



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**

ULI MEMBERS ARE CORE



- 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.

BHP INTEREST FORUM AGENDA



9:00 – 9:45 AM	Welcome and Self-Introductions
9:45 – 10:30 AM	Updates from ULI & Partners
10:30 - 11:30 AM	Presentation and Dialogue with Sam Polk
11:30 - 12:00 PM	Healthy Corridors: Updates from Van Nuys Boulevard
12:00 - 12:30 PM	Lunch
12:30 - 1:30 PM	Walking Tour of Van Nuys Boulevard
1:30 - 1:45 PM	Break
1:45 - 2:45 PM	Panel: Uncovering the Economic Value of Investing in Healthy Places
2:45 – 3:15 PM	Building Healthy Places in SoCal: Updates from ULI LA
3:15 - 3:30 PM	Next Steps, Wrap Up, and Adjourn
3:30 - 4:30 PM	Bus to LA Convention Center
5:00 - 7:00 PM	Reception at Freehand Hotel

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?



A photograph of a woman and a young boy sitting together outdoors. The woman, wearing a black cap and a white tank top, is smiling and has her arms around the boy. The boy, wearing an orange tank top, is also smiling. The background is a blurred outdoor setting with a concrete wall and steps. The text "What we care about" is overlaid on the left side of the image.

What we care about



How we learn and teach

A photograph of two young children, a boy and a girl, sitting on a blue padded couch in a classroom. The boy, on the left, has light brown hair and is wearing a green and blue t-shirt with a dinosaur graphic. He is holding a small, dark handheld device. The girl, on the right, has dark hair styled in braids and is wearing a pink t-shirt. She is looking at the device the boy is holding, with her hand near her ear. In the background, there are wooden shelves, a bulletin board, and other children in a classroom setting. The text "How we relate to one another" is overlaid in white on the lower half of the image.

How we relate to one another





Nearly **one-fifth** of all
Americans live in
neighborhoods that make it
hard to be healthy.

Equality



Equity



RWJF's Health Equity Definition

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

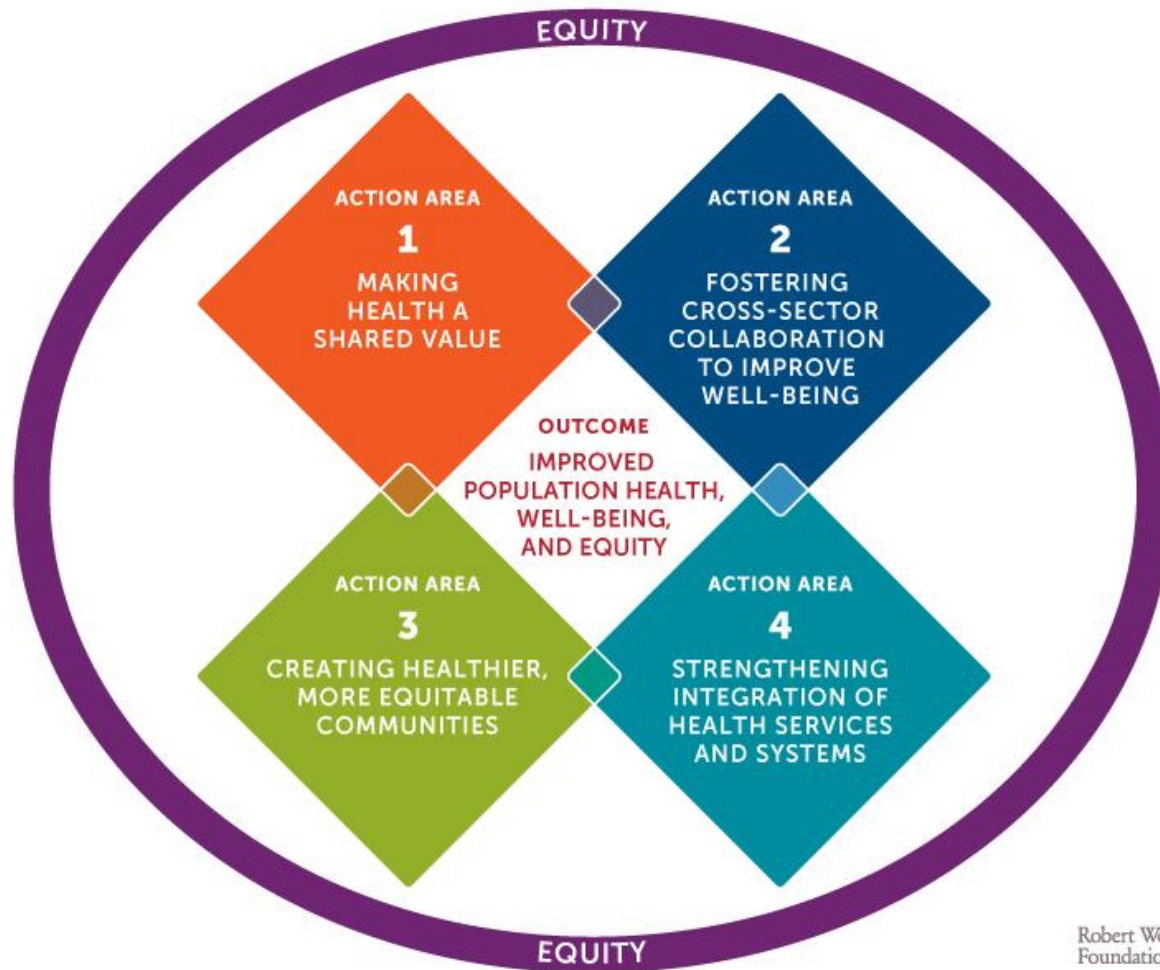
Universal and targeted approaches





Build communities
with **spaces** that
bring people
together

CULTURE OF HEALTH ACTION FRAMEWORK





OUTCOME

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



ULI SOCIAL EQUITY ASSESSMENT

PROJECT UPDATE

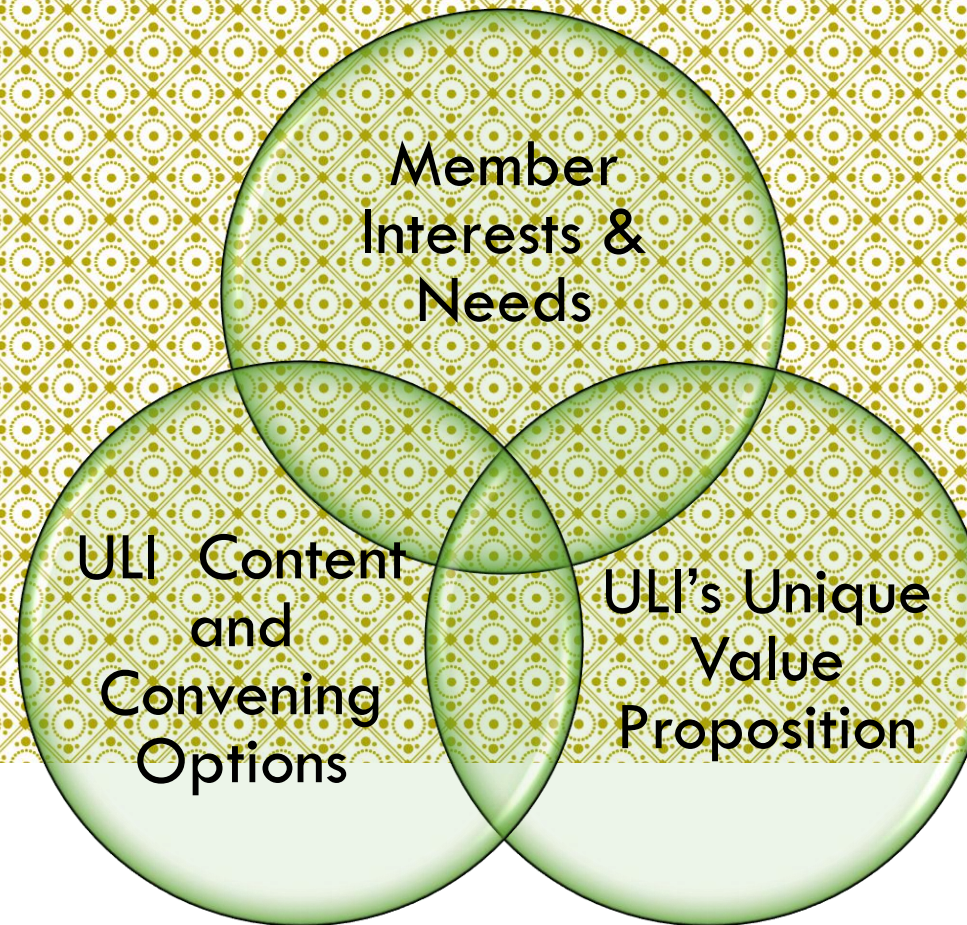
**BUILDING
HEALTHY
PLACES
FORUM
10.23.17**

A top-down view of approximately 15 hands of various skin tones stacked in a circular pattern, palms facing down. The hands are arranged in a huddle, with some fingers slightly spread. The background is dark, and the lighting is focused on the hands. The text 'PROJECT GOALS' is overlaid in red at the top, and 'REFLECT', 'EXPLORE', and 'DISCOVER' are overlaid in white in the center.

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)

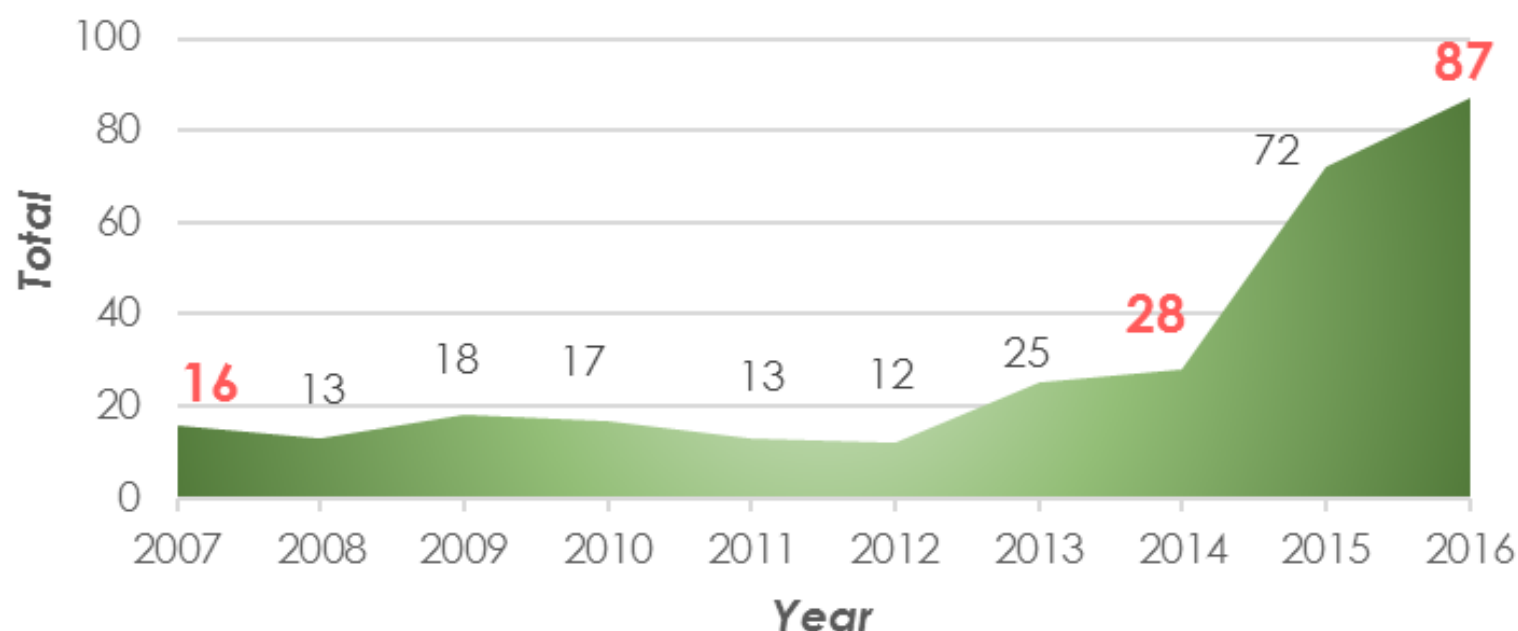


ULL Content and Convenings Research

PRELIMINARY KEY FINDINGS

Preliminary Finding: Significant Upfick in Equity Work Since 2014

Distribution by Year
of content & convenings
related to social equity (2007-2016)



