



# LAFITTE GREENWAY

*STRATEGIES FOR DEVELOPMENT*

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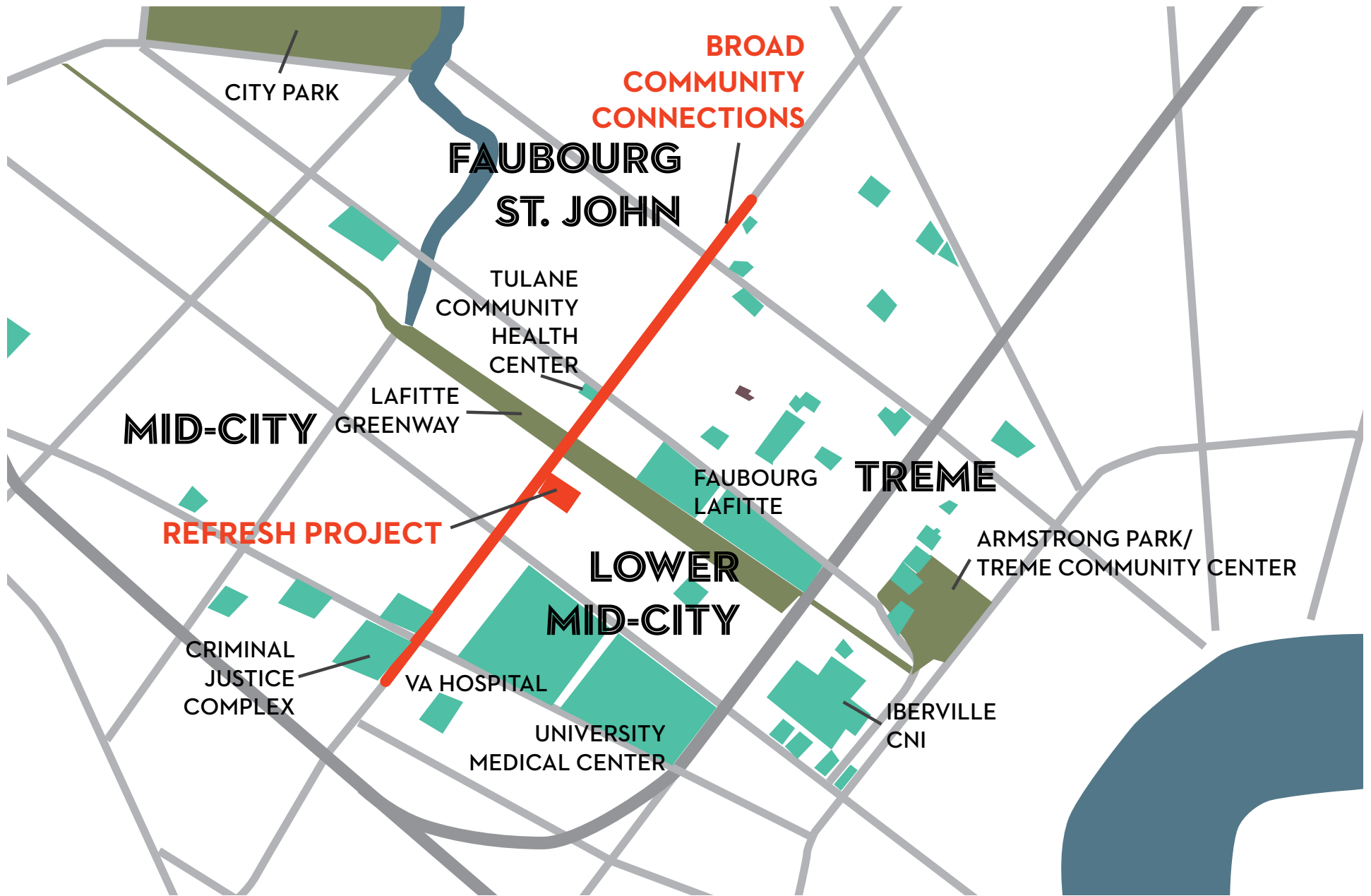
# **BROAD COMMUNITY CONNECTIONS MISSION**

**REVITALIZING BROAD STREET FROM TULANE AVENUE TO BAYOU ROAD AS A VIBRANT COMMERCIAL DISTRICT, BRINGING TOGETHER THE SURROUNDING NEIGHBORHOODS AND PROMOTING THEIR ECONOMIC, RESIDENTIAL, AND CULTURAL DEVELOPMENT**

