

# Webinar

## Confronting COVID-19: Healthy Building Certification Updates

Date: August 26, 2020

00:00:05 --> 00:00:10: Hi everyone. Welcome to this global Uli Webinar about healthy

00:00:10 --> 00:00:13: building certification updates.

00:00:13 --> 00:00:15: We're excited to have you here.

00:00:15 --> 00:00:18: Will wait for just a minute or two as folks

00:00:18 --> 00:00:21: join and then we'll go ahead and get started.

00:00:39 --> 00:00:42: Welcome everyone nice to see you.

00:00:44 --> 00:00:48: Welcome to this global Yolo Webinar and we're just waiting

00:00:48 --> 00:00:51: a moment or two as folks join and we'll get

00:00:51 --> 00:00:53: started in just a minute.

00:01:12 --> 00:01:15: Alright, so let's jump in welcome everyone.

00:01:15 --> 00:01:18: I'm Rachel mcclarey. I'm senior vice president at the Urban

00:01:18 --> 00:01:21: Land Institute and on behalf of you'll,

00:01:21 --> 00:01:24: I'd like to welcome you to this global webinar on

00:01:24 --> 00:01:25: the coronavirus.

00:01:25 --> 00:01:28: Well will have the opportunity to hear from real estate

00:01:28 --> 00:01:33: leaders on how healthy building certifications are adapting to COVID-19,

00:01:33 --> 00:01:37: the leading US healthy building certification systems well and fit

00:01:37 --> 00:01:37: well.

00:01:37 --> 00:01:41: Have created new certification tools to respond to the threat

00:01:41 --> 00:01:42: of coronavirus.

00:01:42 --> 00:01:46: And help developers and landlords ensure that they are providing

00:01:46 --> 00:01:50: the healthiest and safest indoor and outdoor environments possible for

00:01:50 --> 00:01:51: residential,

00:01:51 --> 00:01:55: office and commercial buildings and real estate companies are in

00:01:55 --> 00:01:57: turn figuring out their strategies.

00:01:57 --> 00:02:00: An adopting strategies recommended by Wellan fit well.

00:02:00 --> 00:02:04: So in this webinar will learn about the well health,

00:02:04 --> 00:02:07: safety, health, safety, rating and the fit well viral response

00:02:08 --> 00:02:11: module and will gain insights which can be applied to

00:02:11 --> 00:02:13: buildings in your portfolio.

00:02:13 --> 00:02:16: Certified or not. Next slide.

00:02:16 --> 00:02:19: So the Urban Land Institute is a research and education

00:02:19 --> 00:02:23: nonprofit whose mission is to provide leadership in the responsible

00:02:23 --> 00:02:26: use of land and in creating and sustaining thriving communities

00:02:26 --> 00:02:28: worldwide. If you're new to Uli,

00:02:28 --> 00:02:31: welcome, we hope that you'll find this web and are

00:02:31 --> 00:02:34: helpful and that you will consider joining you.

00:02:34 --> 00:02:37: Lisa member membership comes with a range of benefits,

00:02:37 --> 00:02:39: including access to member only,

00:02:39 --> 00:02:41: content discounts on virtual and in person,

00:02:41 --> 00:02:45: convenings and more. You will I launch the building Healthy

00:02:45 --> 00:02:46: Places Initiative in 2013.

00:02:46 --> 00:02:50: Out of a recognition that place shapes health through the

00:02:50 --> 00:02:52: years we've worked to leverage the power of you,

00:02:52 --> 00:02:56: allies global networks, to shape projects in places in ways

00:02:56 --> 00:02:59: that improve the health of people and communities.

00:02:59 --> 00:03:01: Next slide.

00:03:01 --> 00:03:05: Since about mid March, building healthy places and other programs

00:03:05 --> 00:03:09: at you'll I have been hosting a webinar series on

00:03:09 --> 00:03:12: the impacts of the coronavirus.

00:03:12 --> 00:03:15: Links to various UI resources are available on our issue

00:03:15 --> 00:03:15: page,

00:03:15 --> 00:03:19: [ui.org/COVID-19](http://ui.org/COVID-19) and on line and Marta.

00:03:19 --> 00:03:23: My computer just froze, so maybe you could take it

00:03:23 --> 00:03:24: away from here.

00:03:24 --> 00:03:26: Absolutely can't see. I'll try to reboot,

00:03:26 --> 00:03:29: but sorry bout that. Not a problem,

00:03:29 --> 00:03:33: so a few disclaimers. The webinars provided for informational and

00:03:33 --> 00:03:34: educational purposes.

00:03:34 --> 00:03:37: The views expressed are those of speakers presented and not

00:03:37 --> 00:03:38: necessarily endorsed,

00:03:38 --> 00:03:40: are reflected by the positions of you Ally.

00:03:40 --> 00:03:43: And so we're pleased to share this information with you.  
00:03:43 --> 00:03:46: Anne Anne, hope that you'll do additional digging after the  
00:03:46 --> 00:03:47: webinar next slide.  
00:03:50 --> 00:03:53: If you're looking for additional upcoming webinars,  
00:03:53 --> 00:03:56: we do have one.  
00:03:56 --> 00:03:58: Always, always on our radar moving forward,  
00:03:58 --> 00:04:00: making sure that we can be looking at at covid  
00:04:00 --> 00:04:03: and what's going on in our market will be talking  
00:04:03 --> 00:04:06: about it at our virtual fall meeting and will be  
00:04:06 --> 00:04:10: also posting all of the past recordings from these confronting  
00:04:10 --> 00:04:13: COVID-19 webinars on the utilized Knowledge Finder site.  
00:04:13 --> 00:04:16: As a reminder, this web and all of our webinars  
00:04:16 --> 00:04:18: in this series are being recorded.  
00:04:18 --> 00:04:22: The recording will be posted on Knowledge Finder as well.  
00:04:22 --> 00:04:26: a PDF of the slides and additional resources from presenters  
00:04:26 --> 00:04:27: as as applicable  
00:04:29 --> 00:04:32: And so with that I am pleased to talk through  
00:04:32 --> 00:04:33: our speakers.  
00:04:33 --> 00:04:36: Today I'll start with myself as your moderator.  
00:04:36 --> 00:04:39: I'm senior Vice president here with you,  
00:04:39 --> 00:04:42: allies Greenprint Center for building performance.  
00:04:42 --> 00:04:45: I am going to breed my own buyout,  
00:04:45 --> 00:04:46: which feels a little weird.  
00:04:46 --> 00:04:48: You want me to do it?  
00:04:48 --> 00:04:50: Marta, sorry, goodnight it here.  
00:04:50 --> 00:04:53: It's quite alright. You know we have an all female  
00:04:53 --> 00:04:54: female panel.  
00:04:54 --> 00:04:56: I will toot my own horn and so we I  
00:04:57 --> 00:05:01: bring deep experience in the real estate sustainability market.  
00:05:01 --> 00:05:04: Telidon collaborate across organizations and stakeholders.  
00:05:04 --> 00:05:08: To achieve program goals and successes and I have  
00:05:08 --> 00:05:10: knowledge  
00:05:08 --> 00:05:10: in the sustainability,  
00:05:10 --> 00:05:14: energy efficiency and large scale program management side  
00:05:14 --> 00:05:17: of things.  
00:05:14 --> 00:05:17: My time at Greenprint we focused on a number of  
00:05:17 --> 00:05:20: issues related to reducing carbon and building value as well  
00:05:20 --> 00:05:25: as broader sustainability topics like health and Wellness like  
00:05:25 --> 00:05:29: resilience  
00:05:25 --> 00:05:29: and social equity and other topics that we've explored  
00:05:29 --> 00:05:33: recently  
00:05:29 --> 00:05:33: within our greenprint center include embodied carbon class,  
00:05:33 --> 00:05:36: B&C, office, energy efficiency. And.

00:05:36 --> 00:05:38: A number of other focuses as well.

00:05:38 --> 00:05:42: Two of our greenprint members are on the speakers list

00:05:42 --> 00:05:42: today.

00:05:42 --> 00:05:44: Renee love, Landon Lora craft,

00:05:44 --> 00:05:46: and so we were glad to bring them into this

00:05:46 --> 00:05:47: conversation.

00:05:47 --> 00:05:50: Our full list of speakers here after myself will be

00:05:50 --> 00:05:53: joining a Frank with the President and CEO of the

00:05:53 --> 00:05:54: Center for Active Design.

00:05:54 --> 00:05:58: Joanna is the founding president and CEO where she

00:05:58 --> 00:06:02: advances

00:06:02 --> 00:06:04: design and development practices to foster healthy an

00:06:04 --> 00:06:06: engaged communities.

00:06:06 --> 00:06:10: Prior to joining launching the Center,

00:06:10 --> 00:06:13: Miss Frank worked for the City of New York.

00:06:13 --> 00:06:15: Where her positions included director of active Design and

00:06:15 --> 00:06:19: director

00:06:19 --> 00:06:23: of the New York City Fresh Program and before working

00:06:23 --> 00:06:26: for the city in this Frank with a partner at

00:06:26 --> 00:06:30: Great City Development, LLC, where she was responsible for

00:06:30 --> 00:06:34: the

00:06:34 --> 00:06:37: development of mixed use residential buildings using

00:06:37 --> 00:06:41: sustainable design criteria.

00:06:41 --> 00:06:42: She is a member of the American Heart Association

00:06:42 --> 00:06:46: Workplace

00:06:46 --> 00:06:49: Health Steering Committee after Joanna will have Jessica

00:06:49 --> 00:06:51: Cooper,

00:06:51 --> 00:06:54: she's the chief commercial officer of the International Well

00:06:54 --> 00:06:56: Building

00:06:56 --> 00:06:58: Institute I,

00:06:58 --> 00:07:02: WPI for short is the leading global movement to transform

00:07:02 --> 00:07:06: our buildings and communities in ways that help people

00:07:06 --> 00:07:10: thrive.

00:07:10 --> 00:07:14: With a background in design,

00:07:14 --> 00:07:18: just 'cause passionate about leveraging the power of design

00:07:18 --> 00:07:22: to

00:07:22 --> 00:07:26: realize human and environmental sustainability outcomes.

00:07:26 --> 00:07:30: Accordingly, her work at IW VI brings health,

00:07:30 --> 00:07:34: focus design and policy solutions to diverse buildings in

00:07:34 --> 00:07:38: human

00:07:38 --> 00:07:42: environments around the globe,

00:07:42 --> 00:07:46: leveraging scientific evidence and research,

00:07:46 --> 00:07:50: Jessica helps clients both quantify the value of healthy

00:07:50 --> 00:07:54: buildings

00:07:54 --> 00:07:58: and develop technical solutions for implementing the well

building standard  
00:07:06 --> 00:07:08: as well as the well health safety rating.  
00:07:08 --> 00:07:10: Actual speak to today.  
00:07:10 --> 00:07:13: We're pleased on this webinar to bring 2 real estate  
00:07:13 --> 00:07:17: perspectives to this as well so that attendees not only  
00:07:17 --> 00:07:19: understand the options on the market,  
00:07:19 --> 00:07:22: but also how folks are starting to pilot and implement  
00:07:22 --> 00:07:25: these health and code related programs so we have Renee  
00:07:25 --> 00:07:29: Lovely and who's the Director of sustainability with Great  
England  
00:07:29 --> 00:07:33: Investment Management? She was among the first  
employees of Brittany,  
00:07:33 --> 00:07:37: England, hired during the firm's first year of operations in  
00:07:37 --> 00:07:39: 1996 and has over 20 years of experience in real  
00:07:39 --> 00:07:41: estate development.  
00:07:41 --> 00:07:45: As director of Sustainability, Renee leads the firm  
sustainability initiatives  
00:07:45 --> 00:07:47: across the investment management,  
00:07:47 --> 00:07:49: property Management and development portfolios.  
00:07:49 --> 00:07:53: She is responsible for the overall lead certification process  
and  
00:07:53 --> 00:07:57: contributes heavily to early design decisions that affect long-  
term building  
00:07:57 --> 00:07:58: performance.  
00:07:58 --> 00:08:02: Renee was Co. Creator of grading Elands proprietary Livable  
Place  
00:08:02 --> 00:08:02: Index,  
00:08:02 --> 00:08:05: a system of metrics to measure building performance and is  
00:08:05 --> 00:08:09: responsible for all portfolio level tracking in ESG reporting.  
00:08:09 --> 00:08:11: Grading. Evelyn is also a fit well champion.  
00:08:11 --> 00:08:15: And they'll be speaking to their implementation efforts around  
the  
00:08:15 --> 00:08:17: fit well Firewalled response module.  
00:08:17 --> 00:08:19: Last but certainly not least,  
00:08:19 --> 00:08:22: as Lara Croft, she is the head of Global ESG  
00:08:22 --> 00:08:24: strategy with Heitman and.  
00:08:24 --> 00:08:27: Payment has is a real estate investment manager with 44  
00:08:27 --> 00:08:29: billion dollars under asset management.  
00:08:29 --> 00:08:33: Laura establishes systematic, systematic approaches to  
embed ESG,  
00:08:33 --> 00:08:37: Environmental, social and governance into investment  
decision making and management  
00:08:37 --> 00:08:38: of investments.  
00:08:38 --> 00:08:42: Recently, Laura led the heightened partnership with you like

to  
00:08:42 --> 00:08:45: publish the report on Climate risk in real estate investment  
00:08:45 --> 00:08:46: decision making,  
00:08:46 --> 00:08:50: which explores current methods for assessing and mitigating  
climate risk  
00:08:50 --> 00:08:51: in real estate.  
00:08:51 --> 00:08:54: The following report of which is coming out next month,  
00:08:54 --> 00:08:57: I believe. Moore's team at Heitman is piloting the Well  
00:08:58 --> 00:08:59: Health safety rating,  
00:08:59 --> 00:09:02: so she'll be speaking to her experiences there on how  
00:09:02 --> 00:09:03: that's going so far.  
00:09:03 --> 00:09:06: All of this is so new that there are very  
00:09:06 --> 00:09:10: few folks who have fully implemented these these modules  
and  
00:09:10 --> 00:09:11: so hearing about real time,  
00:09:11 --> 00:09:14: how it's going should be quite interesting.  
00:09:14 --> 00:09:18: Next slide, please before we jump into the speakers  
presentations,  
00:09:18 --> 00:09:20: I do want to give a bit of a landscape  
00:09:20 --> 00:09:23: brief overview over what we get you a liar.  
00:09:23 --> 00:09:25: Seeing in the market wells health.  
00:09:25 --> 00:09:27: Safety module is certainly or excuse me,  
00:09:27 --> 00:09:31: the health safety rating is certainly the 1st that we  
00:09:31 --> 00:09:35: saw in regards to healthy building certification updates for  
covid  
00:09:35 --> 00:09:38: and fit wells viral response module at Juno I believe  
00:09:38 --> 00:09:42: was released today for for early early sign on and  
00:09:42 --> 00:09:45: so both of those we have our speakers digging into  
00:09:45 --> 00:09:47: an an I won't go into those in too much  
00:09:47 --> 00:09:51: detail. There are a couple other efforts in the market  
00:09:51 --> 00:09:55: that are worth noting in case you want to understand  
00:09:55 --> 00:09:56: what's out there.  
00:09:56 --> 00:09:59: And this third one here is the lead safety first  
00:09:59 --> 00:09:59: pilot credits.  
00:09:59 --> 00:10:02: So as part of its healthy economy strategy,  
00:10:02 --> 00:10:05: the US Green Building Council has 6 lead pilot credits  
00:10:05 --> 00:10:09: to help building teams provide healthy spaces and assist with  
00:10:09 --> 00:10:10: building reentry.  
00:10:10 --> 00:10:13: And this can be either for existing LEED certified buildings  
00:10:13 --> 00:10:16: or for those under construction and new development.  
00:10:16 --> 00:10:20: And so the six categories are around cleaning and  
disinfecting  
00:10:20 --> 00:10:20: your space.