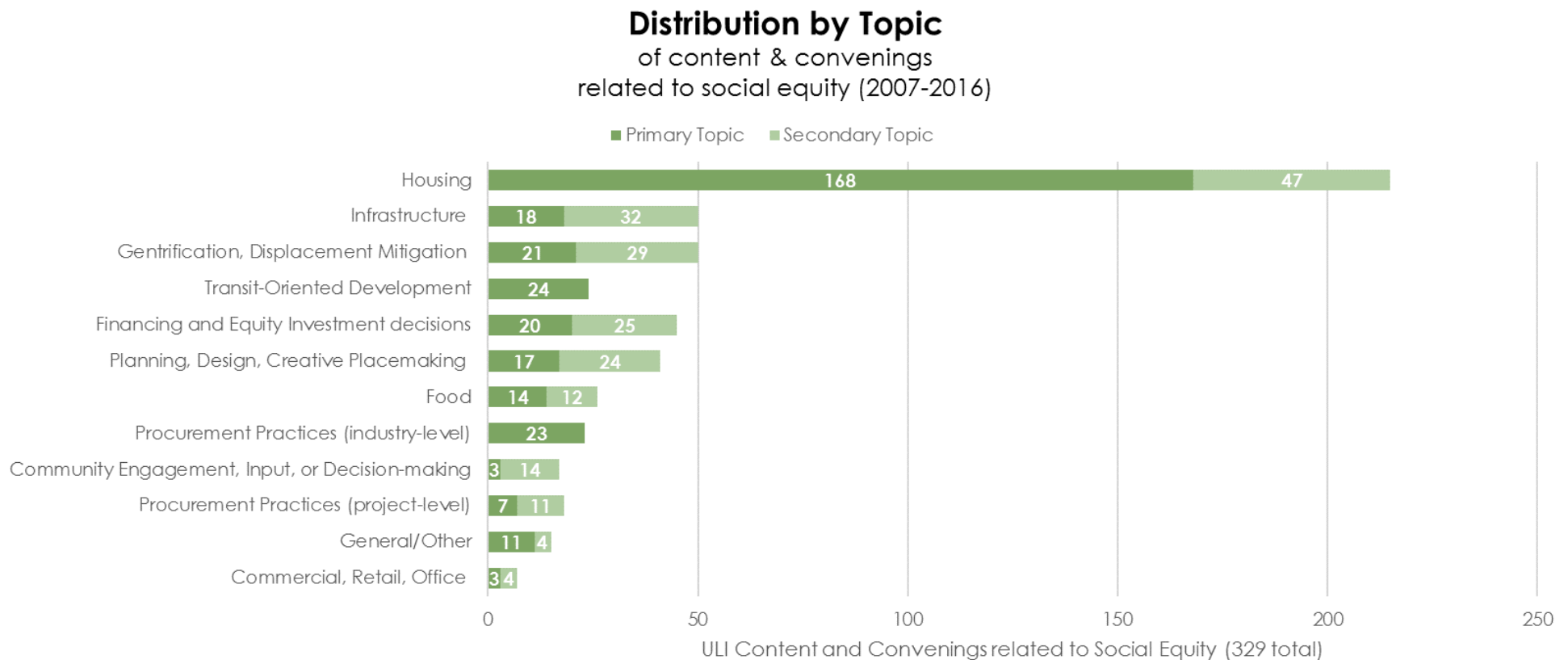
Notable:

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)

CURRENT DELIVERY SYSTEM

Preliminary Finding: Housing Dominates Past Social Equity Work



* The subtopics above represent categorizations and classifications defined by ULI's direct reports.

Notable:

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

CURRENT DELIVERY SYSTEM

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)
 - *Ten Best Practices for Creative Placemaking* (April 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

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

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



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

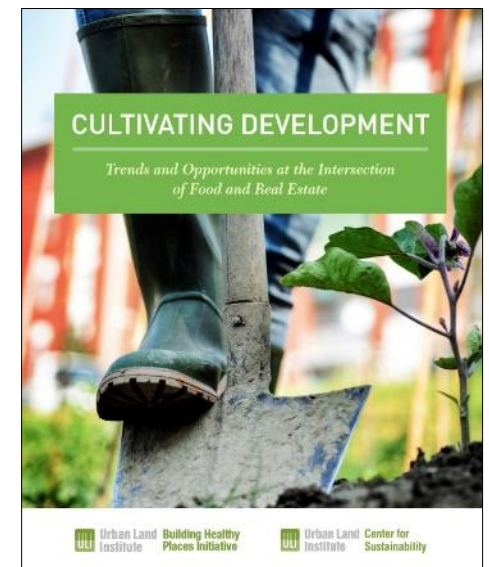
Local gatherings

PROJECT PARTNERS



The Colorado Health Foundation™

REPORT



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

The logo features the word "EVERYTABLE" in a bold, white, sans-serif font. It is enclosed within a teal-colored rectangular frame that has a slight 3D effect, with the top and right sides being slightly thicker than the bottom and left sides.

EVERYTABLE

Every body. Every block. Everytable.

WALL ST
← 22-51









LOS ANGELES



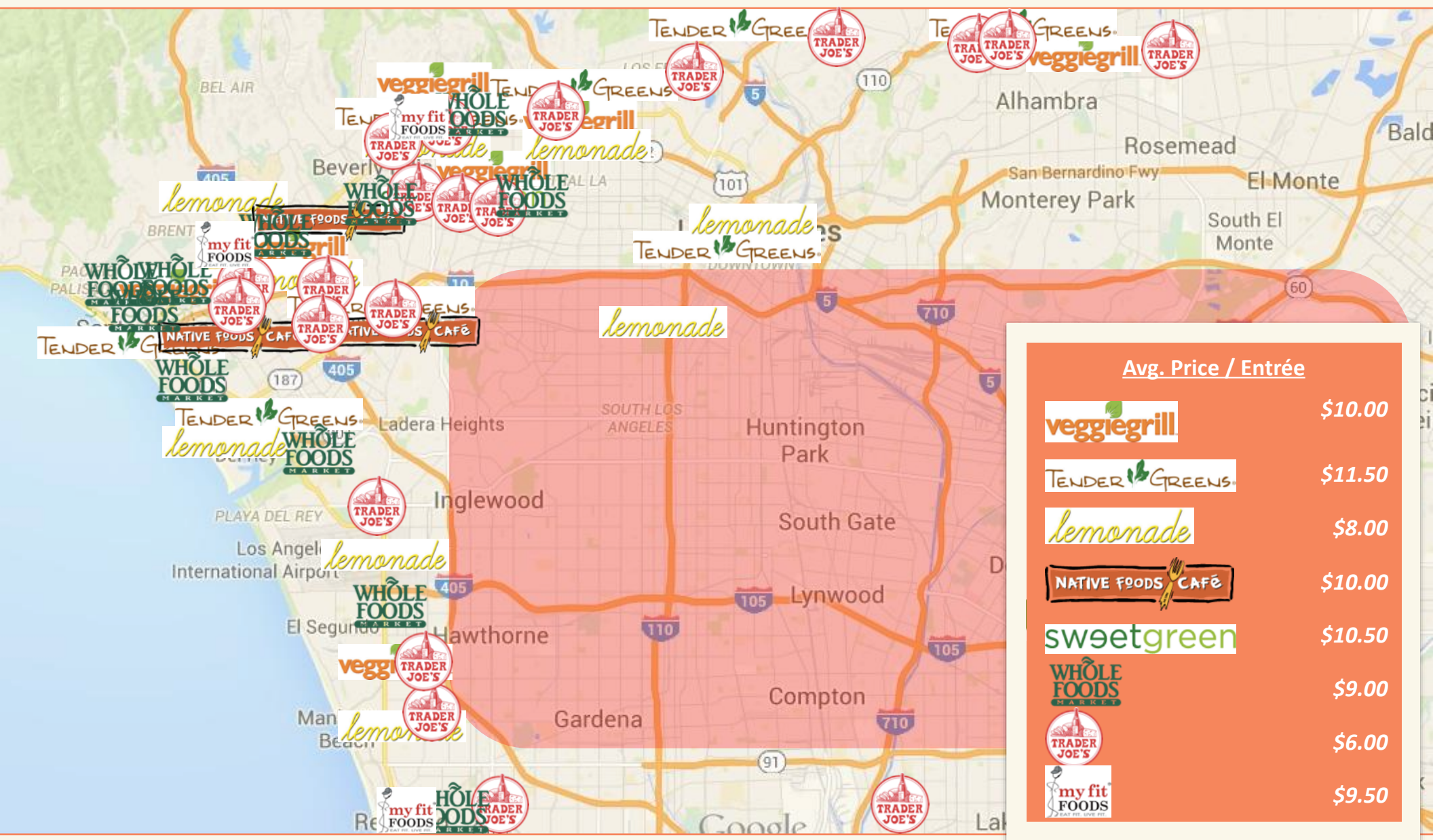
PLACE AT THE TABLE



ONE NATION. UNDERFED.

FROM THE PEOPLE WHO BROUGHT YOU
FOOD, INC.





Avg. Price / Entrée

veggiegrill	\$10.00
TENDER GREENS	\$11.50
lemonade	\$8.00
NATIVE FOODS CAFE	\$10.00
sweetgreen	\$10.50
WHOLE FOODS MARKET	\$9.00
TRADER JOE'S	\$6.00
my fit FOODS	\$9.50

Gross Margin:

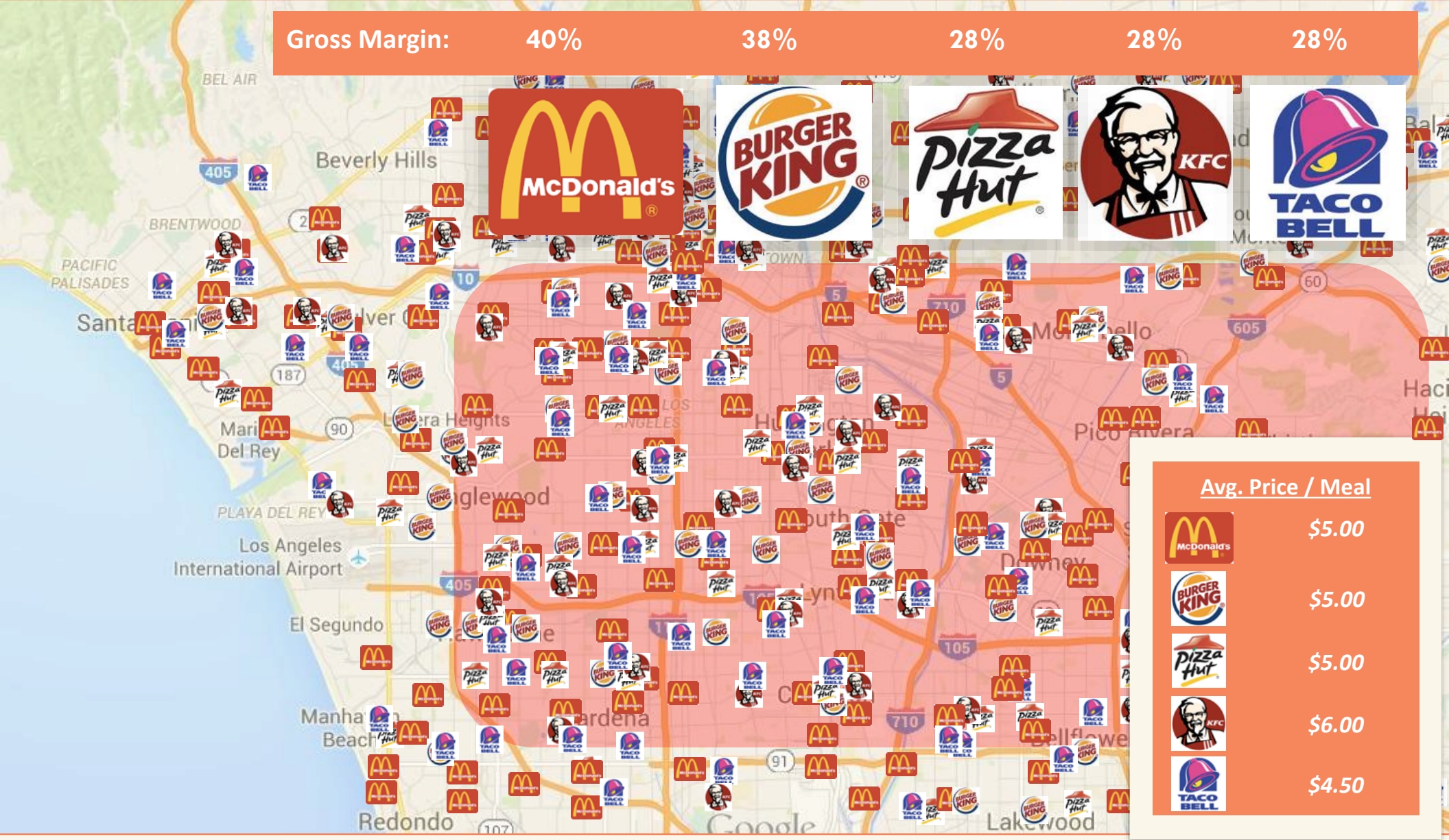
40%

38%

28%

28%

28%



Avg. Price / Meal



\$5.00



\$5.00



\$5.00



\$6.00



\$4.50











EVERYTABLE

Locally made every day with wholesome ingredients and big flavor

Our mission is to make good food available to everyone. We price our meals according to the neighborhoods we serve. So when you eat at Everytable, you're paying less and bringing better food to more communities.



EVERYTABLE







EVERYTABLE

Locally made every day with wholesome ingredients and big flavor



Our mission is to make good food
available to everyone. We grow our food
according to the neighborhoods we serve.
So when you eat at Everytable,



Locally made every day with wholesome ingredients and big flavor

EVERYTABLE

SURF CITY

EVERYTABLE

EVERYTABLE



EVERYTABLE

Good food means
community

EVERYTABLE

Simple, healthy food for every day for everyone.

Salads & Grain Bowls

Hot Plates

Good for you.
Good for all.