**Place-based community development organization focusing on:**

- Strategic real estate development and community asset-building
- Program development, convening, and capacity-building
- Small business and community economic development
- Planning and urban design

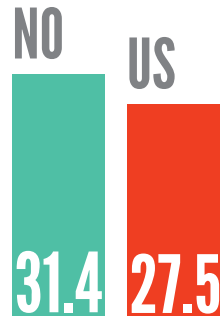
# NEIGHBORHOOD CONTEXT



# NEW ORLEANS HEALTH OUTCOMES

## CHRONIC AND DIET-RELATED DISEASE

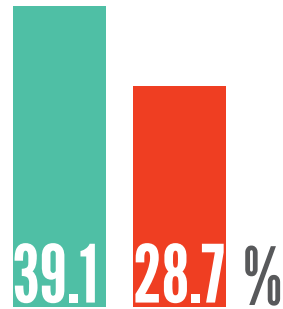
Obesity



Diabetes



HBP



## HEALTH DISPARITIES IN NOLA

Hypertension  
AA



Diabetes



Asthma



## FOOD ACCESS AND SECURITY

Food Desert



Insecure

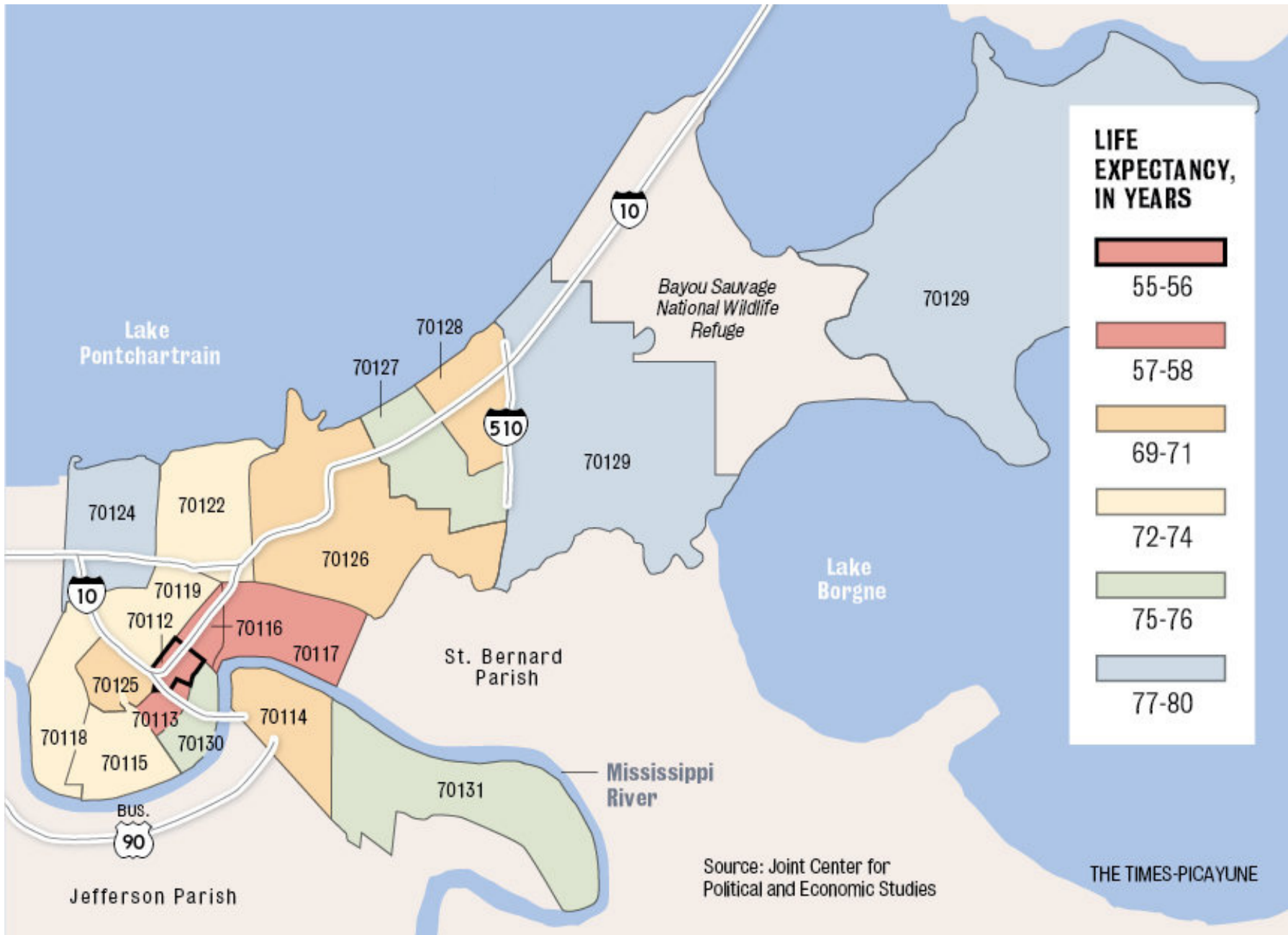


SNAP

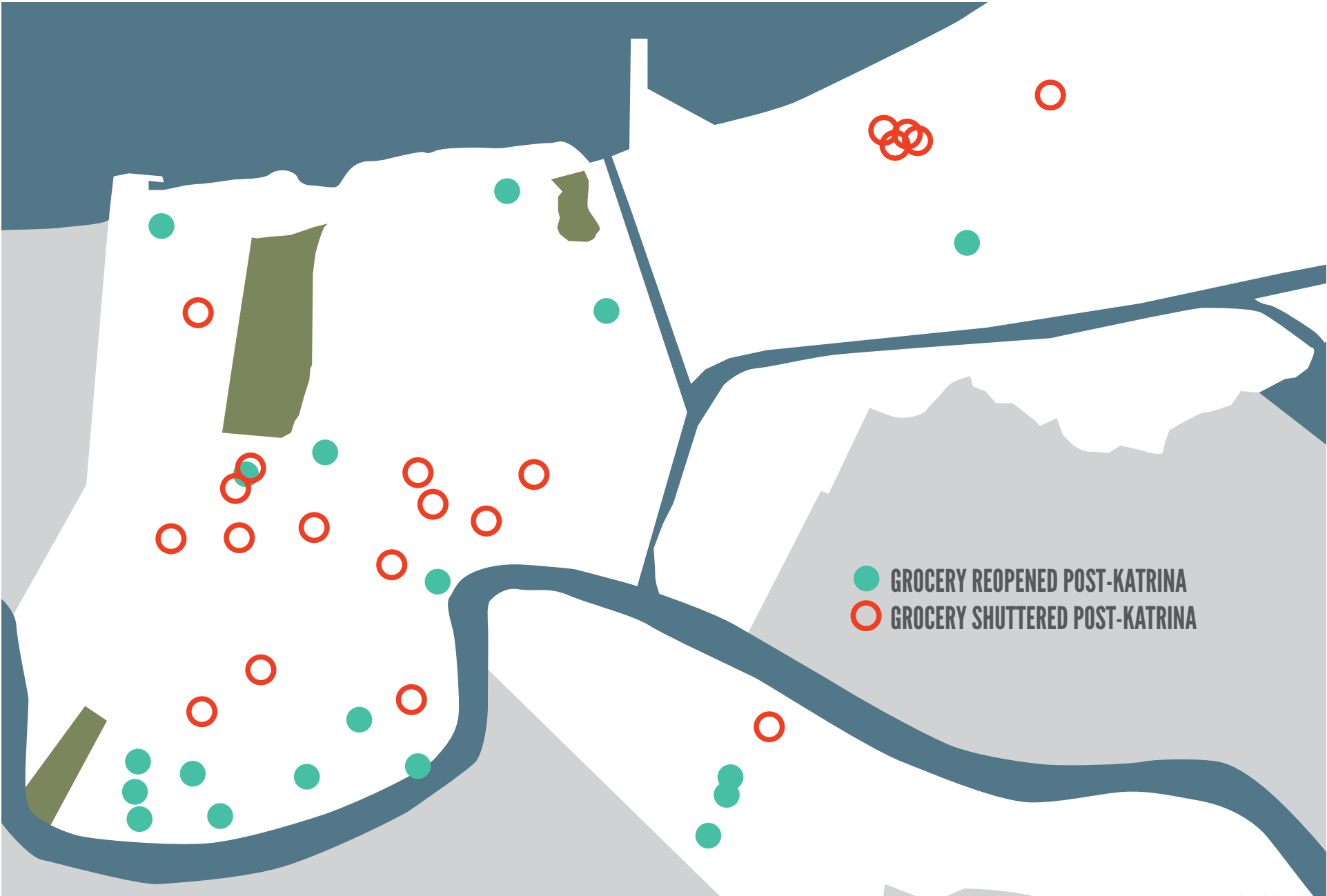


City of New Orleans, 2013

# LIFE EXPECTANCY



# UNEVEN FOOD GEOGRAPHY



# REFRESH PROJECT | BEFORE



**BROAD**

# REFRESH PROJECT | AFTER





# PROJECT DEVELOPMENT

THE REFRESH PROJECT WAS CO-DEVELOPED BY BROAD COMMUNITY CONNECTIONS AND L+M DEVELOPMENT PARTNERS AS A MISSION-DRIVEN JOINT VENTURE PARTNERSHIP.