00:10:20 --> 00:10:23: Reentering your workspace, building water system,  
00:10:23 --> 00:10:26: recommissioning managing indoor air quality.  
00:10:26 --> 00:10:31: During COVID-19 pandemic planning and social equity in  
pandemic planning,  
00:10:31 --> 00:10:35: and so those are worth looking into if you're on  
00:10:35 --> 00:10:37: the on the lead train.  
00:10:37 --> 00:10:39: Additionally, there is an arc reentry tool,  
00:10:39 --> 00:10:42: and so its businesses around the world are starting to  
00:10:42 --> 00:10:43: re enter the workplace.  
00:10:43 --> 00:10:47: The arc tool. Has a set of resources to assist  
00:10:47 --> 00:10:51: owners and facility managers with that re entry and they  
00:10:51 --> 00:10:53: allow real time ISH data tracking.  
00:10:53 --> 00:10:59: Looking at documenting and benchmarking infection control  
policies and procedures,  
00:10:59 --> 00:11:02: collecting and analyzing occupant related experiences.  
00:11:02 --> 00:11:04: Looking at indoor air quality,  
00:11:04 --> 00:11:08: both measuring and tracking and then also can be a  
00:11:08 --> 00:11:10: stepping stone for those lead safety.  
00:11:10 --> 00:11:14: First pilot credits and the well Health safety rating.  
00:11:14 --> 00:11:17: And then Lastly on my list here is reset.  
00:11:17 --> 00:11:20: This is a. It's the world's first sensor based in  
00:11:20 --> 00:11:25: performance driven data standards certification program for  
the built environment.  
00:11:25 --> 00:11:29: It started in Asia Pacific region and had larger popularity  
00:11:29 --> 00:11:30: there.  
00:11:30 --> 00:11:32: Around air quality and in measurement,  
00:11:32 --> 00:11:36: and it has been working to create a building optimization  
00:11:36 --> 00:11:39: index and airborne infection indicator to.  
00:11:39 --> 00:11:43: To address this covid challenge round indoor air quality very  
00:11:43 --> 00:11:47: specific to real time real time air quality but.  
00:11:47 --> 00:11:50: Nonetheless, we have a full suite of options on the  
00:11:50 --> 00:11:53: market and our team here at Uli is excited to  
00:11:53 --> 00:11:55: to dig into the first 2 on this list.  
00:11:55 --> 00:11:58: So with that I will pass it along to our  
00:11:58 --> 00:11:59: next speaker,  
00:11:59 --> 00:12:02: Joanna Frank, to share some details.  
00:12:02 --> 00:12:04: Great, thank you so much.  
00:12:04 --> 00:12:07: Thank you next slide so I'm just going to give  
00:12:07 --> 00:12:09: you a brief introduction to who we are.  
00:12:09 --> 00:12:12: Is this interactive design and then I'm going to get  
00:12:12 --> 00:12:15: into the viral response 'cause it's important.  
00:12:15 --> 00:12:18: So next slide please. We were launched by Michael  
Bloomberg

00:12:18 --> 00:12:21: eight years ago out of program in New York City.  
00:12:21 --> 00:12:25: The active design program and why that's important is that  
00:12:25 --> 00:12:28: over the last years last eight years we've really kind  
00:12:28 --> 00:12:32: of developed a reputation as a trusted industry advisor next  
00:12:32 --> 00:12:33: side.  
00:12:33 --> 00:12:37: And the operator of the fit well building certification system  
00:12:37 --> 00:12:37: so fit well,  
00:12:37 --> 00:12:41: was launched publicly three years ago by the Center of  
00:12:41 --> 00:12:41: Design,  
00:12:41 --> 00:12:44: but it was actually created by the Centers for Disease  
00:12:44 --> 00:12:46: Control and Prevention,  
00:12:46 --> 00:12:48: the CDC, who I think need no introduction at this  
00:12:48 --> 00:12:49: point,  
00:12:49 --> 00:12:52: and they actually remain our research and evaluation  
partner,  
00:12:52 --> 00:12:56: which is a very important asset with their deep content  
00:12:56 --> 00:12:56: expertise.  
00:12:56 --> 00:12:59: Next slide, please.  
00:12:59 --> 00:13:02: So as the operator of fit well and having a  
00:13:02 --> 00:13:05: very kind of large group of folks that we work  
00:13:05 --> 00:13:07: with within the real estate industry,  
00:13:07 --> 00:13:10: the moment that the kind of pandemic hit actually in  
00:13:10 --> 00:13:15: Asia and then obviously following on throughout Europe and  
North  
00:13:15 --> 00:13:15: America,  
00:13:15 --> 00:13:18: we really became the kind of resource and that the  
00:13:18 --> 00:13:22: building industry was turning to and really demanding that we  
00:13:22 --> 00:13:26: provide our expertise and insight and how to optimize  
buildings.  
00:13:26 --> 00:13:29: Whether you're a tenant when you're building,  
00:13:29 --> 00:13:31: or whether you're an investor.  
00:13:31 --> 00:13:35: In response to COVID-19, people were looking for the  
building  
00:13:35 --> 00:13:35: industry,  
00:13:35 --> 00:13:38: was looking for incredible science based guidance,  
00:13:38 --> 00:13:40: really cutting through the noise,  
00:13:40 --> 00:13:43: especially the beginning, where there was a lot of information  
00:13:43 --> 00:13:46: and misinformation about what was working but didn't work.  
00:13:46 --> 00:13:50: The researchers, obviously involving real time but continues  
to evolve  
00:13:50 --> 00:13:52: real time so as that trusted advisor,  
00:13:52 --> 00:13:55: the real estate industry was really turning to us in  
00:13:55 --> 00:13:57: our team and are asking for guidance and and to



00:13:58 --> 00:13:59: do a lot of the work to look at the  
00:13:59 --> 00:14:01: research and understand this fall.  
00:14:01 --> 00:14:04: For the industry and then provide that guidance.  
00:14:04 --> 00:14:06: Next slide please.  
00:14:06 --> 00:14:10: So we created as was mentioned and launched today,  
00:14:10 --> 00:14:13: too early users just an hour ago to our early  
00:14:13 --> 00:14:14: users.  
00:14:14 --> 00:14:17: On your welcome to sign up to be early users  
00:14:17 --> 00:14:21: we have created a viral response module which is a  
00:14:21 --> 00:14:27: certification providing annual third party certification that you  
have complied  
00:14:27 --> 00:14:31: with a set of policies and practices that are informed  
00:14:31 --> 00:14:34: by the latest research as well as the body of  
00:14:34 --> 00:14:38: evidence around a viral mitigation generally.  
00:14:38 --> 00:14:41: So for this module and for the certification,  
00:14:41 --> 00:14:45: we certainly looked at the emerging research around COVID-  
19 and  
00:14:45 --> 00:14:47: what makes it unique as a virus.  
00:14:47 --> 00:14:50: But we also drew from the body of evidence that  
00:14:50 --> 00:14:52: was looking at how to prevent flu and SARS.  
00:14:52 --> 00:14:56: Legionella, as other viral diseases that that we have a  
00:14:56 --> 00:14:59: greater body of evidence on and can really draw from  
00:14:59 --> 00:15:02: and also ensure that this module isn't just looking at  
00:15:02 --> 00:15:05: the acute need of addressing COVID-19,  
00:15:05 --> 00:15:08: but it also prepares your real estate portfolio or your.  
00:15:08 --> 00:15:11: Asset for a long term response so that you are  
00:15:11 --> 00:15:16: prepared for future epidemics or future emergencies that  
involve viruses.  
00:15:16 --> 00:15:19: And of course we have a yearly epidemic of flu,  
00:15:19 --> 00:15:23: so this is something that we're really looking for.  
00:15:23 --> 00:15:26: A long term solution as well as that addressing acute  
00:15:26 --> 00:15:27: acute needs.  
00:15:27 --> 00:15:28: Next please.  
00:15:30 --> 00:15:33: So the way that we kind of went about creating  
00:15:33 --> 00:15:35: the virus module is also really important,  
00:15:35 --> 00:15:39: so that you understand that it is highly credible and  
00:15:39 --> 00:15:42: science backed as well as working closely with our industry  
00:15:43 --> 00:15:45: advisors in our industry partners.  
00:15:45 --> 00:15:47: So what we did at the beginning of the virus  
00:15:47 --> 00:15:50: was to really look at being of kovid.  
00:15:50 --> 00:15:53: Pandemic was to look at that body of evidence and  
00:15:53 --> 00:15:57: translated into a set of practical and actionable strategies that  
00:15:57 --> 00:16:00: we then published in the research to Action Series.

00:16:00 --> 00:16:03: This is available for you to download for free.  
00:16:03 --> 00:16:05: It's been out for a couple of months now and  
00:16:05 --> 00:16:09: it really does create the foundation for the viral response  
00:16:09 --> 00:16:09: module,  
00:16:09 --> 00:16:11: so it looks at the evidence base.  
00:16:11 --> 00:16:15: As I mentioned from previous epidemics and previous  
pandemics,  
00:16:15 --> 00:16:20: as well as that emerging evidence from COVID-19  
specifically next  
00:16:20 --> 00:16:20: cycles.  
00:16:20 --> 00:16:23: In addition to that kind of looking at the research  
00:16:23 --> 00:16:25: and the emerging body of evidence,  
00:16:25 --> 00:16:28: we also really rely on the input of our industry  
00:16:28 --> 00:16:31: advisors and our partners from the real estate industry to  
00:16:31 --> 00:16:34: ensure that as we translate that research,  
00:16:34 --> 00:16:36: it does actually meet the needs of the real estate  
00:16:36 --> 00:16:37: industry.  
00:16:37 --> 00:16:38: Whether you are a tenant,  
00:16:38 --> 00:16:42: whether a building owner, whether you're an investor and  
your  
00:16:42 --> 00:16:43: needs will be different,  
00:16:43 --> 00:16:46: and how do we take that evidence based and translated  
00:16:46 --> 00:16:49: into practical solutions that you can then use and that  
00:16:49 --> 00:16:51: you can use on a single asset?  
00:16:51 --> 00:16:54: Or you can use it scale throughout the portfolio.  
00:16:54 --> 00:16:56: Even throughout your entire company,  
00:16:56 --> 00:16:59: company and so that is kind of the goal that  
00:16:59 --> 00:17:00: we set for ourselves,  
00:17:00 --> 00:17:02: it's the same as the golfer fit well.  
00:17:02 --> 00:17:06: We are really interested in market transformation and how to  
00:17:06 --> 00:17:07: scale this response.  
00:17:07 --> 00:17:11: So we have some fantastic industry advisors who agreed to  
00:17:11 --> 00:17:14: prototype the viral response module and have been working  
with  
00:17:15 --> 00:17:17: us now for many months to ensure that this this  
00:17:17 --> 00:17:19: module, which was launched today,  
00:17:19 --> 00:17:23: really does meet your needs next please.  
00:17:23 --> 00:17:26: So in addition to the CDC being our research and  
00:17:26 --> 00:17:27: evaluation advisor,  
00:17:27 --> 00:17:30: we also.  
00:17:30 --> 00:17:32: We also had our academic advisors,  
00:17:32 --> 00:17:35: so they include global institutions,  
00:17:35 --> 00:17:40: including Harvard and many others from all around the world,

00:17:40 --> 00:17:44: including as far away as Queensland in Australia.

00:17:44 --> 00:17:48: And we really do rely again on our academic advisors

00:17:48 --> 00:17:52: to provide their deep expertise from a wide range of

00:17:52 --> 00:17:54: different backgrounds,

00:17:54 --> 00:17:58: infectious disease, Epidemiology, mental health,

00:17:58 --> 00:18:02: behavioral health. As well as psychology because it's as important

00:18:02 --> 00:18:05: to understand what motivates behavior change as it is to

00:18:05 --> 00:18:08: look at the physical strategies that we can employ using

00:18:08 --> 00:18:10: our mechanical systems. For example,

00:18:10 --> 00:18:12: when we're looking at viral mitigation,

00:18:12 --> 00:18:13: next slide please.

00:18:15 --> 00:18:18: So the way that the system the of this module

00:18:18 --> 00:18:21: works is that we split it into three key areas.

00:18:21 --> 00:18:24: The first is looking at how do you enhance your

00:18:24 --> 00:18:28: indoor environment in order to mitigate the transmission of infectious

00:18:28 --> 00:18:30: disease and viruses specifically?

00:18:30 --> 00:18:33: So that's where you looking at your mechanical systems is

00:18:34 --> 00:18:37: looking at cleaning practices and we'll talk more about that

00:18:37 --> 00:18:38: in a second.

00:18:38 --> 00:18:41: The next is looking at behavioral change because what we

00:18:41 --> 00:18:45: understand from Covid is that our individual behavior is just

00:18:45 --> 00:18:46: as important.

00:18:46 --> 00:18:49: As any other aspect, if not more important,

00:18:49 --> 00:18:52: when it comes to mitigating viral transmission of covid,

00:18:52 --> 00:18:56: so that's really looking at your actual personal interaction with

00:18:56 --> 00:18:56: one another,

00:18:56 --> 00:18:59: the social distancing or use of PPE,

00:18:59 --> 00:19:02: etc. And Lastly, building occupant trust so it's all very

00:19:02 --> 00:19:04: well if you enact these policies,

00:19:04 --> 00:19:07: but you need to communicate that to your tenants to

00:19:07 --> 00:19:08: your employees,

00:19:08 --> 00:19:11: to your residence so that they really understand what you're

00:19:11 --> 00:19:14: doing and have faith and trust and feel secure in

00:19:14 --> 00:19:16: the spaces that they occupy.