Every body
Every block
Everytable



EVERYTABLE

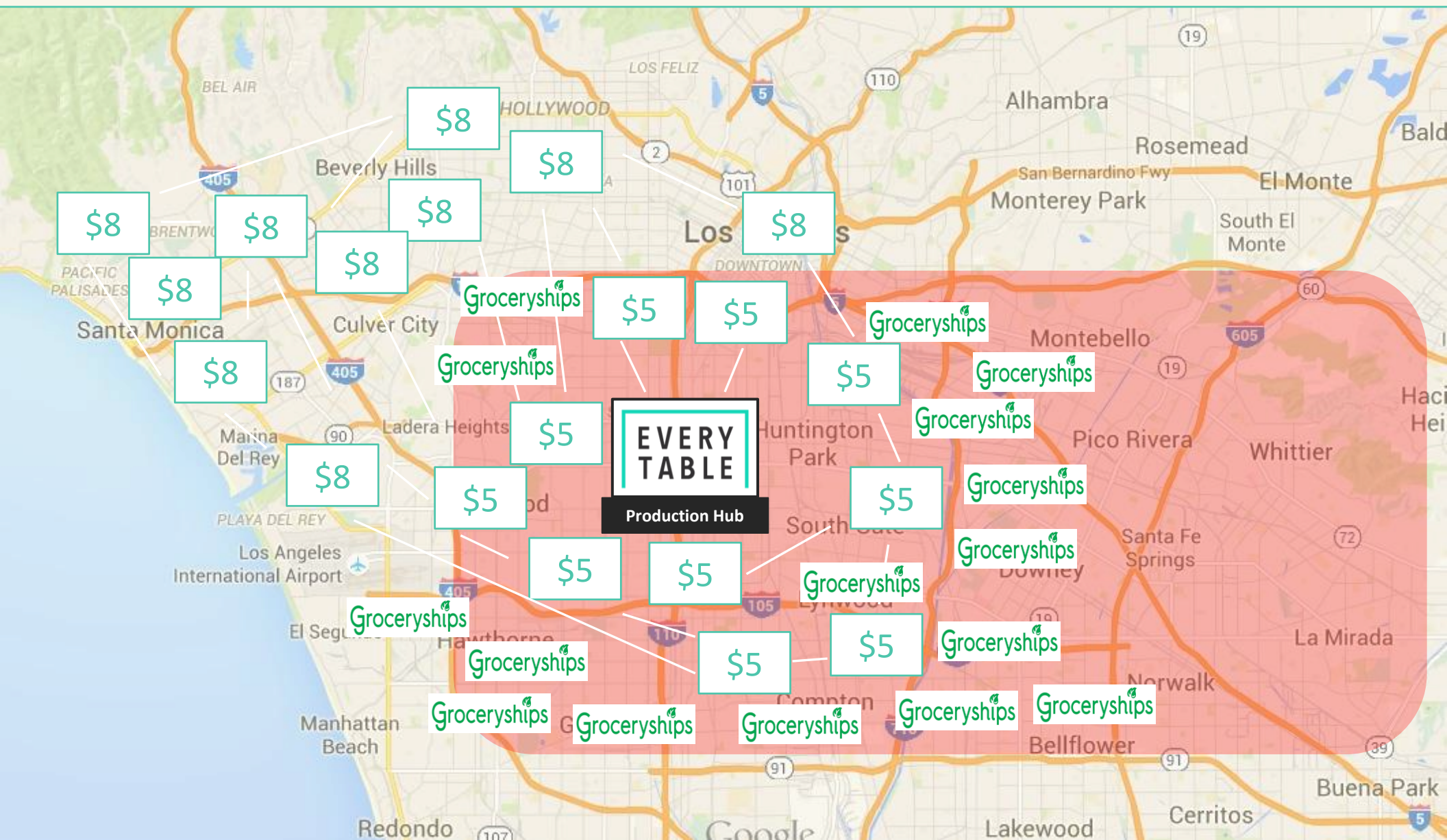
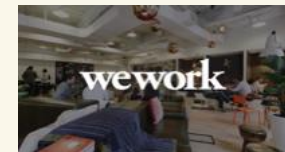
-10 TIMES-

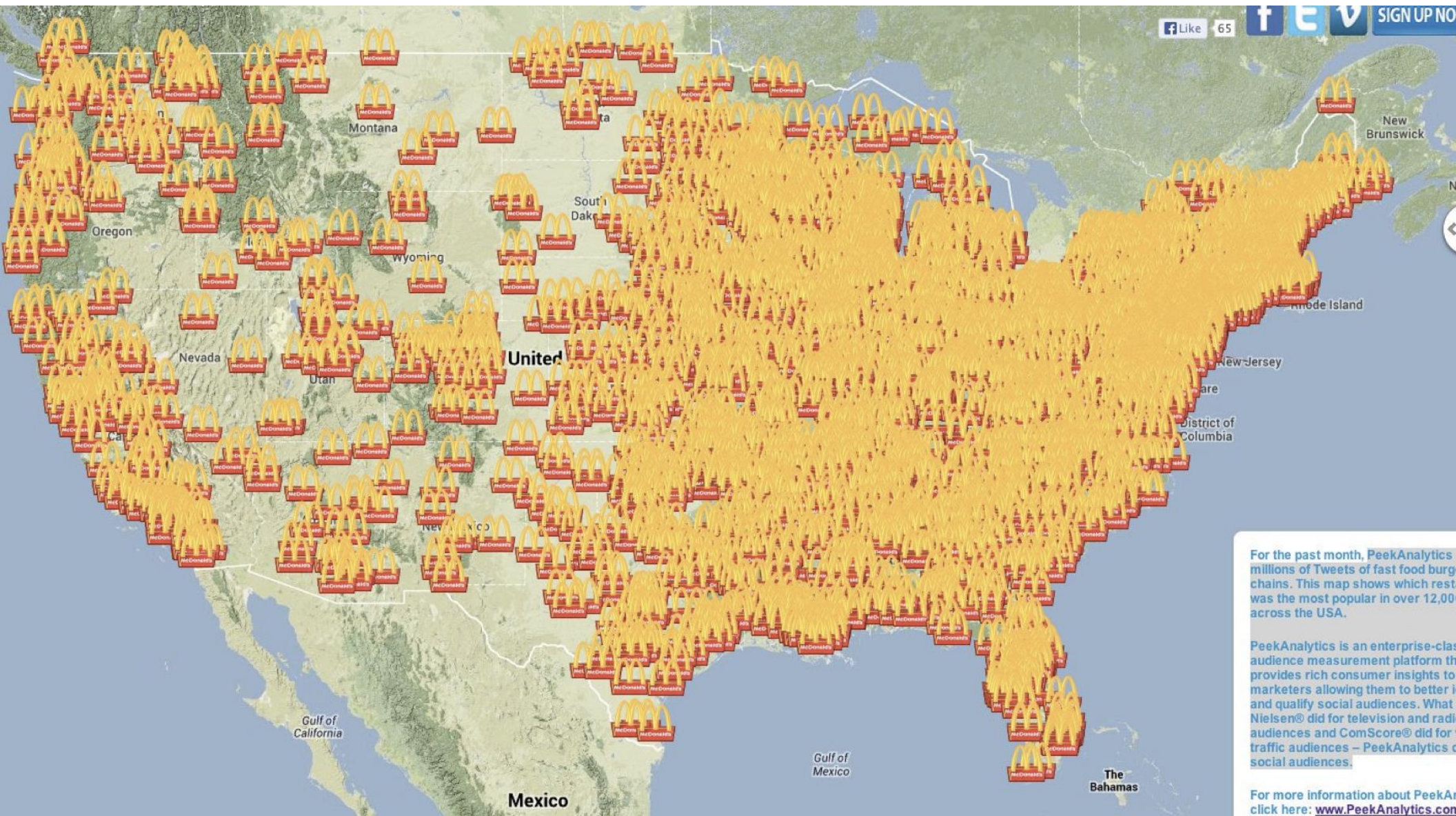
HEALTHY
FOOD
IS A
HUMAN
RIGHT

RITUAL
PICK-UP

HALLFORALL

Southern BBQ Chicken	\$7.95
Jamaican Jerk Chicken	\$7.95
Puebla Chicken Tinga	\$7.95
Cajun Blackened Fish	\$7.95
Tamales de Chile Rojo	\$7.95
Spicy Mexi-Cali Bowl	\$6.95
Yucatan Chili	\$6.95







Groceryships



A teal-colored rectangular frame with a thin border, enclosing the word 'EVERYTABLE'.

EVERYTABLE

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

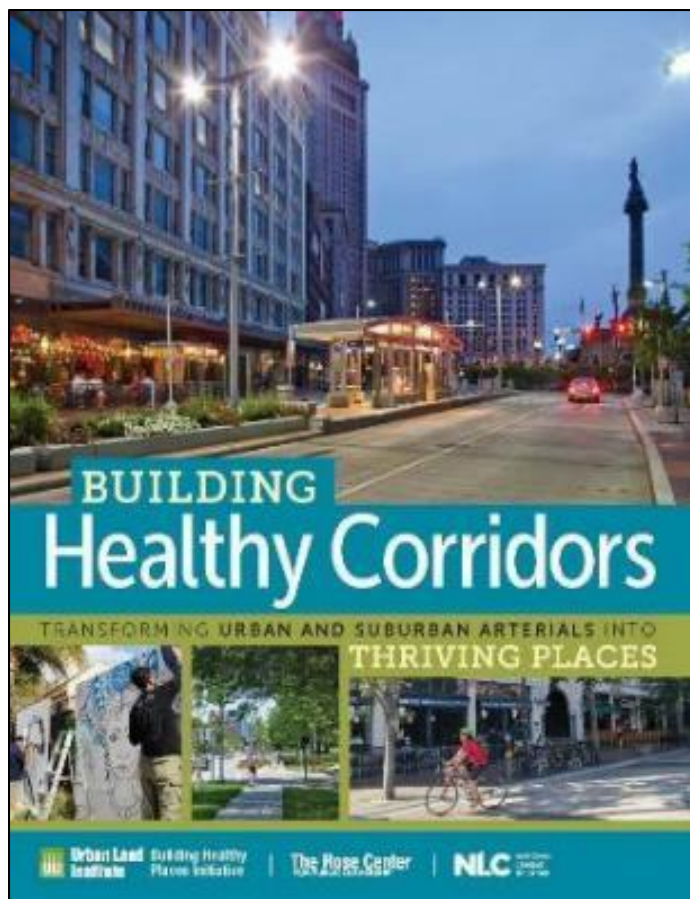
Cultural Arts Director, Pacoima Beautiful

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

The Healthy Corridor Opportunity

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

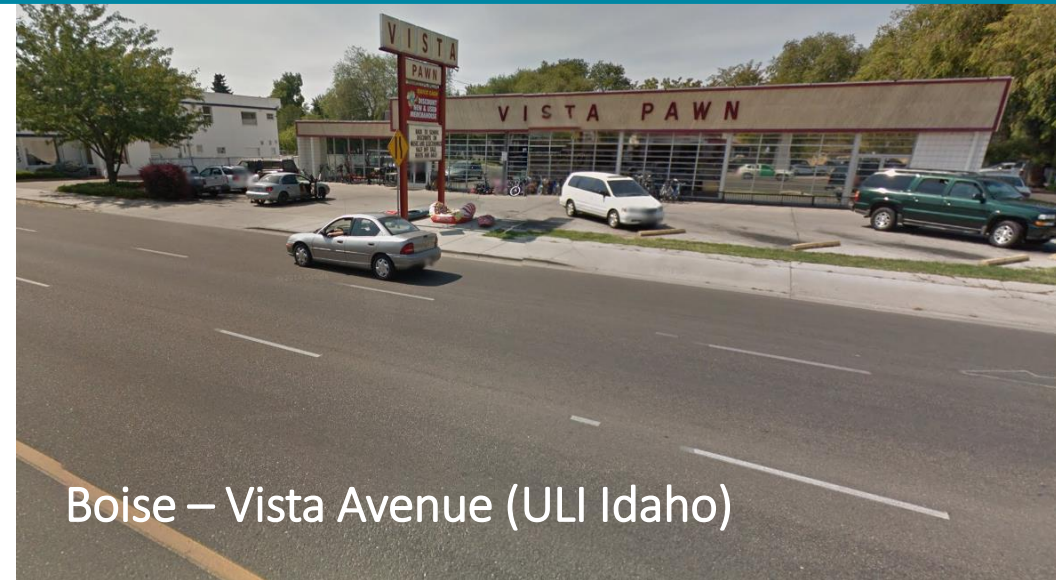
A healthy corridor is a place that reflects the **culture of the community**, promotes **social cohesion**, inspires and facilitates **healthy eating** and **active living**, provides and connects to a variety of **economic and educational opportunities** and **housing and transportation choices**, and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



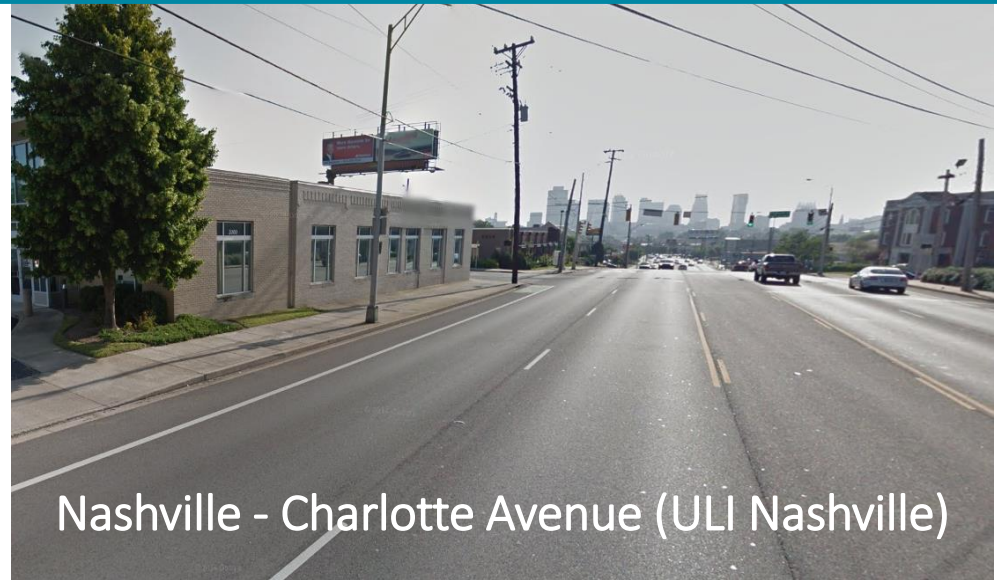
The Healthy Corridor Typology

Improved Infrastructure	<ul style="list-style-type: none">» 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	<ul style="list-style-type: none">» 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	<ul style="list-style-type: none">» 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	<ul style="list-style-type: none">» 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)

Healthy Corridor Pilots – Federal Blvd

Federal Blvd, Denver–Adams County–Westminster, 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.”