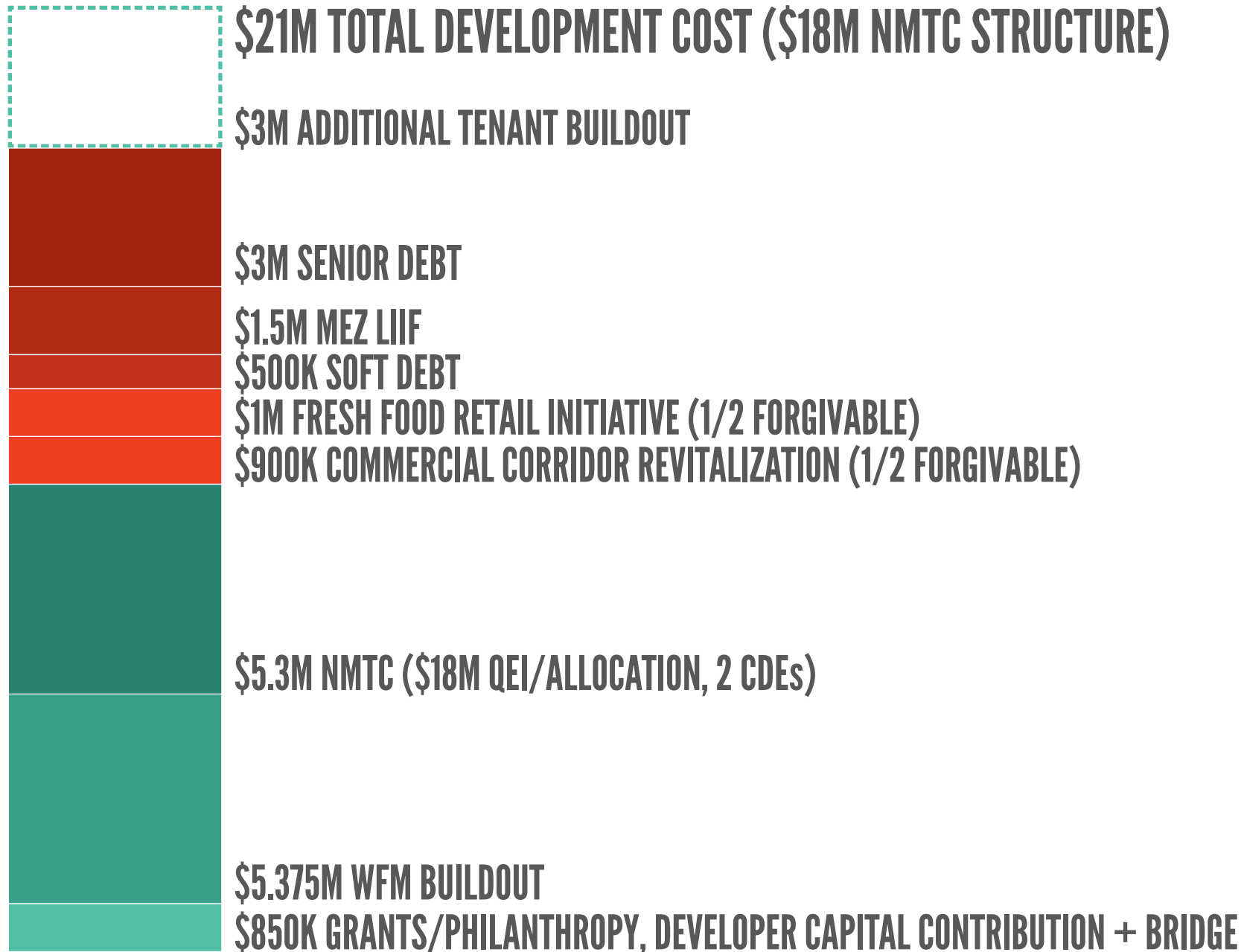
**BCC: project sponsor, steward, community support, public and philanthropic support, and long-term programming**

- Vision
- Site control and Predevelopment
- Tenanting: WFM, Liberty's Kitchen, Tulane Goldring Center for Culinary Medicine

**L+M: financing, guarantor, construction management, capacity**

- Large, affordable housing and mixed-use developer
- Executing the vision, "Doing Well While Doing Good"

# CAPITAL STACK



# REFRESH PARTNERSHIP

FRESH FOOD ACCESS ALONE WILL NOT CREATE LONG-TERM POSITIVE HEALTH OUTCOMES, WHICH REQUIRES

**THE THREE Ps – PRICE, PROXIMITY, PROGRAMMING**

REFRESH COLLOCATES A RANGE OF PARTNERS, GOODS, AND SERVICES UNDER THE SAME ROOF, AND BCC COORDINATES AND ALIGNS PROGRAMMING TO CONNECT THE DOTS TO CREATE HEALTHY COMMUNITIES.