00:19:16 --> 00:19:19: So the building occupant trust is just as important as.

00:19:19 --> 00:19:21: All of the other aspects of viral medication.

00:19:21 --> 00:19:24: Next slide, please.

00:19:24 --> 00:19:26: So the first is the enhanced indoor air,

00:19:26 --> 00:19:30: the indoor environment. So this is looking at air quality.

00:19:30 --> 00:19:31: Is looking at water quality,

00:19:31 --> 00:19:35: is looking at Legionella and how do you mitigate  
00:19:35 --> 00:19:35: that,  
00:19:35 --> 00:19:39: especially in buildings that have been dormant for awhile and  
00:19:39 --> 00:19:42: some of the strategies within the viral response module are  
00:19:42 --> 00:19:46: actually required strategies which is different for us that fit  
00:19:46 --> 00:19:50: well. But what we understand when you're looking at  
infectious  
00:19:50 --> 00:19:53: disease that there are a set of strategies that are  
00:19:53 --> 00:19:55: really of critical importance.  
00:19:55 --> 00:19:58: And that you need to be maintaining those standards as  
00:19:58 --> 00:20:02: a minimum in order to affectively address infectious disease.  
00:20:02 --> 00:20:04: So those include the bolded strategies.  
00:20:04 --> 00:20:08: They are minimum requirements, so that's looking at how do  
00:20:08 --> 00:20:11: you enhance your indoor air quality in order to mitigate  
00:20:11 --> 00:20:13: the spread of viral diseases?  
00:20:13 --> 00:20:17: Also, the enhanced cleaning and disinfecting protocols in this  
section  
00:20:18 --> 00:20:18: next slide,  
00:20:18 --> 00:20:20: please.  
00:20:20 --> 00:20:23: The next is looking at behavior change and the strategists  
00:20:23 --> 00:20:28: here that are required looking at establishing personal  
protective equipment  
00:20:28 --> 00:20:29: guidelines.  
00:20:29 --> 00:20:32: So your PPE guidelines are looking at hand hygiene,  
00:20:32 --> 00:20:35: which I know we all understand the importance of that  
00:20:35 --> 00:20:36: at this point,  
00:20:36 --> 00:20:40: but then also educational signage and and really using  
signage  
00:20:40 --> 00:20:41: to educate people,  
00:20:41 --> 00:20:44: because what we see from the evidence base is that  
00:20:44 --> 00:20:49: that signage point of decision signage actually does increase  
behavior,  
00:20:49 --> 00:20:51: so people are more likely to.  
00:20:51 --> 00:20:54: Wash their hands correctly if you have signs telling them  
00:20:54 --> 00:20:55: why and how to do that,  
00:20:55 --> 00:20:57: and so on. Next slide,  
00:20:57 --> 00:20:58: please.  
00:20:58 --> 00:21:01: So the next is looking at building occupant trust,  
00:21:01 --> 00:21:04: so this is really thinking about mental health,  
00:21:04 --> 00:21:06: feelings of safety and security.  
00:21:06 --> 00:21:09: Establishing a plan very important that we have a plan.  
00:21:09 --> 00:21:12: How do you deal with contagious disease outbreak breaks?  
00:21:12 --> 00:21:15: Not just COVID-19 but looking forward.

00:21:15 --> 00:21:16: What are the best practices?

00:21:16 --> 00:21:19: How do you ensure that everybody in your team knows

00:21:20 --> 00:21:21: their role in a future pandemic?

00:21:21 --> 00:21:25: How do you ensure that you have business continuity?

00:21:25 --> 00:21:27: Because I think we all saw a lot of kind

00:21:27 --> 00:21:29: of very steep learning curve.

00:21:29 --> 00:21:30: So how do we plan for that,

00:21:30 --> 00:21:34: really, that communication plan again is an essential part of

00:21:34 --> 00:21:34: this,

00:21:34 --> 00:21:37: and it is a requirement because that actually affects people's

00:21:38 --> 00:21:40: mental health as well as your ability to do business.

00:21:40 --> 00:21:44: Very important that you're able to communicate with your

00:21:44 --> 00:21:47: tenants

00:21:44 --> 00:21:47: with your residence with your employees that you have a

00:21:47 --> 00:21:50: plan that you know what you're doing when an epidemic,

00:21:50 --> 00:21:53: or when a pandemic happens and that you actually have

00:21:53 --> 00:21:56: a response in hand that has been well thought through

00:21:56 --> 00:21:59: and actually is based on science and then establishing a

00:21:59 --> 00:22:02: sick leave policy is the last of the required strategies.

00:22:02 --> 00:22:04: That is kind of knew.

00:22:04 --> 00:22:06: Fit well to look into the policy piece in the

00:22:07 --> 00:22:07: HR piece,

00:22:07 --> 00:22:10: but what we see from the evidence base again is

00:22:10 --> 00:22:13: that having a sick leave policy actually greatly reduces the

00:22:14 --> 00:22:16: risk of spread of infectious disease.

00:22:16 --> 00:22:19: Some great research around flu and how to mitigate the

00:22:19 --> 00:22:20: risk of flu,

00:22:20 --> 00:22:21: where the reduction of 36%

00:22:21 --> 00:22:24: with just choose two days of sick leave.

00:22:24 --> 00:22:26: So these are all very effective strategies.

00:22:26 --> 00:22:29: So one kind of pointer distinction for the fit well

00:22:30 --> 00:22:33: viral response module is not only do we get really

00:22:33 --> 00:22:33: specific?

00:22:33 --> 00:22:37: And provide what you comprehensive guidance on on these

00:22:37 --> 00:22:40: strategies.

00:22:37 --> 00:22:40: Really getting into the minutia of how to do this,

00:22:40 --> 00:22:44: but we've also provided you turnkey policies so you do

00:22:44 --> 00:22:46: not need to go out and create your own policy

00:22:46 --> 00:22:49: around any one of these strategies.

00:22:49 --> 00:22:52: We provide that policy template for you that you can

00:22:52 --> 00:22:53: use in wholesale,

00:22:53 --> 00:22:55: or you could. Obviously you can.

00:22:55 --> 00:22:57: You can change it so that it makes sense for

00:22:58 --> 00:23:02: your particular for your particular company or position that you're

00:23:02 --> 00:23:02: in.

00:23:02 --> 00:23:04: If you're a tenant. And so on.

00:23:04 --> 00:23:07: But but we've already provided that comprehensive guide and those

00:23:08 --> 00:23:09: policies for you to use.

00:23:09 --> 00:23:11: We've done the due diligence on that,

00:23:11 --> 00:23:14: so I think that that is something that is going

00:23:14 --> 00:23:16: to make this super efficient for you to apply it

00:23:16 --> 00:23:20: scale and really apply broadly across your portfolios of buildings.

00:23:20 --> 00:23:24: Next slide, please. So we'll talk a little bit about

00:23:24 --> 00:23:25: how to apply it.

00:23:25 --> 00:23:29: So the way that the virus Ponce certification works is

00:23:29 --> 00:23:30: that you start in step one.

00:23:30 --> 00:23:32: It's a two step process.

00:23:32 --> 00:23:35: Again, this is kind of unique to the virus Ponce

00:23:35 --> 00:23:35: module.

00:23:35 --> 00:23:37: You start with step one.

00:23:37 --> 00:23:40: Really looking at those policies and practices and you get

00:23:40 --> 00:23:41: those certified.

00:23:41 --> 00:23:44: And so you submit those through the fit well portal.

00:23:44 --> 00:23:47: Our tech has been fully updated as of today,

00:23:47 --> 00:23:51: so fully integrated with our existing building certifications so you

00:23:51 --> 00:23:52: can do all of this.

00:23:52 --> 00:23:56: Online in the portal. So you submit your policies and

00:23:56 --> 00:23:57: practices.

00:23:57 --> 00:24:01: The documentation is a six week certification process and it's

00:24:01 --> 00:24:03: \$3500 for you to do that.

00:24:03 --> 00:24:06: And then once you have had your policies and practices

00:24:07 --> 00:24:07: certified,

00:24:07 --> 00:24:11: you can then apply it to your individual buildings for

00:24:11 --> 00:24:15: approval and that is just \$200 per building for approval.

00:24:15 --> 00:24:19: This then can lead to full building certification and those

00:24:19 --> 00:24:24: strategies directly are superseding the existing strategies within the.

00:24:24 --> 00:24:29: Building certification so you start your building certification next please.

00:24:29 --> 00:24:32: I'm going to wrap up now so it's very flexible,

00:24:32 --> 00:24:37: scalable. We do have those minimum requirements and last slide

00:24:37 --> 00:24:38: please.

00:24:38 --> 00:24:40: We have a lovely new plaque for you to put

00:24:40 --> 00:24:44: on your buildings when you have received approval and that

00:24:44 --> 00:24:47: per asset and as we mentioned it was just launched

00:24:47 --> 00:24:50: today and we're really excited for our 500 early enrolled

00:24:50 --> 00:24:54: users and you're very welcome to also enroll yourselves

00:24:54 --> 00:24:55: today

00:24:54 --> 00:24:55: and have access to that.

00:24:55 --> 00:24:58: And that's the website on the on the side.

00:24:58 --> 00:25:00: So thank you so much.

00:25:00 --> 00:25:02: Wonderful thank you Joanna. Those great.

00:25:02 --> 00:25:05: I see quickly and admin update that we have our

00:25:05 --> 00:25:08: first question in the Q and a box and folks

00:25:08 --> 00:25:11: are welcome to continue adding questions in the Q&A box

00:25:11 --> 00:25:15: throughout. Today's webinar will be addressing questions at

00:25:15 --> 00:25:18: the end

00:25:15 --> 00:25:18: and some of our panelists may just type in a

00:25:18 --> 00:25:19: quick answer.

00:25:19 --> 00:25:23: If that is is simple during during the speaking itself.

00:25:23 --> 00:25:26: Thank you again to Joanna for speaking through the Fitwell

00:25:27 --> 00:25:30: bio response module and in that process just gonna please

00:25:30 --> 00:25:33: take it away with the well health safety rating.

00:25:33 --> 00:25:35: Awesome thanks Marta and Joanna.

00:25:35 --> 00:25:38: Congratulations on your launch. It's really moments like

00:25:38 --> 00:25:41: these.

00:25:38 --> 00:25:41: I think that you miss being in the office where

00:25:41 --> 00:25:44: you can celebrate together with your colleagues with high

00:25:44 --> 00:25:47: fives.

00:25:44 --> 00:25:47: We had a moment last week that was really exciting

00:25:47 --> 00:25:50: and I was alone in my apartment and just sort

00:25:50 --> 00:25:52: of like looking around like who do I say like,

00:25:52 --> 00:25:55: you know, get excited with and I ended up sending

00:25:55 --> 00:25:57: a bunch of text messages instead.

00:25:57 --> 00:26:00: But very exciting moment to you so congratulations.

00:26:00 --> 00:26:03: Um, I'm super thrilled to be on the panel today.

00:26:03 --> 00:26:07: Good morning, good afternoon and perhaps good evening as

00:26:07 --> 00:26:10: well.

00:26:07 --> 00:26:10: Depending on where you're calling in from,

00:26:10 --> 00:26:14: we'll be discussing the well health safety rating for facility

00:26:14 --> 00:26:15: operations and management.

00:26:15 --> 00:26:18: I think for everybody it's it's easy to reflect on

00:26:18 --> 00:26:21: just how much has changed since the beginning of the

00:26:22 --> 00:26:22: year.

00:26:22 --> 00:26:25: As we've all started responding to this pandemic.  
00:26:25 --> 00:26:28: Most individuals I can probably safely say as well as  
00:26:28 --> 00:26:28: many,  
00:26:28 --> 00:26:32: many businesses around the world have had to shift their  
00:26:32 --> 00:26:33: priorities.  
00:26:33 --> 00:26:36: As well as in some cases their product offerings to  
00:26:36 --> 00:26:37: respond to covid,  
00:26:37 --> 00:26:40: and I'm personally very grateful to work for an organization  
00:26:40 --> 00:26:44: that provides solutions that can be supportive during this time  
00:26:44 --> 00:26:44: of need.  
00:26:44 --> 00:26:47: So you go to the next slide just starting with  
00:26:47 --> 00:26:48: a little introduction.  
00:26:48 --> 00:26:51: I think as many of you know the international Well  
00:26:51 --> 00:26:54: Building Institute manage is the well building standard which  
00:26:54 --> 00:26:58: is  
00:26:58 --> 00:27:01: the leading global standard for advancing human health and  
00:27:01 --> 00:27:03: well  
00:27:03 --> 00:27:08: being in organizations, buildings and communities.  
00:27:08 --> 00:27:09: It is an evidence based and performance based.  
00:27:09 --> 00:27:13: Holistic system that addresses not only design but also  
00:27:13 --> 00:27:17: building  
00:27:17 --> 00:27:20: operational policy.  
00:27:20 --> 00:27:23: Zen Wellness policies as well as organizational culture and  
00:27:23 --> 00:27:25: all  
00:27:25 --> 00:27:27: of this is supported by our incredible community of thousands  
00:27:27 --> 00:27:30: of well AP's from around the world and hundreds of  
00:27:30 --> 00:27:32: IDBI members. Next slide, please.  
00:27:32 --> 00:27:35: Now we did not set out at the beginning of  
00:27:35 --> 00:27:38: the year to create that well.  
00:27:38 --> 00:27:41: Health safety rating, but when the pandemic had hit,  
00:27:41 --> 00:27:45: we knew we had to do something.  
00:27:45 --> 00:27:48: We had to leverage not only our own internal expertise,  
00:27:48 --> 00:27:49: but also the expertise of our broader community to help  
00:27:49 --> 00:27:52: our clients and the world really support in the fight  
00:27:52 --> 00:27:55: against Covid in many instances in different places around  
00:27:55 --> 00:27:57: the  
00:27:57 --> 00:28:00: world, there was lack of leadership or guidance from a  
00:28:00 --> 00:28:03: national or global level,  
and we all know that some entities are still not  
acknowledging that aerosol transmission is.  
A reality, so we put a pause on what our  
plan had been at the beginning of the year,  
which was to launch the graduated version of,



00:28:03 --> 00:28:07: well V2 and established instead a global taskforce consisting of

00:28:07 --> 00:28:09: nearly 600 cross disciplinary experts.