Healthy Corridor Pilots – Federal Blvd

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.

Healthy Corridor Pilots – Federal Blvd

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.

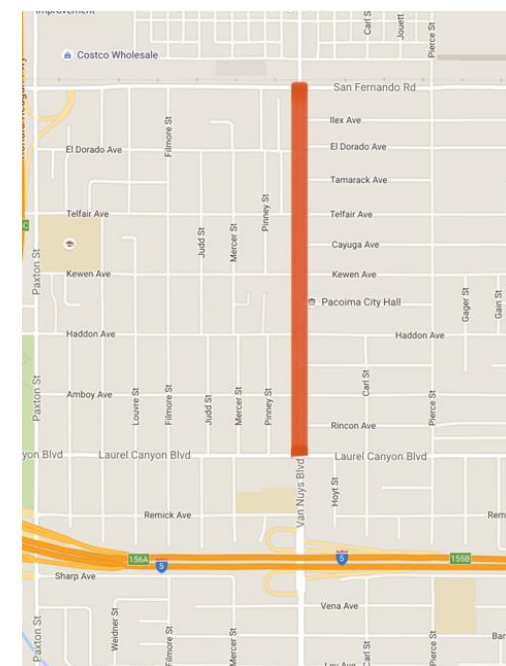
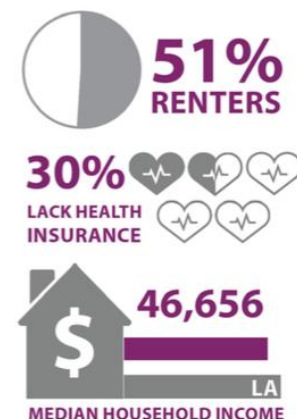
Aria Denver will promote healthy living with community gardens, production gardens, pocket parks, and pathways integrated into the site.



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

WHAT?	HOW?	WHO?
CULTURE	<ul style="list-style-type: none"> • Host regular art walks • Help streamline the permitting process for art/murals • Utilize Pacoima City Hall as a hub • Street theater / music 	<ul style="list-style-type: none"> • A community ambassador • Community leaders • Council offices • Local artists • CSUN Theater/Music Program
SAFETY	<ul style="list-style-type: none"> • Added trash and recycling bins • Community clean ups • Added lighting for the night 	<ul style="list-style-type: none"> • Volunteers • Community Leaders • Mayors Volunteer Corps Should this be shared with great streets?
PHYSICAL HEALTH	<ul style="list-style-type: none"> • Food street vendors / trucks • Educating restaurants of healthier food options • Get people to move around • Food demos 	<ul style="list-style-type: none"> • Existing businesses • CSUN Magaram Center • 100 citizens program
ECONOMY	<ul style="list-style-type: none"> • Kids cook off events • Having more food options • Integrate Pacoima City Hall cafe as an opportunity to involve the community 	<ul style="list-style-type: none"> • VEDC • Schools and Universities • Council District 7 • CSUN College of Business • VITA (Volunteer Income Tax help program)
GREEN	<ul style="list-style-type: none"> • Have trees donated at a pop-up event • Create green/park space for children 	<ul style="list-style-type: none"> • Nurseries • CSUN Department of Recreation+ Tourism Mgmt. Community Relations and Community Development • CSUN Institute for Sustainability
SOCIAL	<ul style="list-style-type: none"> • Chalk art at Metro Stations for kids • Vacant lot activation • Temporary roadway re-envisioning 	<ul style="list-style-type: none"> • Schools + their students
OTHER?	<ul style="list-style-type: none"> • Improving/creating bus shelters/ shade structures • Technologies @ bus stations • 1st mile/last mile improvements • Pedestrian crossing improvements 	<ul style="list-style-type: none"> • Metro • CSUN Urban Studies Dept



ULI Health Zone at CicLAvia March 6, 2016



**Urban Land
Institute**
Los Angeles

la.uli.org

Pacoima Health Zone

Resources for healthier people and places

- ▶ **CSUN – Bookstein Community Outreach Tax Clinic**
Information, consultation and questions answered on tax issues
- ▶ **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, CHLA'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

PACOIMA HEALTH ZONE

SUSTAINABLE SUNDAY & HEALTH FAIR



EXPERIENCE OUR "POP-UP PARKLET" DURING



COFFEE & JUICE
LOUNGE

GIVEAWAYS

FOOD & COOKING
DEMOS

RETHINK YOUR DRINK DEMO

WATER REBATE INFO

HEALTH SCREENINGS

PLANT GIVEAWAYS

FREE FOOD & SMOOTHIES

HEALTHY LIFESTYLE INFO

MARCH 6TH PACOIMA CITY HALL
13520 VAN NUYS BLVD
10AM - 3PM PACOIMA, CA 91331

FOR MORE INFORMATION PLEASE CONTACT THE PACOIMA OFFICE AT 818.485.0600



ULI Health Zone *at CicLAvia March 6, 2016*

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*



Healthy Corridor Pilots – Van Nuys Blvd

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



Healthy Corridor Pilots – Van Nuys Blvd

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





Pacoima
Beautiful

ART INCUBATOR: PROJECT OVERVIEW

Monday October 19th, 2017

PACOIMA

Pacoima covers an area of 7.14 square miles
Pacoinga Village- original caretakers of the land
Fernandeño Tataviam 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



San Fernando Danza Mexica Cuauhtemoc

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: ARTvertise

Turn on the Sun!


CALL FOR ARTISTS





 Project : ARTvertise

Pacoima Beautiful is partnering with OUTFRONT/JCDecaux to change the way our community experiences public transit. We are looking to celebrate the diversity of Pacoima by integrating art into everyday life.

"Bus shelters are already a place of connection amongst the community, now they're also canvases for the imagination."
-OUTFRONT/JCDecaux.

 For art submissions, contact: Sandra Ramirez
sramirez@pacoimabeautiful.org +818-899-2454

 Pacoima Beautiful



CALL FOR ARTISTS



 Clean Energy Exhibit

Pacoima Beautiful is hosting a clean energy themed, pop-up art exhibit to spread awareness around environmental injustices, community grassroots mobilizing, and clean energy solutions. Work must feature sources of clean energy, or renewable energy, such as the sun, wind, water, and waves. Please contact-us if you have any questions.

 If interested in submitting your art, please contact:
Sandra Ramirez sramirez@pacoimabeautiful.org +818-899-2454

 Pacoima Beautiful

 Art Drop-off

Pacoima City Hall
13520 Van Nuys Blvd
Suite 200
Pacoima CA, 91331
Deadline: February 20, 2017

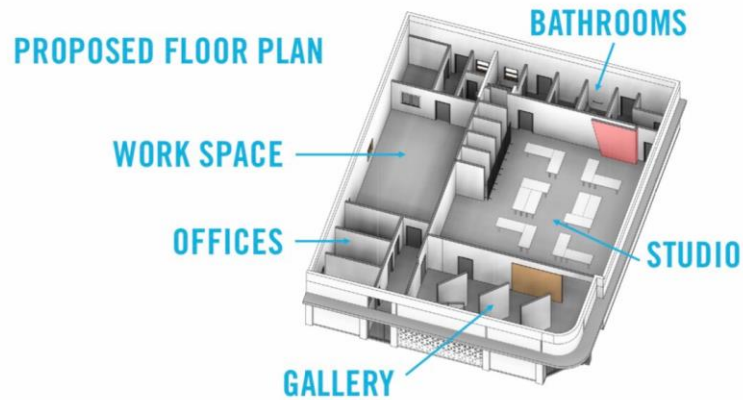
Clean Energy Exhibit

Pacoima City Hall
13520 Van Nuys Blvd
Cultural Room
Pacoima CA, 91331
Gallery: February 23, 24, 25, 2017

“ 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)



FUNDING/PARTNERS



DEPARTMENT OF CULTURAL AFFAIRS
City of Los Angeles



PERKINS
+ WILL

PROJECT RENDERINGS



Renderings by Perkins + Will

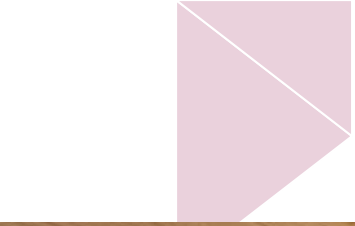




Renderings by Perkins + Will



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

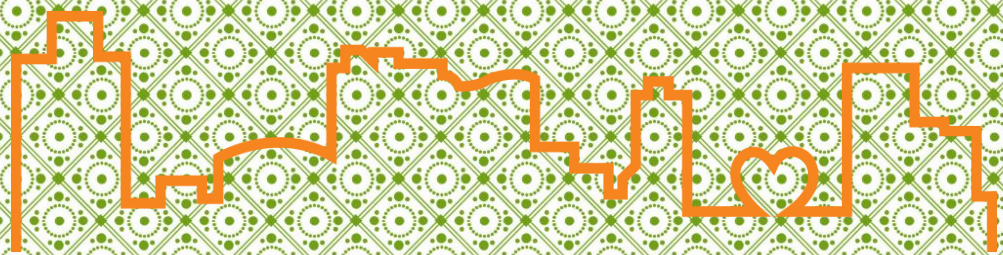
Market Director, Ramboll (moderator)

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

Colin Powell, Project Manager
WorldGBC

@cdlpow

cpowell@worldgbc.org

Randall Lewis/ULI Building
Healthy Places Interest Forum
October 23, 2017



WORLD
GREEN
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COUNCIL

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SAINT-GOBAIN

SKANSKA

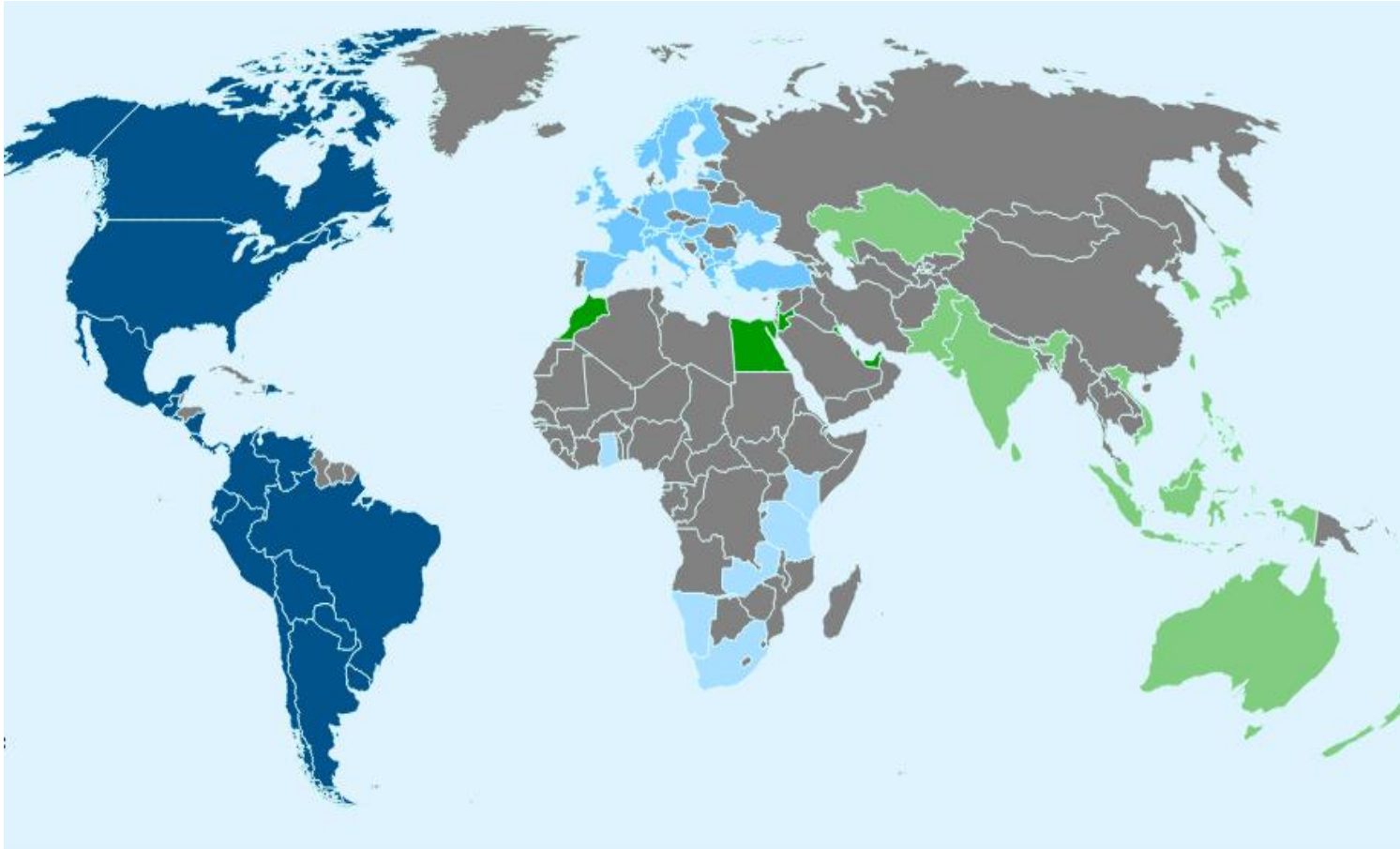
DELOS[®]
INNOVATE WELL



WORLD
GREEN
BUILDING
COUNCIL

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.