## PROGRAMMING

FOOD ACCESS

CULINARY AND NUTRITION EDUCATION

YOUTH AND WORKFORCE DEVELOPMENT

HEALTHY LIFESTYLE PROGRAMMING

WRAPAROUND SERVICES



SHORT-TERM

BEHAVIORAL

CHANGES,

IMPROVEMENTS IN

KNOWLEDGE AND

ATTITUDES



LONG-TERM

POSITIVE

HEALTH OUTCOMES

# COMMUNITY HEALTH HUB

CREATING **HEALTH EQUITY** BY LINKING FOOD ACCESS, CULINARY AND NUTRITION EDUCATION, YOUTH AND WORKFORCE DEVELOPMENT, HEALTH CARE ACCESS, HEALTHY LIFESTYLES PROGRAMMING, AND WRAPAROUND SERVICES IN A **COMMUNITY HEALTH HUB**.



**BROAD**

# REFRESH PROGRAMMING + COALITION

REFRESH PROJECT PROGRAMMING INCLUDES THE SEVEN TENANT-PARTNERS AS WELL AS THE 35-ORGANIZATION **REFRESH COALITION**, PARTICIPATING IN JOINT PROGRAMMING DESIGNED TO CREATE **COLLECTIVE IMPACT**.

INITIAL JOINT PROGRAMMING INCLUDES A **COMMUNITY HEALTH OUTREACH PROGRAM** LED BY A COORDINATOR AND TWO COMMUNITY HEALTH WORKERS, WHO WILL EXTEND PROGRAMMING OFF-SITE, FURTHER REDUCING BARRIERS TO ACCESS.



## EVALUATION + MEASUREMENT

BCC HAS AN EVIDENCE-BASED APPROACH TO ALL REFRESH PROJECT PROGRAMS. EVALUATION IS DESIGNED TO SHOW THE EFFECTIVENESS OF THE PROJECT AND PROGRAMMING ON TWO FRONTS: **TENANT-PARTNER OUTCOMES**, AS WELL AS **HEALTH IMPACTS ON WIDER COMMUNITY**.

### TULANE PREVENTION RESEARCH CENTER'S **MAKIN' GROCERIES** STUDY

- 900 HOUSEHOLD BASELINE SURVEY OF BOTH THE REFRESH COMMUNITY AND A CONTROL COMMUNITY
- PLANNED FOLLOW-UP SURVEYS AT REGULAR INTERVALS

WORKING WITH PRC, LPHI, TUCHC, AND OTHERS TO DEVELOP JOINT METRICS, AS WELL AS JOINT EVALUATION TOOLS, INCLUDING THE PROSPECT OF AN APP

TRACKING BOTH BIOMETRIC AND SURVEY DATA

# POLICY + PRACTICE IMPLICATIONS

**A SPECTRUM OF ACTIVITIES** ARE REQUIRED TO ACHIEVE **MULTI-SECTOR, COLLABORATIVE** APPROACHES TO IMPROVING LONG-TERM COMMUNITY HEALTH.

**PROJECT FINANCE AND DEVELOPMENT** SHOULD BE LINKED WITH **COORDINATED, MULTI-SECTOR PROGRAMMING**.

**CAPACITY-BUILDING, INTERMEDIARY ORGANIZATIONS** CONNECT **POLICIES AND INCENTIVES TO PROGRAMS** THAT ACHIEVE LONG-TERM OUTCOMES.

## FINANCING + DEVELOPMENT

- PROJECT FEASIBILITY AND FINANCING
- POLICIES AND INCENTIVES
- CREATES PLATFORM FOR PROGRAMMING
- COMMUNITY ENGAGEMENT

**CLOSING**

## PROGRAMMING

- MULTI-SECTOR, COLLABORATIVE APPROACHES
- LONG-TERM OUTCOMES
- MEASUREMENT AND EVALUATION

**BROAD**