00:28:09 --> 00:28:13: And through this task force we collected hundreds of comments

00:28:13 --> 00:28:17: which provided us with robust feedback on many different types

00:28:17 --> 00:28:21: of strategies that could be deployed in buildings and across

00:28:21 --> 00:28:25: organizations to advance health and safety.

00:28:25 --> 00:28:28: We also did turn to best research and another thought

00:28:28 --> 00:28:32: leadership that was coming from academic and public institutions as

00:28:33 --> 00:28:36: well as stood up several advisories to better understand how

00:28:36 --> 00:28:40: we could support the hardest hit sectors like sports and

00:28:40 --> 00:28:45: entertainment as well as hospitality and through this entire process

00:28:45 --> 00:28:48: we started to hear a call to action from the

00:28:48 --> 00:28:51: industry. So as an initial set of increase that really

00:28:51 --> 00:28:54: turned into a roar of a demand and we started

00:28:54 --> 00:28:55: to hear.

00:28:55 --> 00:28:56: I demand for two things.

00:28:56 --> 00:29:00: The first was to help organizations validate and and also

00:29:00 --> 00:29:04: communicate about the robust covid response policies.

00:29:04 --> 00:29:08: They were already putting into place by offering them third

00:29:08 --> 00:29:12: party review as well as a recognizable steel.

00:29:12 --> 00:29:14: The second thing we started to hear was a demand

00:29:15 --> 00:29:17: to help those who did not already have a response

00:29:17 --> 00:29:21: plan understand the best science and research and codify it

00:29:21 --> 00:29:24: into into something that could be put into practice.

00:29:24 --> 00:29:26: Really providing a road map for those who did not

00:29:26 --> 00:29:28: already have a plan.

00:29:28 --> 00:29:31: And that's really how the health safety rating was born

00:29:31 --> 00:29:34: and what was great is that we discovered that with

00:29:34 --> 00:29:37: the addition of some new features that covered the feedback

00:29:37 --> 00:29:40: that we were hearing from the task force and these

00:29:40 --> 00:29:43: advisories and the industry associations.

00:29:43 --> 00:29:46: That we could leverage the well building standard as a

00:29:46 --> 00:29:48: foundation for the health safety rating.

00:29:48 --> 00:29:52: Next slide slide please. So the well health safety rating

00:29:52 --> 00:29:56: is adapted from features in the well building standard with

00:29:56 --> 00:29:59: the addition of some new criteria based on the current

00:29:59 --> 00:30:01: research and feedback from the Task force.

00:30:01 --> 00:30:04: And really I think it can be thought of as

00:30:04 --> 00:30:08: a sub designation of well certification or a sub designation  
00:30:08 --> 00:30:09: of the welding standard.  
00:30:09 --> 00:30:13: The program as a whole focuses purely on facilities  
maintenance.  
00:30:13 --> 00:30:18: And operational policies and also is focused on protecting  
against  
00:30:18 --> 00:30:20: and responding to acute health issues,  
00:30:20 --> 00:30:25: IE. Immediate and serious health threats which could include  
covid  
00:30:25 --> 00:30:29: but also has longer lasting value to address potential issues  
00:30:29 --> 00:30:31: around environmental threats,  
00:30:31 --> 00:30:35: technological threats or other health threats as well.  
00:30:35 --> 00:30:38: In the future the Health safety rating has five key  
00:30:38 --> 00:30:39: themes.  
00:30:39 --> 00:30:43: The first is cleaning and sanitization and within this theme  
00:30:43 --> 00:30:45: you'll see criteria relating to.  
00:30:45 --> 00:30:51: Hand washing reducing surface contact improving overall  
cleaning practices and  
00:30:51 --> 00:30:56: specifically targeting the cleaning of high touch surfaces.  
00:30:56 --> 00:30:59: The second theme is emergency preparedness programs,  
00:30:59 --> 00:31:02: where we look at planning for business continuity,  
00:31:02 --> 00:31:08: healthy reentry, emergency resources, and supporting  
resiliency during emergencies.  
00:31:08 --> 00:31:11: Seemed three is around health service resources,  
00:31:11 --> 00:31:14: so looking at things like providing sick leave and health  
00:31:14 --> 00:31:18: benefits as well as supporting mental health recovery and  
making  
00:31:18 --> 00:31:20: accommodations for future vaccines,  
00:31:20 --> 00:31:24: themed four is air and water quality management which looks  
00:31:24 --> 00:31:27: at assessing and improving ventilation rates in filtration,  
00:31:27 --> 00:31:30: as well as monitoring air and water quality.  
00:31:30 --> 00:31:34: And then finally stakeholder engagement and communication  
which looks at  
00:31:34 --> 00:31:37: affecting behavioral change through education,  
00:31:37 --> 00:31:40: signage, an overall promotion. Of health and Wellness.  
00:31:40 --> 00:31:42: Within the Health safety rating,  
00:31:42 --> 00:31:46: there are 21 operations and maintenance based criteria plus  
an  
00:31:46 --> 00:31:51: additional 17 design based pre approved innovations and  
project teams  
00:31:51 --> 00:31:54: have to achieve 15 total criteria to achieve their rating,  
00:31:54 --> 00:31:58: so there's a lot of flexibility and enablement for organizations  
00:31:58 --> 00:32:01: to focus on what they can control and influence as  
00:32:01 --> 00:32:04: well as what's most important to them.

00:32:04 --> 00:32:06: Next slide, please.

00:32:06 --> 00:32:09: So our goal with the health safety rating is to

00:32:09 --> 00:32:13: give organizations what they need to reopen with confidence  
so

00:32:13 --> 00:32:16: it really looks at providing solutions for both large and

00:32:16 --> 00:32:19: small businesses, as well as all building types.

00:32:19 --> 00:32:23: It offers third party validation from GCI that the policies

00:32:23 --> 00:32:26: that have been put in place are absolutely robust and

00:32:26 --> 00:32:27: sound,

00:32:27 --> 00:32:29: and it's really designed to be scalable,

00:32:29 --> 00:32:32: accessible and cost effective. So we know that in this

00:32:32 --> 00:32:36: time this is the solutions are not about just improving

00:32:36 --> 00:32:37: one facility,

00:32:37 --> 00:32:40: but improving conditions across your enterprise or your.

00:32:40 --> 00:32:44: Leo, so we've looked at ways to streamline documentation  
and

00:32:44 --> 00:32:47: do a review at the organizational level,

00:32:47 --> 00:32:51: and we do have sample documentation available this week,

00:32:51 --> 00:32:55: which is exciting. We also have major pricing efficiencies for

00:32:55 --> 00:32:58: organizations that are going beyond one facility,

00:32:58 --> 00:33:01: and because it's operationally focused,

00:33:01 --> 00:33:06: it does not require any expensive capital expenditure Please.

00:33:06 --> 00:33:08: So this is just a quick snapshot of the journey

00:33:08 --> 00:33:12: you'll take when you pursue the well health safety rating.

00:33:12 --> 00:33:15: It's really meant to be a simple Anna fast process

00:33:15 --> 00:33:15: project.

00:33:15 --> 00:33:19: Start by enrolling one or many locations in the program.

00:33:19 --> 00:33:22: They will then select the features that they'd like to

00:33:22 --> 00:33:24: pursue and really customize their approach.

00:33:24 --> 00:33:27: Once they go through their documentation process,

00:33:27 --> 00:33:30: they will submit it for review by GBC I,

00:33:30 --> 00:33:32: which has been incredibly condensed,

00:33:32 --> 00:33:35: only 8 to 10 business days for both the preliminary

00:33:35 --> 00:33:36: and the final.

00:33:36 --> 00:33:39: Round of review each once you achieve the health safety

00:33:39 --> 00:33:40: rating,

00:33:40 --> 00:33:43: we have a lot of tools and resources to help

00:33:43 --> 00:33:46: you with promoting it and then it will be reviewed

00:33:46 --> 00:33:50: annually to help you align with the most relevant health

00:33:50 --> 00:33:54: safety issues for your organization at on an annual basis.

00:33:54 --> 00:33:56: Next slide please. So as mentioned,

00:33:56 --> 00:34:00: the pricing is very scalable if you're putting one facility

00:34:00 --> 00:34:01: through the program.

00:34:01 --> 00:34:05: The price can range between \$2700 and \$12,600 but most  
00:34:05 --> 00:34:06: fall on that \$4200.  
00:34:06 --> 00:34:10: Standard range projects that are pursuing health safety as  
part  
00:34:10 --> 00:34:13: of their certification will only pay \$2500 if they are  
00:34:13 --> 00:34:17: submitting documentation separate from their certification  
review.  
00:34:17 --> 00:34:21: It's included if it's part of your certification documentation and  
00:34:21 --> 00:34:24: then multiple projects achieve a great economy of scale,  
00:34:24 --> 00:34:27: with \$400 being at the lowest published price.  
00:34:27 --> 00:34:30: But there's even further efficiencies that can be found for  
00:34:30 --> 00:34:34: more than 415 facilities for the largest organizations,  
00:34:34 --> 00:34:36: there are a few discounts that apply,  
00:34:36 --> 00:34:39: so happy to talk through pricing in the Q&A.  
00:34:39 --> 00:34:41: People want to get into those details,  
00:34:41 --> 00:34:43: but go ahead and go to the next slide please.  
00:34:43 --> 00:34:45: So like the well building standard,  
00:34:45 --> 00:34:49: the health safety rating features are universally applicable.  
00:34:49 --> 00:34:51: An can be applied in any facility type and we  
00:34:51 --> 00:34:55: were excited to see immediate adoption across the board.  
00:34:55 --> 00:34:57: We had a baby. I really have ambition,  
00:34:57 --> 00:35:00: ambition to support health and well being for all.  
00:35:00 --> 00:35:01: So if you go to the next slide,  
00:35:01 --> 00:35:04: you'll see a list of some of our earliest adopters.  
00:35:04 --> 00:35:08: Some of the owners who registered early are Empire State  
00:35:08 --> 00:35:08: Realty Trust,  
00:35:08 --> 00:35:12: Lend Lease. And Kilroy real estate management companies  
like CBR  
00:35:13 --> 00:35:15: E Angie LL will hear from Heitmann today as a  
00:35:15 --> 00:35:19: real estate investment company on the residential side,  
00:35:19 --> 00:35:24: the related group tenants like Uber healthcare organizations  
like Adventist  
00:35:24 --> 00:35:28: Health and sports institutions like the Cleveland Cavaliers.  
00:35:28 --> 00:35:31: the Pacers Maple leaves an more so super exciting list  
00:35:31 --> 00:35:35: of early adopters and some of these clients have been  
00:35:35 --> 00:35:39: very quick to implement and document their compliance with  
the  
00:35:39 --> 00:35:40: rating. And we have some.  
00:35:40 --> 00:35:43: Early examples from around the world,  
00:35:43 --> 00:35:45: so if you go to the next slide,  
00:35:45 --> 00:35:47: our first stop is in India on August 17th.  
00:35:47 --> 00:35:50: We recognized RMZ as the first in the world to  
00:35:50 --> 00:35:52: achieve the health safety rating.

00:35:52 --> 00:35:54: They applied it in 40.

00:35:54 --> 00:35:58: One of their properties across the country by installing things

00:35:58 --> 00:36:01: like touchless elevators and touchless water,

00:36:01 --> 00:36:06: filtration devices, hand sanitizer dispensers and they even implemented rigorous

00:36:06 --> 00:36:11: cleaning protocols and increase their cleaning frequency in those facilities.

00:36:11 --> 00:36:14: On the next slide, will do a stop in the

00:36:14 --> 00:36:18: Philippines how safety rating was achieved at Monarcho Tower,

00:36:18 --> 00:36:21: which is also a well gold project.

00:36:21 --> 00:36:24: From the very beginning, this project has been focused on

00:36:24 --> 00:36:28: supporting the community and the people inside of their building.

00:36:28 --> 00:36:31: So in addition to their well certification commitments,

00:36:31 --> 00:36:34: they've also enhanced their policies to align with the health

00:36:34 --> 00:36:35: safety rating.

00:36:35 --> 00:36:37: And on the next slide,

00:36:37 --> 00:36:39: most recently in the Big Apple we achieved at the

00:36:40 --> 00:36:42: Yankee Stadium achieved health safety rating.

00:36:42 --> 00:36:45: This is hot off the press as of this morning.

00:36:45 --> 00:36:48: Very very exciting and I know that the club is

00:36:48 --> 00:36:52: excited to be able to confidently bring their athletes back

00:36:52 --> 00:36:54: and then when the League allows it,

00:36:54 --> 00:36:55: bring the fans back as well.

00:36:55 --> 00:36:59: There are a few other very iconic buildings in New

00:36:59 --> 00:37:01: York that will be soon to follow,

00:37:01 --> 00:37:04: so stay tuned. So in the next slide you'll see

00:37:04 --> 00:37:07: there's been quite wide adoption to date,

00:37:07 --> 00:37:09: over 100 organizations and over 500 facilities,

00:37:09 --> 00:37:12: reaching nearly 200 million square feet.

00:37:12 --> 00:37:15: The program has also been endorsed by the US Conference

00:37:15 --> 00:37:16: of Mayors,

00:37:16 --> 00:37:19: and really, I think it's a strong program because of

00:37:19 --> 00:37:23: the incredible contributions from our growing global community.

00:37:23 --> 00:37:25: So on the next slide you'll see that how humbled

00:37:26 --> 00:37:29: we have been to continue welcoming projects into the health

00:37:29 --> 00:37:33: safety rating alongside those that are also committing to full

00:37:33 --> 00:37:37: well certification. And the the well portfolio strategic approach.