Regional Networks

All of our GBCs fall within five geographical areas which we call our Regional Networks. These are:

Africa

Ghana
Kenya
Mauritius
Namibia
South Africa
Tanzania
Zambia

Americas

Argentina
Bolivia

Brazil
Canada
Colombia
Costa Rica
Dominican Republic
Ecuador
El Salvador
Guatemala
Mexico
Nicaragua
Panama

Paraguay
Peru
Trinidad & Tobago
US
Uruguay
Venezuela

Asia-Pacific

Australia
Hong Kong
India
Indonesia
Japan
Kazakhstan
Korea
Malaysia
New Zealand

Pakistan
Philippines
Singapore
Sri Lanka
Taiwan
Vietnam

Europe

Austria
Bulgaria
Croatia
Finland
France
Germany
Greece
Hungary
Ireland

Italy
Latvia
Luxembourg
Macedonia
Montenegro
Netherlands
Norway
Poland
Slovenia
Spain
Sweden
Switzerland
Turkey
UK
Ukraine

Middle East and North Africa (MENA)

Bahrain
Egypt
Jordan
Kuwait
Lebanon
Morocco
Palestine
Qatar
United Arab Emirates



BETTER PLACES FOR PEOPLE

PUT WELLBEING AT THE
HEART OF YOUR BUILDING



PROJECT
SPONSORS



SKANSKA

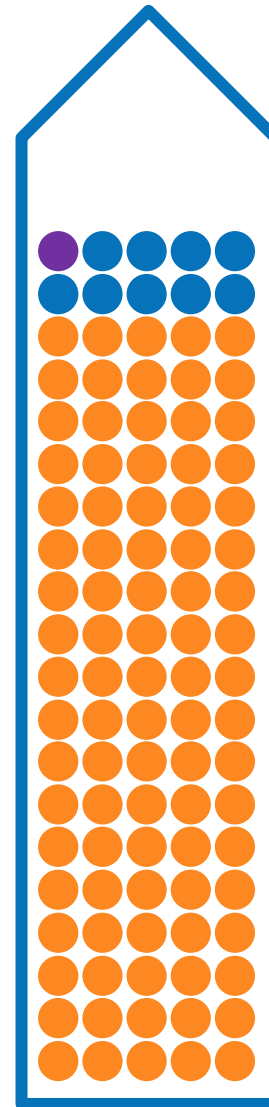
DELOS®
INNOVATE WELL

90





The Rule of 90



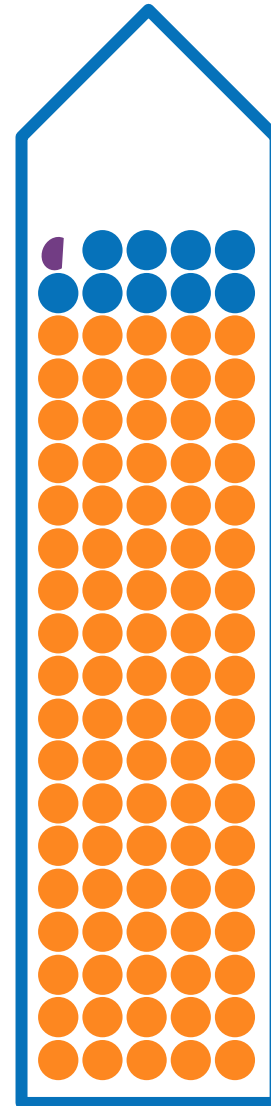
● 1%
Energy Costs

● 9%
Rental Costs

● 90%
Staff costs in
salaries and
benefits



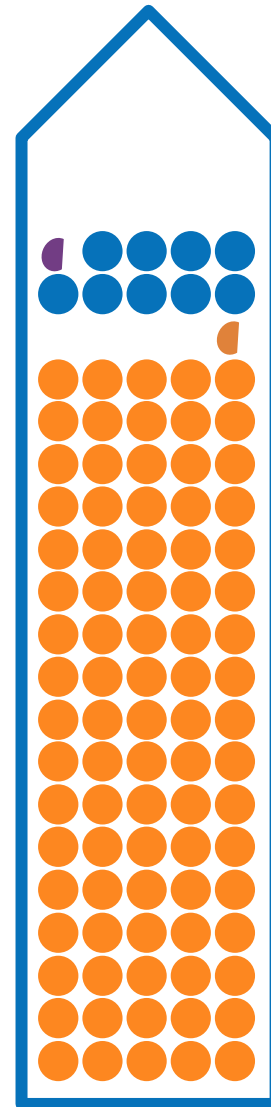
The Rule of 90



Let's cut
our energy
costs in
half!



The Rule of 90



Let's boost
our
productivity
by 5%!

EIGHT FEATURES THAT MAKE HEALTHIER AND GREENER OFFICES

BETTER PLACES FOR PEOPLE
PUT WELLBEING AT THE HEART OF YOUR BUILDING

WORLD GREEN BUILDING COUNCIL

1. INDOOR AIR QUALITY & VENTILATION

Healthy offices have low concentrations of CO₂, VOCs (volatile organic compounds) and other pollutants, as well as high ventilation rates.

101%
WHY? increase in cognitive scores for workers in a green, well-ventilated office.¹

2. THERMAL COMFORT

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

6%
WHY? fall in staff performance when offices are too hot and 4% if too cold.²

3. DAYLIGHTING & LIGHTING

Healthy offices have generous access to daylight and self-controlled electrical lighting.

46 minutes
WHY? more sleep for workers in offices near windows.³

4. NOISE & ACOUSTICS

Healthy offices use materials that reduce noise and provide quiet spaces to work.

66%
WHY? fall in staff performance as a result of distracting noise.⁴

5. INTERIOR LAYOUT & ACTIVE DESIGN

Healthy offices have a diverse array of workspaces, with ample meeting rooms, quiet zones, and stand-sit desks, promoting active movement within offices.

WHY? Flexible working helps staff feel more in control of their workload and engenders loyalty.⁵

6. BIOPHILIA & VIEWS

Healthy offices have a wide variety of plant species inside and out as well as views of nature from workspaces.

7-12%
WHY? improvement in processing time at one call centre when staff have a view of nature.⁶

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.⁷

EMPLOYEE ENGAGEMENT

Healthy offices have employees that are regularly consulted and that feedback is used to drive continuous improvement.⁸

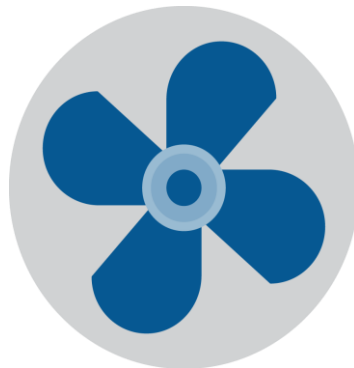
8. LOCATION & ACCESS TO AMENITIES

Healthy offices have access to public transport, safe bike routes, parking and showers, and a range of health food choices.

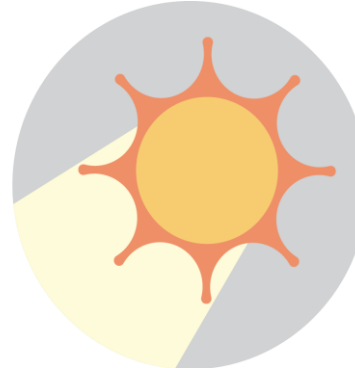
€27m
WHY? savings through cutting absenteeism as a result of Dutch cycle-to-work scheme.⁹



**Thermal
Comfort**



**Indoor Air
Quality**



**Daylight &
Lighting**



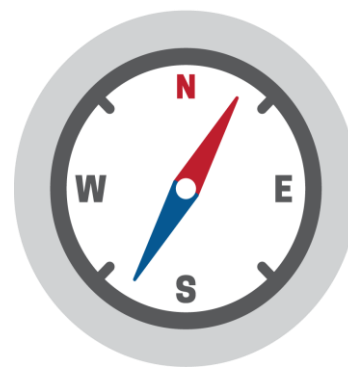
**Noise &
Acoustics**



**Interior Layout &
Active Design**



**Biophilia &
Views**



**Location &
Access**



**Look &
Feel**



Green really is productive



THE IMPACT OF GREEN BUILDINGS ON
COGNITIVE FUNCTION
STUDY 1: INDOOR ENVIRONMENTAL QUALITY 

Office workers had

101%

Higher cognitive scores in
"green" buildings over
conventional buildings⁶



Green really is productive



THE IMPACT OF GREEN BUILDINGS ON
COGNITIVE FUNCTION
STUDY 1: INDOOR ENVIRONMENTAL QUALITY 

Office workers had

131%

Higher crisis response
scores in “high-performing
green” buildings over
conventional buildings⁶



Green really is productive

31%

higher strategy
scores

44%

higher applied
scores

30% fewer
sick building
symptoms

38%

higher focus
scores

73%

higher crisis
scores

6.4%

higher sleep
quality scores

5.4% higher
cognitive scores
within thermal
comfort zone



Healthy and green?

DOUBLE the
VENTILATION

USING Energy-Efficient Tech

**\$1 - 18/
person/year**

in all climate zones



Healthy and green?

8%
improvement

in employee-decision making
performance



\$6500/
person/year

benefit



Healthy and
green?

\$1 - 18/
person/year
cost

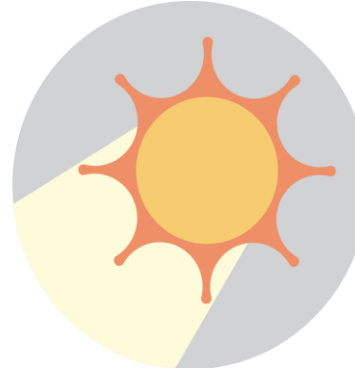
\$6500/
person/year
benefit



**Thermal
Comfort**



**Indoor Air
Quality**



**Daylight &
Lighting**



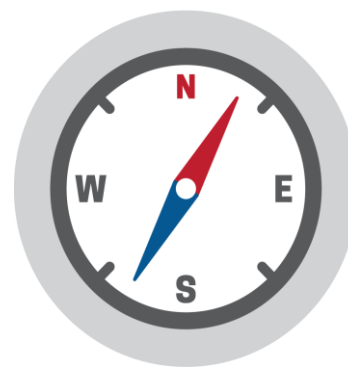
**Noise &
Acoustics**



**Interior Layout &
Active Design**



**Biophilia &
Views**



**Location &
Access**



**Look &
Feel**



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.

