thermal Comfort
3. Daylighting & Lighting
4. Noise & Acoustics
5. Interior Layout & Active Design
6. Biophilia & Views
7. Look & Feel
8. Location & Access to Amenities

**EXPERIENCE**
Perception of the occupants’ experience in the building, as measured by a survey.

**ECONOMICS**
1. Absenteeism
2. Staff turnover / Retention
3. Medical Costs
4. Revenue
5. Medical Complaints
6. Physical Complaints
Skanska – Bentley Works, UK
Overall Office Rating

Pre-Move: 58%
Post-Move: 78%
Change: 34%

Layout and Noise

Pre-Move: 66%
Post-Move: 72%
Change: 9%

Indoor Air Quality

Pre-Move: 58%
Post-Move: 70%
Change: 21%

Amenities and Location

Pre-Move: 44%
Post-Move: 78%
Change: 77%

Daylighting and Lighting

Pre-Move: 55%
Post-Move: 75%
Change: 36%

Thermal Comfort

Pre-Move: 60%
Post-Move: 55%
Change: 8%
Skanska – Bentley Works, UK

**ECONOMIC IMPACT**

3.5 fewer sick days taken compared to other UK offices in 2015

28% faster green payback period

£28,000 savings in staff costs in 2015
Saint-Gobain – Malvern, USA
Saint-Gobain – Malvern, USA

Number of Sales-Generated Leads per Week Relative to Jan 2014

97% increase in the average weekly number of sales-generated leads
Delta Development/Heerema HQ - NL
EMPLOYEE SATISFACTION

<table>
<thead>
<tr>
<th>Category</th>
<th>Pre-Move</th>
<th>Post-Move</th>
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</thead>
<tbody>
<tr>
<td>Overall Indoor Environment Quality</td>
<td>39</td>
<td>50</td>
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<tr>
<td>IAQ</td>
<td>36</td>
<td>54</td>
</tr>
<tr>
<td>Noise</td>
<td>22</td>
<td>21</td>
</tr>
<tr>
<td>Daylighting and Lighting</td>
<td>59</td>
<td>84</td>
</tr>
<tr>
<td>Look &amp; Feel</td>
<td>40</td>
<td>66</td>
</tr>
<tr>
<td>Amenities</td>
<td>30</td>
<td>74</td>
</tr>
</tbody>
</table>
A new well-designed building can make employees proud and give them additional reasons to stay.

External green facades and roofs are not enough to keep employees satisfied.

This total reflects the net present value created by taking office in the new building during a rental period of 20 yrs.

+€42 million
net present value benefit over the 20 year rental
More business cases coming

To be released
March 10, 2018
Zev Yaroslavsky Family Support Centre
7222 Van Nuys Blvd., Van Nuys, CA
Our metrics framework

<table>
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<tr>
<th>ENVIRONMENT</th>
<th>EXPERIENCE</th>
<th>ECONOMICS</th>
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<td>8. Location &amp; Access to Amenities</td>
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</table>
BETTER PLACES FOR PEOPLE
PUT WELL BEING AT THE HEART OF YOUR BUILDING

Colin Powell, Project Manager
WorldGBC
@cdlpow
cpowell@worldgbc.org

Randall Lewis/ULI Building
Healthy Places Interest Forum
October 23, 2017
BUILDING HEALTHY PLACES IN SoCal
UPDATES FROM ULI LOS ANGELES

2:45 – 3:15 PM

Matt Romero
Project Designer, Mia Lehrer + Associates
Silvia Saucedo
Founder, Saucedo Group
Jonathan Watts
Regional Sustainability Leader, Principal, Killefer Flammang Architects
An Overview Of Work To Date
Lynwood Connectivity Plan
Thursday, August 25 and Friday, August 26, 2016
LOCATION & HEALTH STATISTICS

**LIFE EXPECTANCY**
Lynwood 77.7 years
LA County 80.3 years

**ADULT OBESITY**
Lynwood 37.8%
(27.7% children)
LA County 23.9%
(23% children)

**DIABETES**
Lynwood 29.0/100,000
LA County 25.0/100,000
CHARETTE & PANELISTS
CHARETTE PANELISTS - CITY TOUR
CHARRETTE PANELISTS - CITY TOUR
UNDERSTANDING THE COMMUNITY - SURVEY
UNDERSTANDING THE COMMUNITY - STAKEHOLDER INTERVIEWS
SWOT ANALYSIS
SWOT ANALYSIS
Strengthen bonds between civic, recreational and cultural facilities in the City and surrounding Region

Improve health and safety.

Enhance travel options (walk, bike, drive, or transit)

Improve access/ mobility to places

Improvements in western Lynwood
CONNECTIVITY PLAN BUILDING BLOCKS

- Parks
  - Lynwood Park
  - Linear Park
  - Burke/Ham Park

- Schools
- Transit Station
- St. Francis
- Plaza Mexico
THE PLAN IN CONTEXT
THE PLAN IN CONTEXT – ADJACENT COMMUNITY CONNECTORS
SPECIFIC PROJECTS: LONG BEACH BOULEVARD

Components Used at Case Study Site

Crossings and Connections
1. Continental crosswalks

Signage and Wayfinding
2. Signage
3. Medallion signage
4. Time to station notation
5. Curb-edge banding

Safety & Comfort
6. Lighting
7. Enhanced freeway underpass

Allocation of the Streetscape
8. Sidewalk widening

Metro Station Location
Visualization Location
EXTENDED STATION ZONE (Area 1)
SPECIFIC PROJECTS: PARKS

Fitness stations designed for solo and group activities

Lynwood Connectivity Plan Charrette
SPECIFIC PROJECT: LA RIVER
IMPLEMENTATION: BUILDING CONSENSUS
IMPLEMENTATION: IMMEDIATE NEXT STEPS

Council Approval

Coordination with on-going City Projects

Assess existing assets

Enforce and update laws and ordinances

Grants

Attract investment and new businesses
FUTURE PROJECT

Community Based Project Along the LA River
THE HISTORIC LOS ANGELES RIVER

History of the Los Angeles River
History of the Los Angeles River

FLOODING
US ARMY CORPS OF ENGINEERS CHANNEL

History of the Los Angeles River
LOWER LOS ANGELES RIVER REVITALIZATION PLAN
BUILDING HEALTHY PLACES AT THE LOS ANGELES RIVER

Community Based Project Along the Los Angeles River
NEXT STEPS, WRAP UP, ADJOURN

3:15 — 3:30 PM

Rachel MacCleery
Senior Vice President, ULI

BUS TO CONVENTION CENTER

RECEPTION @ FREEHAND HOTEL
5:00 - 7:00 PM
THANK YOU!