00:37:37 --> 00:37:40: These numbers on this slide do not include health safety

00:37:40 --> 00:37:43: rating and we really have been humbled to see just

00:37:43 --> 00:37:46: how many people are looking at that more holistic approach,  
00:37:46 --> 00:37:48: even in light of COVID-19,  
00:37:48 --> 00:37:51: we've been welcoming, close to 1,000,000 square feet per  
day  
00:37:52 --> 00:37:54: into the program since the beginning of the year,  
00:37:54 --> 00:37:58: which means another 450 projects will benefit from our  
holistic  
00:37:58 --> 00:38:01: approach and also we have projects in four new countries  
00:38:02 --> 00:38:02: as well.  
00:38:02 --> 00:38:05: Just this week one registered in Nigeria.  
00:38:05 --> 00:38:08: Next slide please, as I wrap up just wanting to  
00:38:08 --> 00:38:11: say that the well health safety rating can certainly stand  
00:38:11 --> 00:38:12: alone,  
00:38:12 --> 00:38:14: but it also links with other well programs and could  
00:38:15 --> 00:38:17: be part of a longer term strategy with,  
00:38:17 --> 00:38:19: well, we're seeing it as an entry point for well  
00:38:20 --> 00:38:24: certification as well as organizations that are committing to  
portfolio.  
00:38:24 --> 00:38:27: Getting a score on the map by pursuing health safety  
00:38:27 --> 00:38:28: rating across their portfolio,  
00:38:28 --> 00:38:31: and I'll end by saying as more projects on the  
00:38:31 --> 00:38:33: next slide achieve the rating,  
00:38:33 --> 00:38:35: you can start to look for the seal.  
00:38:35 --> 00:38:37: The seals will include a QR code which is new  
00:38:37 --> 00:38:38: for us,  
00:38:38 --> 00:38:41: but the QR code gives transparency into the strategies that  
00:38:41 --> 00:38:44: are being pursued and will really help give the people  
00:38:44 --> 00:38:47: who are entering the building confidence about what's been  
put  
00:38:47 --> 00:38:49: in place to support health and safety.  
00:38:49 --> 00:38:52: So with that, I think the last slide is just  
00:38:52 --> 00:38:53: a quick contact information,  
00:38:53 --> 00:38:56: but I'm going to pass it along to Renee to  
00:38:56 --> 00:39:00: get into some of the actions her organization has been  
00:39:00 --> 00:39:00: taking.  
00:39:00 --> 00:39:03: Thank you Jessica. Real quickly for folks on the line.  
00:39:03 --> 00:39:06: I do want to interject and and remind you if  
00:39:06 --> 00:39:09: you are new to the world of healthy building certifications  
00:39:09 --> 00:39:12: and this is a lot of information to take in  
00:39:12 --> 00:39:15: at number one. This webinar is being recorded so you  
00:39:15 --> 00:39:18: can follow up and watch again or look at the  
00:39:18 --> 00:39:18: slides.  
00:39:18 --> 00:39:22: Later on. You allies Knowledge Finder platform and also

these

00:39:22 --> 00:39:24: these modules from well and fit well are a great

00:39:24 --> 00:39:28: way to to get started on thinking about healthy building

00:39:28 --> 00:39:30: ratings and and responses before jumping into a.

00:39:30 --> 00:39:33: Whole health and well being building certification.

00:39:33 --> 00:39:36: So with that I I would love to pass it

00:39:36 --> 00:39:39: on to bring a lovely and with grading Eveland investment

00:39:39 --> 00:39:43: management talking through the the broader strategy that

her firm

00:39:43 --> 00:39:46: has had on health and well being for their portfolio.

00:39:46 --> 00:39:47: In response to Covid and beyond,

00:39:47 --> 00:39:51: in particular with the fit well viable response module.

00:39:54 --> 00:39:57: Great good morning. Good afternoon and thank you Marta

and

00:39:57 --> 00:40:00: all the stuff that you apply for inviting me to

00:40:00 --> 00:40:02: participate in this discussion.

00:40:02 --> 00:40:06: I plan to highlight our approach to healthy building design

00:40:06 --> 00:40:06: and operations.

00:40:06 --> 00:40:09: Give an overview of our experience with Covid.

00:40:09 --> 00:40:12: To date an offer some preliminary thoughts on the fit

00:40:12 --> 00:40:14: well viral response module.

00:40:14 --> 00:40:16: First a few words about our firm grading.

00:40:16 --> 00:40:20: England is a commercial real estate firm based in Portland

00:40:20 --> 00:40:22: with offices in Boston and San Francisco.

00:40:22 --> 00:40:25: We've been in business since 1996 and over the past

00:40:25 --> 00:40:26: decade,

00:40:26 --> 00:40:30: we've capitalized. Or value add green funds and today have

00:40:30 --> 00:40:33: over 1 billion of assets under management.

00:40:33 --> 00:40:37: Our portfolio consists primarily of multifamily properties,

00:40:37 --> 00:40:41: a combination of new construction and acquired assets.

00:40:41 --> 00:40:45: Anarchy markets are Chicago, Boston in the Bay Area.

00:40:45 --> 00:40:49: Green building has been a foundational component of our

business

00:40:49 --> 00:40:52: since the firm's inception in 1986.

00:40:52 --> 00:40:54: We have a 1996 pardon me.

00:40:54 --> 00:40:57: We have a strong commitment to environmental,

00:40:57 --> 00:41:01: responsive design. And we're early adopters of LEED

certification.

00:41:01 --> 00:41:05: We have nearly 80 certifications completed or in process and

00:41:05 --> 00:41:09: last year with the certification of three multifamily properties.

00:41:09 --> 00:41:12: We also signed on as that well Champions and earned

00:41:12 --> 00:41:14: that certifications their next slide.

00:41:17 --> 00:41:19: We are oh pardon me,

00:41:19 --> 00:41:21: I'm having a glitch with my.  
00:41:24 --> 00:41:26: I am not seeing a part of me.  
00:41:31 --> 00:41:33: Oh, just a little while.  
00:41:33 --> 00:41:35: I'm not there. We go there,  
00:41:35 --> 00:41:36: we go now it's coming back.  
00:41:36 --> 00:41:39: Yeah, it just froze on me for a moment.  
00:41:39 --> 00:41:42: My apologies there. So post shelter in place.  
00:41:42 --> 00:41:45: You know what I'd like to just talk about?  
00:41:45 --> 00:41:49: Here is the disruptions in the commercial real estate market  
00:41:49 --> 00:41:53: that we've seen due to covid have been profound and  
00:41:53 --> 00:41:56: are still unfolding over the past five months.  
00:41:56 --> 00:42:00: It appears that greater awareness of the connection between  
human  
00:42:00 --> 00:42:01: health.  
00:42:01 --> 00:42:05: And the physical environment is emerging with sheltering in  
place  
00:42:05 --> 00:42:06: and working from home.  
00:42:06 --> 00:42:09: That's given a lot of us a new appreciation for  
00:42:09 --> 00:42:10: just how deeply our medical,  
00:42:10 --> 00:42:14: mental and physical health is affected by the quality of  
00:42:14 --> 00:42:15: our indoor environment.  
00:42:15 --> 00:42:18: And that's, you know, we believe that tenant demand for  
00:42:18 --> 00:42:21: buildings that offer a higher standard of care.  
00:42:21 --> 00:42:23: In terms of illness prevention,  
00:42:23 --> 00:42:27: but also design policies in programming to enhance overall  
health  
00:42:27 --> 00:42:30: and well being will continue to grow and that those  
00:42:30 --> 00:42:33: properties will have a distinct advantage in the market next  
00:42:33 --> 00:42:34: slide.  
00:42:36 --> 00:42:39: Since our early days we have always prioritized the quality  
00:42:40 --> 00:42:43: of the living environment that we create for occupants in  
00:42:43 --> 00:42:45: our multifamily properties.  
00:42:45 --> 00:42:48: We strive to both design and operate our buildings to  
00:42:48 --> 00:42:50: support sustainable and healthy lifestyles.  
00:42:50 --> 00:42:55: We combine design strategies with a robust tenant  
engagement platform  
00:42:55 --> 00:42:56: and extensive programming.  
00:42:56 --> 00:43:00: We've used gamification, social activities with sustainability  
themes,  
00:43:00 --> 00:43:05: expanded recycling programs, group volunteer activities and  
community partnerships.  
00:43:05 --> 00:43:09: All of that with the goal of promoting not only  
00:43:09 --> 00:43:11: community connectivity,



00:43:11 --> 00:43:14: but a sustainable lifestyle. And in recent years,  
00:43:14 --> 00:43:18: we've seen a powerful new design framework start to be  
00:43:18 --> 00:43:21: articulated around health and Wellness.  
00:43:21 --> 00:43:27: Biophilic design, which is the innate human tendency to  
commune  
00:43:27 --> 00:43:31: with nature and strategies that include.  
00:43:31 --> 00:43:35: Hard knees biophilic design talks about the innate human  
tendency  
00:43:35 --> 00:43:37: to want to commune with nature,  
00:43:37 --> 00:43:41: and we have incorporated a number of strategies that are  
00:43:41 --> 00:43:44: also highlighted in the fit well and well standards such  
00:43:44 --> 00:43:46: as access to daylight and views,  
00:43:46 --> 00:43:50: greenery being present in the space using natural materials,  
00:43:50 --> 00:43:53: colors, patterns and shapes in interior,  
00:43:53 --> 00:43:56: finishings and furnishings and variations,  
00:43:56 --> 00:43:59: and how light and air experienced by occupants.  
00:43:59 --> 00:44:02: Those are all tangible strategies that we use when we're  
00:44:03 --> 00:44:04: looking at designing,  
00:44:04 --> 00:44:07: renovating our properties.  
00:44:07 --> 00:44:11: So while many biofield design strategies were incorporated  
into our  
00:44:11 --> 00:44:13: standard design approach,  
00:44:13 --> 00:44:17: we now have scientific studies to show how Biophilia really  
00:44:17 --> 00:44:21: evokes a variety of positive physical responses.  
00:44:21 --> 00:44:25: Physiological responses in people that lead to improved  
health and  
00:44:25 --> 00:44:28: Wellness outcomes through stress reduction,  
00:44:28 --> 00:44:33: improved comfort, higher productivity, and fewer physical  
ailments.  
00:44:33 --> 00:44:36: And having all of these studies at our disposal to  
00:44:37 --> 00:44:37: reinforce.  
00:44:37 --> 00:44:41: The rationale behind putting these design strategies in place  
and  
00:44:41 --> 00:44:45: the benefits that they provide to occupants has been very  
00:44:45 --> 00:44:48: powerful with the whole biophilic design framework.  
00:44:48 --> 00:44:50: So with all of this in mind,  
00:44:50 --> 00:44:53: we put health and Wellness really front and center in  
00:44:53 --> 00:44:57: our leasing efforts and in our discussions with our  
stakeholders,  
00:44:57 --> 00:45:02: and we're leveraging this information to really show potential  
residents  
00:45:02 --> 00:45:02: how,  
00:45:02 --> 00:45:04: on a very personal level,  
00:45:04 --> 00:45:07: how the building supports their well being.

00:45:07 --> 00:45:10: So I'd like to go just through some quick examples  
00:45:10 --> 00:45:14: of properties in lease up which feature biophilic design  
strategies  
00:45:14 --> 00:45:17: in which are also fit well certified.  
00:45:17 --> 00:45:20: So next slide, please Bauer is a two story apartment  
00:45:20 --> 00:45:22: building at Fenway Park in Boston,  
00:45:22 --> 00:45:25: and it's designed to be a nature retreat in the  
00:45:25 --> 00:45:26: middle of the city.  
00:45:26 --> 00:45:29: Here you see the Indoor Garden Sanctuary in the rooftop  
00:45:29 --> 00:45:30: amenity space,  
00:45:30 --> 00:45:33: and it features a lot of natural light just all  
00:45:33 --> 00:45:36: throughout the building and all the spaces.  
00:45:36 --> 00:45:40: Next slide. Here you can see some materials inspired by  
00:45:40 --> 00:45:42: nature and one of the amenities,  
00:45:42 --> 00:45:46: spaces and some of the floral bland elements of floral  
00:45:46 --> 00:45:50: brand elements that are highlighted in the acoustical panels.  
00:45:50 --> 00:45:54: I think that's a really beautiful touch next slide.  
00:45:54 --> 00:45:55: And in the amenity kitchen,  
00:45:55 --> 00:45:58: the greenery in the center of the room really makes  
00:45:58 --> 00:46:02: a strong statement and reinforces the biophilic theme.  
00:46:02 --> 00:46:04: Next slide.  
00:46:04 --> 00:46:08: This property is though an apartment building that opened  
last  
00:46:08 --> 00:46:09: year in Oakland,  
00:46:09 --> 00:46:12: which really has a unique way of blending the indoor  
00:46:12 --> 00:46:15: and outdoor spaces which speaks to again to that biophilic  
00:46:15 --> 00:46:16: approach.  
00:46:16 --> 00:46:20: There's an assortment of artwork that we've commissioned  
from local  
00:46:20 --> 00:46:21: artists,  
00:46:21 --> 00:46:24: and here you see artwork in the walkway around the  
00:46:24 --> 00:46:26: amenity tech next slide.  
00:46:26 --> 00:46:28: And this is the building lobby,  
00:46:28 --> 00:46:33: featuring natural materials. Again some beautiful art and  
abundant natural  
00:46:33 --> 00:46:33: light.  
00:46:33 --> 00:46:37: Next slide. My favorite part of the building is the  
00:46:37 --> 00:46:40: public Plaza outside the lobby that you see here,  
00:46:40 --> 00:46:45: which has a really impressive art piece made entirely of  
00:46:45 --> 00:46:46: gypsum.  
00:46:46 --> 00:46:48: Next slide.  
00:46:48 --> 00:46:49: This building is 5 MOK.  
00:46:49 --> 00:46:53: It's a recently completed mixed use building in Portland,

00:46:53 --> 00:46:56: located right along the Willamette River.

00:46:56 --> 00:46:59: And here you see a shot of the cascading exterior

00:46:59 --> 00:47:00: terraces,

00:47:00 --> 00:47:03: which are on both the North and South facades of

00:47:03 --> 00:47:04: the building,

00:47:04 --> 00:47:09: which are just wonderful representations of incorporating nature into the

00:47:09 --> 00:47:11: built environment.

00:47:11 --> 00:47:14: Next slide. Stepping inside the building,

00:47:14 --> 00:47:17: we have a shared lobby between the office tenants and

00:47:17 --> 00:47:18: the residents,

00:47:18 --> 00:47:22: which features a number of nature inspired elements that you

00:47:22 --> 00:47:24: can see here next slide.

00:47:24 --> 00:47:28: And one of the residential amenity spaces uses a variety

00:47:28 --> 00:47:32: of materials and shapes to create some unique texture with

00:47:33 --> 00:47:35: abundant natural light and views.

00:47:35 --> 00:47:37: Next slide.

00:47:37 --> 00:47:40: So those are some examples of how we have taken,

00:47:40 --> 00:47:45: you know, design strategies and translated them into health and

00:47:45 --> 00:47:48: Wellness benefits for people today.

00:47:48 --> 00:47:52: The conversation around health and Wellness cannot really be had

00:47:52 --> 00:47:56: without really talking front and center about covid.

00:47:56 --> 00:48:00: So to address a little bit about our approach on

00:48:00 --> 00:48:00: that front,

00:48:00 --> 00:48:04: I think it's fair to say that we have had

00:48:04 --> 00:48:08: four top priorities since the pandemic began.