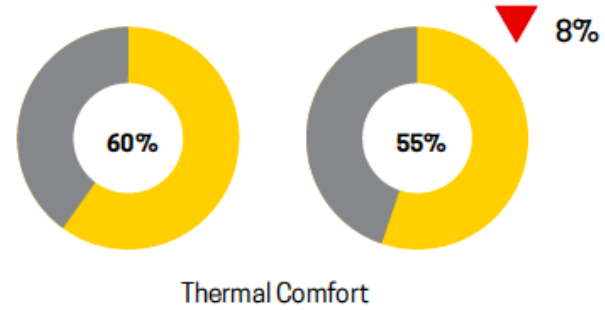
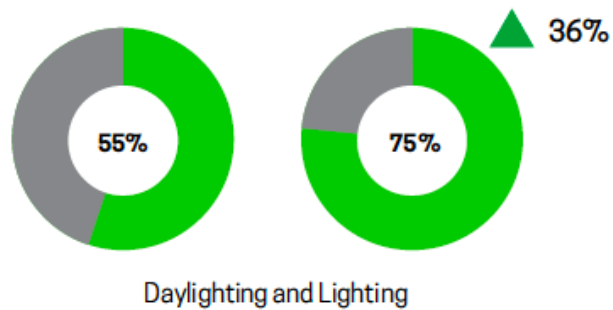
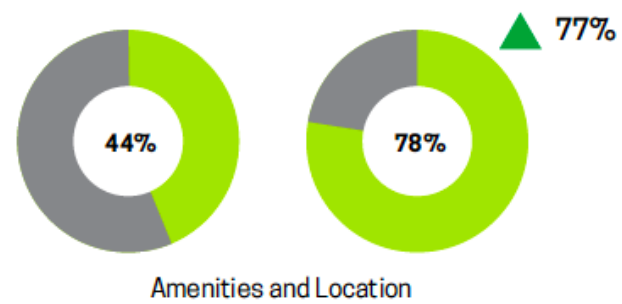
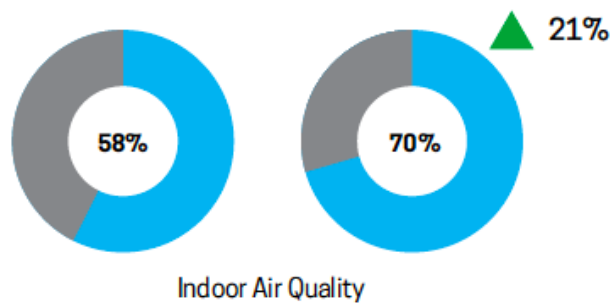
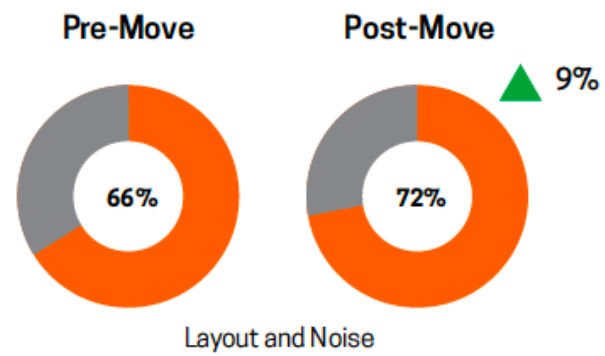
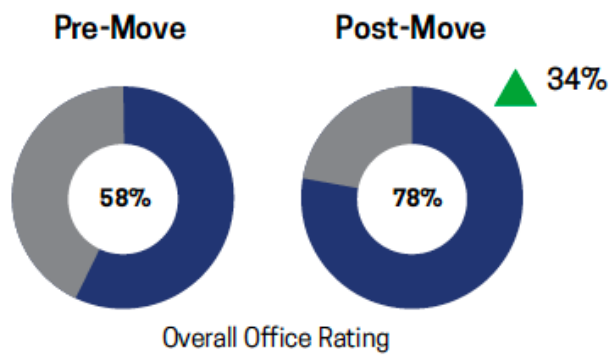
ECONOMICS

1. Absenteeism
2. Staff turnover / Retention
3. Medical Costs
4. Revenue
5. Medical Complaints
6. Physical Complaints



Skanska – Bentley Works, UK







Skanska – Bentley Works, UK

ECONOMIC IMPACT

3.5

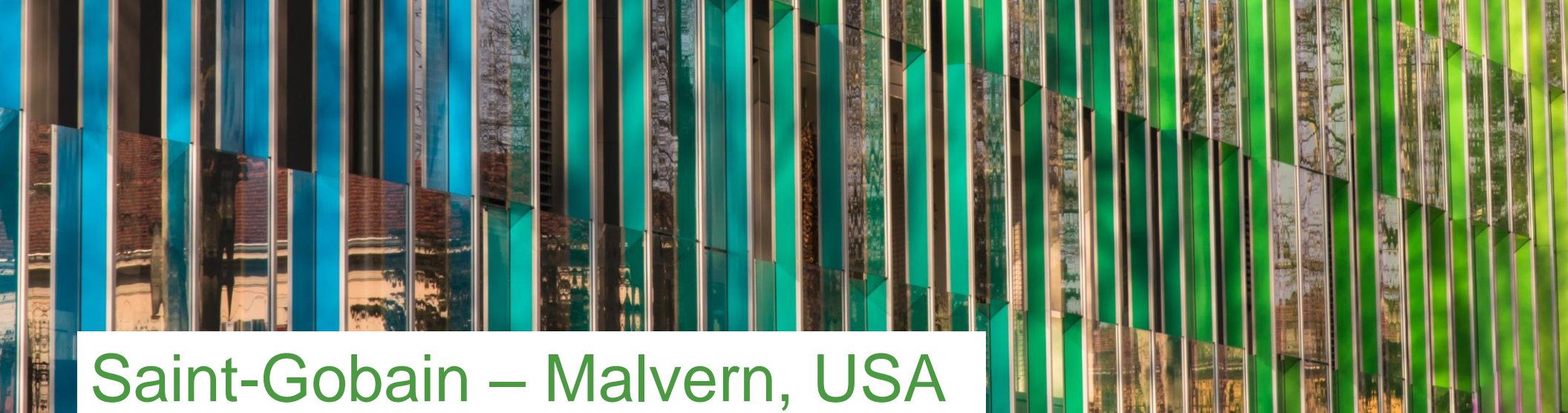
fewer sick days taken
compared to other UK
offices in 2015

28%

faster green
payback period

£28,000

savings in staff costs
in 2015

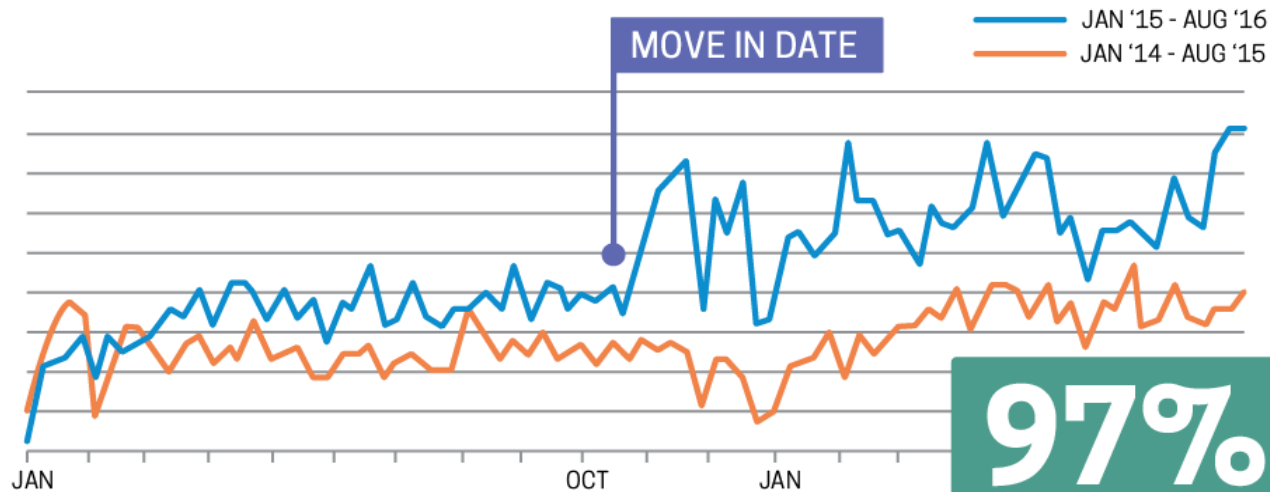


Saint-Gobain – Malvern, USA



Saint-Gobain – Malvern, USA

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



97%

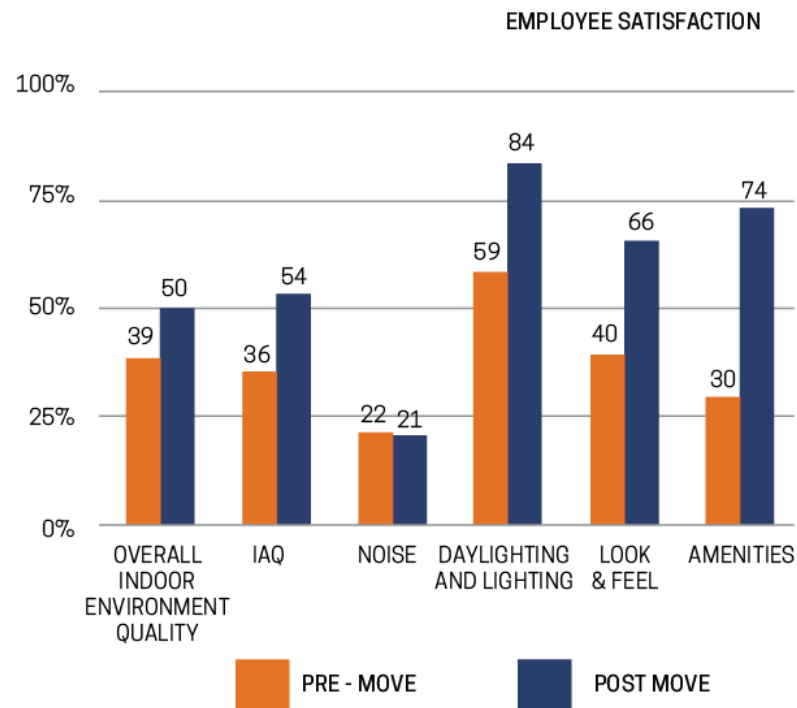
increase in the average weekly
number of sales-generated leads



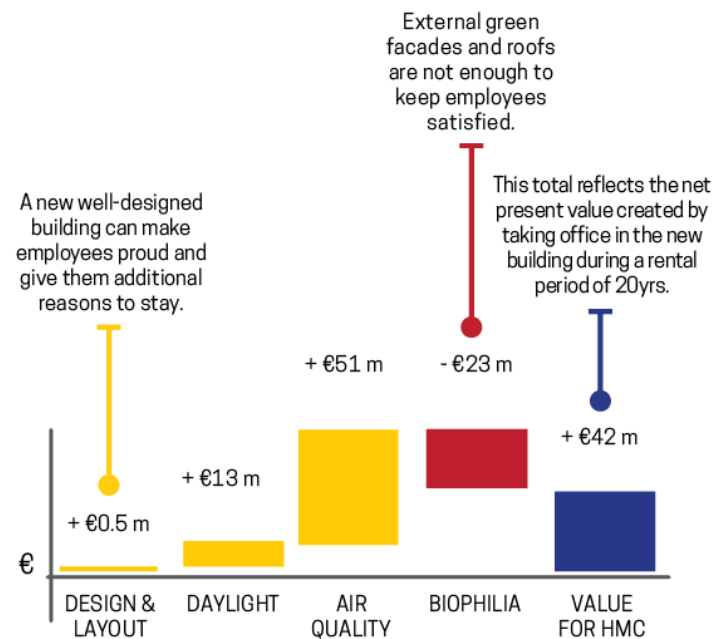
Delta Development/Heerema HQ - NL



Delta Development/Heerema HQ - NL



Delta Development/Heerema HQ - NL



+€42 million

net present value benefit over the 20 year rental

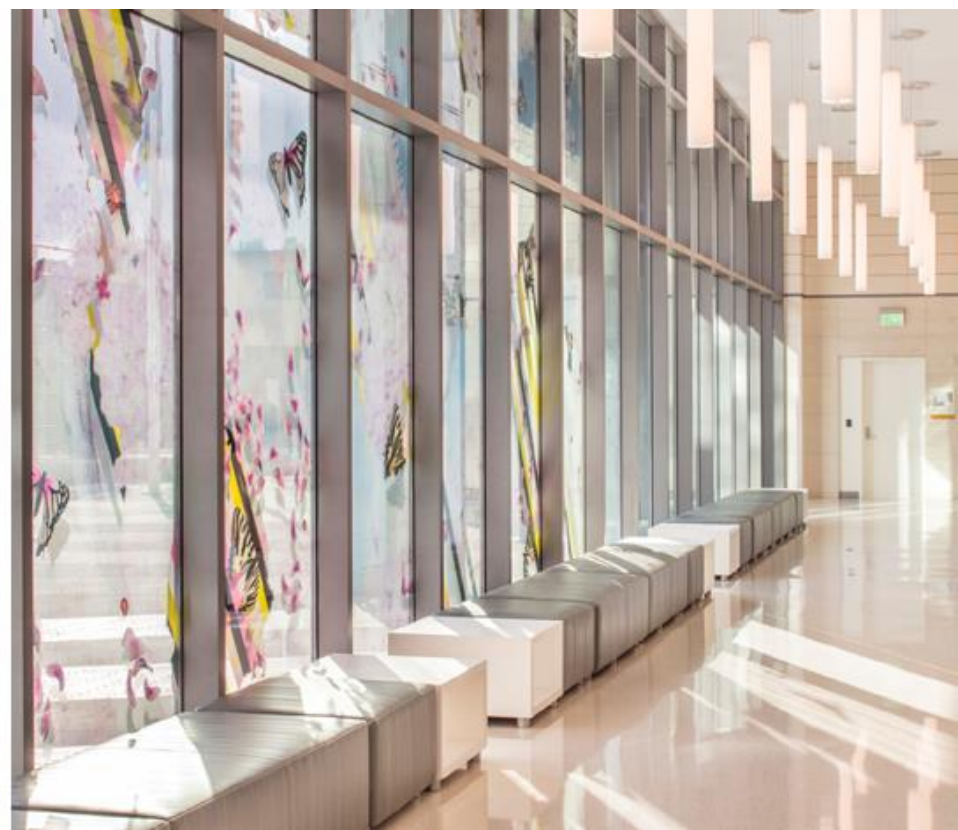


More business cases coming

To be released
March 10, 2018



Zev Yaroslavsky Family Support Centre
7222 Van Nuys Blvd., Van Nuys, CA





Our metrics framework

ENVIRONMENT

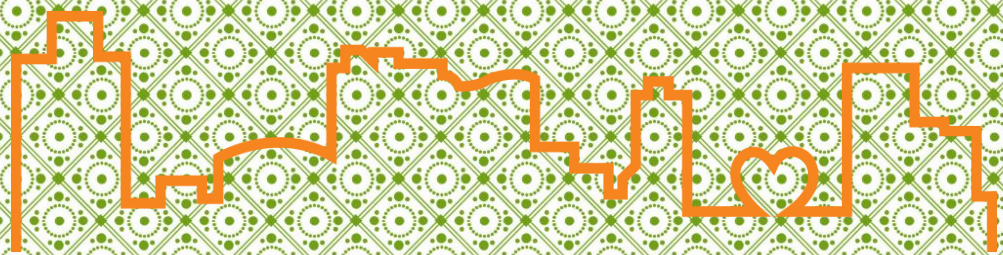
1. Indoor Air Quality
2. Thermal Comfort
3. Daylighting & Lighting
4. Noise & Acoustics
5. Interior Layout & Active Design
6. Biophilia & Views
7. Look & Feel
8. Location & Access to Amenities

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



BETTER PLACES FOR PEOPLE

PUT WELLBEING 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



WORLD
GREEN
BUILDING
COUNCIL

PROJECT
SPONSORS



SAINT-GOBAIN

SKANSKA

DELOS[®]
INNOVATE WELL

BUILDING HEALTHY PLACES IN SoCal

UPDATES FROM ULI LOS ANGELES

2:45 — 3:15 PM

Matt Romero

Project Designer, Mia Lehrer + Associates

Silvia Saucedo

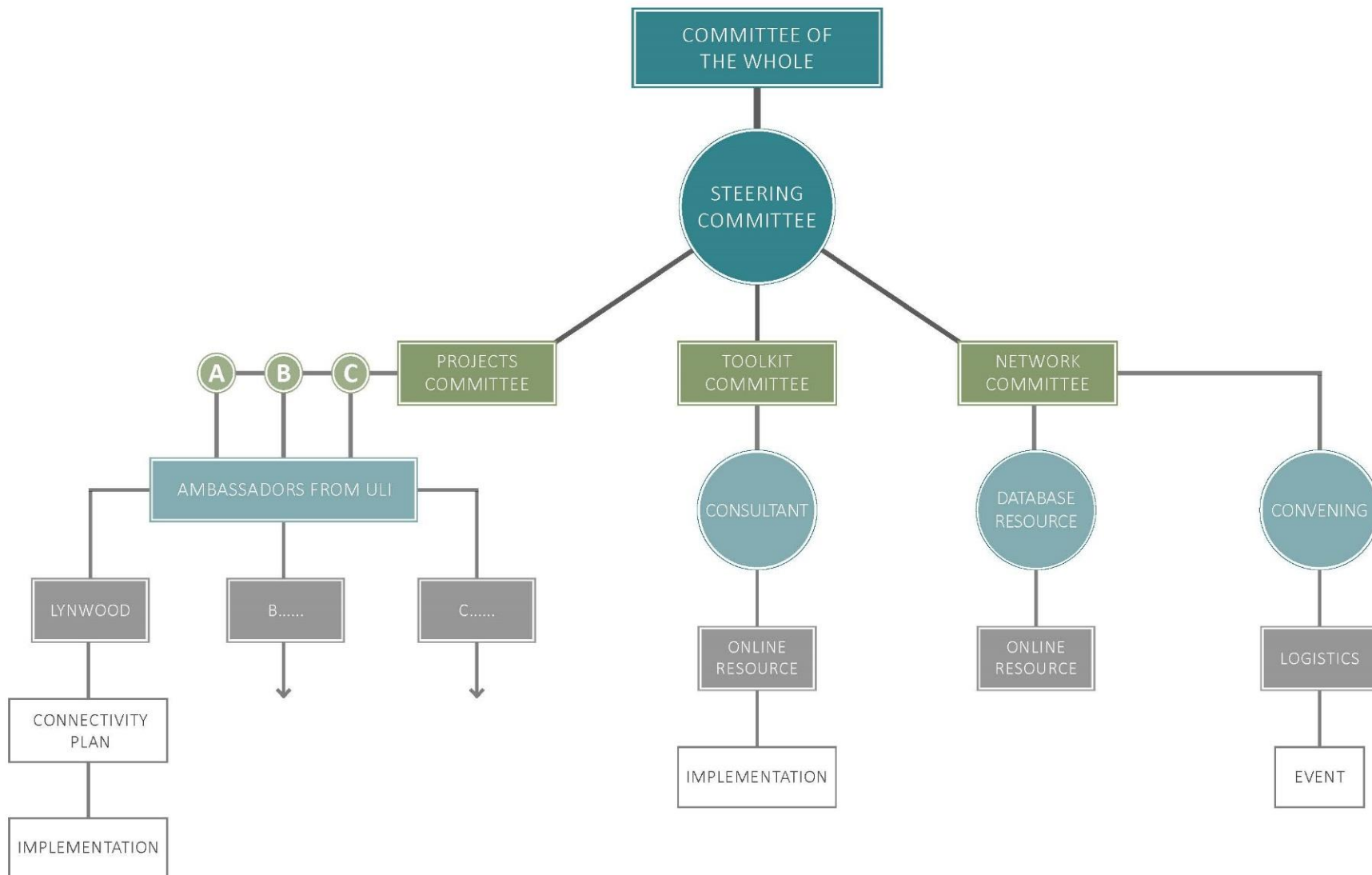
Founder, Saucedo Group

Jonathan Watts

Regional Sustainability Leader, Principal, Killefer Flammang
Architects

ULI LOS ANGELES

BUILDING HEALTHY PLACES

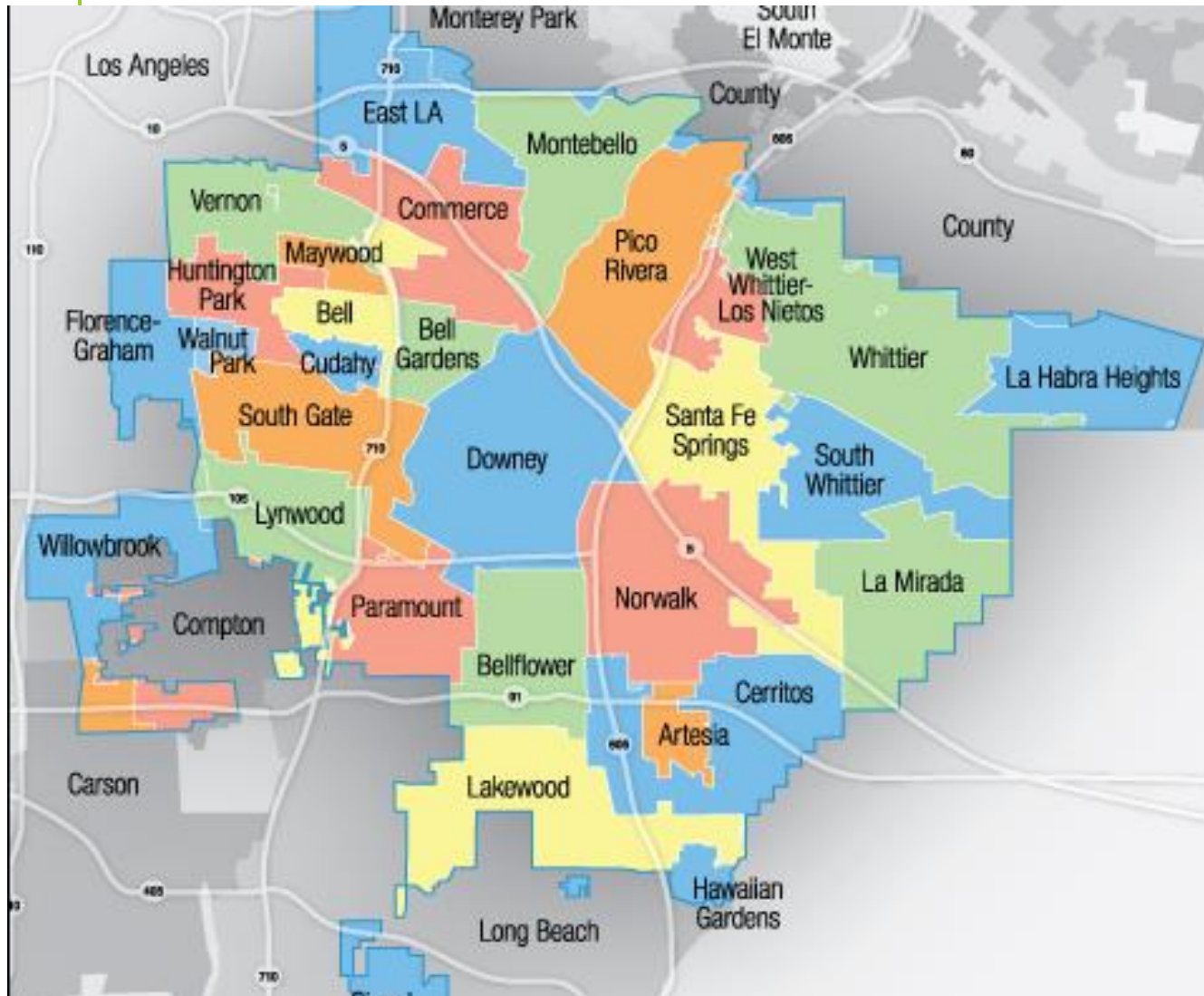


Lynwood Connectivity Plan

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



CHARETTE PANELISTS- CITY TOUR



CHARRETTE PANELISTS- CITY TOUR



UNDERSTANDING THE COMMUNITY- SURVEY



UNDERSTANDING THE COMMUNITY- STAKEHOLDER INTERVIEWS



SWOT ANALYSIS



SWOT ANALYSIS



DESIGN OF CONNECTIVITY PLAN

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)

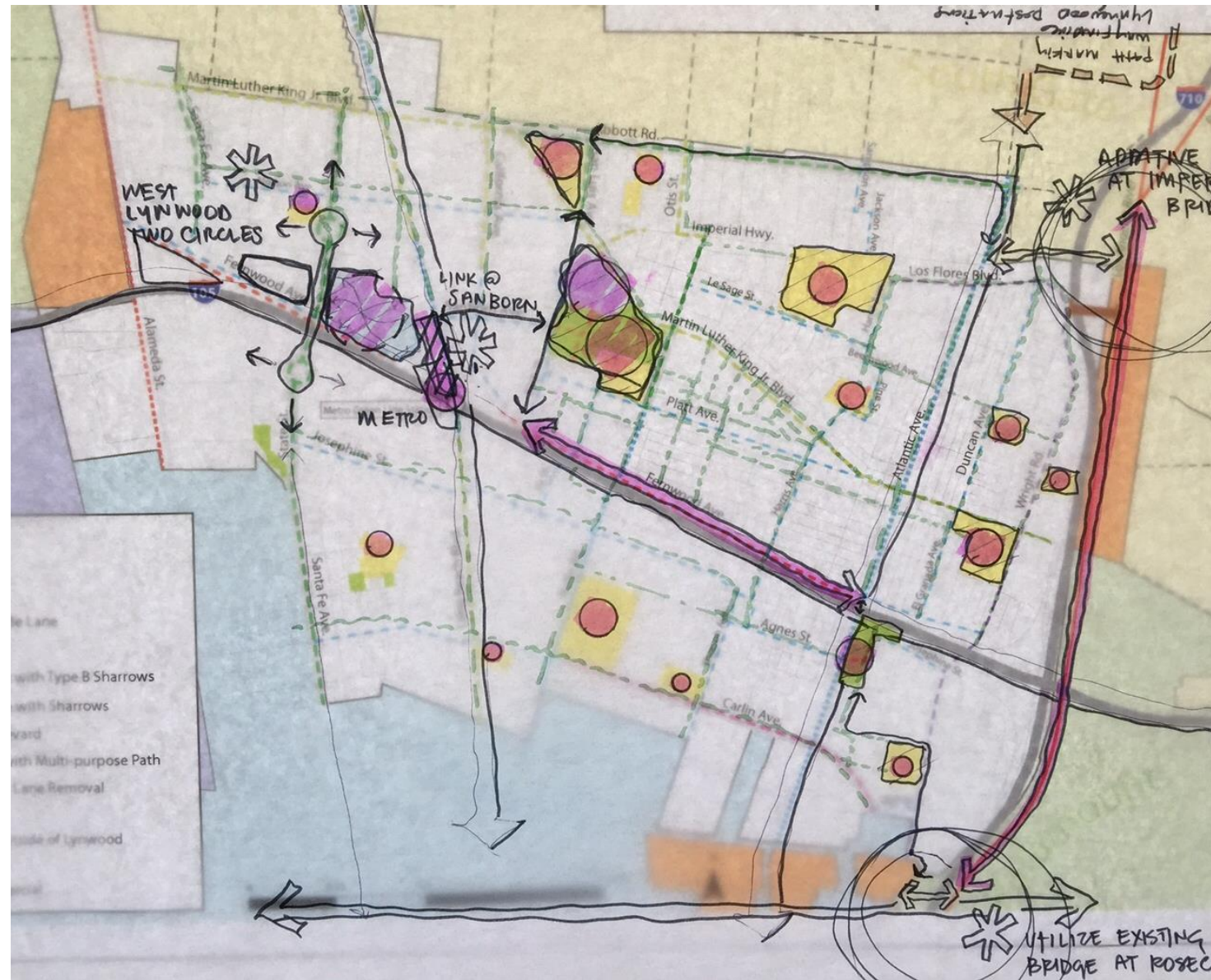
Improve access/ mobility to places

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



City of Lynwood and Surrounding Vicinity

0' 500' 1000' 2000'