00:48:08 --> 00:48:11: One we're looking to protect the health and safety of

00:48:11 --> 00:48:12: our residents in our staff.

00:48:12 --> 00:48:16: It's really important to us that staff and residents are

00:48:16 --> 00:48:18: confident in the decisions that we're making.

00:48:18 --> 00:48:21: This is a very personal thing for people.

00:48:21 --> 00:48:23: Again, most of our properties are multi family,

00:48:23 --> 00:48:26: so we're dealing with people's homes.

00:48:26 --> 00:48:28: You know where they live and spend their time.

00:48:28 --> 00:48:31: We also want to stay informed and nimble.

00:48:31 --> 00:48:33: You know, as new information becomes available,

00:48:33 --> 00:48:38: we have to react, communicate an operationalized changes very quickly.

00:48:38 --> 00:48:42: This requires a lot of monitoring of local ordinances and

00:48:42 --> 00:48:47: tracking of best practices within the commercial industrial estate industry

00:48:47 --> 00:48:48: as a whole.

00:48:48 --> 00:48:51: Protecting asset value is obviously really critical,

00:48:51 --> 00:48:54: so property valuation you know is a real concern.

00:48:54 --> 00:48:57: Giving the level of uncertainty around how long and how

00:48:57 --> 00:48:59: deep this is going to go.

00:48:59 --> 00:49:03: We've been holding weekly cloud cashflow meetings and re forecasting

00:49:03 --> 00:49:06: expenses to sort of just realign things where we're seeing,

00:49:06 --> 00:49:11: you know, cost shift. And finally reinforcing community that you

00:49:11 --> 00:49:14: know that this is a very shared experience on a

00:49:14 --> 00:49:15: whole new level,

00:49:15 --> 00:49:18: and you know our goal is to keep our residents

00:49:18 --> 00:49:22: connected with each other and with the broader community,

00:49:22 --> 00:49:25: while also maintaining physical distancing.

00:49:25 --> 00:49:29: So to that, and we launched early on as one

00:49:29 --> 00:49:31: of our first really big.

00:49:31 --> 00:49:35: Change is our resident love campaign.

00:49:35 --> 00:49:37: So if you go to the next slide,

00:49:37 --> 00:49:40: please really what this centers on is just ramping up

00:49:40 --> 00:49:43: our resident communications to a whole new level.

00:49:43 --> 00:49:47: We started sending weekly communications with the goal of keeping

00:49:47 --> 00:49:51: residents informed on all the operational protocols that were changing

00:49:51 --> 00:49:54: and to reassure them that we really supported them during

00:49:54 --> 00:49:58: this difficult time, especially early on when so much was

00:49:58 --> 00:49:58: unknown.

00:49:58 --> 00:50:02: We believe that reinforcing the messages that residents were hearing

00:50:02 --> 00:50:06: from health authorities and other sources helped to create better

00:50:06 --> 00:50:07: trust.

00:50:07 --> 00:50:11: With us so this campaign included and still includes a

00:50:11 --> 00:50:16: variety of lifecycle recommendations for mind and body Wellness through

00:50:16 --> 00:50:18: on-site fitness classes,

00:50:18 --> 00:50:23: meditation and relaxation sessions, and we partnered with several of

00:50:23 --> 00:50:28: our existing lifestyle and fitness partners to offer expanded virtual

00:50:28 --> 00:50:29: programming.

00:50:29 --> 00:50:34: We also provided resources for takeout dining to support local

00:50:34 --> 00:50:37: businesses and our retail tenants and.  
00:50:37 --> 00:50:42: We have virtual social events that are held regularly.  
00:50:42 --> 00:50:46: We have a modern message platform which allows residents to  
00:50:46 --> 00:50:48: interact with one another and earn rewards.  
00:50:48 --> 00:50:51: We've also recently held a few in person events.  
00:50:51 --> 00:50:54: Those are following social distance guidelines.  
00:50:54 --> 00:50:57: We've had a food truck at one property in an  
00:50:57 --> 00:50:58: ice cream truck at another,  
00:50:58 --> 00:51:02: and these events were really well received by our residents  
00:51:02 --> 00:51:05: that were starting to shift into a little bit of  
00:51:05 --> 00:51:07: that with some grab and go offerings as well,  
00:51:07 --> 00:51:12: but really wanting to maintain those the physical distancing requirements.  
00:51:12 --> 00:51:15: Next slide. From a system standpoint,  
00:51:15 --> 00:51:19: array of operational changes have taken place at our properties  
00:51:19 --> 00:51:23: and I'm sure you've heard a lot about these types  
00:51:23 --> 00:51:26: of things and many of you are implementing them as  
00:51:26 --> 00:51:31: well. Ventilation, filtration, encouraging the use of operable windows.  
00:51:31 --> 00:51:35: We really are trying to promote higher indoor air quality  
00:51:35 --> 00:51:40: through more fresh air and eliminating or reducing recirculated air.  
00:51:40 --> 00:51:42: With respect to building operations,  
00:51:42 --> 00:51:44: you know it's been a really constant.  
00:51:44 --> 00:51:48: It's been a constant evolution through the past five months.  
00:51:48 --> 00:51:51: We certainly now have a lot more information than we  
00:51:51 --> 00:51:53: did when all of this first started,  
00:51:53 --> 00:51:56: and I think the advent of the the two platforms  
00:51:56 --> 00:52:00: that we're talking about today demonstrates how much we've learned,  
00:52:00 --> 00:52:03: so I won't go into a lot of detail about  
00:52:03 --> 00:52:03: this,  
00:52:03 --> 00:52:06: but we have enhanced our cleaning protocols.  
00:52:06 --> 00:52:09: We have installed a lot of signage and we're just  
00:52:09 --> 00:52:10: taking other steps.  
00:52:10 --> 00:52:13: With respect to high high touch points,  
00:52:13 --> 00:52:18: limiting capacity in the elevators and in certain spaces we've  
00:52:18 --> 00:52:22: rearranged furniture in the building to promote physical distancing,  
00:52:22 --> 00:52:25: and we are asking face mask to be worn in  
00:52:25 --> 00:52:27: all of our amenity areas.  
00:52:27 --> 00:52:31: We have a covid reopening committee that created a

checklist

00:52:31 --> 00:52:35: of all the impacts to property operations from Covid,  
00:52:35 --> 00:52:40: and that's been how we've been rolling out policy's across  
00:52:40 --> 00:52:41: our portfolio.  
00:52:41 --> 00:52:44: To date. Each of our leasing websites also has a  
00:52:44 --> 00:52:48: covid policy update so that everyone can be very clear  
00:52:48 --> 00:52:52: about the precautions that we're taking in those buildings and  
00:52:52 --> 00:52:55: the big news is that at most properties amenity spaces  
00:52:55 --> 00:52:58: which were closed for months now have started to reopen.  
00:52:58 --> 00:53:01: Many residents were eager to use the pools,  
00:53:01 --> 00:53:04: for example, and the outdoor spaces have been in very  
00:53:04 --> 00:53:05: high demand.  
00:53:05 --> 00:53:07: As I said, we're limiting capacity,  
00:53:07 --> 00:53:09: but we are also, you know,  
00:53:09 --> 00:53:13: wanting to sort of align ourselves with local ordinance  
requirements  
00:53:13 --> 00:53:14: and start to sort of.  
00:53:14 --> 00:53:18: Evolve from shelter in place to you know normal more  
00:53:18 --> 00:53:20: normal operations.  
00:53:20 --> 00:53:23: You know with this comes certain challenges.  
00:53:23 --> 00:53:28: Our approach has been to use positive and proactive  
engagement  
00:53:28 --> 00:53:32: strategies and just make sure that masks and sanitizer are  
00:53:32 --> 00:53:33: readily available.  
00:53:33 --> 00:53:37: Next slide. Going forward, we see the priority to be  
00:53:37 --> 00:53:42: to continue managing expenses and occupancy to insure  
asset performance  
00:53:42 --> 00:53:45: while we work with our residents to balance their lifestyle  
00:53:45 --> 00:53:49: expectations with the new realities that Covid has created as  
00:53:49 --> 00:53:50: users of fit well,  
00:53:50 --> 00:53:53: we see a lot of value in the fit well  
00:53:53 --> 00:53:57: viral safety module as a specific compliment to the overall  
00:53:57 --> 00:53:57: standard.  
00:53:57 --> 00:54:01: We're currently performing a gap analysis to understand how  
our  
00:54:01 --> 00:54:02: current practices,  
00:54:02 --> 00:54:05: which we've spent a lot of time developing.  
00:54:05 --> 00:54:09: As I mentioned with. And were informed through industry  
best  
00:54:09 --> 00:54:10: practices.  
00:54:10 --> 00:54:13: We're looking at how those aligned with the current football  
00:54:13 --> 00:54:16: requirements and our hope is that we will be able  
00:54:17 --> 00:54:20: to pursue the module and roll that out across our

00:54:20 --> 00:54:23: portfolio. We believe the module is very robust and it  
00:54:23 --> 00:54:26: provides you know what we like about it.  
00:54:26 --> 00:54:29: Is it provides valuable comprehensive guidance.  
00:54:29 --> 00:54:32: It's based on a body of research that's been informed  
00:54:32 --> 00:54:34: by a longstanding focus on public health,  
00:54:34 --> 00:54:37: and having it all consolidated in one place.  
00:54:37 --> 00:54:40: You know whether it's fit well or the well module  
00:54:40 --> 00:54:43: it allows for really easy adoption by users,  
00:54:43 --> 00:54:45: so it eliminates the need to have us all go  
00:54:45 --> 00:54:47: out and do all of our own research.  
00:54:47 --> 00:54:51: All the best practices are consolidated in one place.  
00:54:51 --> 00:54:55: So we we also appreciate the third party certification that  
00:54:55 --> 00:54:59: comes with it that gives market reassurance that our health  
00:54:59 --> 00:55:04: and Wellness approaches address the pandemic conditions  
specifically,  
00:55:04 --> 00:55:08: and that they've been validated through peer review and our  
00:55:08 --> 00:55:09: comprehensive.  
00:55:09 --> 00:55:12: So it's definitely an important we see it as an  
00:55:12 --> 00:55:15: important adjunct to the Fitwell platform,  
00:55:15 --> 00:55:20: the health and the health and Wellness platform itself.  
00:55:20 --> 00:55:23: And finally, what we see happening going forward for us  
00:55:23 --> 00:55:26: internally is a stronger focus on resiliency planning,  
00:55:26 --> 00:55:29: especially in operations. We've done some great work on  
this,  
00:55:29 --> 00:55:33: particularly in the context of our five MLK project and  
00:55:33 --> 00:55:35: want to work more on that front going forward.  
00:55:35 --> 00:55:38: So with that, I'll conclude my presentation and turn it  
00:55:39 --> 00:55:39: back to you,  
00:55:39 --> 00:55:41: Marta, or directly over to Laura.  
00:55:41 --> 00:55:43: Thank you. Thank you, Renee.  
00:55:43 --> 00:55:46: Those great, excellent to see how how great England is  
00:55:46 --> 00:55:48: thinking about health and Wellness.  
00:55:48 --> 00:55:52: Writ large and then specifically during the times of COVID-  
19.  
00:55:52 --> 00:55:55: Let's let's pass on to Laura Craft to talk about  
00:55:55 --> 00:55:56: Heitmann strategy,  
00:55:56 --> 00:55:58: and in the well health safety pilot in particular.  
00:56:02 --> 00:56:04: Butler, it looks like you're still on mute.  
00:56:06 --> 00:56:08: I got my video on but not my not my  
00:56:08 --> 00:56:10: microphone so thanks everyone.  
00:56:10 --> 00:56:14: Happy to join and thanks Marta fascinate passing it to  
00:56:14 --> 00:56:14: me.  
00:56:14 --> 00:56:17: We could head to the next slide.

00:56:17 --> 00:56:20: I've only have a few slides here just to talk  
00:56:20 --> 00:56:23: about Heitmann a little bit about us and go through  
00:56:23 --> 00:56:27: the story of Covid from an investment manager standpoint  
and  
00:56:27 --> 00:56:31: what we've done to help ensure health and safety at  
00:56:31 --> 00:56:32: our properties.  
00:56:32 --> 00:56:35: So Heitman were in a real estate investment manager.  
00:56:35 --> 00:56:37: We have roughly 45 billion.  
00:56:37 --> 00:56:42: Under management around the globe and direct strategy so  
direct  
00:56:42 --> 00:56:45: investments debt an listed securities.  
00:56:45 --> 00:56:49: Our mission statement at Heitman is investing today with the  
00:56:49 --> 00:56:53: focus on tomorrow and we do believe that incorporating ESG  
00:56:53 --> 00:56:56: can help advances for for the future.  
00:56:56 --> 00:56:59: So we do have a process that makes it back  
00:56:59 --> 00:57:00: in.  
00:57:00 --> 00:57:03: Let's go to the next slide.  
00:57:03 --> 00:57:05: So a little bit about ESG.  
00:57:05 --> 00:57:06: I always like to define it.  
00:57:06 --> 00:57:09: So is she? Stands for environmental,  
00:57:09 --> 00:57:13: social and governance and from a human perspective it  
means  
00:57:13 --> 00:57:15: at an enterprise level.  
00:57:15 --> 00:57:18: So at height meant that our company itself and then  
00:57:18 --> 00:57:20: from an investment perspective.  
00:57:20 --> 00:57:23: So today we're going to talk about what are we  
00:57:24 --> 00:57:28: doing within the investment space an from a social  
component  
00:57:28 --> 00:57:31: because covid hits on the social aspect of ES&G,  
00:57:31 --> 00:57:34: it hits on the how are we enhancing the.  
00:57:34 --> 00:57:37: The Health and safety of our investments.  
00:57:37 --> 00:57:40: So let's move to the next slide.  
00:57:40 --> 00:57:41: How are we doing this?  
00:57:41 --> 00:57:45: So what happened if we back up to March Covid  
00:57:45 --> 00:57:50: started to spread throughout the world and buildings shut  
down?  
00:57:50 --> 00:57:55: Everyone was stand place at home and that that impacted  
00:57:55 --> 00:57:55: us.  
00:57:55 --> 00:57:58: Let's move to the next slide.  
00:57:58 --> 00:58:02: CDC issued recommendations that if you do go out in  
00:58:02 --> 00:58:06: the public to wear a cloth covering your face or  
00:58:06 --> 00:58:09: face mask and to stay away from people and wash  
00:58:09 --> 00:58:13: your hands, let's move to the next slide.