THE PLAN IN CONTEXT – REGIONAL CONNECTORS



THE PLAN IN CONTEXT – ADJACENT COMMUNITY CONNECTORS



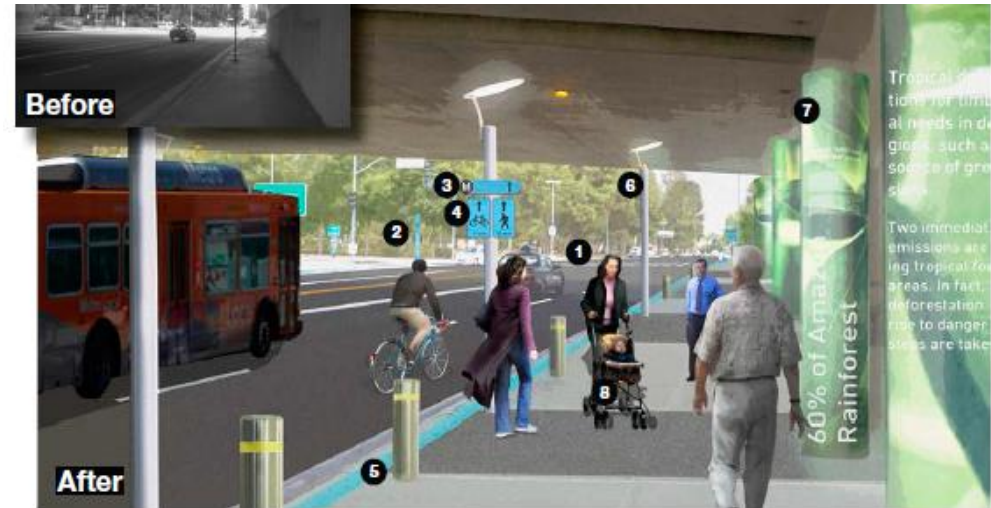
THE PLAN IN CONTEXT – NEIGHBORHOOD CONNECTORS



Access Through and Within Local Neighborhood

0' 500' 1000' 2000'

SPECIFIC PROJECTS: LONG BEACH BOULEVARD



Components Used at Case Study Site

Crossings and Connections

- 1 Continental crosswalks

Signage and Wayfinding

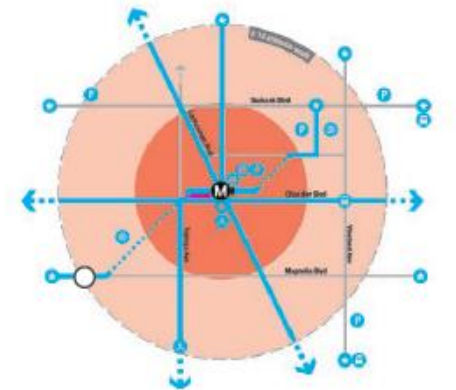
- 2 Signage
- 3 Medallion signage
- 4 Time to station notation
- 5 Curb-edge banding

Safety & Comfort

- 6 Lighting
- 7 Enhanced freeway underpass

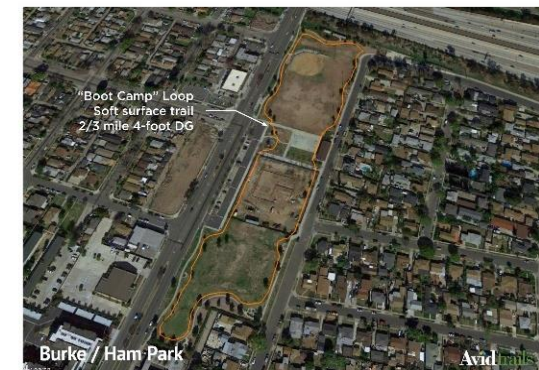
Allocation of the Streetscape

- 8 Sidewalk widening



- M** Metro Station Location
- O** Visualization Location
- EXTENDED STATION ZONE (Area 1)**

SPECIFIC PROJECTS: PARKS



SPECIFIC PROJECT: LA RIVER



IMPLEMENTATION: BUILDING CONSENSUS



IMPLEMENTATION: IMMEDIATE NEXT STEPS

Council Approval

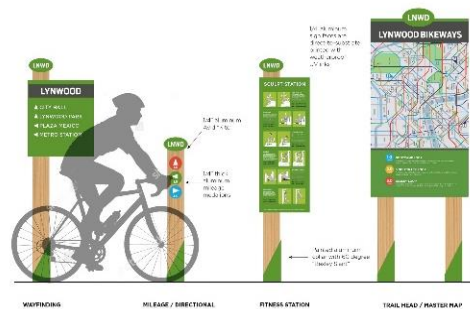
Coordination with on-going City Projects

Assess existing assets

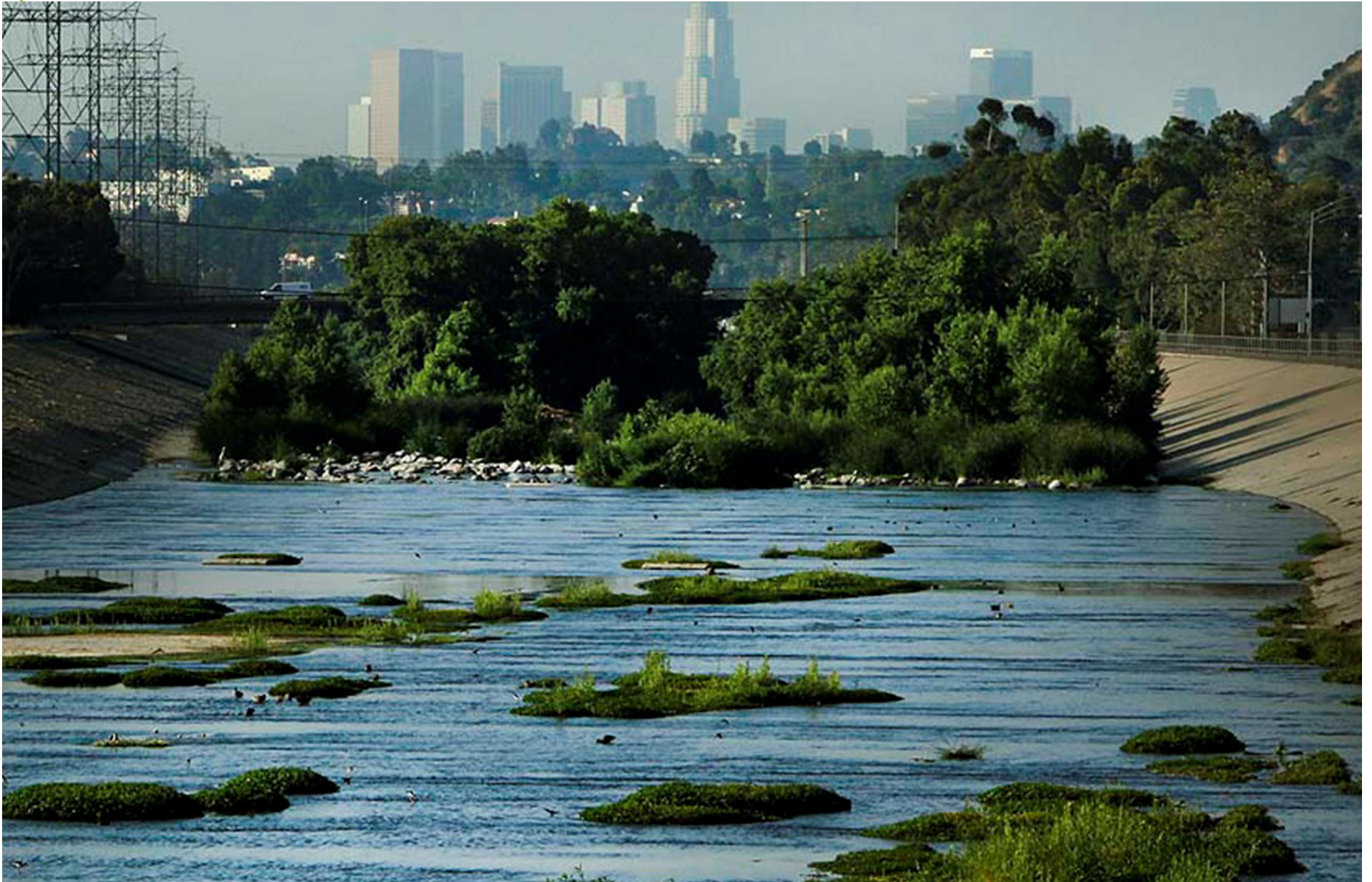
Enforce and update laws and ordinances

Grants

Attract investment and new businesses



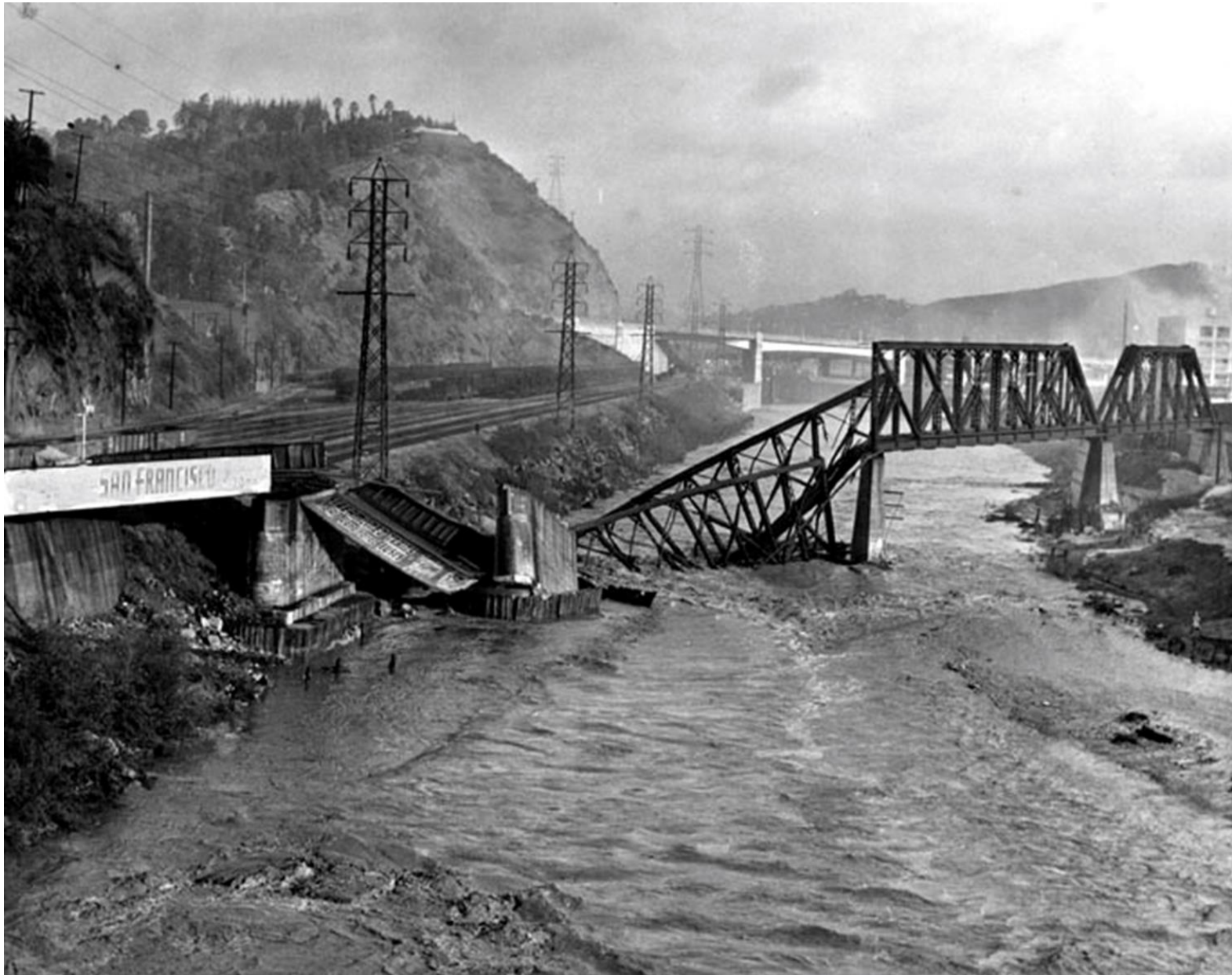
FUTURE PROJECT



THE HISTORIC LOS ANGELES RIVER



FLOODING



US ARMY CORPS OF ENGINEERS CHANNEL



FRIENDS OF THE LOS ANGELES RIVER



LOS ANGELES COUNTY RIVER MASTER PLAN



MASTER PLAN
JUNE 1996

LOS ANGELES RIVER REVITALIZATION MASTER PLAN



US ARMY CORPS OF ENGINEERS ARBOR STUDY



LOWER LOS ANGELES RIVER REVITALIZATION PLAN



UPPER LOS ANGELES RIVER REVITALIZATION PLAN



COMMUNITY SUPPORT



Community Based Project Along the Los Angeles River

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!