00:58:13 --> 00:58:15: So as we think about it,  
00:58:15 --> 00:58:18: we learned more and more about the coronavirus and we  
00:58:18 --> 00:58:23: realized that it effectively spreads through Eros also through  
the  
00:58:23 --> 00:58:23: air.  
00:58:23 --> 00:58:25: The risk of infection is Ford.  
00:58:25 --> 00:58:28: In 19 times higher inside versus outside,  
00:58:28 --> 00:58:32: and that's that's according to a few studies from China  
00:58:32 --> 00:58:33: and Japan.  
00:58:33 --> 00:58:36: So as we're getting into this phase of reopening,  
00:58:36 --> 00:58:40: will our indoor environments be safe for our tenants and  
00:58:40 --> 00:58:41: for occupants?  
00:58:41 --> 00:58:43: And this was something that.  
00:58:43 --> 00:58:47: Heitmann, we have been thinking about how do we ensure  
00:58:47 --> 00:58:48: this?  
00:58:48 --> 00:58:52: We're all learning going through this through covid through  
2020.  
00:58:52 --> 00:58:55: No one's been through this before,  
00:58:55 --> 00:58:58: So what do we need to do and that that  
00:58:58 --> 00:58:59: is the question at hand.  
00:58:59 --> 00:59:02: Go to the next slide.  
00:59:02 --> 00:59:06: So a number of our property managers have taken it  
00:59:06 --> 00:59:07: upon themselves.  
00:59:07 --> 00:59:10: To, you know, look at the processes we have in  
00:59:10 --> 00:59:15: place and to put in place higher procedures that sanitizer  
00:59:15 --> 00:59:17: properties that do the airflow.  
00:59:17 --> 00:59:21: But what is enough and one of our consultants came  
00:59:21 --> 00:59:24: to us and said hey there is this new rating  
00:59:24 --> 00:59:25: system.  
00:59:25 --> 00:59:28: It's the well health safety rating system done.  
00:59:28 --> 00:59:32: Some initial investigation it looks like it could be a  
00:59:32 --> 00:59:34: great standard to follow.  
00:59:34 --> 00:59:36: What do you think about it?  
00:59:36 --> 00:59:38: And so when we saw it we thought,  
00:59:38 --> 00:59:41: wow, this is a great way to systematize it across  
00:59:41 --> 00:59:42: our portfolio.  
00:59:42 --> 00:59:45: But, you know, doesn't make sense yet to implement.  
00:59:45 --> 00:59:48: And so we wanted to at first just test pilot  
00:59:48 --> 00:59:49: one property.  
00:59:49 --> 00:59:50: So you may be asking,  
00:59:50 --> 00:59:53: and I appreciate that Jessica got to go before me  
00:59:53 --> 00:59:56: 'cause she got to tell you all about the well  
00:59:56 --> 00:59:59: health safety rating and in great detail.

00:59:59 --> 01:00:03: So I will go to the let's go to the  
01:00:03 --> 01:00:04: next slide.  
01:00:04 --> 01:00:07: And what this does is this is the checklist I  
01:00:07 --> 01:00:08: said you know.  
01:00:08 --> 01:00:09: Well if we go through this,  
01:00:09 --> 01:00:13: are we actually going to feel like our property is  
01:00:13 --> 01:00:16: safer for the occupants reentry so you can see that  
01:00:16 --> 01:00:20: there's a number of things on this checklist of cleaning  
01:00:20 --> 01:00:23: and sanitation. You know what procedures do we have at  
01:00:23 --> 01:00:24: the property?  
01:00:24 --> 01:00:27: But what really got me excited is this air and  
01:00:27 --> 01:00:31: water quality management that we would be assessing or  
ventilation  
01:00:31 --> 01:00:32: seeing,  
01:00:32 --> 01:00:35: you know how we're built work filtrating the air.  
01:00:35 --> 01:00:38: And put in place at least some sort of standard  
01:00:39 --> 01:00:42: across our properties to ensure that we feel a little  
01:00:42 --> 01:00:44: bit more confident that are,  
01:00:44 --> 01:00:46: that are properties are safer,  
01:00:46 --> 01:00:49: appan reentry. So let's go to my last and final  
01:00:50 --> 01:00:50: side.  
01:00:50 --> 01:00:53: I've been pretty quick. So what did we do?  
01:00:53 --> 01:00:56: We enrolled all of our office assets in Rus Core  
01:00:56 --> 01:00:56: Fund,  
01:00:56 --> 01:00:58: and again, why did we do so?  
01:00:58 --> 01:01:03: Because we wanted an external health safety standard to  
follow  
01:01:03 --> 01:01:03: that again,  
01:01:03 --> 01:01:07: we have amazing property management teams in place.  
01:01:07 --> 01:01:10: And they're doing a tremendous amount of work and effort  
01:01:10 --> 01:01:13: to make sure that the properties are safe and healthy.  
01:01:13 --> 01:01:15: But again, what is the right amount?  
01:01:15 --> 01:01:18: And it just. It reassures us when there's an external  
01:01:18 --> 01:01:21: standard that you know that that it's easier to follow,  
01:01:21 --> 01:01:24: and that that that we're not the ones deciding.  
01:01:24 --> 01:01:27: You know what is enough or not enough that we're  
01:01:27 --> 01:01:29: able to follow this external standard.  
01:01:29 --> 01:01:32: The other reason which I mentioned just a second ago,  
01:01:32 --> 01:01:35: is we're actually excited too.  
01:01:35 --> 01:01:38: Assessor ventilation and filtration systems.  
01:01:38 --> 01:01:42: You know through this process we have an engineer on  
01:01:42 --> 01:01:45: board and they're going to be looking at how are

01:01:45 --> 01:01:48: Mechanical Engineers are running the systems,  
01:01:48 --> 01:01:53: what filters we have in place and also provide us  
01:01:53 --> 01:01:56: a list of opportunities for improvement.  
01:01:56 --> 01:01:59: If there should be any that we can just again  
01:02:00 --> 01:02:03: ensure that the area within our buildings is as safe  
01:02:03 --> 01:02:04: as possible.  
01:02:04 --> 01:02:08: Again, we understand that the well health safety rating is  
01:02:08 --> 01:02:13: not a safeguard against having covid but enhances our  
processes  
01:02:13 --> 01:02:16: and hopefully limits the chances of spread.  
01:02:16 --> 01:02:19: So again, it's not an end all be all,  
01:02:19 --> 01:02:20: but we feel like we're.  
01:02:20 --> 01:02:24: We feel a little bit more confident with having this  
01:02:24 --> 01:02:26: procedure in place.  
01:02:26 --> 01:02:31: There are other better buildings have been assessed through  
the  
01:02:31 --> 01:02:35: air and the water quality that we have in our.  
01:02:35 --> 01:02:39: Our assets and that we have created procedure tree,  
01:02:39 --> 01:02:44: so that's just a quick quick snapshot of.  
01:02:44 --> 01:02:47: How hateman has reacted to covid and some of our  
01:02:47 --> 01:02:48: decision making?  
01:02:48 --> 01:02:52: So with that I will pass it back to Marta.  
01:02:52 --> 01:02:55: Alright, thank you Laura. I think that was a very  
01:02:55 --> 01:02:56: good,  
01:02:56 --> 01:02:59: quick, quick overview in terms of the thought process,  
01:02:59 --> 01:03:03: decision making strategy there with Heitman and your core  
office  
01:03:03 --> 01:03:04: fund.  
01:03:04 --> 01:03:07: That's fantastic. My takeaway from this so far has been  
01:03:07 --> 01:03:11: that there's there's absolutely real value in these third party  
01:03:11 --> 01:03:15: certifications that's giving market assurance that an owner or  
a  
01:03:15 --> 01:03:19: tenant who is concerned about building reentry can can feel  
01:03:19 --> 01:03:22: better about right having these outside.  
01:03:22 --> 01:03:27: Modules to serve as guidance and some sort of bellwether  
01:03:27 --> 01:03:30: is quite useful in these times.  
01:03:32 --> 01:03:35: We have had a number of questions in our Q&A,  
01:03:35 --> 01:03:38: so thank you to folks who have started entering them.  
01:03:38 --> 01:03:40: If you if you see open versus answered,  
01:03:40 --> 01:03:43: you can see that some of them have been answered  
01:03:43 --> 01:03:45: in real time by our speakers and also thank you  
01:03:45 --> 01:03:46: for that.  
01:03:46 --> 01:03:48: A couple are still open and some of my favorite

01:03:49 --> 01:03:52: questions revolved around tenants because as with many buildings in

01:03:52 --> 01:03:54: the commercial real estate sector,

01:03:54 --> 01:03:59: that tenant landlord. Dynamic or resident landlord.

01:03:59 --> 01:04:04: In the case of multifamily can be quite challenging when

01:04:04 --> 01:04:05: it comes to the.

01:04:05 --> 01:04:08: The value and the drivers behind action.

01:04:08 --> 01:04:10: So one of the questions was in regards to how

01:04:10 --> 01:04:13: can a tenant encourage their owner to go after one

01:04:13 --> 01:04:14: of these certifications?

01:04:14 --> 01:04:17: And a similar question was can a tenant do it

01:04:17 --> 01:04:18: on their own?

01:04:18 --> 01:04:20: And so if anyone would like to chime in on

01:04:20 --> 01:04:21: those pieces,

01:04:21 --> 01:04:23: I think that would be a great start to the

01:04:23 --> 01:04:23: Q&A.

01:04:26 --> 01:04:27: I'm happy to jump in,

01:04:27 --> 01:04:31: so one of our prototype users unnamed but are a

01:04:31 --> 01:04:32: large tenant.

01:04:32 --> 01:04:36: They are tenant in properties across the US which includes

01:04:36 --> 01:04:41: single occupancy tenant whether they only tenant and then also

01:04:41 --> 01:04:42: where they are.

01:04:42 --> 01:04:44: Part of a multi tenant building.

01:04:44 --> 01:04:48: So yes, you can absolutely use the module as a

01:04:48 --> 01:04:50: tenant on just your space,

01:04:50 --> 01:04:54: but you will have to work with the building owner

01:04:54 --> 01:04:58: because as has already been talked about a number of

01:04:58 --> 01:04:58: times.

01:04:58 --> 01:05:01: Really looking at how to maintain optimum air quality is

01:05:01 --> 01:05:04: an essential piece of the puzzle as well as cleaning

01:05:04 --> 01:05:05: protocols.

01:05:05 --> 01:05:07: So really depending on where that responsibility lies,

01:05:07 --> 01:05:10: that's you know you're going to have to engage with

01:05:10 --> 01:05:12: whomever is responsible for those systems.

01:05:12 --> 01:05:15: So if you was the general responsible for those systems,

01:05:15 --> 01:05:18: obviously that makes it perhaps a little more efficient.

01:05:18 --> 01:05:21: But if you are within a building where you don't

01:05:21 --> 01:05:22: control those systems,

01:05:22 --> 01:05:24: then you are going to need to work with your

01:05:24 --> 01:05:25: building owners,

01:05:25 --> 01:05:28: but but we're seeing great cooperation between owners and tenants.

01:05:28 --> 01:05:32: We have a tenant. A collaboration tool which really helps  
01:05:32 --> 01:05:35: to actually facilitate that communication.  
01:05:35 --> 01:05:38: That's great, Jessica anything you'd like to add.  
01:05:38 --> 01:05:41: Yeah, I mean similar in that both tenants and owners  
01:05:41 --> 01:05:45: can pursue the health safety rating and we actually offer  
01:05:45 --> 01:05:46: guidance to.  
01:05:46 --> 01:05:49: I would say in general the well building standard is  
01:05:49 --> 01:05:53: written for scope that touches on the interior spaces within  
01:05:53 --> 01:05:53: a building,  
01:05:53 --> 01:05:56: but we do have for all of our features where  
01:05:56 --> 01:05:57: necessary.  
01:05:57 --> 01:06:00: What we call well core guidance and that applies to  
01:06:00 --> 01:06:02: health safety rating as well.  
01:06:02 --> 01:06:05: So if you're an owner looking at the criteria there  
01:06:05 --> 01:06:09: specific guidance about how some of the features which  
01:06:09 --> 01:06:10: might  
01:06:10 --> 01:06:14: address things like.  
01:06:14 --> 01:06:15: Health care policies would apply in an owner building owner  
01:06:15 --> 01:06:18: type of scenario.  
01:06:18 --> 01:06:19: There was also another question which I think was sort  
01:06:19 --> 01:06:22: of touching on this,  
01:06:22 --> 01:06:22: or at least when I was thinking about the the  
01:06:22 --> 01:06:24: answer,  
01:06:24 --> 01:06:27: but it made me think of this.  
01:06:27 --> 01:06:30: There was a question from an anonymous attendee,  
01:06:30 --> 01:06:34: said. What if a building or business owner refuses to  
01:06:34 --> 01:06:38: do anything in regards to addressing the occupants covid  
01:06:38 --> 01:06:38: concerns?  
01:06:38 --> 01:06:41: Are there resources that can essentially force them to  
01:06:41 --> 01:06:42: address  
01:06:42 --> 01:06:44: them?  
01:06:44 --> 01:06:47: And I don't know if there's anything you can do  
01:06:47 --> 01:06:49: to force.  
01:06:49 --> 01:06:52: Forced upgrades, but it's sort of.  
01:06:52 --> 01:06:54: I was thinking here about how important it is to  
01:06:54 --> 01:06:57: have a strong voice in making a demand,  
01:06:57 --> 01:06:59: and that's where third party certification programs like that  
01:06:59 --> 01:07:02: well  
01:07:02 --> 01:07:05: like well can really help you.  
01:07:05 --> 01:07:05: You can point to a resource resource you can point  
01:07:05 --> 01:07:05: to a road map and you can tell your owner  
01:07:05 --> 01:07:05: you want them to implement this and then prove that  
01:07:05 --> 01:07:05: they've done it through the third party validation.

01:07:05 --> 01:07:07: But demand is just so critical.

01:07:07 --> 01:07:09: I think in helping to elicit change,

01:07:09 --> 01:07:11: and that can come from tenants who are in direct

01:07:11 --> 01:07:13: conversations with owners.

01:07:13 --> 01:07:15: And I would say even.

01:07:15 --> 01:07:18: Employees and or other consumers who might be asking,

01:07:18 --> 01:07:22: you know their business is what they're doing to respond

01:07:22 --> 01:07:22: to covid.

01:07:22 --> 01:07:26: Absolutely, these are the type of of requests and demands

01:07:26 --> 01:07:27: that can be included,

01:07:27 --> 01:07:30: especially in Emily's of clauses.

01:07:30 --> 01:07:32: If you're at the point of lease renewal,

01:07:32 --> 01:07:35: which in the real estate sector is a pretty intense

01:07:36 --> 01:07:37: time right now,

01:07:37 --> 01:07:39: or or if you're leasing a new space so Green

01:07:39 --> 01:07:43: lease clauses can cover a number of sustainability topics,

01:07:43 --> 01:07:47: including health and Wellness during the times of COVID-19.

01:07:47 --> 01:07:50: An I'd be curious Laura in Renee in terms of

01:07:50 --> 01:07:51: the document,

01:07:51 --> 01:07:54: the tenants and residents in your buildings,

01:07:54 --> 01:07:57: how have you been engaging with them as the owners

01:07:57 --> 01:08:00: in terms of communications and even enforcement of these

01:08:00 --> 01:08:01: kind

01:08:00 --> 01:08:01: of covid norms?

01:08:05 --> 01:08:08: Yeah, I would just sort of echo some of what

01:08:08 --> 01:08:11: I talked about around here so you know,

01:08:11 --> 01:08:13: I'm sorry Laura. No you,

01:08:13 --> 01:08:14: OK, just the we had.

01:08:14 --> 01:08:19: We took a very proactive approach with our communication

01:08:19 --> 01:08:22: strategy.

01:08:19 --> 01:08:22: I think I covered that a little bit about wanting

01:08:22 --> 01:08:26: to really make sure that our residents understood that we

01:08:26 --> 01:08:30: were tracking developments as they were happening that we

01:08:30 --> 01:08:35: were

01:08:30 --> 01:08:35: aligning with local ordinances and best practices within the

01:08:35 --> 01:08:36: industry

01:08:35 --> 01:08:36: as well.

01:08:36 --> 01:08:39: And that we were transparent about that with them,

01:08:39 --> 01:08:41: to build, to build that trust.

01:08:41 --> 01:08:44: And so I think that that was a really essential

01:08:44 --> 01:08:46: part of our strategy early on.

01:08:46 --> 01:08:48: And then we've taken sort of a more of a

01:08:49 --> 01:08:51: proactive encouragement approach around,

01:08:51 --> 01:08:53: you know, here's what is said.

01:08:53 --> 01:08:55: These are the best practices.

01:08:55 --> 01:08:57: These are the policies we have in place.

01:08:57 --> 01:08:59: As I said, we make mask available.

01:08:59 --> 01:09:02: We've got hand sanitizer everywhere,

01:09:02 --> 01:09:05: so it's more a question of encouraging the behavior that

01:09:05 --> 01:09:06: we want to see.

01:09:06 --> 01:09:08: As opposed to, you know,

01:09:08 --> 01:09:09: some strict enforcement.

01:09:12 --> 01:09:16: Thanks for name Laura. How about yourself in the office

01:09:16 --> 01:09:16: side?

01:09:16 --> 01:09:19: Sure, I can talk about some of the it's on

01:09:19 --> 01:09:21: the questions of ventilation.

01:09:21 --> 01:09:24: You know what are we doing to look at our

01:09:24 --> 01:09:27: ventilation and we're looking at outdoor air.

01:09:27 --> 01:09:29: How much outdoor air are we bringing in?

01:09:29 --> 01:09:32: Or are we doing cycles one hour pre and post

01:09:32 --> 01:09:33: occupancy too?

01:09:33 --> 01:09:36: You know filter in a lot of new outside air

01:09:36 --> 01:09:39: and flush out the air that's within the building.

01:09:39 --> 01:09:41: We're also looking at the filtration.

01:09:41 --> 01:09:45: What? Merv filters we have in place where we have,

01:09:45 --> 01:09:46: you know Merv 14 or more.

01:09:46 --> 01:09:50: Merv 15. Which again will help with filtering out any

01:09:50 --> 01:09:53: kind of viruses that may be at our property and

01:09:53 --> 01:09:56: make it and make it clean for our occupants.

01:09:59 --> 01:10:02: That's great, Laura.

01:10:02 --> 01:10:05: Excellent. See I'm looking through the questions here and

01:10:05 --> 01:10:09: there's

01:10:09 --> 01:10:11: another question just in in specifics in regard to beyond

01:10:11 --> 01:10:14: limiting capacity in elevators,

01:10:14 --> 01:10:17: what are some of the other leading technologies and policies

01:10:17 --> 01:10:21: or procedures to address air quality in touch points in

01:10:21 --> 01:10:24: these confined spaces where you mentioned some some

01:10:21 --> 01:10:24: ventilation points

01:10:21 --> 01:10:24: through the HVAC system? Anything else you'd like to add?

01:10:26 --> 01:10:29: You know, I think it's about just assessing you know

01:10:29 --> 01:10:29: what?

01:10:29 --> 01:10:32: What kind of portable filters can we put in place?

01:10:32 --> 01:10:34: Especially like as you mentioned,

01:10:34 --> 01:10:38: that elevator systems and let limiting how many people are

01:10:38 --> 01:10:40: get on the elevator at any given time.

01:10:40 --> 01:10:44: Ensure that people are wearing mask and if they're not  
01:10:44 --> 01:10:47: having mask available for people to wear when they're in  
01:10:47 --> 01:10:49: the building and in public spaces.  
01:10:49 --> 01:10:53: Great Renee. Anything to add in terms of specific activities?  
01:10:53 --> 01:10:56: Yeah, I would say that there there is an anti  
01:10:56 --> 01:10:59: microbial coding that we have been.  
01:10:59 --> 01:11:02: It's it's an adhesive coding that we have been putting  
01:11:02 --> 01:11:06: on some of the high touch points in our buildings  
01:11:06 --> 01:11:09: and so elevator buttons are one of them and then  
01:11:09 --> 01:11:12: we you know we really been trying to encourage you  
01:11:12 --> 01:11:16: know single household use of the elevators so just either  
01:11:16 --> 01:11:20: one person or one household using the elevators at a  
01:11:20 --> 01:11:24: time. And that's you, know how we've been really trying  
01:11:24 --> 01:11:24: to control,  
01:11:24 --> 01:11:29: you know, the air quality from that standpoint.  
01:11:29 --> 01:11:32: Joanna and Jessica, can you talk a little bit about  
01:11:32 --> 01:11:36: how these type of prescriptive activities and policies and  
procedures  
01:11:36 --> 01:11:39: fit within the modules that fit well and well have  
01:11:39 --> 01:11:40: have created for covid response.  
01:11:44 --> 01:11:49: Sure, just a general, faster and faster.  
01:11:49 --> 01:11:52: So we do have a feature in-house TV rating called  
01:11:52 --> 01:11:56: reduced Surface contact which starts to address this type of  
01:11:56 --> 01:11:57: concern.  
01:11:57 --> 01:12:00: But we are also working on a new beta feature.  
01:12:00 --> 01:12:03: Actually that's going to be available soon,  
01:12:03 --> 01:12:07: and if anybody would like to see it in advance,  
01:12:07 --> 01:12:09: feel free to contact me.  
01:12:09 --> 01:12:10: I'm happy to share it,  
01:12:10 --> 01:12:14: but it looks at other ways that are more specific  
01:12:14 --> 01:12:18: to air quality and the transmission of viral particles aerosols  
01:12:18 --> 01:12:19: so.  
01:12:19 --> 01:12:23: That particular feature looks at elevator spaces for sure,  
01:12:23 --> 01:12:27: but also things like queueing in lines and what guidelines  
01:12:27 --> 01:12:30: are in place to prevent people from standing too close  
01:12:30 --> 01:12:31: to one another.  
01:12:31 --> 01:12:36: Other circulation strategies that can be deployed when you  
might  
01:12:36 --> 01:12:40: have a chance encounter with another person when you're  
moving  
01:12:40 --> 01:12:41: through a building.  
01:12:41 --> 01:12:45: We also are pointing to design based guidelines to help  
01:12:45 --> 01:12:49: mitigate the transfer of the spread of virus via.



01:12:49 --> 01:12:52: Air quality, so you can think about things like screens  
01:12:52 --> 01:12:56: that you've probably seen in stores and other facilities that  
01:12:56 --> 01:12:57: you visited.  
01:12:57 --> 01:13:01: And then there's other strategies around addressing surface  
01:13:01 --> 01:13:04: surface is  
01:13:04 --> 01:13:08: that you are likely to touch and strategies that can  
01:13:08 --> 01:13:09: be put into place to help keep those more sanitized.  
01:13:09 --> 01:13:12: In this in this time.  
01:13:12 --> 01:13:14: So yeah, more on that coming and I'd be happy  
01:13:14 --> 01:13:17: to share it with anybody in advance.  
01:13:17 --> 01:13:20: You would like to see it.  
01:13:20 --> 01:13:21: So yeah, I mean, I think that this is the  
01:13:21 --> 01:13:24: crux of it,  
01:13:24 --> 01:13:25: right? I mean, there are three main ways that this  
01:13:25 --> 01:13:27: virus is transmitted.  
01:13:27 --> 01:13:29: This person to person transmission,  
01:13:29 --> 01:13:32: I think will be coming.  
01:13:32 --> 01:13:34: You know, highly educated on viral transmission.  
01:13:34 --> 01:13:36: So person to person transmission.  
01:13:36 --> 01:13:40: That is obviously what it sounds like.  
01:13:40 --> 01:13:42: That's that close contact transmission is actually the most  
01:13:42 --> 01:13:46: risky  
01:13:46 --> 01:13:47: of of the kind of transmissions.  
01:13:47 --> 01:13:49: Has the highest risk, so that's that's really looking at  
01:13:49 --> 01:13:53: how do you minimize?  
01:13:53 --> 01:13:54: Your contact with other individuals,  
01:13:54 --> 01:13:57: whether it's using masks, whether it's from being more than  
01:13:57 --> 01:13:58: six feet apart.  
01:13:58 --> 01:14:02: These are those heavy droplets that are passing when you  
01:14:02 --> 01:14:05: cough or speak or sing,  
01:14:05 --> 01:14:08: which is a highly dangerous thing to do apparently these  
01:14:08 --> 01:14:12: days,  
01:14:12 --> 01:14:15: so so really looking at a comprehensive set of approaches  
01:14:15 --> 01:14:18: to how do we ensure and support behavior change that  
01:14:18 --> 01:14:22: minimizes contact close contact for prolonged periods of  
01:14:22 --> 01:14:23: time?  
01:14:23 --> 01:14:26: Because that is where we're seeing the demonstrated  
01:14:26 --> 01:14:28: highest risk,  
01:14:28 --> 01:14:31: and then also kind of comprehensive looking at.  
01:14:31 --> 01:14:34: Surface transmission, so those are those heavy droplets  
01:14:34 --> 01:14:37: when they  
01:14:37 --> 01:14:40: fall onto services,  
01:14:40 --> 01:14:43: so that's really looking at your cleaning protocols.

01:14:26 --> 01:14:28: It's looking at some elements of you HV AC systems  
01:14:29 --> 01:14:31: you know and the cleaning protocols are so important,  
01:14:31 --> 01:14:34: not just for the actual physical removal of the virus,  
01:14:34 --> 01:14:38: but because they also addressed that building trust piece.  
01:14:38 --> 01:14:40: There really looking at mental health as well.  
01:14:40 --> 01:14:44: So seeing a clean space and feeling that the space  
01:14:44 --> 01:14:46: is physically clean actually does.  
01:14:46 --> 01:14:49: Promote feelings of well being and instill feelings of trust.  
01:14:49 --> 01:14:51: As is. Research based, right?  
01:14:51 --> 01:14:53: That's not just me saying.  
01:14:53 --> 01:14:55: I think it does that there's a lot of research  
01:14:55 --> 01:14:58: around how we respond to the physical condition of our  
01:14:58 --> 01:14:59: environments,  
01:14:59 --> 01:15:01: so that's very important than last.  
01:15:01 --> 01:15:04: Either aerosolize transmission through the HV AC systems.  
01:15:04 --> 01:15:07: So this is the whole thing is really about.  
01:15:07 --> 01:15:09: How do we minimize the amount of virus that is  
01:15:09 --> 01:15:12: in the air so and that we come in contact  
01:15:12 --> 01:15:12: with?  
01:15:12 --> 01:15:15: So it's kind of looking at that comprehensively.  
01:15:15 --> 01:15:17: So that is kind of the approach.  
01:15:17 --> 01:15:19: That is throughout the module.  
01:15:19 --> 01:15:20: So this is the crux of it.  
01:15:20 --> 01:15:24: Looking at these indoor spaces and how to reduce risk,  
01:15:24 --> 01:15:27: and I think that Laura said it perfectly that this  
01:15:27 --> 01:15:27: isn't a panacea,  
01:15:27 --> 01:15:29: right? This is not a.  
01:15:29 --> 01:15:31: I will have a covid free building.  
01:15:31 --> 01:15:33: This is really about mitigating risk,  
01:15:33 --> 01:15:35: reducing risk, optimizing your buildings,  
01:15:35 --> 01:15:37: making them as safe as they can be,  
01:15:37 --> 01:15:39: but but we cannot eliminate risk,  
01:15:39 --> 01:15:42: so that's you know we have to quantify it and  
01:15:43 --> 01:15:43: minimize it.  
01:15:43 --> 01:15:46: Joanna, I think that's the perfect way to to end  
01:15:46 --> 01:15:47: this webinar.  
01:15:47 --> 01:15:49: We could go to the last slide.  
01:15:49 --> 01:15:51: I want to thank all of our panelists.  
01:15:51 --> 01:15:54: Joanna just Cabernet and Laura for joining us today and  
01:15:54 --> 01:15:58: sharing your knowledge or experiences on on confronting  
01:15:58 --> 01:16:00: covid through healthy buildings and certifications.

**01:16:00 --> 01:16:03:** I invite everyone on our panel in participating here in  
**01:16:03 --> 01:16:06:** the web and R to join us in October for  
**01:16:06 --> 01:16:08:** utilize virtual fall meeting programming for sure.  
**01:16:08 --> 01:16:12:** We have some pretty exciting content that we've prepared that  
**01:16:12 --> 01:16:15:** covers sustainability and in broader kind of capital markets.  
**01:16:15 --> 01:16:18:** All things real estate. As you would expect,  
**01:16:18 --> 01:16:20:** and then for this web and R in specific,  
**01:16:20 --> 01:16:23:** the recording and the slides will be posted on Knowledge  
**01:16:23 --> 01:16:26:** Finder knowledge that you work within the next week or  
**01:16:26 --> 01:16:29:** so and will be setting up a follow up email  
**01:16:29 --> 01:16:31:** as well with that link when it's ready.  
**01:16:31 --> 01:16:34:** So thank you again everyone for joining and have a  
**01:16:34 --> 01:16:34:** great day.

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